



Vision Statement

Committed to shaping the roofing industry's future by protecting communities and being a catalyst for innovation.

Mission Statement

Advancing the roofing industry through education and training, technology, sustainability, and philanthropic outreach.

MESSAGE FROM ROOFING ALLIANCE PRESIDENT DAVE LAWLOR



It has been my honor and privilege to serve as president of the Roofing Alliance for the 2021-22 term. I am extremely proud to be part of the work that is done here and to blaze a new trail as the first international (Canadian) president of the Roofing Alliance. Working for a global insulation manufacturing company, I see the ability to strengthen our entire business as we work together for the common good of our industry. Another first as we celebrated our 25th anniversary year is having Kelly Van Winkle serve as the first female vice president in Roofing Alliance history.

There was a sense of renewal as we emerged from our post-pandemic distancing; it was liberating. Simple things we took for granted like having dinner at a restaurant or going to a movie were abruptly halted. However, the roofing industry has been very resilient throughout the pandemic, serving to provide one of the basic necessities of life—shelter. As an essential service, the roofing business is extremely favorable whether for a young person looking to embark on a career in a trade, a supplier company growing its business share, or a regional roofing contractor offering stable employment and excellent workmanship.

One of my challenges was for each member to get a member. I felt there was no better time after emerging from a pandemic and celebrating our 25th anniversary to unite companies by growing our membership and increasing member involvement to help shape the future of our industry.

Despite the pandemic, we remained financially strong. Our members marched forward with our programs and projects with the goal of strengthening our industry for the future—both immediate and long-term.

Our members remained steady in their commitment to care for the roofing needs of the 165 standalone Ronald McDonald House Programs in the U.S.; we added a new scholarship category for students entering vocational and technical trades schools; members approved new funding for heat stress conditions and awareness research led by Dr. Kenneth Sands, Florida Gulf Coast University; we continued the second year of funding for Dr. Dhaval Gajjar, Clemson University, as he diligently worked to complete a second roofing-specific course eventually leading to a roofing certificate; and we hosted our inaugural roofing retreat for full-time faculty members interested in the role of roofing in construction management.

All in all, it was a great way to celebrate our 25 years of roofing excellence. It has been my pleasure leading our organization and working with our members who not only volunteer their time and expertise but also are passionate about bettering our industry for those currently involved as well as for future generations.

Sincerely,

Dave Lawlor President

Roofing Alliance

MESSAGE FROM EXECUTIVE DIRECTOR ALISON L. LAVALLEY



Greetings from the Roofing Alliance. Throughout the year, I have had the pleasure of engaging with many Roofing Alliance members, volunteers and other stakeholders to determine how the Roofing Alliance can best serve the roofing industry at such a critical time of change and opportunity.

I want to thank everyone I have had the chance to speak and work with and let you know we are listening to you and adjusting our thinking, as well as our operational and strategic planning, in response to your feedback. The Roofing Alliance is grounded in deepening member

engagement and strengthening the overall vision and value proposition for the organization and the roofing community.

During our November 2021 and April 2022 Member Meetings, we saw our leaders and members in action. President Dave Lawlor was instrumental in driving a vision and mission for the organization that will help lead us for the next five, 10 and 25 years, and I can assure you Kelly Van Winkle shares his vision and will leave her own mark to ensure our success.

Last year, the under the leadership of Construction Management Initiatives Committee Chairman Allen Lancaster, the Roofing Alliance hosted its inaugural roofing retreat for full-time faculty members interested in the role of roofing in construction management March 6-9 at the Del E. Webb School of Construction in Tempe, Ariz., and it was a resounding success. We educated 13 faculty professors who were interested in learning more about the roofing industry.

Our partnership with Clemson University's Department of Nieri Family Construction Science and Management continues to exceed expectations, educating college students and developing a roofing certificate program using a two-phase education approach. The first phase, which included the development and implementation of an in-person three-credit hour roofing-specific course, is complete and educated 81 undergraduate and graduate students.

Members also continued to work diligently on the heat stress conditions and awareness research project led by Dr. Kenneth Sands and Task Force Chairman Rudy Gutierrez. Progress has been made regarding four major areas of the work, including updates to

the heat stress task force and expansion of the research team; the understanding of worker response to working in hot environments; the national heat stress survey; and the educational module to share findings.

And our members philanthropic outreach continued to shine as they partnered with their respective Ronald McDonald Houses to provide repairs and maintenance to the 165 standalone houses. Our scholarship efforts blossomed, as well, as we awarded \$65,000 in scholarships to 12 deserving students.

And this was only some of the Roofing Alliance's work that occurred to address the changing needs of the roofing industry. Ultimately, my hope is together we can increase our visibility and share our story by showcasing Roofing Alliance achievements through more aspirational messaging.

It is my honor to work on your behalf, and I thank you for your sincere dedication, involvement and ongoing support of the Roofing Alliance. I look forward to sharing more updates (and successes) with you next year. In the meantime, I wish you continued success.

My best always,

Alison L. LaValley, CAE Executive Director

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Roofing Alliance membership: 180 members

A YEAR IN NUMBERS

From 2021-2022, the Roofing Alliance gained 5 new members!

- Benchmark, Inc., Ron Harriman, Cedar Rapids, Iowa
- Gorman Roofing Services,
 Dan Gorman, Phoenix, Ariz.
- IB Roof Systems, Jason Stanley, Grapevine, Texas

- Kelly Roofing, Ken Kelly, Bonita Springs, Fla.
- R. Adams Roofing Inc., Randy Adams, Indianapolis, Ind.

2021-22 WAS A BIG YEAR FOR FUNDING...



Since its inception, the Roofing Alliance has provided \$5.9 million in funding to more than 53 research and high-quality educational programs and projects for roofing contractors to enhance the long-term viability and attractiveness of the industry.

In 2021-22, \$276,950 was approved for the following:

- Clemson University roofing industry-focused college course, Phase 2
- Faculty Retreat on Roofing
- Florida Gulf Coast University heat stress conditions and awareness research
- Most Valuable Player Awards Program
- Gold Circle Awards Program
- Annual Construction Management Student Competition
- Ronald McDonald House Charities® Partnership

The Roofing Alliance – Clemson University Partnership

The Roofing Alliance and Clemson University's Department of Nieri Family Construction Science and Management have partnered to educate college students and young professionals about the roofing industry by developing a roofing certificate program using a two-phase education approach.

The first phase included developing and implementing three-credit roofing-specific course at Clemson University. An industry-wide study of the Roofing Alliance and NRCA members to understand the topics that needed to be included within the certificate program and the effects and the benefit of this partnership for the roofing industry also was completed.

The first course educated 21 students. Sixteen Roofing Alliance members served as guest lecturers, and more than 90 companies donated the material for the course content.

In phase two, Clemson University created two additional roofing-specific courses to develop a formal Roofing Certificate Program, which will include three courses for a total of nine credits for university students and managerial level industry professionals. The second course was developed and offered at Clemson University in spring 2021 with 19 students enrolled.

The third course was offered at Clemson University in spring 2022 and educated 41 students who rated the course at 8 or higher out of 10.





Faculty Retreat on Roofing

The Roofing Alliance held its inaugural Faculty Retreat on Roofing for full-time faculty members interested in the role of roofing in construction management March 6-9 at Arizona State University's Del E. Webb School of Construction in Tempe.

The retreat included several workshops on roofing-specific issues, such as best practices, roof system design, safety, technology and career opportunities led by roofing industry experts, as well as instruction on how best to engage and instruct students led by ASU faculty.



For a cumulative list of projects funded by the Roofing Alliance, visit

https://roofingalliance.net/education-research/projects/.



Heat Stress Conditions and Awareness Research



The heat stress conditions and awareness research focused on how heat stress affects roofing workers. Progress was made on three areas of the work, including an understanding of worker response to hot environments; conducting a national heat stress survey; and preliminary work on an educational module to share findings.

The research team prepared and received approval from Florida Gulf Coast University's Institutional Review Board to proceed with the heat stress observation protocol, which includes:

- Observation of roof technicians while working.
- Asking predetermined questions of technicians about working in hot environments.
- Collecting data on the core body temperatures of technicians as they work, as well as on the environmental conditions in which they work. As part of this effort, equipment calibration and initial tests to ensure reliability of the data from the research equipment were performed.



MVP PROGRAM

The **Most Valuable Player Awards Program** seeks to identify outstanding roofing workers who represent the best the industry has to offer to their companies as roofing professionals and to their communities with their charitable actions.

Workers were nominated in two categories:

- 1. Outstanding on the job performance and workmanship
- 2. Outstanding performance and other noteworthy contributions outside the workplace.

Winners received round-trip airfare, hotel lodging, a trophy, a \$100 American Express gift certificate, publicity in *Professional Roofing* magazine, press releases to industry trade publications and local newspapers, and listing on the Roofing Alliance web page.





NOST VALUABLE PLAYER AWARDS

ALLIANCE 25%

10 eligible nominations were received this year!

Terry Archer
Outstanding on-the-job performance
and workmanship
Foremen with Midland Engineering Co

Foreman with Midland Engineering Co. Inc., South Bend, Ind.



Darwin Carmody
Outstanding on-the-job performance
and workmanship
Foreman with R3NG LLC, Sheridan, Colo.





Dennis Dudek

Outstanding on-the-job performance and workmanship; other noteworthy and contributions outside the workplace

Superintendent with Tecta America Southeast LLC, Sanford, Fla.



Justin Clark
Outstanding on-the-job performance
and workmanship
Field Worker, Flynn Midwest LP,
Kansas City, Mo.



Victorino Trujillo-Montez Outstanding on-the-job perform

Outstanding on-the-job performance and workmanship; other noteworthy and contributions outside the workplace Field Worker with Antis Roofing & Waterproofing LLC, Irvine, Calif.

The Best of the Best Award winner

The Best of the Best Award winner was also announced during NRCA's Virtual Awards Ceremony. **Dennis Dudek,** superintendent with Tecta America Southeast LLC, Sanford, Fla., was the 2022 winner.

The Best of the Best Award is sponsored by *Professional Roofing* magazine and OMG Inc., Agawam, Mass.



For more information about our MVP Program and past projects, visit https://roofingalliance.net/programs/mvp/.







GOLD CIRCLE AWARDS PROGRAM

The Gold Circle Awards program recognizes Roofing Alliance and NRCA members for outstanding contributions to the roofing industry. Unique roofing-related jobs, programs and services are eligible for the program. Roofing Alliance and NRCA members are nominated by their peers and community for significant contributions to the roofing industry in the following categories:

- Outstanding workmanship
- Innovative solutions
- Safety preparedness & performance





"This roof replacement was especially complicated with multiple materials ranging from slate to copper with some severe slopes. L.E. Schwartz did a magnificent job at maintaining the original beauty of the building while integrating newer roofing materials and features that will endure the test of time."

David Marder,Director of facilitiesat Agnes Scott College

Outstanding Workmanship

Winner

L.E. Schwartz & Son Inc., Macon, Ga., for Agnes Scott College Main Hall, Decatur, Ga.

Honorable Mention

KPost Company, Dallas, for Globe Life Field, Arlington, Texas



Finalist

P&A Roofing & Sheet Metal Inc., Orlando, Fla., for Remy's Ratatouille Adventure, Orlando



2021-22 ROOFING ALLIANCE CONSTRUCTION MANAGEMENT STUDENT COMPETITION

The Roofing Alliance hosted it's eighth **Construction Management Student Competition** in February 2022, and seven teams participated:

- Bradley University, Peoria, Ill.
- California Polytechnic State University, San Luis Obispo
- Clemson University, Clemson, S.C.
- Colorado State University, Fort Collins
- Minnesota State University, Mankato
- Texas A&M University, College Station
- University of Florida, Gainesville

This hallmark competition enhances construction management students experiences by exposing them academically and experientially to roofing as a career choice and fosters meaningful interaction among the students, faculty and Roofing Alliance members, who serve as team mentors.

We thank Rob Anderson with R. Anderson Roofing, Tickfaw, La. for providing the project used for this year's completion, which was the Four Points Sheraton Hotel on Bourbon Street. The roof was approximately 18,000 square feet on a five-story structure.



2021-22 Construction Management Student Competition Winners



First place: Texas A&M University, College Station, Texas



Second place: Clemson University, Clemson, S.C.



Best individual presenter: Blake Bocchino, Texas A&M University



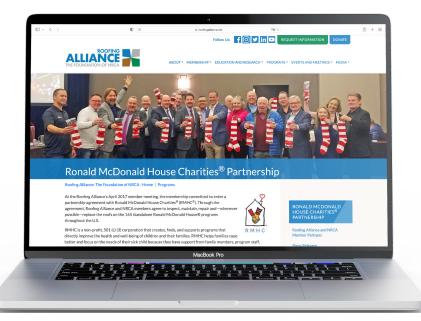
Best individual presenter—second place: Allie Stark, Clemson University



This year's panel of judges included:

John Geary, chief marketing officer, Nations Roof, St. Charles, Ill.; Helene Hardy-Pierce, vice president of building science & systems, regulations and industry support, GAF, Parsippany, N.J.; Scott Kawulok, vice president, B & M Roofing, Frederick, Colo.; Dudley Miles, chairman of the board of J.D. Miles & Sons Inc. and Miles Roofing Inc., Chesapeake, Va.; Bob Pringle, vice president, Evans Roofing Company Inc., Elmira, N.Y.; John Yuko, senior vice president of operations for GSM Roofing, Ephrata, Pa.





We want to give a big **thank you** to the Roofing Alliance and NRCA members who have partnered with more 165 standalone Ronald McDonald Houses and have donated more than 1 million in labor, materials and supplies to inspect, maintain and even repair or replace the roofs on their local RMHC programs.

For more information and a list of Roofing Alliance and NRCA Partners, visit **roofingalliance.net/rmhc.**



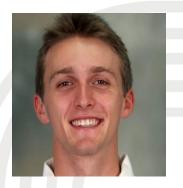
\$757,409 intended and actual gifts received!

Our campaign goal of **\$2 million** to support students pursuing careers in roofing through our Melvin Kruger Scholarship is **80%** complete.

The Roofing Alliance has a history of commitment to education, training and scholarship, and when you donate to the Melvin Kruger Endowed Scholarship Program, you help shape the future of the roofing industry—one student at a time.

To date, 139 students have received \$955,000 in scholarship awards.

The Roofing Alliance awarded \$35,000 for seven new scholarships and \$30,000 for scholarship renewals for a total of \$65,000 for the 2021-22 school year.















Renewals:

 $\begin{tabular}{ll} \textbf{Elaina Krumholz} - \textbf{Tremco Inc.}, \textbf{Beachwood}, \textbf{Ohio}, \textbf{attending the University of Minnesota Twin Cities}, \textbf{Minn}. \end{tabular}$

Morgan Patterson—Centimark Corp., Canonsburg, Pa., attending DePaul University, Chicago

John Paynter—Duro-Last Roofing, Saginaw, Mich., attending East Carolina University, Greenville, S.C.

Calvin Raymore—Centimark Corp., Canonsburg, Pa., attending the University of Delaware, Newark, Del.

Cameron Tickerhoff—Kalkreuth Roofing, Wheeling, W.V., attending Penn State University, University Park, Pa.

The Roofing Alliance Melvin Kruger Endowed Scholarship Recipients for the 2021-22 school year:

Ben Baxter, son of Paul S. Baxter, national operations director for Tecta America, Granbury, Texas

Zackary Cekalla, son of Mark Cekalla, market manager for Beacon Roofing Products, St. Cloud, Minn.

Travis Cox, son of Tammy McCullough, accountant for Centimark, Canonsburg, Pa.

Max Metzger, son of Donald Metzger, sales for Tremco Inc., Roseville, Calif.

Finnegan O'Connor, son of Patrick O'Connor, regional sales manager for OMG Inc., Agawam, Mass.

Cole Snavely, son of Susan Snavely, payroll clerk for GSM Roofing, Ephrata, Pa.

Michael Waldron, son of David Waldron, technical sales support for Soprema, Newark, N.J.

A GREAT YEAR FOR SOCIAL MEDIA





TWITTER FOLLOWERS

up by 322 followers





LINKEDIN FOLLOWERS

up by 546 followers



LinkedIn was our most popular social media with

ENGAGEMENTS

Hashtag #165RoofsforRMHC was used more than 100 times across our social media platforms! (from June 1, 2021- May 31, 2022)



2021-22 Roofing Alliance Board of Trustees



Dave Lawlor
President: 2021-22
ROCKWOOL Inc.
Milton, Ontario
Term: 2021-2025



Kelly Van Winkle Vice President: 2021-22 King of Texas Roofing Co. Grand Prairie, Texas Term: 2019-2023



Jason Dark
Secetary- Treasurer: 2021-22
Duro-Last Inc.
Saginaw, Mich.
Term: 2019-2023



Charles Antis
Antis Roofing &
Waterproofing Inc.
Irvine, Calif
Term: 2019-2023



Greg BloomBeacon Roofing Products
Birmingham, Mich.
Term: 2021-2025



Piers Dormeyer Eagleview Kirkland, Wa. Term: 2019-2023



Rudy Gutierrez Shell Roofing Solutions Group Chino, Calif. Term: 2018-2022

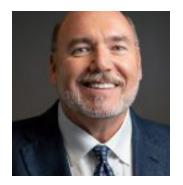


Stephen KubickaPolyglass USA
Deerfield Beach, Fla.
Term: 2018-2022

2021-22 Roofing Alliance Board of Trustees



Michelle Lane Holcim Building Products Nashville Term: 2020-2024



Steve Little
KPost Roofing
& Waterproofing
Dallas
Term: 2020-2024



George Patterson Bennet & Brosseau Roofing, Inc. Romeoville, Ill. Term: 2018-2022



Stephen Phillips
Hendrick Phillips Salzman
& Siegel
Atlanta, Ga.
Term: 2020-2024



Jonathon Reader R&B Roofing LLC Garland, Texas Term: 2018-2022



Kyle ThomasThomas Roofing
Mobile
Term: 2021-2025



Dave TilsenTilsen Roofing Company Inc.
Madison
Term: 2020-2024



Daniel TinkerSRS Distribution
King of Texas Roofing Co.
McKinney, Texas
Term: 2021-2025

MELVIN KRUGER ENDOWED SCHOLARSHIP DONORS

The Roofing Alliance wishes to thank its donors, the individuals and organizations who have generously contributed to our two Melvin Kruger Endowed Scholarship Programs. Because of the generous support of all donors, we are able to support education by awarding scholarships to qualified students whose families work in our industry. We currently have three levels of **named scholarship** donors: Platinum, Gold and Titanium.

Platinum Scholarship Level - \$250,000 and above

Holcim, Nashville, Tenn.

Gold Scholarship Level - \$100,000

Dan Cohen

(Donations for the Dan Cohen Scholarship were made by Robert Bueche, Pioneer Roofing, Phoenix; John Plescia, Star Roofing, Inc., Phoenix; Jeff Starkweather, Starkweather Roofing Inc., Cave Creek, Ariz.; Kenton Summers, Specialty Roofing Inc., Phoenix; and Brian Torry, Veritas Marketing, Phoenix)

Fred Good

(Donations for the Fred Good Scholarship were made by The Mountain Co., Vienna, W.Va.; NRCA, Rosemont, Ill.; and donations made to the Fred Good Memorial)

OMG Roofing Products, Agawam, Mass.

Titanium Scholarship Level - \$50,000

Beacon Roofing Supply Inc., Herndon, Va.

Commercial Roofing Specialties Inc., Larry Burns, Chip Martin, Warren Teague, Doraville, Ga.

Dennis Conway, Las Vegas

William A. Good, Seabrook Island, S.C.

Gail Kruger Krapf, Macon, Ga. — In honor of Melvin Kruger

John Miller, Ross, Calif.

Jim and Suzanne MacKimm, (Beacon Building Products), Peabody, Mass.

Reid and DeaNa Ribble, Sparta, Tenn.

SRS Raise the Roof Foundation, McKinney, Texas

Silver Level - \$25,000

Nelson and Jaclyn Braddy, King of Texas Co. LP, Grand Prairie, Texas

John and Mary Gooding, GSM Roofing, Ephrata, Pa.

L.E. Schwartz & Son Inc., Steve Kruger, Macon, Ga.

Siplast, Irving, Texas

Stephen and Melinda Sutter, Sutter Roofing Co. of Florida, Sarasota, Fla.

Tremco, Roofing and Building Maintenance Divison, Tom Cummings,

Beachwood, Ohio

Gary and Mary Wolfe, Wolfe Roofing & Sheet Metal Inc., Reading, Pa.

Bronze Level - \$15,000

Commercial Roofers Inc., Dennis Conway, Scott Howard, Las Vegas

F.J. Dahill Co., Jamie McAdam, New Haven, Conn.

The Hamlin Family, Hamlin Roofing, Garner, N.C.

Jude Laperouse, Edward J. Laperouse, Houma, La.

Copper Level - \$10,000

CNA Foundation, Chicago

Jim Giese Commercial Roofing Co. Inc., Jim Giese, Dubuque, Iowa

Gooding Group Foundation, Reed Gooding, Ephrata, Pa.

United Materials, Beth Gloss, Denver

Contributor Level - up to \$9,999

Academy Roofing Inc., Suzie Boyd, Aurora, Colo.

Baker Roofing, Mark Lee, Raleigh, N.C.

Beacon Pointe, Garth Flint, Newport Beach, Calif.

Beldon Roofing Co., Brad Beldon, San Antonio

Boston Roofing Industry Promotion Fund, Thomas Gunning, Braintree, Mass.

Crane Renovation Group, Gary Kerley, Columbus, Ohio

Robert (Country) Harrison, Greenville, S.C.

Latham Roofing Contractor, LLC, Dallas

Mary Mai, Washington, D.C.

Tom and Fran Manson, Leawood, Kan.

Rob and Kate McNamara, Tecta America Corp., Rosemont, Ill.

P.J. McTavish & Co. Inc., Burtonsville, Md.

Midland Engineering Co. Inc., Mike Frahn, South Bend, Ind.

Dan Murphy, Longmeadow, Mass.

North/East Roofing Contractors Association, Braintree, Mass.

J.A. Piper Roofing Co., Rodney Piper Jr., Greenville, S.C.

Roofing Supply Group, Tim Perryman, Kennesaw, Ga.

Roofs Inc., Joseph McDevitt, Lyons, Ill.

Tech Roofing Service Inc., Joe Narkowicz, Springfield, Mo.

Timothy Root Scholarship Fund, Jurin Roofing Services Inc., Quakertown, Pa.

United Union of Roofers, Waterproofers and Allied Workers, Washington, D.C.

Winona Heating and Ventilating Co., Michael Gostomski, Winona, Minn.

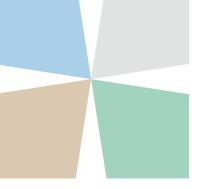
PLANNED GIVING DONORS

The Roofing Alliance wishes to express its sincere appreciation and gratitude to the following **Planned Giving Donors** for their gifts to the Roofing Alliance. The Legacy Circle is the Roofing Alliance's honorary society to recognize individuals and families who have remembered the Roofing Alliance in their wills or other estate plans.

Nelson and Jaclyn Braddy, Dallas
Dane and Sandy Bradford, Billings, Mont.
William and Lacey Collins, Berwyn, Pa.
Dennis Conway, Commercial Roofers Inc., Las Vegas
Trent Cotney, Tampa, Fla.
Jason Dark, Freeland, Mich.
Mark and Shelley Gaulin, Severna Park, Md.
William A. Good, Seabrook Island, S.C.
John S. Gooding, GSM Roofing, Ephrata, Pa.
J. Dudley Miles, Chesapeake, Va.

Rob and Lianne Therrien, Keene, N.H.

Kelly and Lance Van Winkle, King of Texas Roofing Co. LP, Grand Prairie, Texas



"Roofing Alliance members are a dedicated group of roofing business leaders and experts working for the common goal of making our industry better. This is where competitors and partners alike organize to ensure the entire industry, not just their respective companies, flourish."

-Dave Lawlor, Roofing Alliance

