

# Shaping the future

— OUR IMPACT ON THE INDUSTRY —



## HISTORY

During the mid-1990s, the board of trustees of the National Roofing Foundation understood they were at a crossroads. The Foundation, created about 20 years earlier by the National Roofing Contractors Association (NRCA), had a fund balance of about \$250,000 and was trying to operate with the investment income from that fund. The board wisely determined this was not the best approach and decided to retain a consultant to conduct a feasibility study to determine whether there was enough interest among members of the roofing industry to build a more substantial endowment fund.

Charlie Fazio of Fazio & Associates was retained and spent nearly 20 percent of the Foundation's funds to conduct his research. After a year, he reported back to the board with an encouraging recommendation: He believed there was sufficient interest in creating a new, invigorated organization to secure commitments in excess of \$7 million. His recommendation was to ask for significant commitments over a five-year period, spend \$1 million in projects along the way and leave an endowment fund with a balance of at least \$6 million. The board quickly agreed with the plan and determined the new organization would be called The Roofing Industry Alliance for Progress. (*Shortened to Roofing Alliance in 2018.*)

Its mission would be to provide oversight and fund projects to advance the roofing industry with a focus on education, workforce, training and philanthropy, as well as technology and research. Further, it was agreed the Roofing Alliance would be created so all segments of the roofing industry—contractors, manufacturers and distributors—had equal rights and responsibilities. It became the first such organization in the roofing industry.

The Roofing Alliance is the "Big Leagues" of our roofing industry and any business leader can make the team. You simply have to think broadly and invest your time and membership dollars. Our work elevates an entire industry and its perception while strengthening a marketplace to participate in and be proud of. Put me in, Coach!

Dave Lawlor  
National Sales Manager  
ROCKWOOL Inc.  
Milton, Ontario, Canada



MEMBERS	
Contractors	132
Manufacturers/ Distributors	38
Service Providers	6
Individuals	7
Supporting	2
Total	185

## STRATEGY

The Roofing Alliance's strategy was to secure funding from a core group of contractors first to demonstrate to suppliers this wasn't just another funding request. Twenty contractors committed \$50,000 each—over a five-year period—before any suppliers were approached.

Fazio told the Roofing Alliance's leadership fundraising could only succeed if a widely recognized individual were to lead the effort. That person, he said, must have universal respect and be willing to commit a significant amount of time during the next two years. Only one person was seriously considered for the task, and it didn't take much for Melvin Kruger to be persuaded to take it on.

Fundraising then began in earnest, and by the end of the Roofing Alliance's first year, more than \$8 million in pledges had been secured. Since its inception, the Roofing Alliance has raised more than \$14 million, has spent more than \$5.9 million on projects and currently manages an endowment fund worth about \$12 million.

In 2007, the Roofing Alliance's board of trustees decided to establish a separate endowment fund within the Roofing Alliance to award postsecondary school scholarships to people interested in pursuing a career in the construction industry. That fund currently has a value of more than \$2 million, enabling the Roofing Alliance to award \$65,000 in scholarships annually. The fund was named the Melvin Kruger Endowed Scholarship Fund to honor the Roofing Alliance's fundraising chairman who has devoted much of his life to the advancement of education.

“The level of investment and commitment from our members speaks volumes about their generosity, commitment and dedication to the industry, which will allow the Alliance to move forward with an even more aggressive campaign to shape, advance and improve the future of the roofing industry.”



Rob McNamara  
 President-Strategic Projects  
 Tecta American Corp.  
 Oconomowoc, Wisc.

To make the Roofing Alliance work, member participation is vital, and we are continually seeking new members.

## PROJECTS/RESEARCH

The first project funded by the Roofing Alliance was a series of state-of-the-art roof application training modules to raise awareness and train skilled workers. Developed jointly by the Roofing Alliance and NRCA, more than 20,000 modules currently are in use nationwide.

Some other Roofing Alliance-funded projects include:

- A Study of the U.S. Roofing Industry and its Workforce which collected employment and demographic information about the roofing workforce.
- Partnerships with the top U.S. construction management schools to incorporate more roofing-specific curriculum into construction management undergraduate degree programs, sponsor an annual student design competition and promote careers in roofing industry management.
- Research studies on such things as roof system reflectivity, field performance of photovoltaic roof systems, roof system longevity and replacement activity, as well as moisture in concrete roof decks.
- A partnership with Clemson University to develop roofing-specific, college-level course materials qualifying students for a formal Roofing Certificate.
- Funding to support a roofing fellow Ph.D student through Arizona State University who will teach and conduct innovative roofing research.
- Sponsoring the Most Valuable Player Awards Program, which recognizes field, plant and warehouse workers for their contributions to their companies, the industry and their communities.
- A formal partnership with Ronald McDonald House Charities® to provide regular roof system inspections, repair and replacement for the 165 stand-a-lone Ronald McDonald House locations in the U.S.
- Funding a study on Heat Stress Conditions and Awareness with Florida Gulf Coast University.



## INVOLVEMENT

Currently, the Roofing Alliance has 185 member companies, as well as seven individual members. To make the Roofing Alliance work, member participation is vital, and we are continually seeking new members. The Roofing Alliance offers varying levels of membership to encourage small-, medium- and large-sized firms to join and have a voice in determining the roofing industry’s future.

In addition, roofing professionals are encouraged to support the Melvin Kruger Endowed Scholarship program, and the Roofing Alliance also provides roofing professionals the opportunity to fulfill their philanthropic goals through a variety of planned giving opportunities for those who want to remember the Roofing Alliance in their estates.

And as always, the Roofing Alliance continues to look for ways to elevate the roofing industry in ways that involve all its key stakeholders. With the active engagement of the roofing industry’s best, the future excellence of the roofing industry is bright indeed.

## GET INVOLVED—GIVE BACK!



[roofingalliance.net](http://roofingalliance.net)



(800) 323-9545



[alavalley@nrca.net](mailto:alavalley@nrca.net)