



May 17, 2021 - Final

Meeting Report

Roofing Alliance Virtual Member Meeting

April 23, 2021

1. Welcome and Call to order

Roofing Alliance President Kyle Thomas called the meeting to order at 10 am/Eastern. He welcomed everyone, thanked them for their participation and made an antitrust statement. He welcomed the two newest Roofing Alliance members - Tony Freas with Complete Building Maintenance Co., Lombard, Illinois and Bryan and John Peck, PB Roofing, Elmwood Park, New Jersey.

Mr. Thomas explained this meeting is very important as we set the course for the new fiscal year. He then explained the meeting format. The following were in attendance:

Roofing Alliance Board of Trustees:

Charles Antis	Steve Little
Greg Bloom	Stephen Phillips
Jason Dark, Secretary-Treasurer	Kyle Thomas, President
Piers Dormeyer	Dave Tilsen
Rudy Gutierrez	Dan Tinker
Steve Kubicka	Kelly Van Winkle
Dave Lawlor, Vice President	

Roofing Alliance Members:

Kim Baxter	Bryan Karel	Rod Petrick
Brad Belson	Melvin Kruger	Reid Ribble
Tim Blue	Steve Kruger	Craig Rainey
Tommy Bullough	Bruce McCrory	Tom Saeli
Bill Collins	Josh Kelly	Candace Klein
Anne Cope	Aaron Kock	Philip Siegel
Trent Cotney	Jack Krapf	Joe Stassi
Peter Coyne	Allen Lancaster	Mike Steele
Rick Damato	Daryl Maronic	Kent Summers
Jennifer Ford-Smith	Bruce McCrory	Brad Sutter
Reed Gooding	Dudley Miles	Doug Sutter
Helene Hardy-Pierce	Sherri Miles	Rob Therrien
Alex Hernandez	J.K. Milliken	Lance Van Winkle
Greg Hudson	Bob Morgan	Tom Walker
Gayle Hutchison	James Patterson	Chris Yeatts

Guests/Others

Mikell Bollinger, SRS Raise the Roof Foundation	Wande Olude, RMHC Global
Heidi Ellsworth, HJE Consulting	Jessica Priske, Roofing Alliance
Dhaval Gajjar, Clemson University	Zach Rogers, RMHC Global
Bill Good, Senior Advisor	Harry Ryder, NRCA

Mike Jackson, Clemson University
Bennett Judson, Roofing Alliance, recorder

Kenneth Sands, Florida Gulf Coast University
Anne Schroeder, NRCA

Guests/Others

Lee Cobb, Duro-Last

Anne Cope, IBHS

McKay Daniels, NRCA

Dan Ervin, Duro-Last

Dhaval Gajjar, Clemson University

Bill Good, Roofing Alliance

Chris Huettig, Karnak

Mike Jackson, Clemson University

Bennett Judson, Roofing Alliance, recorder

Scott Keith, Jobba Trade Technologies, Inc.

Jessica Priske, Roofing Alliance

Saeed Rokooei, Mississippi State University

Harry Ryder, NRCA

Anne Schroeder, NRCA

Alireza Shoaiei, Mississippi State University

2. Minutes

A motion was made, seconded and unanimously carried to approve the minutes from the April 28, 2020 Virtual Member Meeting.

3. Investment Performance Update

Jack Krapf reviewed the March 31, 2021 Investment Performance Reports which show the general fund balance at \$11,633,249 and the scholarship fund balance at \$2,248,101. He reported that both portfolios are currently up from a year ago. Following are highlights from Mr. Krapf's general remarks:

▶ Money supply and savings rate has boomed.

▶ M2 expanded around \$5 Trillion last year or so.

▶ Last 12 years due to Deficit Government Spending, about \$ 450 Billion entered Stock Market. Last 5 months about \$550 Billion found its way to stocks.

▶ Money supply expanding faster than Productivity- Classic Inflation definition.

▶ Expect interested rates and inflation to pick up.

▶ The Fed only controls short term rates because that's what they charge banks in overnight money, but Bond market will react to perceived inflation risks.

▶ With deficit spending expect significant economic growth this year and next year.

▶ Equity market corrections can happen at any time, but I expect market to do well this year and next year.

▶ Risks are tax increases, Unexpected Conflagrations that I always mention.

4. Finance and Financial Development Committee Report

Chairman Jason Dark reported on the Finance Committee highlights from the Joint Finance Committee and Board of Trustees meeting held April 22. It was a very in-depth meeting. The committee takes their responsibilities very seriously and acts accordingly to ensure the Roofing Alliance remains strong moving forward. He reported that the 2020-21 fiscal year is projected to end favorably. He then shared the following highlights from the meeting:

▶ As of March 31, 2021, the general fund balance was at \$11,633,249 and the scholarship fund balance was at \$2,248,101.

▶ the Finance committee approved both proposed budgets (without new project funding) with one revision to the scholarship budget: the scholarship expense was increased to \$65,000 (for 13 scholarships)

▶ NRCA continues to pay back the \$250,000 TRAC loan; to date we've received a total of \$39,968

▶ we were able to rebook (again) our meeting at the Ritz-Carlton for April 2022, so the deposits of \$23,756 that were paid for our 2020 meeting will be applied to the April 2022 meeting

- ▶ the Finance committee set the maximum spending cap at \$350,000 for new project funding.

5. Roofing Alliance Board of Trustees Report

President Thomas reported on the following action items that were approved by the Board of Trustees during the Joint Finance Committee and Board meeting on April 22.

He explained the Board approved both the 2021-22 Melvin Kruger Endowed Scholarship operating budget and the 2021-22 General Operating budget which include:

- ▶ \$65,000 in annual Melvin Kruger Scholarship Funds for 13 scholarships
- ▶ funds to continue working with HJE Consulting on branding and Bill Good on fundraising
- ▶ committed/continued expenses for:
 - the Gold Circle Awards program
 - the MVP Awards program
 - our construction management initiative – which includes student competition expenses (and an additional \$7,245 estimated expenses to bring the students and faculty from our two winning teams from this year's competition to the August IRE® in Las Vegas
 - \$50,000 for our continued partnership with Ronald McDonald House Charities® plus additional funds for an event to be held in conjunction with our November 2021 member meeting in Chicago to Recognize and thank all our RMHC partners and material donors.

A motion was made, seconded and passed by Roofing Alliance members present to approve the 2021-22 Melvin Kruger Endowed Scholarship Budget as presented.

A second motion was made, seconded and passed by the Roofing Alliance members present to approve the 2021-22 the General Operating Budgets as presented. *Copies of the approved budgets with new project funding are included with the minutes.)*

President Thomas continued reporting on the following items approved by Board – no member action required:

- ▶ the Scholarship Committee recommendations for the 2021-22 Melvin Kruger Scholarships which Include 6 students who are up for renewal and 7 new students or the accredited post-secondary institution scholarship program. There were no applicants for the Career Technical Education Scholarship program this year.
- ▶ two additional recommendations from the Scholarship Committee which will allow us to promote our scholarship program to the roofing industry in general, construction management schools and vocational and technical schools associated with SkillsUSA.
 - 1-to recognize named scholarship donors in a listing by different contribution levels instead of assigning specific named scholarships with individual students and
 - 2-updates to the scholarship program criteria that will open the program up to include non-NRCA member firms in the roofing industry; with priority given to Roofing Alliance and NRCA members.
- ▶ Mikell Bollinger, Executive Director of the SRS Raise the Roof Foundation, shared that they will be splitting a portion of the funds raised from their event being held at the House of Blues during the August IRE in Las Vegas with National Women in Roofing and the Roofing Alliance. The funds are to be earmarked for a diversity scholarship. Our Scholarship Committee will be working with staff and the SRS team to work out the details and report back.
- ▶ Due to the unusual circumstances of this past year, our Roofing Alliance Leaders decided (and NRCA's leadership approved) to extend the terms of service for the Board members whose terms were to expire this

May 31, 2021. (Our current by-laws allow Board members to serve consecutive terms.) Therefore, the Board of Trustees approved the following:

Trustees extending their terms, June 1, 2021 – May 31, 2025:

- ▶ Greg Bloom, Beacon Roofing Products, Birmingham, Michigan
- ▶ Dave Lawlor, ROCKWOOL Inc., Milton, Ontario, Canada
- ▶ Kyle Thomas, Thomas Roofing, Mobile, AL
- ▶ Dan Tinker, SRS Distribution Inc., McKinney, Texas

6. Recommended Funding Request

President Thomas advised members that the Board approved and is recommending one new funding request: “Heat Stress Conditions & Awareness for Roofing Workers.” The request is from Dr. Kenneth Sands, Assistant Professor with the Department of Construction Management, U.A. Whitaker College of Engineering, Florida Gulf Coast University. The total amount approved was \$81,650 to be spread over 2 fiscal years (Phase 1-\$48,300; Phase 2-\$33,350) – the study would involve concurrent work with multiple segments - roofing contracting, manufacturing and distribution and 2 regions – Florida and Arizona.

After hearing Dr. Sands’ presentation and having discussion, a **motion was made, seconded and approved (31-yes; 13-no) for the funding request of \$81,650 (over 2 years).**

President Thomas asked members to let him, Dave Lawlor or staff know if they are interested in serving on a Task Force for this new project.

At this point in the meeting, President Thomas stated members would take a 45-minute lunch break.

The meeting reconvened at 11:30 am/Eastern.

7. Program, Project, Committee Updates

President Thomas advised that due to the virtual format of the meeting, there would be limited in-person updates. But written updates for all in-person updates and our partnership with RMHC®; Membership Development and Planned Giving; 2020-21 Gold Circle Awards Program and the 2020-21 Most Valuable Player (MVP) Awards were included in the meeting notebooks.

The following in-person reports were given:

- ▶ Branding and 25th Anniversary – Heidi Ellsworth, HJE Consulting; Piers Dormeyer, Chairman of the Branding Committee and Dave Lawlor, Chairman of the 25th Anniversary Committee. (Ms. Ellsworth’s PPT presentation is available upon request. And members will find all branding clippings collected to date in the following Dropbox link - <https://www.dropbox.com/scl/fi/kfwdiwfkux6vz0m2n1l3n/Roofing-Alliance-Clippings-PowerPoint-June-2020-February-2021.pptx?dl=0&rlkey=3fv8u7jr0ubpzjo88hxhletp0>)
- ▶ The Roofing Alliance – Clemson University Partnership Update by Dr. Dhaval Gajjar
- ▶ Mississippi State Virtual Reality Technology Update by Josh Kelly, Task Force Chairman
- ▶ Construction Management Schools Initiative Update by Committee Chairman, Allen Lancaster

8. Other Business/Concluding Remarks

President Thomas asked if there was any other business. There being none, President Thomas shared a few closing remarks. Last year was a challenging year but the work of the Roofing Alliance continued thanks to the continuing support of our members who remained engaged, even with zoom fatigue. He enjoyed serving as Roofing Alliance President and, although he is stepping down as President, he plans to remain actively involved.

He encouraged members to review the list of committees and task forces that were included in the meeting notebooks and to let him, Dave Lawlor or staff know of any they would like to serve on.

9. Adjournment

There being no further business, the meeting was adjourned at 2 pm/Eastern.