

MARCA Roof Topics

The newsletter for the Mid Atlantic Roofing Contractors Association • Spring 2011



MARCA President Doug Fields of
CRS Roofing Services

From the President

Welcome to the first edition of MARCA's *Roof Topics* for 2011. We have a lot in store for the year, starting with the addition of our new executive director, Laurie Fick, and 2011 board of directors members Christine MacDonald, Jim Walls Jr. and Donald Kuhl. We look forward to the experience and fresh ideas they bring to our organization.

As mentioned in our recent letter, MARCA now is being managed locally. Please note the change to the contact information in the MARCA Administration section of the newsletter.

As a result of the Nov. 2, 2010, elections, Republicans now have a 242-193 majority in the House of Representatives. The House elected Rep. John Boehner (R-Ohio) as speaker; all 242 Republican House members supported his candidacy. Former Speaker Nancy Pelosi (D-Calif.) was elected minority leader but received only 173 of the 193 Democratic members' votes. In the Senate, Democrats hold a 53-47 majority after losing six net seats. Sen. Harry Reid (D-Nev.) is returning as majority leader and Sen. Mitch McConnell (R-Ky.) is continuing as minority leader. As a business owner, I am encouraged that the American people have chosen to send a clear pro-business message to Washington, D.C.

As an association, MARCA welcomes all business-friendly changes to existing legislation. We also support new legislation that will reduce government regulation and taxation.

We, the members of MARCA, given the opportunity to grow our businesses without the burden of restrictive government regulation and repressive taxation, will create the jobs that will turn the economy around.

The future of our industry and the future of America just got a little brighter.

Regards,

WD
Doug Fields
MARCA President

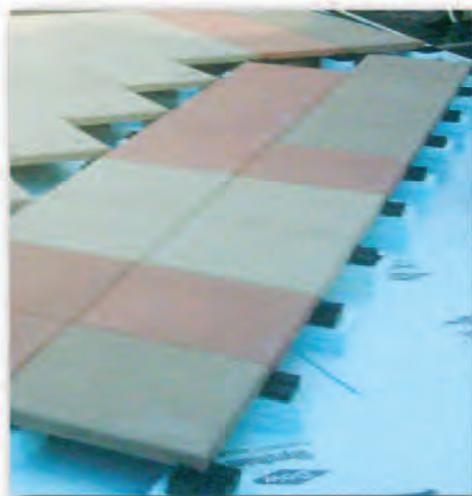


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Get Wired!

If you currently are not receiving MARCA event notices and information via e-mail, please provide your e-mail address so we can inform you about MARCA happenings in the future. Send an e-mail to Laurie Fick at fick.laurie@yahoo.com with your name, company name and the e-mail address you would like on MARCA's communications list.

NRCA members and their staff members are eligible to register on NRCA's website to gain exclusive access to the Members Only section and receive NRCA's electronic communications, including NRCA E-News. Members will have access to the latest industry news, extensive technical information, educational programs and more. In addition, members can renew their memberships online, download NRCA's logo and view *Special Reports*. To register, visit www.nrca.net/register.aspx.

Frankly Speaking

E-mail is real

by Frank L. Kollman

The phrase "written in stone" has come to mean a commitment so permanent no one can ever deny it. According to the Bible, the Ten Commandments were written in stone (on stone, actually). But something written in stone is far less permanent than e-mail. Stone, after all, can be destroyed.

At my firm, all our e-mails are backed up, whether we delete them at our work stations or not. I suspect e-mails we send are backed up, forwarded, printed, replied to and otherwise duplicated to the point that no one could ever erase or destroy all evidence of their existence. I predict 50 years from now, "put in an e-mail" will replace "written in stone" as the expression of choice.

Companies definitely need to have policies for handling e-mail, and employees must be trained regarding how to compose and otherwise handle company e-mail. Are your employees trained to proofread their e-mails before sending them? For example, is the essential word "not" in the right place? Employees must be warned that the "reply to all" feature creates numerous copies that can be forwarded around the Internet, as well as that the "auto fill" feature may send the e-mail to "Frankfurter Jones" instead of "Frank Kollman."

E-mails are just as binding as printed documents. In fact, courts throughout the U.S. have developed rules for handling electronic information, such as e-mails, stored on tapes, disks and other media. Imagine having to produce every piece of e-mail your company has generated during the past three years. Companies must consider a comprehensive policy for handling e-mail and storage issues.

In addition, e-mails have become a preferred method for employees to exchange jokes and erotic images. These can become a source of sexual harassment charges and be a distraction to productivity. They also can be subpoenaed by spouses of employees during a divorce to prove, among other things, that the employee is cheating or is unfit to be a parent. Companies must adopt rules that stop these e-mails, preferably through discipline.

However, keep in mind that discipline must be uniform. Failure to enforce e-mail or Internet rules uniformly could lead to discrimination charges.

Following is a simple e-mail and voice mail policy. Feel free to use it as a template if you do not have a policy:

E-mail and voice mail belong to the company, and they are important components of the company's business records. E-mail and voice mail systems are provided by the company for employees to perform company work, and their contents are company property. Although the company does not routinely monitor e-mail and voice mail, it reserves the right to review them for proper reasons, including to find lost messages or investigate wrongful acts.

Employees may use e-mail or voice mail for personal communications that do not interfere with or conflict with business use. Good judgment must be exercised by all employees who employ these systems for personal use. You must understand, however, that personal messages may be reviewed by the company if legitimate reasons become apparent.

Use of e-mail and voice mail is limited to employees and authorized vendors, temporary workers or contractors. Employees and authorized users are responsible for maintaining the security of their accounts and passwords. You should change your password regularly and take precautions to prevent unauthorized access to your mailbox by logging off when your terminal is not in use. E-mail and voice mail passwords should be at least six alphanumeric characters, including at least one numeric character for e-mail.

A. Efficient use

Efficient use of e-mail and voice mail systems means messages should be concise and directed to individuals only with an interest or who need to know. General notice bulletins should be reserved for situations when "everyone" needs to have a copy. Please do not make it necessary to restrict your ability to send general notice e-mails.

Delete old messages. There is limited space on the system for ancient messages.

B. Misuse of e-mail and voice mail

Misuse of e-mail and/or voice mail can result in disciplinary

action up to and including termination. Examples of misuse include sending obscene, profane or offensive material; for example, accessing erotic or inappropriate materials via Internet browsers. Also, messages, jokes or forms that violate our harassment policy or create an intimidating or hostile work environment are prohibited. Use of company communications systems to set up personal businesses or send chain letters is prohibited. Company confidential messages should be distributed to company personnel only. Forwarding to locations outside; accessing copyrighted information in a way that violates the copyright; breaking into the system or unauthorized use of a password and/or mailbox; broadcasting unsolicited personal views regarding social, political, religious or other nonbusiness-related matters; and solicitation to buy or sell goods or services also are prohibited.

C. Responsibility for this policy

Where issues arise, the human resources department will deal directly with the employee (and notify his or her manager where appropriate). The interpretation of appropriate use and future revisions of this policy are the responsibility of the director of human resources.

Industry News

❑ Baltimore has third-highest income growth in U.S.

The Baltimore area ranks third in a study that measured income growth among the U.S.' largest metro areas during the past 25 years, according to *The Baltimore Sun*.

Conducted by Portfolio.com, a business news website, the study analyzed 25 time spans ending in 2009, ranging from a single year to 25 years, and ranked income growth in 100 U.S. cities using 25 years' worth of federal income data.

El Paso, Texas, was ranked first followed by Baton Rouge, La.; Baltimore; the Virginia Beach-Norfolk, Va., area; and New Orleans. Baltimore ranked no lower than the top 20 in any of the 25 separate time spans. The city also gained in per-capita income between 2008 and 2009, which was unusual considering the recession.

Maryland in general has been one of the few areas in the U.S. to experience strong income growth during the past two years. In fact, only Maryland and Alaska have a level of personal income that exceeds pre-recession highs.

"That's consistent with the notion that the Baltimore-Washington broader economic recovery has been more robust than much of the balance of the country," says Anirban Basu, chief executive officer of economic consulting firm Sage Policy Group, Baltimore. "Baltimore is adding jobs more quickly and higher-quality jobs than

the rest of the nation. One of the reasons is continued expansion of federal activities and health care."

In general, the study found the biggest increases were in mid-sized U.S. communities rather than larger metro areas.

❑ Baltimore receives \$19 million for community development

Baltimore organizations are receiving nearly \$19 million to help develop three areas of the city and create jobs for low-income residents, according to *The Baltimore Sun*.

Living Cities, a group of large foundations and financial institutions trying to improve urban revitalization work, awarded up to a total of \$80 million to five cities—Baltimore, Cleveland, Detroit, Minneapolis/St. Paul and Newark, N.J. Baltimore's share includes \$2.75 million in grants, \$12 million in commercial loans and up to \$4 million in low-interest-rate loans.

Baltimore wants to use the money in the city's east, west and central neighborhoods, emphasizing the importance of connecting hundreds of residents with jobs. Plans include building 400 homes and nearly 350,000 square feet of commercial space.

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The Baltimore organizations want to invest in the East Baltimore Development Inc. area, a redevelopment effort that includes new homes and a biotech park; allocate funding to central neighborhoods such as Barclay and Greenmount West; and build market-rate houses and a supermarket.

❑ **University of Maryland to build cancer center**

University of Maryland's School of Medicine is partnering with Advanced Particle Therapy LLC, Minden, Nev., to open a \$200 million advanced radiation technology cancer treatment facility in the University of Maryland BioPark in West Baltimore, according to the *Washington Business Journal*.

The 100,000-square-foot Maryland Proton Treatment Center will be the first medical facility in the region to offer proton therapy, which uses proton beams to deliver radiation and destroy cancerous tumors with fewer side effects than other cancer treatments. The center reportedly will create 110 permanent jobs and serve 2,000 patients annually.

The facility also is expected to create 325 new construction jobs. Construction is planned to begin in August.

❑ **Developer receives loan to build Clarendon project**

Arlington, Va.-based Ironwood Realty Partners LLC has received a \$48 million loan to begin construction on

Garfield Park at Clarendon Village in Arlington, according to the *Washington Business Journal*.

The \$66 million project will be a mixed-use project with 149 apartments; 22,000 square feet of retail space; and 2,700 square feet of office space.

The project has received one of the first local ground-up construction loans—from Wells Fargo Bank—granted since the recession began. It will be the only Clarendon apartment building under construction with a 2012 completion date.

The only other apartment project currently under construction in the Clarendon submarket is The Views at Clarendon Center, which will involve 46 market-rate apartments and 70 rental units classified as affordable housing.

❑ **New apartment building planned for National Harbor**

The Peterson Cos., Fairfax, Va., and The Bozzuto Group, Greenbelt, Md., have partnered for a \$90 million residential project to build 350 apartments atop retail space at the National Harbor development, according to the *Washington Business Journal*.

The 300-acre National Harbor site rests along the Potomac River in Prince George's County, and the project, which marks the site's first rental development, is expected to break ground in the fall. Previous plans for a high-rise apartment complex fell through as a result of the economy, prompting Peterson Cos. and The Bozzuto Group to partner to develop and hold the property for the long term.

National Harbor and the on-site Gaylord National Hotel and Convention Center have been in the works for more than a decade; however, the first residential units—including condominiums, townhouses and single-family homes—weren't completed until 2008.

Peterson Cos. has developed about 4 million square feet and \$2 billion worth of projects at National Harbor.

❑ **Northern Virginia Metro projects are set to move forward**

Comstock Partners LC, Reston, Va., is preparing to break ground on various projects on land it holds near Metro stations in Reston and Ashburn, Va., according to the *Washington Business Journal*.

The company is planning two mixed-use developments—Reston Station and Loudon Station—which would involve 5.1 million square feet of residential, office, retail and hotel space.

Comstock Partners plans to break ground on the 1.3 million-square-foot Reston Station project this month. The first phase includes a 360-unit apartment building, seven-story



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underground garage and 70,000 square feet of retail space. The second phase will involve at least one office building, residential buildings and possibly a hotel.

The plan calls for 19.5 percent affordable housing and work force housing units.

The company also plans to break ground on its 3.8 million-square-foot Loudon Station in Ashburn. The project will involve about 1,800 apartments, 2 million square feet of office space, and hotel and entertainment space. The first phase will include 357 rental units and 100,000 square feet of retail.

❑ Unemployment drops in Maryland, Virginia and D.C.

Unemployment rates fell in February in Washington, D.C., and 27 states, including Maryland and Virginia, according to the *Washington Business Journal*.

Maryland's jobless rate fell from 7.2 percent in January to 7.1 percent in February, and Virginia's jobless rate fell from 6.5 percent to 6.4 percent. The district's jobless rate fell from 9.6 percent to 9.5 percent.

The national unemployment rate fell from 9.4 percent in December 2010 to 9 percent in January and 8.9 percent in February.

Unemployment increased in seven states and was unchanged in 16 states.

The state with the highest unemployment rate in February was Nevada at 13.6 percent. North Dakota had the lowest unemployment rate at 3.7 percent.

❑ D.C. debt could stall economic development

Washington, D.C., ended fiscal year 2010 with \$7.15 billion in outstanding debt—reaching \$9 billion with interest—which threatens to affect development projects and capital investments, according to the *Washington Business Journal*.

Chief Financial Officer Natwar Gandhi told the district Council in February that the five-year capital plan must be cut by \$40 million per year (about 5 percent of the plan) starting in fiscal year 2012 to keep the city under its debt cap. This imposes constraints on the city, which could stunt its growth and cause it to miss investment opportunities.

“The private sector will invest, but without the capital, the deals will not pencil, they will not be attractive to the developers or investors, and it makes it that much more difficult to move forward,” says Merrick Malone, president of the D.C. Building Industry Association.

As of Sept. 30, the district's debt per capita—the dollar

amount owed by every district resident, was among the highest in the U.S. at \$11,949. Although the district's debt has doubled since 2002, the district also has resulted in renovated schools, safer roads and bridges, and economic development in long-ignored neighborhoods.

Councilman David Catania (I-At large) chooses to see the bright side, saying the district actually is doing well and its debt is among the lowest in the U.S. when looking at general obligation and unfunded pensions relative to gross domestic product.

“This city has a habit of almost rooting for its failure, which I find a bit nauseating,” Catania says. “It's time for us to have the proper balance but to look at our strengths and step away from ‘the sky is falling’ at all times, which I do not believe is the case.”

Raising the Roof!

MARCA has launched a new website

Check out MARCA's redesigned website, which launched in February. The new website still can be found at www.marca.roof.com and contains details about MARCA training courses; events; membership initiatives; industry regulations updates; and resources for contractors and consumers. In addition, you can register for training and events directly through the



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MARCA training and education

There have been a number of changes at MARCA in 2011, including an initiative to provide training and education for its members.

MARCA's goal to provide easily accessible training began March 25 when it held its first course—Crane Safety & Rigger 1 and 2. Bryan Buchanan of Crane Service Co., Upper Marlboro, Md., taught the class, which was sponsored by Nick Young at USG Corp., Chicago. The five-hour course provided a three-year national certification necessary under the new Occupational Safety and Health Administration (OSHA) regulations.

The following day, MARCA's first CPR & First Aid class was held at Kent Island Yacht Club, Chester, Md. The class was sponsored by Republic Powdered Metals Inc., Medina, Ohio.

This summer, MARCA again will hold Crane Safety & Rigger 1 and 2 and CPR & First Aid classes, as well as an OSHA 10-Hour construction safety course. For more information, contact Laurie Fick at fick.laurie@yahoo.com

NRCA releases new manual

NRCA has made available *The NRCA Roofing Manual: Membrane Roof Systems—2011*.

The manual provides in-depth, comprehensive technical information concerning the design, materials and installation applicable to membrane roof systems commonly used in low-slope roof system applications. It also includes information about roof decks, rigid board insulation, roof membranes, surfacings and system design guidelines, as well as numerous construction details.

The manual is a volume in The NRCA Roofing Manual, which is a series that updates and replaces *The NRCA Roofing and Waterproofing Manual, Fifth Edition*, including its 2003 and 2006 interim updates. The four-volume series also includes *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2008*; *The NRCA Roofing Manual: Steep-slope Roof Systems—2009*; and *The NRCA Roofing Manual: Architectural Metal Flashing, Condensation Control and Reroofing—2010*.

The NRCA member price for the manual is \$125, and the retail price is \$195.

To purchase *The NRCA Roofing Manual: Membrane Roof Systems—2011*, visit shop.nrca.net. The manual also can be purchased by contacting NRCA's Customer Service Department at (866) ASK-NRCA (275-6722) or info@nrca.net.

Court dismisses NRCA's petition regarding OSHA's slide guard rule

The U.S. Court of Appeals for the Seventh Circuit, Chicago, has dismissed NRCA's petition for review of the Occupational Safety and Health Administration's (OSHA's) slide guard rule.

In February, NRCA filed a petition for judicial review of new rules issued by OSHA that fundamentally change the requirements for protecting workers from falls on residential roofing projects. The new OSHA rules, which were issued in December 2010, no longer allow the use of "slide guards," or roof brackets, as an acceptable means of fall protection except in some narrow circumstances.

NRCA's petition argued OSHA did not follow appropriate rulemaking procedures when it eliminated an option that has been in place for 15 years; acted without any evidence to suggest slide guards are not an effective method for fall protection; and failed to take into account the effect on small businesses the new rules would have. OSHA argued the rule is not a new standard and is, therefore, beyond the reach of an appeal.

The court agreed with OSHA, concluding that the rule's 1999 rewrite and 1995 predecessor amounted to "an exercise of prosecutorial discretion" and not a new standard.

"We were extremely disappointed by the court's decision, even knowing that taking on the government always is a long shot," says NRCA Executive Vice President Bill Good. "The new OSHA rule now will take effect in just over two months, so we will do our best to help all members prepare. We also hope to meet with OSHA officials to get a better understanding of their enforcement plans. Meanwhile, we encourage all members to let us know of their experiences with the new rule and OSHA enforcement activity."

Because OSHA's 1994 fall-protection standard always remained as the operative standard and the only thing that changed was OSHA's articulation of how it intended to enforce that standard, the Seventh Circuit court concluded that "by deciding to enforce the 1994 regulation as written, the Secretary has not adopted a new occupational safety and health standard."

Based on that conclusion and because a "standard" was not at issue in NRCA's petition, the court had no proper jurisdiction, and NRCA's petition was dismissed.

For more information about the court's decision, visit www.nrca.net/rp/news/0411_slideguard.pdf.

Community Service Day was a success

On Feb. 15, the 2011 International Roofing Expo® (IRE) held its Community Service Day in Las Vegas. The IRE partnered with NRCA and Rebuilding Together® Southern Nevada to host the home renovation and revitalization project.

Forty volunteers helped renovate two homes of elderly veterans. Both homes received new paint jobs, and the roof system was replaced on one home and repaired on the other home.

Sika Sarnafil, Canton, Mass., sponsored the event.

“Once again, the roofing industry showed what a big heart it has,” says NRCA Executive Vice President Bill Good. “Not only did we enable two deserving homeowners to stay in their homes, but the volunteers had a great time helping. And we especially are grateful to our friends at Sika Sarnafil for their generosity. For the second year in a row, they stepped up and showed they have big hearts, too.”

Attendance increased at 2011 IRE

The total attendance at the 2011 International Roofing Expo (IRE) in Las Vegas Feb. 16-18 increased by 18 percent to 8,139 compared with the 2010 IRE in New Orleans.

“We are thrilled with the number of attendees and the enthusiasm they brought to the buying and selling activity on the show floor,” says IRE Director Lindsay Roberts. “The innovative products on display; unmatched conference program; and demonstrations and clinics, along with a strong partnership with NRCA, made this the industry’s must-attend event for 2011.”

The IRE featured 879 booths and 394 exhibiting companies. It also included 41 educational sessions; educational conference attendance increased 25 percent with 4,163 sessions sold.

“There was a positive buzz among our members all three days of the show,” says NRCA Executive Vice President Bill Good. “The show’s success establishes IRE as the most efficient and cost-effective way to do business, find new products and stay on the cutting edge of technology.”

Attendees represented all 50 states, with the largest number from Arizona, California, Colorado, Georgia, Illinois, Minnesota, Missouri, New York, Ohio, Pennsylvania and Texas. The largest number of international attendees came from Brazil, Canada, Germany, Japan, Mexico and Sweden.

The 2012 IRE and NRCA’s 125th Annual Convention will be held Feb. 20-24, 2012, at the Orange County Convention Center in Orlando, Fla.

NRCA and ARMA offer guidelines for asphalt shingle roof systems

NRCA and the Asphalt Roofing Manufacturers Association (ARMA) have made available *Quality Control Guidelines for the Application of Asphalt Shingle Roof Systems*. The document, a joint project between NRCA and ARMA, is intended to provide guidance for on-site evaluation of asphalt shingle roof system application. The guidance presented in this document is based on the technical knowledge of experienced asphalt shingle manufacturers and installers.

The document provides visual examination evaluation criteria for the roof substrate surface, underlayment, drip edge, fasteners, asphalt shingles and flashings.

The NRCA member price for the guide is \$10, and the retail price is \$20. For more information or to purchase, visit shop.nrca.net or contact NRCA’s Customer Service Department at (866) ASK-NRCA (275-6722) or info@nrca.net.

NRCA offers roofing manual on CD

NRCA has made available The NRCA Roofing Manual CD—2011, which complements the print version of The NRCA Roofing Manual. The CD contains all four NRCA roofing manuals, including numerous viewable construction details. You can search the text of the manuals by keyword or phrase; print any portion of the text or graphics; and import the text into a word processing program.

The CD includes electronic copies of *The NRCA Roofing Manual: Membrane Roof Systems—2011*; *The NRCA Roofing Manual: Architectural Metal Flashing, Condensation Control and Reroofing—2010*; *The NRCA Roofing Manual: Steep-slope Roof Systems—2009*; and *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2008*.

The NRCA member price for the CD is \$350, and the retail price is \$475. For more information or to purchase, visit shop.nrca.net or contact NRCA’s Customer Service Department at (866) ASK-NRCA (275-6722) or info@nrca.net.

NRCA Bookstore offers PV guide for roofing professionals

The NRCA Bookstore has made available *Photovoltaics for Professionals*, which provides a practical description of working with photovoltaic (PV) products and systems, from marketing and selling products to designing and installing PV systems.

Written by Falk Antony, Karl-Heinz Remmers and Christian Durschner, the publication answers all the questions a beginner in the industry would ask and serves as an ongoing reference. It also provides a practical introduction to designing and installing high-quality solar electrical systems and a comprehensive overview of the major PV system market sectors.

Containing more than 100 full-color illustrations, figures and photographs, it offers practical step-by-step examples and helpful tips. The appendixes include essential data about standards, codes and guidelines.

The NRCA member price for the guide is \$135, and the retail price is \$175. For more information or to purchase, visit shop.nrca.net or contact NRCA’s Customer Service Department at (866) ASK-NRCA (275-6722) or info@nrca.net.

Industry Events Calendar

For information about MARCA events, visit www.marcaroof.com or contact Laurie Fick, MARCA's executive director, at (443) 286-1393 or fick.laurie@yahoo.com.

May

5 MARCA's Cinco de Mayo
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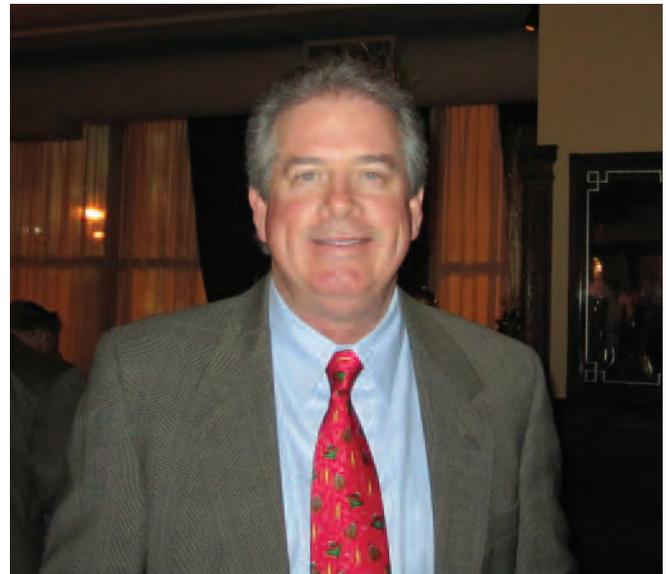
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Photos-MARCA 2010 Holiday Dinner



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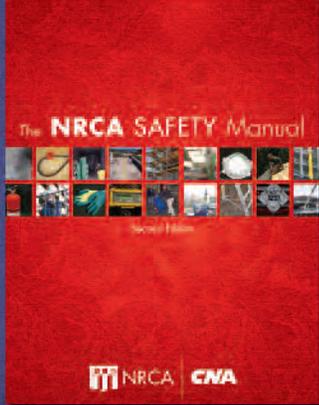
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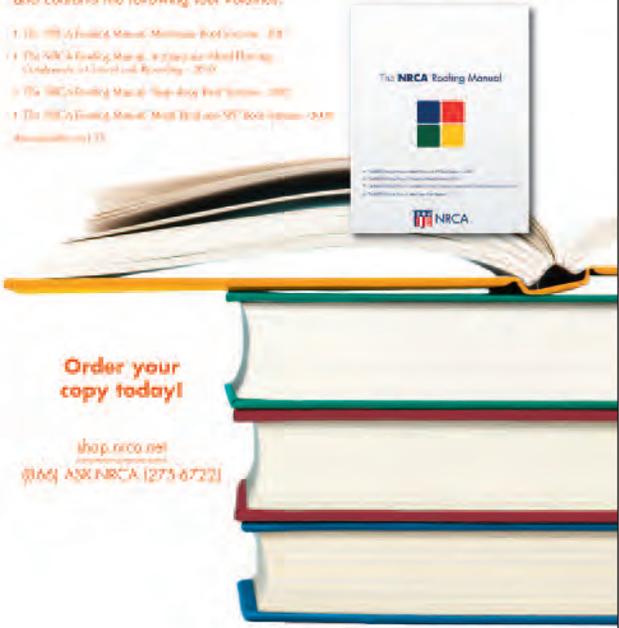
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