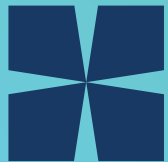




ROOFING
ALLIANCE
The Foundation for the Industry



2023- 2024

ANNUAL REPORT



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 2023-24

PRESIDENT GREG BLOOM



I am pleased to present the Roofing Alliance's annual report for the fiscal year ending May 31, 2024. The past year has been an incredibly fulfilling journey for the organization marked by significant achievements and growth. It is also abundantly clear the spirit and practice of philanthropy is significant within the Roofing Alliance.

This past year we continued to innovate and streamline our operations to enhance efficiency and productivity and achieved another year of strong financial performance. We welcomed eight new members; successfully unveiled all three of the Roofing Alliance-Clemson University Certificate Programs; funded 23 Melvin Kruger Endowed Scholarships and raised \$194,000 for our scholarship program; hosted our 10th anniversary Construction Management Student Competition during the International Roofing Expo® showcasing 10 extraordinary teams of students; and approved funding for a three-year commitment to SkillsUSA.

In addition, the leadership made a significant financial commitment to develop a Roofing Industry Center. Recognizing the pivotal role of early career guidance, the Roofing Industry Center will be an academic and industry-wide collaboration committed to employing innovative strategies to captivate interest and inspire career exploration in the roofing industry. It aims to develop and advance targeted workforce development programs tailored to students as early as middle school and extend its outreach to high schools and two-year institutions, including community colleges, technical schools and trade programs.

Roofing Alliance members also continued to give back to their communities and make a positive impact on society. Our partnership with Ronald McDonald House Charities touched the lives of countless individuals, and we're thankful for our members who donated more than \$3 million dollars since its inception in materials and labor to provide comfort, care and support for families with sick children when it's needed most.

As we look ahead and step into the new fiscal year under the leadership of Reed Gooding, we recognize the ever-evolving challenges and opportunities that lie ahead. We are optimistic about our prospects and remain focused on our strategic priorities.

I would like to extend my heartfelt gratitude to our esteemed members and staff for their unwavering support. Your trust and confidence in the Roofing Alliance motivates us to constantly raise the bar and deliver exceptional results, and I know we are well-positioned to achieve even greater milestones in the year ahead.

Thank you for your continued belief in our vision and for being an integral part of our journey.

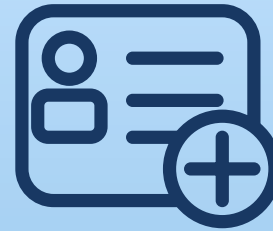
Sincerely,

Greg Bloom
2023-24 Roofing Alliance President
Beacon Building Products

MEMBERSHIP:

199

MEMBERS



IN 2023-24, WE WELCOMED

8 NEW MEMBERS

- **Informa Exhibitions**
Irving, Texas
- **Division 7 Roofing**
Galena, Ohio
- **McCormack Partners**
South Lanarkshire, United Kingdom
- **Mid-Atlantic Roofing Supply**
Nashville, Tenn.
- **General Coatings/Everroof**
Fresno, Calif.
- **RoofersCoffeeShop**
Sisters, Ore.
- **Omnia Exterior Solutions**
Trophy Club, Texas
- **Roofing Contractor magazine**
Birmingham, Mich.



“THE ROOFING ALLIANCE’S OBJECTIVES SUCH AS TECHNOLOGY AND RESEARCH, EDUCATION AND INNOVATION ARE PERFECTLY ALIGNED WITH DIVISION 7 ROOFING’S OBJECTIVES. THEY ARE MAKING THE DIFFERENCE WE WANT TO SEE IN OUR INDUSTRY.”

JOHN KIESEL
DIVISION 7 ROOFING PRESIDENT

FUNDED INITIATIVES

Through their work to advance education and training, engage in philanthropic outreach, safeguard communities, honor workers and foster innovation, Roofing Alliance members have committed more than **\$16.5 million** to fund research, educational endeavors and scholarships to ensure the industry’s success.

SUSTAINABILITY AND RESILIENCY EFFORTS FOR THE ROOFING INDUSTRY

The Roofing Alliance has joined forces with Clemson University to assess and document the current state of sustainability and resiliency efforts within the roofing industry. This groundbreaking collaboration aims to propel the industry forward through a series of ambitious goals.

Key objectives of this project include the development of professional training modules designed to educate industry professionals and enhance sustainability and resiliency practices. Additionally, the partnership seeks to cultivate the next generation of industry researchers by supporting a future Ph.D. candidate specializing in roofing-related studies.

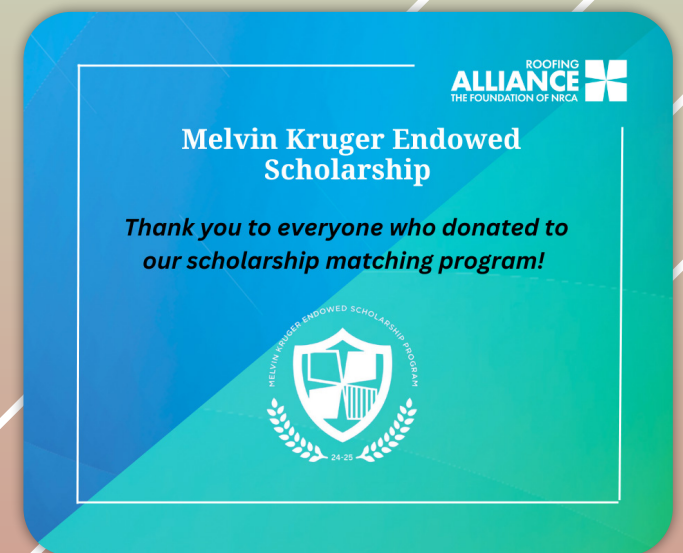
This initiative will also introduce a fourth course at Clemson University focused on sustainability in roofing, paving the way for the creation of a **minor in roofing**—the first of its kind. Once established, this program will be shared with construction management schools nationwide, setting a new standard for roofing education and ensuring that sustainability remains a central focus for the industry’s future.



MELVIN KRUGER ENDOWED SCHOLARSHIP MATCHING PROGRAM

The Roofing Alliance is deeply committed to the belief that education is the cornerstone of growth, and it strives to provide educational opportunities, training and scholarships to deserving students regardless of their financial circumstances. In support of this mission, the Roofing Alliance established a Matching Scholarship Donation Program to bolster its Melvin Kruger Endowed Scholarship Program during the 2023-24 year.

Thanks to the leadership of Rob Therrien of The Melanson Company, a Tecta America Company and the generous contributions from our community, we successfully raised **\$194,000**. These funds will be instrumental in furthering education and nurturing the next generation of industry leaders, ensuring financial barriers do not stand in the way of academic and professional growth within the roofing industry.



MELVIN KRUGER ENDOWED SCHOLARSHIP PROGRAM



The Roofing Alliance awarded \$80,000 in new and renewing scholarships for the 2023-24 school year. Since the program's inception, **155** students have received **\$1,075,000** in scholarships.

New 2023-24 Roofing Alliance Melvin Kruger Endowed Scholarship recipients include:



Evan Cady, son of Traci Cady, office manager for J&S Building Exteriors Inc.; attending Wentworth Institute of Technology, Boston, Mass.



Piper Lewis, daughter of Charles Lewis, project manager for Commonwealth Building Systems; attending Boston College, Chestnut Hill, Mass.



Hannah Redding, daughter of Lorie Redding, business manager at Tecta America East Glen Rock; attending Penn State, University Park, Pa.



Marena Malone, daughter of Rica Malone, national account service rep for Centimark Corp.; attending Duquesne University, Pittsburgh, Pa.



Cecelia Krumholz, daughter of Erik Krumholz, senior field consultant for Tremco Inc.; attending University of Minnesota: Twin Cities, Minneapolis, Minn.



Alexis Petty, daughter of Jammie Petty, administrative specialist at Beacon; attending Rose-Hulman Institute of Technology, Terre Haute, Ind.



Brayden Morford, son of Robert Morford, senior chemist at Soprema USA Inc.; attending Swarthmore College, Swarthmore, Pa.



Aidan Carpenter, construction management student attending North Carolina State University, Raleigh, N.C.



Kennedy Stockton, construction management student attending University of Arkansas, Little Rock, Ark.



Michael Nwaigbo, construction management student attending the University of Illinois, Chicago



SkillsUSA[®]

INITIATIVE



The Roofing Alliance leadership has made a significant commitment of **\$150,000** over three years to support NRCA's SkillsUSA initiative, reinforcing its dedication to building a skilled and sustainable workforce for the future. SkillsUSA is a dynamic partnership between educators and trade industries focused on developing the next generation of skilled professionals.

Roofing Alliance members, alongside the National Roofing Contractors Association, demonstrated their unwavering support for career and technical education initiatives at the 2024 SkillsUSA National Leadership and Skills Conference "Techspo" in Atlanta, which featured talented student contestants from 12 states who competed in the commercial roofing thermoplastic category.



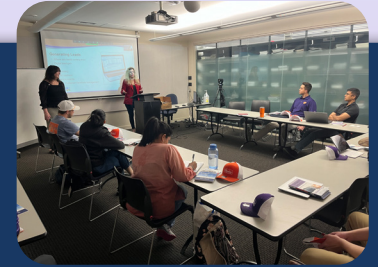
CONSTRUCTION MANAGEMENT INITIATIVES

ROOFING ALLIANCE CURRICULUM

The Roofing Alliance continued its partnership with Clemson University, offering three specialized roofing courses at the university level that total nine credit hours. Since the program's inception, more than **150 students**, graduate and undergraduate, have enrolled in these courses. The initiative has seen robust industry engagement with more than **50 Roofing Alliance member companies** contributing as guest lecturers and more than 90 companies volunteering to donate roofing materials. Student feedback has been overwhelmingly positive with an average satisfaction score of **9.3 out of 10**.

This roofing curriculum is now available at multiple universities, including Arizona State University, Tempe, Ariz., Bradley University, Peoria, Ill., Drexel University, Philadelphia, Pa., Colorado State University, Fort Collins, Colo., California Polytechnic State University, San Luis Obispo, Calif., Kirkwood College, Cedar Rapids, Iowa, and Santa Fe College, Gainesville, Fla.

Additionally, a comprehensive roofing-specific manual has been developed to accompany these courses and is now accessible to all construction management programs accredited by the American Council for Construction Education, further expanding the program's reach and impact on the future of the roofing industry.



Heidi Ellsworth and Karen Edwards from RoofersCoffeeShop guest lecture at Clemson University

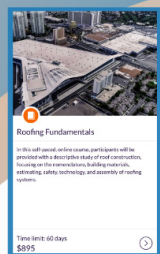


Rudy Gutierrez from Shell Roofing guest lectures at Clemson University



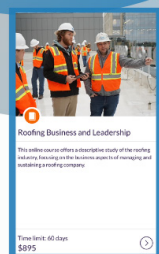
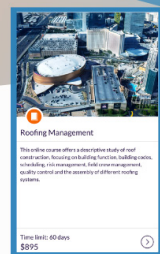
Piers Dormeyer from Eagleview guest lectures at California Polytechnic State University

CLEMSON
UNIVERSITY



Elevate your company's performance to new heights through a dynamic talent development journey!

Powered by state-of-the-art roofing industry training programs crafted in collaboration with the Roofing Alliance and Clemson University.



ROOFING ALLIANCE-CLEMSON CERTIFICATE PROGRAM

In partnership with Clemson University, the Roofing Alliance launched three online roofing courses designed to provide comprehensive education training for industry professionals across all backgrounds, experiences and educational levels. These self-paced courses are not only ideal onboarding tools for new hires but also serve as valuable resources for a wide range of roles, including office personnel, estimators, project administrators, foremen and salespeople.

The programs available include *Roofing Fundamentals*, *Roofing Management* and *Roofing Business Principles and Leadership*, each crafted to equip participants with essential knowledge and skills.



I have thoroughly enjoyed taking part in the student competition and look forward to participating again next year. The Roofing Alliance has provided me with incredible experiences, and I am very grateful.

Arjun Varadhan
Auburn University



STUDENT COMPETITION

10TH ANNIVERSARY

The Roofing Alliance hosted its tenth anniversary Construction Management Student Competition during the 2024 International Roofing Expo.® Ten teams participated (**a record number!**) and provided written submissions for the Formula 1 Paddock Building in Las Vegas. Five finalist teams were selected to present their proposals in person during the IRE. The University of Florida team was crowned this year's winner; second place was awarded to Colorado State University's team, and the Auburn University and Bradley University teams tied for third place.

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 Dennis Conway, principal at Commercial Roofers, Las Vegas, for providing the project used for this year's competition, as well as our esteemed panel of judges for generously dedicating their time and expertise.





2023-24 STUDENT COMPETITION WINNERS

**1st
Place
Team:**
University
of Florida



**PRESENTER
WINNERS**

**2nd
Place Team:**
Colorado
State
University



Best
Individual
Presenter:
**Nick
Hanson,**
University
of Florida



**3rd Place
Teams:**

TIE

Bradley
University
and
Auburn
University



Best
Individual
Presenter—
second
place: **John
Falavolito,**
Texas A&M
University



ARIZONA STATE UNIVERSITY

A TRANSFORMATIVE OPPORTUNITY, THE ROOFING INDUSTRY FELLOWSHIP (RIF)

We are collaborating with the Arizona Roofing Industry Foundation and faculty at Arizona State University, Tempe, Ariz., to support the work of its Arizona State University fellow, Susan Castelli, a professor from Eastern Carolina University, Greenville, N.C. Castelli's research will delve into a comprehensive analysis of roof system maintenance cost dynamics and their influence on the lifespans and eventual replacement costs of roof systems.



FACULTY RETREAT ON ROOFING



In the Fall of 2023, the Roofing Alliance welcomed 13 faculty members to Arizona State University, for our third Faculty Retreat on Roofing. Through three retreats held in 2022 and 2023, 45 construction management professors have been educated about the roofing industry and were provided with Roofing Alliance-Clemson University nine-hour, three-semester roofing courses.

MVP AWARDS PROGRAM

During the Most Valuable Player (MVP) Awards' 24th year, six finalists were recognized for their outstanding performance and leadership or outstanding community involvement during NRCA's Industry Awards and Celebration Feb. 7 in Las Vegas.

2023-24 BEST OF THE BEST WINNER



Luis Villalta – Best of the Best Winner, sponsored by *Professional Roofing* magazine and OMG Roofing Products
Field worker at Antis Roofing & Waterproofing, Irvine, Calif.

2023-24 WINNERS



Obed Hernandez– Outstanding Performance and Leadership
Foreman, Wagner Roofing Co., Hyattsville, Md.



Daniel Gochenauer– Outstanding Community Involvement
Foreman, GSM Roofing, Ephrata, Pa.

2023-24 FINALISTS



Jeffrey Cypher
Driver, Beacon Building Products, Braddock, Pa.



Jose Escobar
Superintendent, CentiMark Corp., Houston, Texas



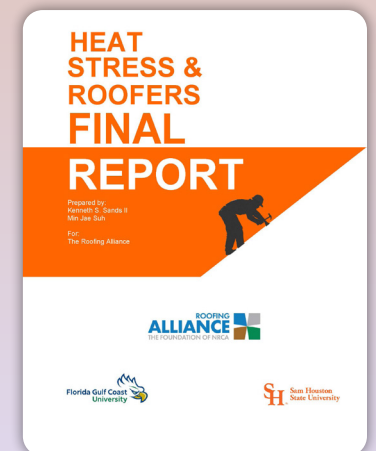
Gerardo Rodriguez
Superintendent, Nations Roof, Villa Park, Ill.

2023-24 HONORABLE MENTIONS

- **Jesus Andres**, superintendent for Madsen Roofing & Waterproofing Inc., Sacramento, Calif.
- **Kevin Buchanan**, equipment operator for OMG Roofing Products, Agawam, Mass.
- **Alejandro Garcia Hernandez**, superintendent for Bliss Roofing Inc., Clackamas, Ore.
- **Samuel Pichardo**, foreman for Rike Roofing Services Inc., Fort Mill, S.C.
- **Tony Poblete**, superintendent for Wagner Roofing Co., Hyattsville, Md.
- **Blas Vega**, field worker for MGC Roofing & Construction Inc., Sanford, Fla.

HEAT STRESS CONDITIONS AND AWARENESS FOR ROOFERS

Aimed at enhancing the safety and well-being of roofing workers, the Roofing Alliance unveiled its Heat Stress for Roofers Training Course and Final Report, now available through NRCA's bookstore. This comprehensive resource provides crucial industry data on heat stress, examining its impact on roofing workers and offering effective strategies to prevent heat-related illnesses.





RONALD MCDONALD HOUSE CHARITIES® PARTNERS

In 2017, the Roofing Alliance forged a long-term partnership with Ronald McDonald House Charities, marking a pivotal moment in its commitment to proactive social responsibility. Since its inception, all 165 of the standalone Ronald McDonald houses in the U.S. have received invaluable support. From roof system inspections to vital maintenance, repairs and even full roof system replacements, the roofing industry has contributed labor and materials valued at more than **\$3 million**.

Ronald McDonald houses provide a comforting “home away from home” for families during their most challenging times. These sanctuaries offer not only the solace of private rooms but also the invaluable opportunity for families to connect with others facing similar journeys. Supported by compassionate full-time staff, these houses ensure families feel embraced and supported.



Roofing Alliance Members at the grand opening of the expanded Columbus, Ohio, house, which became the **largest Ronald McDonald House in the world!**



Charles Antis, Antis Roofing & Waterproofing, with his team on the roof of Ronald McDonald House Orange County

The Roofing Alliance and Ronald McDonald House Charities® wish to thank the **Roofing Alliance and NRCA members** for partnering with their local Ronald McDonald House Programs.

PLANNED GIVING PROGRAM

The Roofing Alliance offers opportunities to achieve philanthropic goals through a variety of planned giving options, including bequests, gifts of real estate or appreciated stock, life insurance policies and retirement plan assets. With total assets exceeding **\$1 million** the Roofing Alliance is poised to make a lasting impact on the roofing industry.

Thanks to the generosity of former Roofing Alliance President James Patterson of Cape Coral, Fla., the Roofing Alliance received an additional gift, bringing the number of Roofing Alliance Legacy Circle members to 16—all of whom have made the profound decision to leave charitable bequests and establish lasting legacies. Their contributions will fund research and programs that will advance and shape our industry for generations to come. For a complete list of donors, [visit our website](#).



THE BENNETT AWARD

The 2023-24 Bennett Award was proudly bestowed upon **Dennis Conway**, principal and vice president of Commercial Roofers Inc., in Las Vegas. This prestigious award honors individuals who have made outstanding volunteer contributions and achieved remarkable success on behalf of the Roofing Alliance and the broader roofing industry.

Dennis has been a steadfast advocate for securing the future of the industry. He played a pivotal role in establishing the Roofing Alliance's Construction Management Student Competition, along with the Faculty Retreat and other essential construction management initiatives. His visionary leadership and unwavering dedication to the Roofing Alliance and the roofing industry have been instrumental in the growth of the construction management program, laying a solid foundation for the next generation of roofing professionals.



SOCIAL MEDIA IMPACT!



All our social media platforms continued to grow this year.

As of May 31, 2024, we have...

 Facebook followers - **3,901**

 X followers - **1,717**

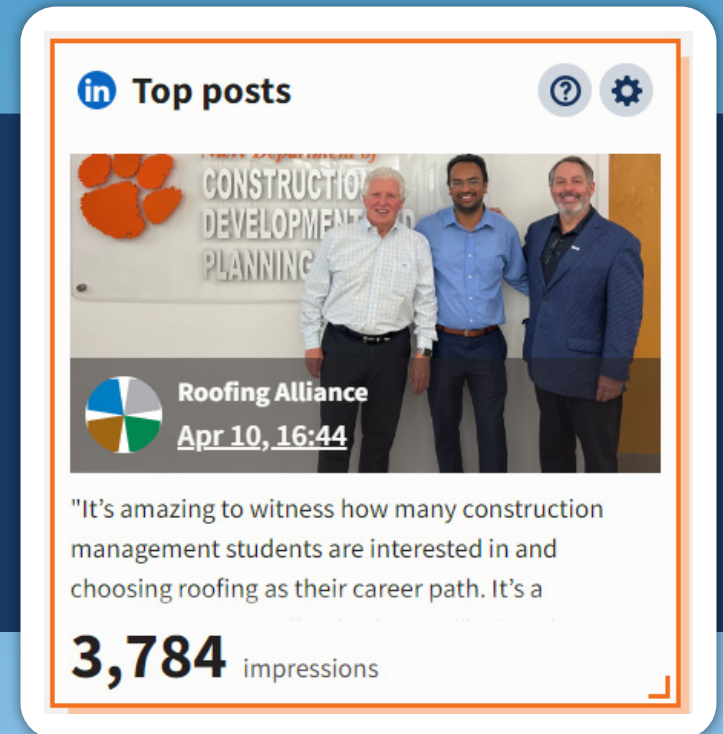
 Instagram followers - **3,011**

 LinkedIn followers - **3,037**

LinkedIn was our most popular social media platform with:

- **45% growth** in followers
- **4.4 K engagements** (up 40% from previous year)
- **12% engagement rate** (up 75% from previous year)

Highest-performing LinkedIn post with **108 reactions and 3,784 impressions!**



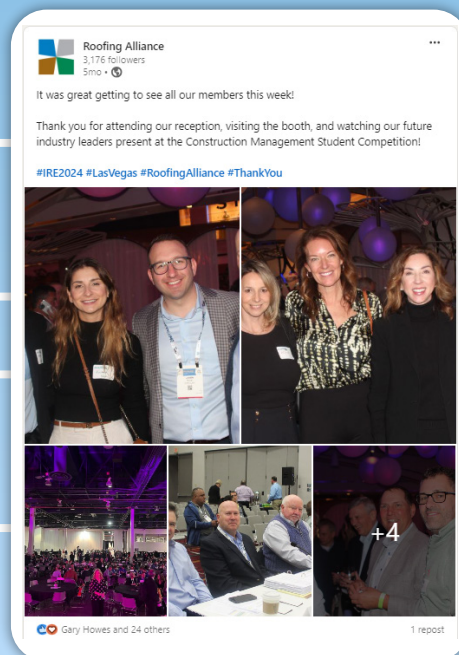
Top posts

Roofing Alliance
Apr 10, 16:44

"It's amazing to witness how many construction management students are interested in and choosing roofing as their career path. It's a

3,784 impressions

"Good" business engagement rate on LinkedIn is 2%; we are ahead of the curve.



Roofing Alliance
3,176 followers
5mo · 🌐

It was great getting to see all our members this week!

Thank you for attending our reception, visiting the booth, and watching our future industry leaders present at the Construction Management Student Competition!

#IRE2024 #LasVegas #RoofingAlliance #ThankYou

1 repost

Gary Howes and 24 others

Post with highest engagement rate of 114.74%

Page reach

88,914
connections

↗ **659%** from **11,720**

Instagram reach (the number of defined accounts who saw a post at least once) has increased exponentially!

2023-24 BOARD OF TRUSTEES



Greg Bloom, President
Beacon Building Products
Birmingham, Mich.

Reed Gooding, Vice President
GSM Roofing
Ephrata, Pa.

Jason Dark, Secretary-Treasurer
Duro-Last Inc.
Saginaw, Mich.

Greg Hudson
Georgia-Pacific Gypsum
Atlanta

Scott Keith
Jobba Trade Technologies
Chicago

Michelle Lane
Elevate Commercial Roofing Systems and Lining
Nashville

Dave Lawlor
ROCKWOOL Inc.
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Steve Little
KPost Roofing & Waterproofing
Dallas

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Madison, Wis.

Daniel Tinker
SRS Distribution Inc.
McKinney, Texas

Kelly Van Winkle, Immediate Former President
King of Texas Roofing Co.
Grand Prairie, Texas

For a complete list of Roofing Alliance members,
[visit our website.](#)



Together, we will shape a brighter tomorrow for the roofing industry and generations to come.

Reed Gooding
2023-24 Roofing Alliance Vice President

FOLLOW US     

For more information, visit <https://roofingalliance.net>