

MARCA Roof Topics

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



MARCA President Doug Fields of CRS Roofing Services

From the President

Welcome to the summer edition of MARCA's *Roof Topics* for 2011. As a member service association, we are off to a great start this year. MARCA dramatically has increased the number of educational and training opportunities available to its members, including CPR, First Aid, and Crane Safety and Rigging. MARCA is here to support its members and is looking for your feedback. Let us know what you need as it relates to your employees' safety, education and training. MARCA offers a wide range of resources and wants to tailor its programs to best fit its members' needs.

I'm happy to announce we have two new members: USG—Securock Roof Boards, Lewistown, Pa., and Roofing and Sustainable Systems Inc., Odenton, Md. Welcome aboard!

As you are aware, one of MARCA's primary missions is to provide scholarships to the children of our members and their employees. Since MARCA was founded, we have awarded thousands of dollars to deserving students. This year, Elisa Bohlen, Rodney Everett Jr., Jessica Garner and Jesse Stone each were awarded a \$1,500 scholarship. These scholarships are funded in large part by the generosity of the Prime Sponsors who supported MARCA's recent annual golf tournament—Johns Manville, Bitumar, Bradco Supply, The Roof Center, Triangle Fastener, Morris Ginsberg/Carlisle and Allied Roofing. We thank them for their support.

Those of you who attended the 2010 MARCA Crab Feast were treated to fantastic food and great guest speakers. Be sure to attend the 2011 Crab Feast Sept. 17. An announcement with all the details and a registration form soon will be available.

Meanwhile, in Washington, D.C., the shenanigans of our elected officials continue. Recently, Congress wrestled with negotiations regarding legislation to raise the U.S.' statutory debt ceiling and reduce the deficit to avoid a government default on its debt obligations. Political rhetoric flows from both parties like water over Niagara Falls. How about this idea? Reduce government spending and lower taxes. While we're at it, let's eliminate a little government waste and fraud for good measure. And don't get me started on entitlement spending.

Best wishes to you all for a happy, successful summer. Your continued support of MARCA is greatly appreciated by all.

Regards,

WD
Doug Fields
MARCA President



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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.

MARCA Notes

□ New members

MARCA welcomes its newest members:

Roofing and Sustainable Systems Inc.

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Experience Modification Ratings

by Ryan Hogan

A vital part of controlling your workers' compensation costs is managing your workers' compensation experience modification rating (EMR). Your EMR increases or decreases your premium, and with proper claims management and a positive safety culture, the effect on your EMR can be extremely favorable to your bottom line insurance costs.

An EMR takes into account three main factors: total incurred of claims; claims frequency; and payroll by class code. Companies with greater claims frequency and severity will have a higher EMR.

An EMR also is affected more by smaller claims than larger

claims. Small claims typically are more predictable. Company A with five \$5,000 claims is affected more than Company B with one \$25,000 loss. Company B is more stable, particularly when you consider that any one of Company A's five accidents can continue to incur higher costs.

When contractors have a higher EMR than their competitors, they not only are paying more for insurance, but a higher EMR also can be the difference between winning and losing a bid. General contractors, especially for government-run projects, are using subcontractor EMRs to indicate their safety cultures. In some cases, if the EMR is higher than 1, the contractor may not even be considered.

To lower your company's EMR, there must be a strong safety culture. You can establish or improve your company's safety culture by training your employees properly; holding weekly or daily toolbox talks; holding your foremen and supervisors accountable to enforce company safety policies; having post-accident reviews; and taking advantage of MARCA's education and training seminars.

When claims occur, it is important to make sure your carrier and agent actively are involved in the process. The open claim process in some cases can be sped up by your agent actively monitoring the claim reserves. Open claims directly affect your EMR, and managing them is vital to lowering their effects.

Improving your EMR is a long-term investment and requires strong commitment to a safety culture. Setting an EMR goal, providing more training and asking your agent to help you manage your open claims are basic steps in the right direction.

Industry News

□ Unemployment rates in D.C., Maryland and Virginia are mixed

The unemployment rate in Washington, D.C., rose from 9.6 percent in April to 9.8 percent in May as government employment fell significantly, according to *The Washington Post*.

Maryland's unemployment rate held steady at 6.8 percent, and Virginia's jobless rate fell from 6.1 percent to 6 percent.

In the district, government employment cut 2,100 jobs; the education and health sector cut 1,600 jobs; and the retail sector cut 300 jobs. It gained 900 jobs in the leisure and hospitality sector; 700 jobs in the professional and business services sector; and 300 jobs in the financial activities sector.

In Maryland, the retail sector cut 3,800 jobs; construction sector cut 3,100 jobs; professional and business services sector cut 2,800 jobs; leisure and hospitality sector cut 1,900

jobs; and manufacturing sector cut 1,100 jobs. The government sector gained 2,000 jobs.

In Virginia, the government sector cut 1,200 jobs; professional and business services sector cut 700 jobs; and retail sector cut 500 jobs. It gained 3,200 jobs in the leisure and hospitality sector; 2,500 jobs in the education and health sector; and 400 jobs in the financial activities sector.

Among the 50 states, North Dakota had the lowest unemployment rate in May at 3.2 percent. Florida had the highest unemployment rate at 13.4 percent.

Jobless rates dropped in 24 states, increased in 13 states and held steady in 13 states.

❑ **D.C. bill asks corporations to help fund small businesses**

Four Washington, D.C., Council members are proposing a bill that would ask corporations and others to voluntarily contribute to a new enterprise fund that would help small businesses without spending taxpayer dollars, according to the *Washington Business Journal*.

Council members Harry Thomas (D-Ward 5), Muriel Bowser (D-Ward 4), Marion Barry (D-Ward 8) and Michael Brown (I-At large) are behind the bill, which is meant to create a business development fund to help expand local business development. It is designed to help business corridors that are not served by Main Street or business improvement district programs, whose work is subsidized by taxpayers.

Contributions to the fund would be made by individuals, associations, corporations, neighborhood groups and government entities, among others. The Department of Small and Local Business Development would administer the fund and establish rules to define and regulate it.

Edward Johnson, an architect and urban planner at Washington, D.C.-based Edward M. Johnson & Associates PC, said the district instead needs developers and corporations hiring residents, contracting with the city's businesses and buying its professional services.

"We have an opportunity beyond what this fund will provide," Johnson says. "It's not going to make a significant difference."

❑ **Long-stalled Arcola project is set to begin**

Gaithersburg, Md.-based Buchanan Partners soon will begin the multifamily portion of the Arcola development located on the Route 50 corridor in Loudon County, Va., according to the *Washington Business Journal*.

Construction of the first 100 multifamily units and 150 townhouse units will begin during the first quarter of 2012. The company expects to start construction on the first

phase of The Shops of Arcola—about 150,000 to 200,000 square feet of retail development—in spring 2012.

The 400-acre Arcola project originally was approved in 2007 and included The Shops of Arcola, which were planned to be about 650,000 square feet; 1,169 residential units; and 450,000 square feet of "main street" retail.

When the retail market collapsed during the recession, Buchanan Partners asked the Loudon County Board of Supervisors for approval to first proceed with the project's housing and a small part of the retail.

❑ **Developer downsizes Mount Vernon Triangle project**

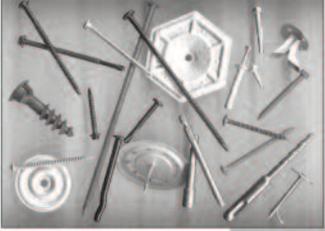
The Arts at 5th & I, a project planned for the intersection of Fifth and Eye streets in Washington, D.C., has been downsized from its original 2008 plan, according to the *Washington Business Journal*.

In September 2008, the district awarded a half-acre parcel of land to a development team led by The Donohoe Cos., Washington, D.C. The original proposal, which spanned the full block, as well as some parcels on K Street, included the ME by Melia boutique hotel, a jazz club, a coffeehouse and the Residences, a 96-unit mixed income residential building.

However, because Donohoe has been unable to make deals

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with certain landowners, it now is proposing two side-by-side hotels—with a total of 350 rooms—on the district parcel, as well as two small adjacent lots. One of the hotels will be a boutique hotel, but not necessarily the ME by Melia hotel that originally was planned.

Retail plans still are unclear because the company wants to get more feedback from neighbors.

❑ Metro moves forward with New Carrollton project

Metro has tapped Forest City Enterprises Inc., Cleveland, and Urban Atlantic Development, Bethesda, Md., to develop a mixed-use project near the New Carrollton Metro, Amtrak and MARC stations, according to the *Washington Business Journal*.

The 39-acre site in Prince George's County can include up to 5.5 million square feet of office, retail and residential space.

Maryland will contribute \$350,000 and Metro will reimburse the developers for \$650,000 in preliminary planning costs for the station and its connection to the new development.

❑ Maryland adopts International Green Construction Code

The International Code Council (ICC) has announced Gov. Martin O'Malley (D-Md.) has signed into law legislation passed by Maryland's General Assembly adopting the

International Green Construction Code (IGCC) as an optional requirement for new construction. IGCC is meant to reduce construction projects' environmental effects while keeping construction safety measures intact and enforceable.

Effective March 2012, the state's adoption of IGCC will apply to all commercial buildings, as well as residential buildings more than three stories high.

"We applaud Maryland's leadership in adopting an adaptable, affordable and enforceable code that will set the standard for safe, sustainable buildings throughout the state," says ICC Chief Executive Officer Richard Weiland.

To view *Professional Roofing* articles regarding IGCC, visit www.professionalroofing.net.

Raising the Roof!

MARCA names scholarship recipients

MARCA would like to congratulate the recipients of its 2011 scholarships: Elisa Bohlen, daughter of Donald Kuhn, scholarship sponsored by Certified Roofing Services, Bladensburg, Md.; Jessica Garner, daughter of James Garner, scholarship sponsored by James Myers Co. Inc., Beltsville, Md.; Rodney Everett Jr., son of Rodney Everett Sr., scholarship sponsored by Heidler Roofing Services, Hagerstown, Md.; and Jesse Stone, son of Ben Stone, scholarship sponsored by Potteiger-Raintree Inc., Glen Rock, Pa., a Tecta America company.

One of MARCA's primary missions is to provide scholarships to the children of its members and their employees. Since MARCA was founded, it has awarded thousands of dollars to deserving students. The scholarships are funded in large part by the Prime Sponsors who support MARCA's annual golf tournament.

NRCA offers online fall-protection modules

Fall Protection for New Roofing Workers is an online training program designed for roofing and construction workers that provides introductory safety training addressing fall hazard identification and remediation.

The program consists of three modules in English and Spanish: Introduction to Fall Protection for New Roofing Workers; Low-slope Fall Protection for New Roofing Workers; and Steep-slope Fall Protection for New Roofing Workers.

The modules offer convenient, individualized training that can be used anytime and anywhere at the participant's pace. Each module takes about 20 minutes to complete and comes with an individualized certificate of completion.

For more information, visit www.nrca.net/rp/pubstore/details.aspx?id=975&c=6.



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NRCA and H-2B Workforce Coalition file comments about the H-2B program

NRCA and the H-2B Workforce Coalition filed comments with the U.S. Department of Labor (DOL) reflecting the concerns of roofing contractors and other employers who use the H-2B temporary guest worker program. These comments respond to a 78-page proposed rule issued by DOL March 18 that includes many new requirements NRCA believes significantly will increase costs for employers who use the program. In addition, the proposed rule leaves employers with no alternatives in instances where they cannot find domestic workers.

Among other provisions, the March 18 proposed rule establishes a new program registration process that must be completed by employers in addition to the current certification process; requires employers to contact all previous U.S. workers before using the H-2B program; requires employers to advertise the job up to three days before an H-2B worker starts; and requires employers to go through a union before using the H-2B program. These are just a few of the new requirements that unnecessarily will drive up costs and make the program extremely impractical for employers. This regulation ultimately will lead to a decrease in H-2B and American employment.

To view the comments filed by NRCA and the H-2B Workforce Coalition, visit www.nrca.net/rp/government/update/0511_H-2B.pdf. DOL's March 18 proposed rule can be found by visiting www.foreignlaborcert.doleta.gov/pdf/2011_6152.pdf.

DOL's March 18 proposed rule comes on top of a final rule issued by the agency earlier this year that changes the calculations used to set wages for H-2B workers, which also will increase costs for employers when it becomes effective Jan. 1, 2012. NRCA and the coalition also filed comments protesting this destructive DOL regulation. NRCA will continue working to oppose harmful regulations and provide constructive comments reflecting the views of roofing contractors to federal government agencies.

For questions about the comments, please contact Duane Musser, NRCA's vice president of government relations, at (202) 400-2592 or dmusser@nrca.net, or Brandon Audap, NRCA's director of federal affairs, at (202) 400-2590 or baudap@nrca.net.

EnergyWise Roof Calculator Online has been updated

NRCA's EnergyWise Roof Calculator Online has been updated to include information from the 2010 version of ASHRAE 90.1, "Energy Standard for Buildings Except Low-Rise

Residential Buildings"; 2009 version of ASHRAE 189.1, "Standard for the Design of High-Performance Green Buildings"; and 2006 and 2009 versions of the International Code Council's International Energy Conservation Code (IECC).

EnergyWise Roof Calculator Online is available for free on NRCA's website by visiting energywise.nrca.net and offers an interactive graphic method of constructing virtual roof assemblies to evaluate thermal efficiency. The application denotes minimum thermal insulation requirements established by ASHRAE Standard 90.1, ASHRAE Standard 189.1 and IECC. EnergyWise users also can determine whether a vapor retarder's placement is effective.

EnergyWise Roof Calculator Online is a user-friendly application that prompts users to enter specific roof assembly information, such as roof area, climatic region, heating appliance type and cost, roof openings and roofing materials to be used. Users then can generate a report summarizing the proposed roof assembly design, estimated heating and cooling costs, and required minimum thermal requirements.

For more information about EnergyWise Roof Calculator Online, contact Joan P. Crowe, AIA, NRCA's director of technical services, at (800) 323-9545, ext. 7576 or jcrowe@nrca.net.



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NRCA's new officers and directors begin their terms

NRCA elected new officers and directors during its 124th Annual Convention held Feb. 14-18 in Las Vegas. Their terms began June 1.

Kent Tolley, Quality Tile Roofing Inc., Boise, Idaho, has been elected NRCA's 2011-12 president. Bruce McCrory, Kiker Corp., Mobile, Ala., now is NRCA's senior vice president. NRCA's newly elected vice presidents are Nelson Braddy, King of Texas Roofing Co., Grand Prairie; Dennis Conway, Commercial Roofers Inc., Las Vegas; and Don Kennedy, Don Kennedy Roofing Co. Inc., Nashville, Tenn. NRCA's other vice presidents are Alex Hernandez, vice president of Clark Roofing Co., Broadview, Ill.; Lindy Ryan, president of General Works LLC, Sanford, Fla., a Tecta America company; and David Tilsen, president of Tilsen Roofing Co. Inc., Madison, Wis. Allen Lancaster, president of Metalcrafts Inc., Savannah, Ga., is NRCA's immediate former president.

To view a complete list of NRCA's 2011-12 Executive Committee and board of directors, visit www.nrca.net/rp/about/leadership/default.aspx.

NRCA begins 125th anniversary promotion

To celebrate its 125th anniversary, NRCA will offer a \$125 VISA gift card to one person each month (from June through February 2012). Each month, NRCA will pull a name from different groups of people, such as E-News subscribers, NRCA Facebook fans and Twitter followers, and people who purchase products in the NRCA Bookstore.

NRCA will contact winners to let them know they have won a VISA gift card.

Following is the complete schedule of groups eligible to win the prizes:

- June: NRCA website registered users
- July: NRCA Bookstore purchasers
- August: E-News subscribers
- September: NRCA International Symposium registrants
- October: NRCA University course participants
- November: NRCA Facebook fans
- December: NRCA Twitter followers
- January 2012: NRCA members who submit historic roofing photos to the NRCA marketing department for a photographic record of the association's members
- February 2012: NRCA's 125th Annual Convention and 2012 International Roofing Expo attendees who stop by NRCA's booth

NRCA releases management performance and financial survey

NRCA has made available its 2009 NRCA Management Performance and Financial Survey, which allows you to compare your company with others in the industry using the results of NRCA's member survey. The survey provides a comprehensive set of benchmarks with regard to roofing contractors' financial performances.

The survey results are divided into five sales volume categories and nine geographic regions. The executive summary contains the following subsections: balance sheet, income statement, financial management, productive labor hours and risk management. It also provides an overview of the survey results, emphasizing financial and employee productivity ratios such as profit margins, return on assets and sales per employee.

The member price for the survey is \$75, and the retail price is \$125. 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.

Register for NRCA's international roofing symposium

Registration is open for NRCA's 2011 International Symposium: Emerging Technologies and Roof System Performance Sept. 7-9 in Washington, D.C. The symposium provides a forum for formally presenting roofing industry research and the latest information about the science of emerging technologies, including reflective roof surfaces, vegetative roof systems and rooftop photovoltaic systems.

The symposium will be hosted in cooperation with Oak Ridge National Laboratory, Oak Ridge, Tenn., and bring together industry leaders, researchers and other industry stakeholders. Presentation topics include high-performance roof systems, sustainable roof systems, roof systems that incorporate renewable energy, energy efficiency and roof system life-cycle analysis.

The symposium is \$995 for NRCA members and government agencies and \$1,095 for nonmembers.

For registration, hotel reservations and more information, visit www.roofingsymposium.org or contact NRCA's Customer Service Department at (866) ASK-NRCA (275-6722) or info@nrca.net.

If you would like to exhibit at the symposium, visit www.nrca.net/rp/news/exhibition.pdf for more information or contact Jeff Jarvis, NRCA's director of advertising, at (847) 493-7512 or jjarvis@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.

September

- 7-9 NRCAs 2011 International Symposium:
Emerging Technologies and Roof System
Performance
JW Marriott Hotel
Washington, D.C.
- 17 Crab Feast
Kent Island Yacht Club
Kent Island, Md.

Oct. 29-Nov. 3

- Annual Lecture
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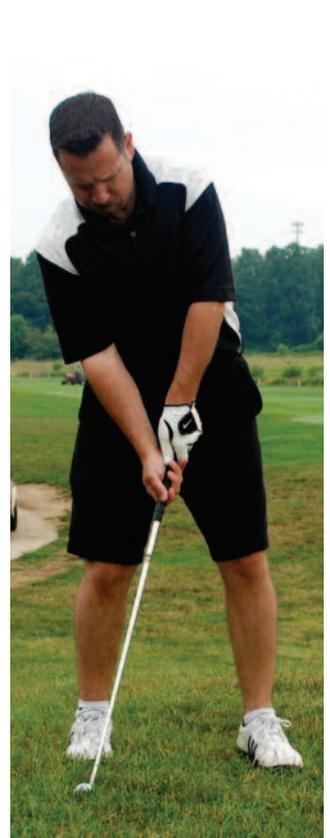
December

- 8 Holiday Dinner
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Photos—MARCA 2011 Golf Tournament



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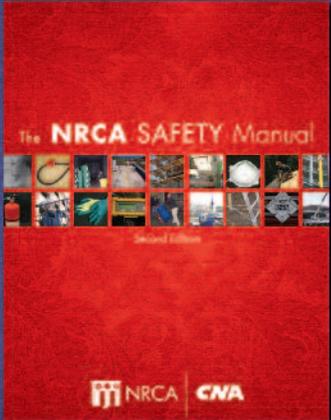
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NRCA

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