

July/August 2020

Vol. 11 No.4

# Roofing

THE INDUSTRY'S VOICE

## Aesthetically Pleasing Net Zero

Stylish Residential Solar

Office and  
Retail Projects

### → BUSINESS SENSE

Construction Contracts and  
Coronavirus Complications

### → CONSTRUCTION LAW

Safety Obligations Under the  
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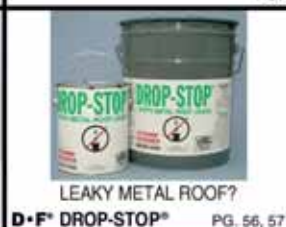
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# Roofing

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Boulder Roofing Company and The Solar Revolution were charged with installing a metal roof and solar array over multiple rooftops at Calcaire House, a 15,000-square-foot residential compound in Boulder, Colorado.



Photo: S-5!





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*Roofing* welcomes letters to the editor. Letters must be signed and include a return address/email and telephone number. *Roofing* reserves the right to edit letters for clarity and length. Send letters to [Chris@RoofingMagazine.com](mailto:Chris@RoofingMagazine.com).

**If you enjoyed reading this issue, please consider submitting something for the next one. Let's talk about ideas! Call Chris King at (248) 376-5115; email him at [chris@roofingmagazine.com](mailto:chris@roofingmagazine.com); post a comment on our website; and/or Facebook and tweet us. This magazine—and your peers—are counting on you!**

# Pieces of History

**A** home built in 1879. A hotel built in 1902. An industrial site that produced destroyers during World War II. What do these sites have in common? Roofs that stood the test of time, and then were recently restored with modern systems that preserve the historic integrity of the structures.

If you're a bit of a pessimist, sometimes you might find yourself wondering how any roof gets successfully replaced. Re-roofing involves a coordinated effort that typically includes manufacturers, distributors, contractors and installation crews. Factor in architects, consultants, building owners, tenants, and members of other trades, and the odds of pleasing everyone increase exponentially. When you're talking about a historic restoration project, the degree of difficulty gets even tougher, as historical societies and other organizations can have rigid standards designed to guarantee the building maintains its historic authenticity.

Historic projects can show the roofing industry at its best, and in this issue, you'll find three case studies documenting roofs being restored on structures that have been around well over a century.

When the original soldered flat-panel roof on the historic Dilley-Tinnin home in Georgetown, Texas was damaged by lightning, crews from Texas Traditions Roofing were faced with a difficult, labor-intensive puzzle as they installed a double-lock standing seam roof system on multiple intersecting roof planes with low-slope transitions.

On the Chippewa Hotel on Mackinac Island, the Bloxson Roofing faced a challenging re-roofing project and also found themselves facing turn-of-the-century problems on an island that doesn't allow motorized vehicles. The roofing materials were delivered by ferry and transported to the jobsite by a team of horses.

At Pier 70 in San Francisco, an ambitious restoration project converted an empty industrial facility into a modern office complex. But ensuring occupant comfort proved a difficult task in a building without air conditioning. Central Coating Company devised a plan to install a spray foam roofing system on the uninsulated metal roof to minimize heat gain and ensure the historic look of the building.

These stories share common themes, including the importance of quality craftsmanship, then and now. In the case of Pier 70, Central Coating Company President Luke Nolan points out that aside from a few persistent leaks, the original corrugated metal roof was in pretty good shape.

"For us as a foam roofing contractor, we typically do roofing projects that have the benefit of adding insulation to the building," Nolan said. "This one was different in that we were doing a foam roofing project that was really an insulation job." **R**





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# CONTRIBUTORS



**Keith A. Boyette** is an attorney with Anderson Jones, PLLC. In "Business Sense," page 32, he explores construction contracts and the effects of COVID-19 on construction delays, noting that contracts may allow a party to invoke different rights to relief and compensation.



**Travis S. McConnell** is a construction law attorney with Cotney Construction Law, LLP. In "Construction Law," page 36, he examines how safety obligations under the OSH Act can extend to non-employees and members of other trades.



**Jason Polka** is the CEO of Modernize, a company that uses business intelligence software to connect homeowners with contractors. In "Hiring & Recruiting," page 38, he offers suggestions for roofing contractors who are looking to attract and retain new employees.



**Thomas W. Hutchinson**, AIA, CSI, Fellow-IIBEC, RRC, is a principal of Hutchinson Design Group Ltd. in Barrington, Illinois. In "The Hutchinson Files," page 42, he continues his series on resiliency in roof details, focusing on the design and construction of roof curbs that will withstand severe weather events.



**Paul Scelsi** is marketing communications manager at Air Vent Inc. and leader of its Attic Ventilation: Ask the Expert seminars. He's also chairman the Asphalt Roofing Manufacturers Association Ventilation Task Force. In "Tech Point," page 50, he shares ventilation problems contractors discovered in the field.



**Louisa Hart** of Precision Public Relations Inc. and **Mittie Rooney**, Principal, Axiom Communications, share their expertise in media outreach and relationship marketing. In "Business Sense," page 54, they offer social media tips for roofing professionals using a variety of online platforms.



**Karen L. Edwards** is the director of the Roofing Technology Think Tank (RT3), editor at RoofersCoffeeShop, and a freelance writer and marketing consultant for the roofing industry. In "Historic Restoration," page 66, she details the challenges one contractor faced re-roofing a historic hotel on Michigan's Mackinac Island.



**Travis Post** is the National Director of Safety at Petersen-Dean, Inc., a full-service, privately-held roofing and solar company. In "Safety," page 76, he shares best practices and protocols that can help mitigate the risks of COVID-19 and ensure the protection of employees and customers.



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## Garland Launches Defense Force Product Line Amid Global Health Crisis

**THE GARLAND COMPANY, INC.** launched its Defense Force line of high-performance products designed to either clean, disinfect and/or protect commercial facilities. Garland, a manufacturer of high-performance roofing and waterproofing systems, looked beyond its traditional offerings amid the global health crisis to provide customers with new and more powerful ways to protect their facilities.

The flagship Defense Force product is D7, a safe and effective EPA-registered antimicrobial disinfectant that kills bacteria, fungi, germs and viruses in minutes and has demonstrated effectiveness against viruses similar to the coronavirus/COVID-19. It can be applied to hard, non-porous interior and exterior surfaces, providing the assurance of clean and safe facilities. D7 is easily mixed and applied with standard sprayers. The Defense Force product line also includes Clear-Shield, a patented, clear acrylic water-based solution designed to protect a roof's existing surface, and Clean-Shield, a biodegradable, nontoxic cleaning solution formulated to safely and effectively clean, brighten and restore a variety of masonry substrates.

"The overall goal of our Defense Force line is to improve the health of commercial facilities and ultimately protect the health of those inside," said Brett Wygal, Garland's operations manager. "We know the best way to do that is by starting with the exterior of the facility."

For more information, visit [www.garlandco.com](http://www.garlandco.com).

## Huntsman's SPF Business Is Renamed Huntsman Building Solutions

Huntsman Corporation announced that it has branded its spray polyurethane foam (SPF) Business as Huntsman Building Solutions (HBS). HBS is a global platform within Huntsman's Polyurethanes division.

The SPF Business was formed when Huntsman acquired North American SPF company Icynene-Lapolla in February and combined it with Demilec, which Huntsman acquired in 2018. HBS is now one of the world's leading SPF providers and the fifth largest insulation manufacturer. Simon Baker, previously president of Demilec, and Doug Kramer, formerly president of Icynene-Lapolla, jointly lead HBS. Baker is responsible for Canada and international business and Kramer for U.S. business.

"Integration of the two legacy companies is progressing well and the selection of the new name is an important milestone for the business," said Tony Hankins, president of Huntsman's Polyurethanes division. "I'm excited about the opportunities that lie ahead, notwithstanding the current challenges caused by the Covid-19 pandemic. SPF is a highly attractive growth business; we have a product offering which is second to none and our products provide significant environmental benefits – not just in terms of energy savings, as they are the most effective thermal insulants in the market, but also in terms of the upcycling of PET bottles and scrap, which are used in our TEROL polyols, a key ingredient in the production of SPF. HBS will consume significant volumes of our lower margin polymeric MDI – the other key ingredient in SPF formulations – to produce higher margin specialized SPF systems."

For more information, visit [www.huntsman.com](http://www.huntsman.com).

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## ERA Releases 2020 Report on Achieving Resilience

**AS THE UNITED** States faces the twin challenges of economic recovery in the wake of the coronavirus pandemic and a potentially active hurricane season, the EPDM Roofing Association (ERA) is releasing its 2020 edition of “Building Resilience: The Roofing Perspective.” This report details state-of-the-art tactics to create a resilient roof and explains legislative advances that will fund mitigation efforts to protect the built environment from the impact of cataclysmic natural events. The Department of Homeland Security defines resilience as “the ability to withstand and recover rapidly from deliberate attacks, accidents, natural disasters, as well as unconventional stresses, shocks and threats to our economy and democratic system.”

ERA's members, Carlisle Construction Materials, Firestone Building Products and Johns Manville have together mounted an ongoing effort to ensure that accurate information about the value of EPDM in a resilient roofing system is pro-actively provided to the marketplace. “In addition to the economic challenges we face, the National Weather Service is forecasting a potentially record setting hurricane season. Since the roofing industry will play an important role in facing these threats, ERA is intensifying its efforts to provide essential information about the value of EPDM in resilient structures,” said Ellen Thorp, Executive Director of ERA.

To access the 2020 report, “Building Resilience: The Roofing Perspective,” visit <http://epdmtheresilientroof.org/>. For more information about ERA, visit [www.epdmroofs.org](http://www.epdmroofs.org).

## GAF Energy Launches Virtual Sales, Design, and Support Program

**GAF ENERGY**, a provider of roof-integrated solar solutions in North America, announced the launch of a fully virtual sales, design, and support program for GAF Master Elite and Certified Contractors that install GAF Energy products. The new virtual services will allow roofers to maintain sales and essential services while observing expert health guidelines for social distancing during the COVID 19 crisis.

“GAF Energy is here for the roofing community. We’re a part of a company that has operated through several historic global challenges, including pandemics, and we’re committed to being here for our partners through this crisis,” said Martin DeBono, President of GAF Energy. “These new services include training and full online support to ensure contractors are well-equipped to continue their essential service while keeping all parties involved safe. Together we will get through these unprecedented times.”

GAF Energy empowers roofing contractors across the United States with a comprehensive and economical approach to solar installations. The GAF Energy solar system couples innovative, attractive, and affordable solar technology with fast, easy installation. To learn more about the new virtual sales and support available to GAF Master Elite and Certified Contractors that install GAF Energy products, visit: <https://www.gaf.energy/roofers/>.

## Free Qualified Assessor ProCertification Exams Available Through Cotney Construction Law

**COTNEY CONSTRUCTION LAW** will be providing Qualified Assessor exams at no charge for anyone in the Tampa or Orlando areas interested in testing for the shingle or TPO ProCertification designation by NRCA. “We are excited to support NRCA’s efforts on increasing ProCertification membership and professionalism within the roofing industry,” said Trent Cotney, CEO of Cotney Construction Law.

The National Roofing Contractors Association (NRCA) offers a ProCertification program that assists in maintaining a professional, knowledgeable roofing industry workforce. ProCertification includes recommended training, readiness checklists and various certifications for roof system installers and foremen that will continue to attract and recruit high quality members of the workforce within the roofing industry. To receive this certification, you must pass an online exam and installers must also pass a practical hands-on test that will be scored by a Qualified Assessor. Qualified Assessors are the only people who are trained and approved by NRCA to conduct NRCA ProCertification tests for roofing businesses.

“As a Qualified Assessor, I look forward to assisting companies interested in pursuing NRCA ProCertification. The program elevates the industry and I am proud to be involved with it,” stated John Kenney, COO and Technical Director of Cotney Construction Law.

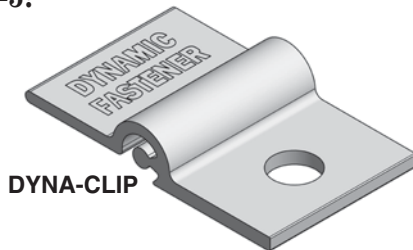
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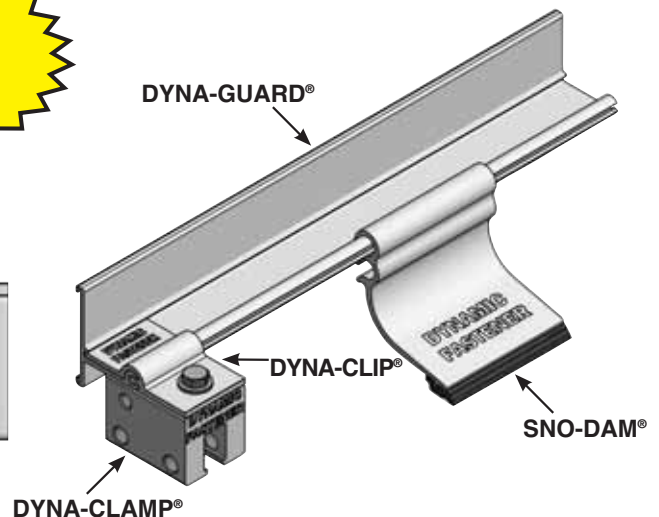
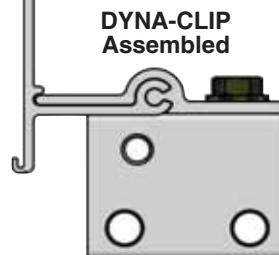


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# NEWSFROMNRCA

The Rosemont, Ill.-based National Roofing Contractors Association represents all segments of the roofing industry, including contractors; manufacturers; distributors; architects; consultants; engineers; building owners; and city, state and government agencies. NRCA's mission is to inform and assist the roofing industry, act as its principal advocate and help members in serving their customers. For information about NRCA and its services and offerings, visit [www.NRCA.net](http://www.NRCA.net).



## The Roofing Alliance Opens Nomination Period for MVP and Gold Circle Awards

**THE ROOFING ALLIANCE**, the foundation of NRCA, has opened the nomination period for two industry award programs—the 2020-21 Most Valuable Player (MVP) and the Gold Circle Awards. The two programs spotlight and promote excellence in the industry with the MVP Awards Program recognizing workers committed to excellence on and off the roof and the Gold Circle Awards program recognizing Roofing Alliance and NRCA members for outstanding workmanship, innovation and safety in roofing.

The Roofing Alliance's Most Valuable Player (MVP) Awards program recognizes workers who make outstanding contributions to their companies, co-workers and communities. Roofing professionals are encouraged to nominate employees for an MVP award to recognize their outstanding contributions through on-the-job performance and workmanship and for their outstanding performance and other noteworthy contributions outside the workplace. The deadline for nominations is November 20, 2020. Applications and additional information can be found at <http://roofingalliance.net/programs/mvp/>.



The Roofing Alliance's prestigious 2020-21 Gold Circle Awards program recognizes Roofing Alliance and NRCA members for outstanding professionalism, innovation, safety and workmanship in roofing. Unique roofing-related jobs (commercial or residential), programs and services completed between June 1, 2018, and May 31, 2020, are eligible. Roofing contractors are encouraged to submit their best work for a chance to earn this elite recognition. All entries will be evaluated by a panel of judges within the roofing industry. The highest-ranking entries will determine the winner. The deadline for Gold Circle Awards is October 23, 2020. Applications and additional information can be found at <http://roofingalliance.net/gold-circle-awards-program/>.

## NRCA Partners With NCCER to Enhance Workforce Development

**THE NRCA HAS** partnered with the National Center for Construction Education & Research (NCCER) to establish a workforce development solution for the roofing industry. NCCER is a nonprofit education foundation that develops standardized curriculum and assessments with portable credentials and certifications for skilled construction professionals.

NCCER and NRCA are working together to create a career path for roofing workers to follow from education to certification. To that end, NCCER's roofing curriculum is being revised and expanded. Consisting of two levels, the enhanced curriculum will prepare individuals to take NRCA ProCertification exams. NRCA ProCertification is the association's national certification initiative through which experienced roofing workers who demonstrate substantial roofing skills and knowledge can become certified in specific roof system installations. By increasing the number of roofing workers who earn professional credentials, NCCER and NRCA are helping enhance consumer confidence.



## NRCA Launches Podcast Series

The NRCA has launched a new podcast series, "Stories of an Extraordinary Industry." Episodes will share roofing professionals' firsthand accounts of their meaningful experiences and stories of inspiration, generosity and success in the roofing industry. In the first episode, "House Flipper to Roofing Industry Leader," sponsored by Owens Corning, Toledo, Ohio, NRCA CEO Reid Ribble is joined by NRCA Chairman of the Board Nick Sabino, president of Deer Park Roofing Inc., Cincinnati, Ohio. In the second episode, "Roofing Industry Rallies Around Ambitious Goal," sponsored by the Roofing Alliance, Charles Antis, founder and CEO of Antis Roofing & Waterproofing, Irvine, California, details the effort to aid Ronald McDonald House Charities. Episodes are available at [roofingstories.podbean.com](http://roofingstories.podbean.com); on NRCA's website at [nrca.net/podcast](http://nrca.net/podcast); or wherever you get your podcasts.

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## New Advanced Wind Calculator Available From OMG Roofing Products

OMG Roofing Products has unveiled a comprehensive Wind Calculator for determining the uplift requirements for a building's edge metal (i.e., fascia or coping) system. The new calculator is based on the latest IBC and ASCE standards. Specifiers, contractors and end-users simply provide a few pieces of data for immediate project design pressure information. Required inputs include project zip code, building height, project name, wind exposure category (B, C or D), as well as the building's classification or risk category. The calculator is free to use and available on the new OMG Roofing App as well as at [www.OMGRoofing.com](http://www.OMGRoofing.com).



## AccuLynx Software Adds Features to Help Contractors Manage Projects Remotely

AccuLynx, the business management software platform for roofing contractors, announced the launch of new features — including automated emails, texting, payment processing, and homeowner financing — which give roofing contractors the ability to collaborate effectively and service more homeowners while working remotely. AccuLynx software is designed to help roofing contractors manage every aspect of their job from a single, cloud-based application. New features recently added to the system let contractors trigger automated notifications via email and text message. The company also introduced payment processing and an integrated point-of-sale financing option. For more information, visit [www.acculynx.com](http://www.acculynx.com).

## Nearmap Announces General Availability of Nearmap Artificial Intelligence

Aerial imagery company Nearmap announced the general availability of new innovation Nearmap Artificial Intelligence (AI) in Mapbrowser, a series of datasets constructed from machine learning models deployed across Nearmap high-definition aerial images. The launch allows Nearmap to offer both AI analysis and high-definition, frequently updated aerial images on a commercial scale. Nearmap AI datasets will allow users to automatically identify ground features, from tree overhang to residential footprints, track changes and verify insights against current aerial imagery at massive scale. For more information, visit [www.nearmap.com/us/en](http://www.nearmap.com/us/en).



## Nationwide Protective Coatings Launches Redesigned Website

As part of the company's focus on continually improving client and customer experience, Nationwide Protective Coatings announced the launch of a new and improved website. According to the company, the new website offers easier navigation and improved informational content designed to help customers find the solutions needed to complete their projects. For more information about the company's extensive product line featuring more than 150 eco-friendly paint and coating products, visit [www.nationwidecoatings.com](http://www.nationwidecoatings.com).



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# MATERIALS & GADGETS



## Skylight Fall Protection System

**Dynamic Fastener** offers fall protection systems for flat and domed skylights. Ideal for R-panel, standing seam, or curb mount skylights, the system utilizes an OSHA-compliant galvanized steel safety screen with a maximum 4-inch-by-4-inch opening. The screen is secured with zinc-coated carbon steel clips and long-life, self-drilling fasteners. All of the required mounting hardware and supports are included in the kit. According to the manufacturer, all systems are factory-sized to install quickly. Installs over flat skylights or under domed skylights. The system can be custom painted to match the building's exterior.

[www.DynamicFastener.com](http://www.DynamicFastener.com)

Circle No. 13



## Temporary Anchor Point Is Easy to Install, Won't Damage Roofs

**Metal Plus, LLC** introduces the Universal Safety Anchor (USA), a temporary anchor point with a unique hinge-system designed to accommodate most panels without any loose components. According to the manufacturer, the Universal Safety Anchor is easy to install: just open, close, and torque. It requires no adjusting of set screws. The patented Universal Safety Anchor was designed to eliminate problems including damage to metal panels from set screws, rusting of panels when anchor points are removed, and voiding the manufacturer's warranty.

[www.MetalPlusLLC.com](http://www.MetalPlusLLC.com)

Circle No. 14



## Utility Tray Accessory for Material Hoist

**Safety Hoist Company** introduces The Utility Tray XL. Easily installed on the EH-500 and HD-400 hoist models, the newly designed Utility Tray is manufactured for versatility. The pre-assembled tray is a steel fabrication and measures 44 inches wide by 25 inches deep and 12 inches high. The Utility Tray includes two Deck Extenders, which expand the carriage width to 45 inches, allowing greater support for rolled goods. Using the Utility Tray XL, contractors can safely lift items such as tiles, buckets, tools, HVAC units and other construction materials.

[www.SafetyHoistCompany.com](http://www.SafetyHoistCompany.com)

Circle No. 15



## Paver Product Allows Integrated Guardrails

**Lamar Johnson Collaborative (LJC)** offers Superpaver, a code-compliant paver product offering a unique non-penetration installation of safety guardrails on rooftop areas of commercial and mixed-use buildings. Superpaver allows a protective guardrail to attach directly to the roof deck paver system, avoiding penetrations that can cause roof leaks and costly litigation. According to the manufacturer, the product allows for the integration of guardrails directly into load-bearing pavers versus traditional installation around the perimeter of a roof area, attached to pedestals.

[www.TheLJC.com](http://www.TheLJC.com)

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# MATERIALS & GADGETS



## Larger Base for Rooftop Support System

**Green Link** has engineered a new KnuckleHead 12-inch base designed to enhance the stability of larger rooftop-installed equipment. As with the standard universal base, the big base can be loose laid or attached. The new design features the standard universal KnuckleHead base in the center of a larger polyurethane base featuring a 12-inch diameter and 113.1 square inches of surface area. The standard universal base features a 7-inch diameter and 38.5 square inches of surface area. Four holes at the center of the universal base extend through the larger polymeric base allowing for attachment to the roof. Green Link Adhesive/ Sealant adheres to the new big base for further strengthening and sealing the installation.

[www.GreenLinkEngineering.com](http://www.GreenLinkEngineering.com)

Circle No. 18



## Pitch Pan Kits Available in Two Sizes

**Mule-Hide Products Co.** offers ShapeShift Kits, which put everything needed to create pitch pans in one convenient package. A new addition to Mule-Hide Products' ShapeShift line, the "grab-and-go" kits are available in two sizes to accommodate jobs of various sizes. Large kits create four 7- by 7-inch pitch pans. Small kits create four 4- by 4-inch pitch pans. Kit sections are made of high-strength polymer in white. They feature interlocking joints and snap together for easy assembly. ShapeShift kits can be used to create pitch pans for acrylic-coated, smooth modified bitumen, and smooth built-up roofing systems.

[www.MuleHide.com](http://www.MuleHide.com)

Circle No. 19

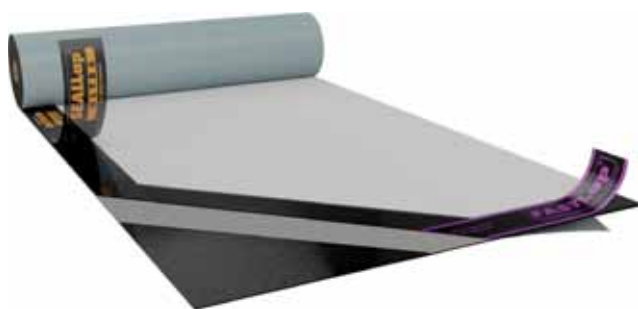


## Redesigned Roof-Integrated Solar Kit

**GAF Energy** launches an upgraded version of its solar roof product, DecoTech 2.0. According to the company, the redesigned product will deliver the same homeowner value and give installers a fast, easy, durable solar solution for customers. DecoTech 2.0 will maintain the same excellent aesthetic appeal of all GAF Energy's products, while simplifying the installation process for installers. The upgraded system features wiring improvements for durability and safety. It also boasts fewer points of attachment and new fastener hardware for quicker and simpler installation.

[www.GAF.energy/roofers/](http://www.GAF.energy/roofers/)

Circle No. 20



## Enhanced Self-Adhered Membranes

**Polyglass U.S.A., Inc.**, announces the company has enhanced the performance of its self-adhered mod bit roofing membranes. The company recently added a new labor-saving feature, patent-pending SEALLap Ultra, to promote instantaneous watertight side lap seams in all the self-adhesive membranes. SEALLap Ultra, is a self-adhered compound applied on the side lap area to increase the bond strength and long-term adhesion of the seams. Additionally, Polyglass developed FASTLap — a granule-free end lap that is designed to promote watertight end laps and enables easy and safe installs.

[www.Polyglass.us](http://www.Polyglass.us)

Circle No. 21

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# MATERIALS & GADGETS

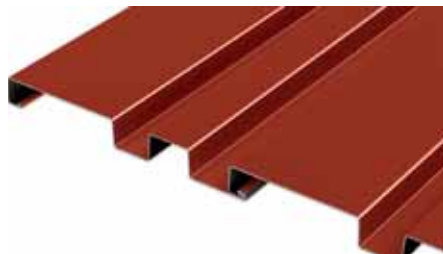


## Rebar Chain Assembly Allows Hands-Free Repositioning

**Malta Dynamics** introduces its 24-inch rebar chain assembly positioning device. The device is designed to allow workers to reposition themselves hands-free while elevated off the ground. It is ideal for applications on rebar structures, allowing workers to lean away from the wall and position themselves safely and easily while keeping their hands free to work. Workers must still be connected to a fall arrest device when using this product, which is designed to be used in conjunction with a full-body harness, attaching to side D-Rings via both snap hooks and attaching the rebar hook to the rebar structure.

[www.MaltaDynamics.com](http://www.MaltaDynamics.com)

Circle No. 23



## New Box Rib Wall Panels

Petersen expands its family of **PAC-CLAD** Precision Series wall panels with the introduction of the Box Rib line. The four new Box Rib wall panels feature 87-degree rib angles and a variety of rib spacing patterns. The Box Rib architectural wall panels are 1-3/8 inches deep with a nominal 12-inch width. According to the company, they deliver design flexibility while combining bold visual effects with easy, cost-effective installation. Each of the four Box Rib profiles is offered in a no-clip fastener-flange option, or a clip-fastened panel to accommodate thermal expansion and contraction. The Box Rib panels are backed by the following tests: ASTM E-330, ASTM E-1592, ASTM E-283 and 331, AAMA 501.

[www.PAC-CLAD.com](http://www.PAC-CLAD.com)

Circle No. 24



## Induction Welding System Features Automatic Calibration

**OMG Roofing Products** introduces a new RhinoBond tool with OptiWeld Technology, providing automatic calibration on membrane up to 80 mils. According to the company, OMG's exclusive OptiWeld Technology optimizes the energy required to generate sound and consistent bonds with installed OMG RhinoBond Plates. In addition to OptiWeld, the new tool features an LED touch screen interface that controls the tool's functionality. Other updates for the tool include a new designed and ergonomically friendly handle grip that provides enhanced protection for the activation trigger and more robust electronics for improved tool reliability.

[www.OMGRoofing.com](http://www.OMGRoofing.com)

Circle No. 25

## Reflective Insulation Underlayment

**rFOIL** Reflective Insulation 2200 Series underlayment is an effective energy-efficient barrier that can greatly reduce transfer of radiant heat through roofing. The new 2200 Series underlayment's polyethylene bubble material, sandwiched by a layer of metalized foil and a white polyethylene sheet, provides an added R-value of 1.1. When there is an airspace between the 2200 Series underlayment and the metal roof, the system boasts an R-value of 4. It can be taped to purlins, stapled to rafters or studs, or rolled out on roof decking or existing shingles prior to installation of metal roofing or siding panels.

[www.rFOIL.com](http://www.rFOIL.com)

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# MATERIALS & GADGETS



## Metal Connector Nailers

**SENCO** has added two new pneumatic nail guns with increased magazine capacity to its JoistPro line of metal connector nailers: the JoistPro 150MXP and JoistPro 250MXP. Used for fastening metal structural connectors like joist hangers, seismic/hurricane straps and rafter ties, the products feature several design innovations, including increased magazine size. The JoistPro 150MXP weighs just 5.3 pounds and holds two strips of Senco paper-tape collated nails, cutting downtime for reloading in half. The more powerful JoistPro 250MXP features an all-new nosepiece that provides accurate nail placement into pre-punched metal framing hardware.

[www.SENCO.com](http://www.SENCO.com)

Circle No. 28



## Shock-Absorbing and Retractable Tool Lanyards

**Ergodyne** offers new additions to its Squids line of trapping and tethering solutions designed to prevent dropped objects on the worksite. The launch includes two shock-absorbing tool lanyards and two retractable lanyards. The retractable tool lanyards feature a cut-resistant Dyneema cord. Shock-absorbing tool lanyards feature corrosion-resistant stainless steel carabiners and are certified to tether tools up to 15 pounds. According to the manufacturer, all of the products are third-party tested to the ANSI/ISEA 121-2018 standard for dropped object prevention.

[www.Ergodyne.com](http://www.Ergodyne.com)

Circle No. 29



## Pre-Colored Tile Mortar

**Boral Roofing LLC** introduces Boral Tile Mortar to the Florida and East Coast markets. With the color pre-mixed into the mortar, there is no guessing the right oxide quantity to color match the tiles. Boral Tile Mortar is a one-step fiber-reinforced mortar for tile-roof weather blocking – just add water and mix. According to the manufacturer, Boral Tile Mortar contains an Integrated Water Repellent (IWR) additive to help prevent efflorescence. The water-resistant solution provides ease of installation, excellent bonding and is offered in numerous colors. It is ideal for use with clay and concrete roof tile systems on both new and re-roof applications. It meets ASTM C-270 requirements.

[www.BoralRoof.com](http://www.BoralRoof.com)

Circle No. 30

## Telescoping Debris Disposal System

**Rocket Equipment** launches the Trash Rocket, a self-supported telescoping debris disposal system designed for commercial and residential roofing contractors. The trailer-mounted Trash Rocket is designed to be a compact unit for easy transport and setup. It has a totally enclosed chute, which aids in cleanup and tear down. The composition of the Trash Rocket provides durability and strength with its corrosion-resistant aluminum and high-density poly chute. The chute also doubles as an emergency exit for personnel. The folding chutes adjust to locations, rooflines, and landscapes. Adjustable outriggers provide leveling and safety on uneven terrain.

[www.RocketEquipment.com](http://www.RocketEquipment.com)

Circle No. 31



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## New Hire Fall Protection and Safety Kits

**M**alta Dynamics, a full-service manufacturing company specializing in fall protection solutions, offers its New Hire Fall Protection and Safety Kits. The New Hire Fall Protection and Safety Kits are designed to simplify the process of outfitting new employees. The kits include all safety materials needed in a convenient carry bag so that there is no delay in production.


The New Hire Fall Protection

and Safety Kits include the following essentials:

- Full body harness
- Short- and long-sleeve high-visibility shirts
- High-visibility surveyor vest
- Clear and tinted safety glasses
- Safety gloves
- White cap-style hard hat
- Durable carrying bag with handles and detachable, adjustable shoulder strap

According to the company, Malta Dynamics' equipment is tested to meet

safety requirements for OSHA and ANSI, and the New Hire Fall Protection and Safety Kits offer workers the tools they need to be visible and work safely at heights.

"It's so important for employees to have their own PPE right now," Malta Dynamics Sales Manager David Ivey said. "As more people get back to work, we wanted to provide an all-in-one kit to make it easy to gear up and stay safe on the job." 



The "Roofers' Choice" selection is determined by the product that receives the most reader inquiries from the "Materials & Gadgets" section in a previous issue. This product received the most inquiries from our March/April 2020 issue.

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## Construction Contracts and Coronavirus Complications

**AS A RESULT** of the novel coronavirus (COVID-19), many construction projects around the United States have been, and are being, significantly delayed or curtailed. In many instances, the delays have arisen from supply chain disruptions, state or local government stay-at-home orders, new safety protocols, and workforce disruptions on every level of the construction project – design, field construction, manufacturing, and inspection.

One thing certain to change in the post-COVID-19 world will be protection clauses in construction contracts. Boilerplate legal terms typically couched in fine print, such as “force majeure” and “frustration,” will be closely reviewed by contractors, owners, and their attorneys in the future.

Depending on the circumstances and the terms of the construction contract, the effects of COVID-19 may allow a party to invoke different rights to relief and compensation, or otherwise excuse delays or non-performance. Whether a party to a construction contract will be relieved, compensated, or excused from performance will depend on, among other factors, the language of the force

majeure clause, the facts at issue, and the law governing the contract.

Construction businesses should consider the following with regard to current and future contracts:

- Does the COVID-19 disruption constitute a force majeure event under the contract?
- Is epidemic, pandemic, or illness specifically identified in the force majeure clause?
- If not, does COVID-19 fall under some other event often referenced in force majeure clauses, such as an “act of God,” a “natural disaster,” or something beyond the contractors’ control?
- Does the force majeure clause entitle parties to extensions, termination, or some other form of relief or modification?
- Does the law that controls the contract – federal, state, or international – reinforce or limit how the force majeure clause is applied?
- Are there alternate avenues for relief outside of the force majeure clause, such as commercial impracticability or impossibility?
- How should parties impacted by

COVID-19 reserve their rights or document their position?

### FORCE MAJEURE CLAUSES: EVENTS AND INTERPRETATION

Force majeure clauses set forth certain conditions under which a party is permitted to extend, suspend, or terminate a contract as a result of unexpected and unavoidable events. Under U.S. common and civil law, force majeure protection generally extends to natural and unavoidable catastrophes that impact the parties’ ability to perform their contractual obligations and allocates the risk in such events.

So, what constitutes a force majeure event? Generally, a force majeure event exists where said event is unforeseeable and outside of the contractor’s control. In addition to the specific facts at issue, determining whether a force majeure clause offers relief for such an event will likely depend on three factors: (1) whether the language in the force majeure clause specifically references the event as beyond the parties’ control; (2) whether the force majeure event was unforeseeable; and (3) whether the force majeure event caused the party’s non-performance.

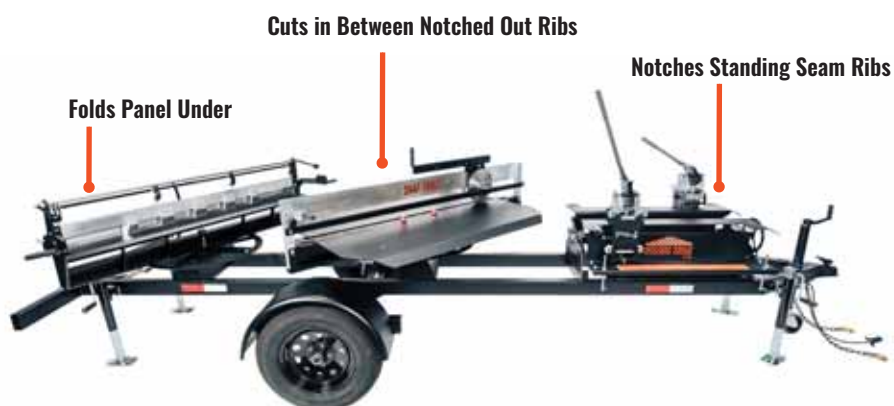
In analyzing the contract language, look to see if the force majeure clause specifically references events like “epidemic,” “pandemic,” or “outbreak of disease.” If so, then COVID-19 is almost certainly covered by that cause. Courts will generally construe the precise language of the force majeure clause to exclude events that are not specifically identified. To that end, if the force majeure clause limits covered events to those involving nature, such as “severe floods,” “hurricanes,” or “earthquakes,” the court may be less likely to find that the parties intended to cover the COVID-19 pandemic.

Analysis of specific language used in construction contracts is critical. Standard form contracts, such as AIA and ConsensusDocs, do not have specific force majeure clauses but do, however, contain excusable delay clauses that could likely be applied to COVID-19



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delays. For example, AIA forms generally contain language concerning excusable delays, termination, and suspension of work while ConsensusDocs expressly provide relief for “epidemics” as well as termination and suspension of work.

In some instances, the force majeure clause may contain both specific

and broad forms of events and include a catchall provision intended to cover potential scenarios other than specific events. Some courts have deferred to common law principles such as unforeseeability to determine whether the event in question is covered by the contract. There, the determination would ultimately depend on what the parties

contemplated and if the parties voluntarily assumed the risk of COVID-19, or, more likely, a general pandemic.

Finally, the force majeure clause may reference “acts of God” as an excusable delay or grounds for suspension or termination of the contract. Whether COVID-19 falls under the definition of “acts of God” is dependent on the state where the contract was entered into or where the contract will be performed. Where a state defines an “act of God” to include wars, riots, floods, epidemics, and natural disasters, COVID-19 would likely be covered. However, where a state more narrowly defines “acts of God” as something caused by nature, COVID-19 may not be covered and the court will likely defer to what the parties contemplated with regard to risk allocation.

**Force majeure clauses set forth certain conditions under which a party is permitted to extend, suspend, or terminate a contract as a result of unexpected and unavoidable events.**

#### OTHER FORCE MAJEURE CONSIDERATIONS

A construction business seeking to invoke a force majeure clause must follow the contractual requirements for doing so. A party should pay particular attention to the form and substance of any required notice as well as time limits to provide such notice as required by the contract. Many states demand strict adherence and compliance with the notice requirements, and failure to adhere to even one aspect could render a claim or request for extension void or result in a waiver of entitlements to relief. Parties should keep in mind that a force majeure event that is continuing in nature, or otherwise evolving, such as COVID-19, the contract may require regular updates and reporting of extra

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costs in order to obtain relief.

COVID-19 will likely not be interpreted as an event that completely relieves a party from its contractual obligations. As such, the general principal of construction contracts that all parties to the contract must mitigate and minimize the impact of adverse events, will apply. Depending on the circumstances and the terms of the contract, the duty to mitigate could include incurring extra costs as the affected party or serve as a condition to relief.

Generally, a force majeure event will only temporarily excuse performance of those obligations impacted by the event, meaning both the affected party and unaffected party must continue to perform contractual obligation not impacted by the event. Upon the occurrence of a force majeure event, an affected party may, however, claim extension of time for performance based on the impact of the event or as long as the event prevents performance, provided that the contract permits such extension. In drastic situations, the contract may also permit termination of the contract should the event continue for a certain extended period of time. Such clauses may require that all or substantially all of a party's obligations be affected for a specific period of time before termination is permitted. In these situations, parties generally agree to share the costs of the delay.

#### PLANNING FOR THE FUTURE

Contractors entering into construction contracts in the future should take necessary steps to minimize the likelihood of disputes, claims, and litigation resulting from the occurrence of force majeure events. When seeking to limit exposure, contractors must be specific and clear in their contract language when defining the scope and effect of a force majeure clause to protect themselves from unexpected liabilities.



#### AUTHOR'S NOTE

This article is intended only for informational purposes and should not be construed as legal advice.

Moving forward, parties to a construction contract should address future concerns by drafting more precise force majeure definitions, develop flexibility in supply chains to reduce risk of disruption, maintain appropriate records of cost increases, and consider the inclusion of a well-drafted termination clause. **R**

**ABOUT THE AUTHOR:** Keith A. Boyette is an attorney with Anderson Jones, PLLC in Raleigh, North Carolina, a law firm with attorneys licensed in North Carolina, South Carolina, and Georgia. For more information or questions about this article, please email him at [kboyette@andersonandjones.com](mailto:kboyette@andersonandjones.com).



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# Roofers Beware

## Safety Obligations Under the OSH Act Can Extend to Non-Employees and Other Trades



**THE NATURE OF ROOFING** (particularly re-roofing) frequently involves the presence of non-employees on or around active construction sites. This is true in both the residential and commercial contexts. However, the risk increases significantly on commercial projects, such as retail and mixed-use projects, where many parties can be present, including the property owners' customers and employees, as well as other trades working at the project simultaneously.

As such, it is essential that roofing contractors understand the scope of their obligations to non-employees under the Occupational Safety and Health Act of 1970 (OSH Act). While accidents and injuries can certainly trigger an investigation by OSHA, employers are frequently charged with violations of the OSH Act for merely failing to implement appropriate procedures. Not to be taken lightly, OSHA citations carry significant consequences, including penalties of up to \$134,937 per violation, as well as creating a stigma against the company and loss of future opportunities. Moreover, company owners may not always be free

to "walk away" from these consequences by closing the business (a common misbelief in the industry).

In the OSH Act, Congress authorized the Secretary of Labor to develop safety and health standards (OSHA regulations). One of the most important of these standards to contractors, arguably, is 29 CFR 1910.12, which provides: "Each employer shall protect the employment and places of employment of each of *his employees* engaged in construction work." [Emphasis added.] This provision, like OSHA's general duty clause, seems to imply that OSHA-imposed obligations extend only to an employer's own employees. However, this is frequently not the case.

For many decades, the phrase "his employees" has been a major point of contention because OSHA has frequently penalized employers for hazards which did not affect the employers' own employees. While early court decisions initially rejected OSHA's imposition of liability in these circumstances, the tide eventually shifted, and now the opposite is true. Today, most courts will impose

liability under OSHA's "Multi-Employer Citation Policy" where the contractor "could reasonably be expected to prevent or detect and abate the violations due to its supervisory authority and control over the worksite." This is true even where the contractor's own employees were completely unaffected, or even absent when the hazard occurred.

While the borders of OSHA's policy are unclear and still developing, contractors should at least suspect they may be held responsible for the safety violations at a jobsite if they either: (1) created the hazard; or (2) exercised some degree of control over the subject worksite. With that in mind, roofing contractors can address this risk preemptively by starting with a plan to mitigate hazards and potential liability on their jobsites.

### IDENTIFYING RISK

One method of doing so is by creating a Jobsite Hazard Analysis (JHA). According to OSHA, a JHA "is a technique that focuses on job tasks as a way to identify hazards before they occur." By identifying risks, such as exposure of the public and

other trades to an active construction site, roofing contractors can implement effective measures to mitigate known hazards.

While planning requirements will vary by jobsite, most roofing contractors' JHA should address the following questions on this topic:

- Will non-employees be present at the worksite during active construction? Could they gain access without the company's knowledge or consent?
- Can measures be taken to reduce or eliminate access to the worksite by non-employees?
- What types of hazards could non-employees be exposed to? (e.g., falling debris)
- What steps will the company take to reduce or eliminate risks to non-employees?

In addition to addressing these risks in company policies, such as JHAs and a safety manual, it is also prudent to include provisions in the company's

contract which seek to limit exposure of non-employees to hazards. For example, the roofing contractor could include a provision in the contract which forbids the property owner's employees from using certain entrances to the building during specific phases of construction. Roofing contractors may also seek indemnification from owners for claims of third parties based upon third parties' failure to comply with contractual requirements.

Under any circumstances, roofing contractors should take a preemptive approach to hazards, understanding the adage, "an ounce of prevention is worth a pound of cure," is especially true in their industry. The first step in this process is assessing and appreciating the risks that safety hazards present. The second is implementing proactive safety policies which seek to eliminate or reduce those risks. **R**

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#### → AUTHOR'S NOTE

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# Creative Ways to Fill the Roofing Labor Gap

**EVER SINCE BUSINESS** rebounded following the 2008 housing bust, the roofing industry has experienced significant workforce shortages. These shortages have persisted even as the global landscape has shifted due to the COVID-19/coronavirus pandemic, which has disrupted almost every industry, including the home improvement sector.

Millions of people are unemployed, largely due to the virus. However, many contractors and businesses have been deemed essential businesses.

With the growing need for essential workers, roofing contractors have an advantage finding skilled laborers during this challenging time. Here are a few creative ways to attract talent to your workforce.

## DIFFERENTIATE

It is evergreen advice that to attract top talent you need to offer a competitive edge or angle.

In marketing, that's called strategic differentiation. Your differentiator could be offering a superior wage to attract workers. Consider some of these cost-effective methods and perks to have your company stand out as a place that skilled workers want to work.

- **Training.** Companies with a long-term view can differentiate themselves by offering informal or formal apprenticeship or mentoring programs. This helps a potential employee see that you're willing to invest in their future. This strategy can be pulled off by having one or more knowledgeable and

communicative senior employees step up to guide junior-level employees. Another avenue is to offer workers subsidies or rebates for continuing education at local community colleges.

- **Flexible work hours.** Potential workers can be attracted by offering the opportunity to shift off of a regular 9 to 5, five days per week schedule. Such flexibility can bring people into the labor force who otherwise can't due to child care, elder care, or the need for a second job.

### DIVERSIFY YOUR LABOR FORCE

Another way around the tight market is to diversify the composition of your labor force. Women are increasingly filling historically male roles – why not in roofing? And, consider workers who have been displaced by the recent COVID-19 pandemic, such as those coming from retail, manufacturing,

or agriculture. While they won't arrive with the exact skill set you'd most hope for, these employees can come up to speed quickly to fill their gaps. Make sure your job postings make it clear you will consider people of all types, and especially those not traditionally in the roofing space. A diversified workforce can also bring your business new ideas that can help in unexpected ways.

### EXPAND YOUR RADIUS

Consider recruiting further outside the city. Rural areas typically have fewer employment opportunities, thus there are more workers looking for jobs. You can also look to neighborhoods adjacent to industrial areas where workers have been displaced. This strategy depends on geo-targeting those potential employees as well as adjusting your employment offer to meet their needs.

### INCREASE REFERRALS

Like many small businesses, roofing contractors often rely heavily on getting

new employees through referrals from employees, family, and friends. Think about systematically increasing this referral stream. One of my favorite resources on this topic is from Tim Templeton's book *The Referral Of A Lifetime*. At the risk of oversimplifying his approach, here's a summary of the key takeaways:

- **Be clear on why you're a great employer.** It's crucial to have your own clarity on why you are a different and better employer. If you can crystalize that differentiation, and communicate it, you will attract interest from talented individuals from varying backgrounds.
- **Ask.** This is hard for many people, but it's essential to let trusted contacts in your network know that you are looking for employees and to ask them to help you. If you don't ask, they won't know that they can help.
- **Thank them.** When your network contacts refer employees to you,

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an evergreen recommendation is to take the time to thank them for the help. It's surprising how many people forget this. Your thank you might be a simple handwritten note or a heartfelt personal email. Even more effective is a shared beverage or treating them to lunch. Explicit thank-yous encourage repeat good behavior by your network. Even closer to home, when an employee refers a friend to come work for you, that's the time for a good, hard cash bonus.

### GET DIGITAL

For new employee recruiting, specific resources like Construction Jobs provide online job forums for people specifically looking for your type of career. Also consider Craigslist, which has become the classified ads of our day. And, for the strategy of recruiting outside of the expected demographics, you might try



**A diversified workforce can also bring your business new ideas that can help in unexpected ways.**

recruiting sites like Indeed to set up your listings and profile to accept a broader range of applicants.

Automating ancillary tasks with digital tools can also help you adapt to the worker shortage. Services like JobNimbus make it easy to track your roofing projects, recruitment efforts, and most routine tasks. These tools keep tabs on your current workforce, plan, and track what they should be doing and are actually doing on an hourly and daily basis. It can keep all of your ongoing roofing work organized.

During the COVID-19 pandemic,

recruiting new talent can be essential for sustaining your business. Use this time to recruit digitally and set up for success tomorrow— and well into the future. **R**

**ABOUT THE AUTHOR:** Jason Polka is the CEO of Modernize, a company that uses business intelligence software to connect homeowners with contractors. Polka has led numerous initiatives to identify and execute new service and differentiated product opportunities within the contractor referral market. For more information, visit [www.modernize.com/pros](http://www.modernize.com/pros).

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# Detailing for Resilience

## Part 2 — The Resilient Roof Curb

**Photo 1** Roof damage after a storm. Thank goodness the conduit is still attached to the RTU so it didn't blow off the roof.

**RESILIENCY IS THE** buzzword for this decade. Designing resilient roof systems, in my estimation, will become a standard and make its way into the codes by 2030 or before. This is the second in a series of articles based on experience and observations following extreme climatic events on how I have designed resilient roofs and/or how I would suggest various components of the roof be designed for resiliency. In this article we will look at roof exhaust curbs, typically used to support mechanical equipment. The goal is to prevent the units and/or curb from being blown out of place and across the

roof. (See Photos 1 and 2.)

What are the qualities that make a resilient roof curb? This is the first question you are now thinking, so I will tell you.

Resilient roof curbs should:

- Be tall enough to be at least 4 inches above the top of the highest point of overflow drainage.
- Be of solid and robust construction.
- Be anchored to the roof structure.
- Secure the unit to the curb.

There you go, go to it.

For those of you who wish a little more information, let explain.

### APPROPRIATE HEIGHT

The reason for the height is based on experience. The best way to explain this is by example. A client remained in the building during Hurricane Maria. During the storm, she opened the roof hatch and took a photo of the roof, which she sent to me. Upon viewing the photo, I thought it was the ocean. There was water as far as I could see, and there were waves and whitecaps. The drains and small roof edge scuppers had clogged with palm fronds and other debris. The water was over 10 inches in depth. Seeing that visual, I couldn't believe the roof structure



**Photo 2** Units that leave the curb not only allow water into the interior, but units cartwheeling across the roof will damage the roof with every corner.

didn't collapse. (The building was designed for Class 5 hurricanes and was very robust.) Perhaps it would have collapsed had it not been for the low roof curb height and the fact that all the curbs acted as drains once the water gained enough height. The water

damaged high-value products in the building's interior.

The scuppers should have been much larger to prevent blockage, but if the curbs had been higher than the roof edge, the millions of dollars of destroyed goods could have been saved.

Note: With so much damage to surrounding buildings, there is some thought that the water depth on this particular roof provided ballast weight to the roof and prevented wind-related roof damage from occurring. Something to ponder as a defensive option to storms with high winds.

## ROBUST CONSTRUCTION

The construction of the curb is important, in that it not only needs to support the equipment on top but also to take the loads imposed on it by wind, water, snow, sliding ice, etc. The curb is recommended to be of 16-gauge metal, of fully welded construction. It should be insulated and have a metal liner of the same gauge as the exterior of the curb. For long curbs, internal reinforcing is recommended. We recently stopped specifying curbs with wood blocking at the top, an apparent holdover from BUR that needed to be nailed off. The advancement in self-tapping screws make deleting this weak link possible.

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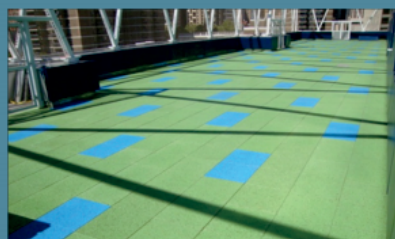
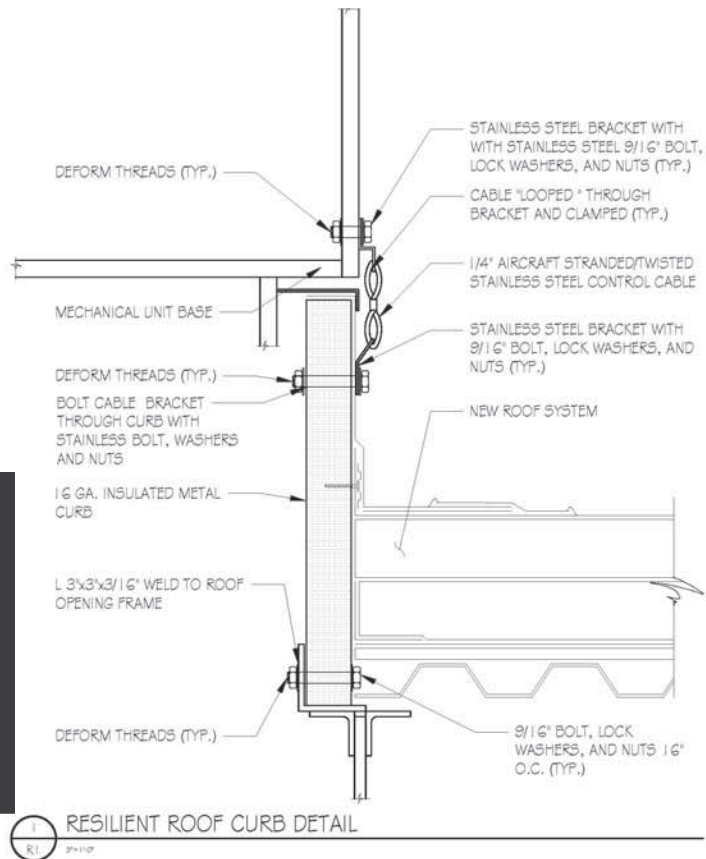
## ANCHORAGE TO THE ROOF STRUCTURE

Keeping the curb attached to the building during storms seems like an obvious goal. The height of the equipment on the curb will determine its overturning potential; the taller the unit, the greater the overturning moment. Thus, I suggest that the curb opening be framed in steel (on steel roof structure with steel decks) as designed by the structural engineer. Coordination with other professionals involved with the building's design is critical. The curb should be bolted to the steel framing and nuts and washers used; I suggest 16 inches on center. If a linear void exists between the steel framing and the steel deck, it should be infilled with solid dimensional lumber and sandwiched when bolted.

## SECURING THE UNIT TO THE CURB

Rooftop equipment blows off curbs all

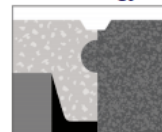
**Figure 1** At a minimum, roof curbs should be bolted to structural steel and the units above strapped to the heavy-gauge metal curb.



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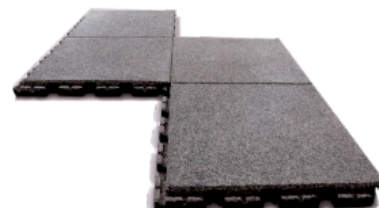


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the time, and often part of the units, typically hoods, blow off. Sharp metal objects blowing across the roof possess a threat to the integrity of the roof and those who may be on the roof. When it is carried over the roof edge, it becomes a life safety threat!

To prevent these failures, the units need to be well secured to the curb and often strapped down. This is a major reason for the robust curb. Exhaust fans typically arrive at the construction site with predrilled pilot holes in the side flanges – often only one per side. When the curbs are 2 feet or greater in length, additional pilot holes should be drilled so that the fasteners are approximately 10 inches on center. The screws should be self-tapping stainless steel, 1/4 inch with stainless steel-clad EPDM washers.

In very high wind conditions such as hurricane-prone regions, it might also be prudent to strap the unit with 1/4-inch stainless steel stranded/twisted aircraft control cable and secure to the unit and curb with stainless steel through bolts, lock washers and bolts with the interior threads deformed to prevent harmonic vibration from loosening the nuts. (See Figure 1.)

It is hoped that in the near future, manufacturers of the curbs will have these additional support items available as an option.

## ACHIEVING RESILIENCY

Roofs are holistic and their surface is the sum of all their parts. Keeping the roof equipment in place during climatic events is needed to prevent the roof's failure and interior damage. Roof system designers are encouraged to detail roof curbs and unit attachment – and then specify the correct materials and execution.

This is one more step as we build the resilient roof. 

**ABOUT THE AUTHOR:** *Thomas W. Hutchinson, AIA, CSI, Fellow-IIBEC, RRC, is a principal of Hutchinson Design Group Ltd. in Barrington, Illinois. For more information about the company, visit [www.hutchinsondesigngroup.com](http://www.hutchinsondesigngroup.com).*



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# Roofing Industry Unites to Form "Back to Work" Coalition



**Associations Come Together to Create a Strong Voice for the Industry as They Focus on the Needs of Their Members**

**SINCE THE COVID-19** pandemic began, the buzzwords we keep hearing seem to be “unprecedented” and “uncertain.” However, some things are still certain even during the current calamity: every building needs a strong, reliable roof, and the work that the roofing industry does is essential.

These facts are the essence of the Back to Work on America's Roofs coalition, which formed in March in response to the pandemic's impact on the roofing industry and is comprised of the Asphalt Roofing Manufacturers Association (ARMA), Chemical Fabrics & Film Association (CFFA), EPDM Roofing Association (ERA), International Institute of Building Enclosure Consultants (IIBEC), Metal Construction Association (MCA), National Roofing Contractors Association (NRCA), National Women in Roofing (NWIR), Polyisocyanurate Insulation Manufacturers Association (PIMA), Roof Coatings Manufacturers Association (RCMA), Single Ply Roofing Industry (SPRI), Slate Roofing Contractors Association (SRCA), Spray

Polyurethane Foam Alliance (SPFA) and the Tile Roofing Industry Alliance (TRI).

Most construction was brought to a halt by state orders enacted early in the pandemic that closed or restricted all non-essential businesses. Recognizing the long-term harm this would cause, these 13 associations came together to advocate that the roofing industry be recognized for its essential role in ensuring home and business safety. The coalition sent letters to the White House, Congressional leaders and the National Governors Association that detailed why the roofing industry was crucial during this public health crisis and asked that any updates to state orders allow roofing work to resume.

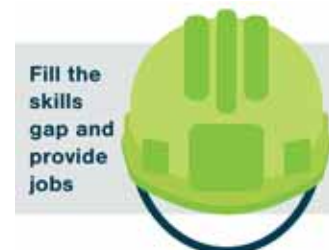
As states began allowing construction to resume, our priorities shifted to focus on recovery. The roofing industry was already struggling with a backlog of work due to the ongoing labor shortage, which now has been exacerbated by the pandemic. As the unemployment rate hovers in the double digits, the Back to Work on America's Roofs

coalition is promoting four key policies to create jobs, support homeowner investments and encourage business owners to invest in capital improvement projects.



**1. Recognize the importance of roofs for protecting homes and businesses.**

Physical infrastructure investments made by Congress as part of COVID-19 response and recovery should reflect the protections that roofs offer to new and existing buildings.



**2. Address skills gaps and provide opportunities to expand hiring.**

The federal government should support efforts to expand career and technical education and address skills gaps in the roofing industry. Congress should provide incentives to businesses that increase their workforce above where it was before the pandemic by hiring unemployed individuals.



**3. Provide short-term relief in order to enable long-term success.**

Provide additional funding for programs created under the CARES Act, which

have been a lifeline for small businesses in many industries, including roofing. Enable entrepreneurs to serve as the economic engine of the recovery by improving access to critical programs.



#### 4. Adopt tax policies that incentivize improvements to existing homes and buildings.

Expand small business tax credits to allow for immediate expensing of capital

improvement projects and accelerated depreciation for resilient, energy-efficient roof replacements. Provide targeted tax relief to homeowners to make home improvement projects more affordable, similar to what was successfully implemented after the 2008 financial crisis.

To advance these policies, the coalition has distributed a press release to publications in the broader building and construction industries and developed a media kit for all roofing industry professionals to participate in this advocacy. We encourage you to download the media kit and get involved in our outreach efforts by utilizing these resources, including social media collateral, the coalition's position paper, a copy of the press release and an infographic

that provides a visual overview of our policies.

A common rallying cry has emerged since the pandemic began: we are "all in this together." The coalition is the embodiment of this statement. We are working together to navigate these unprecedented, uncertain times and overcome the challenges that lie ahead, starting by helping the individuals employed in our industry – more than 1.1 million Americans – get back to work on America's roofs.

The coalition's advocacy efforts are only part of the work that is currently being done. Keep reading to learn how these associations are supporting their members during the COVID-19 pandemic.



### ASPHALT ROOFING MANUFACTURERS ASSOCIATION (ARMA)

When states and local jurisdictions started issuing "stay at home" orders and other mandates in response to COVID-19, ARMA began providing members with regular comprehensive updates on local, state and federal regulations and initiatives regarding roofing as an essential industry, sometimes multiple times in a single day. ARMA's Spring Committee Meetings shifted from an in-person event to a virtual format, ensuring that members were able to participate in key meetings from the comfort and safety of their homes.

ARMA also held two town hall meetings for members to share practices for keeping asphalt roofing plant employees healthy and safe during the pandemic. Members discussed their experiences on a variety of topics, including increasing personal and professional sanitizing, ensuring social distancing, implementing procedures for bringing employees safely back to work and developing enhanced measures for maintaining cleanliness. During both events, tools and resources were shared to help members comply with local, state and federal guidelines related to COVID-19.

– Reed Hitchcock, Executive Vice President



### EPDM ROOFING ASSOCIATION (ERA)

ERA dedicated a prominent portion of its website to information about the pandemic, focusing on the impact of COVID-19 on the roofing industry and potential legislative and regulatory sources of help for our members and their customers. Additionally, ERA joined other industry leaders to send a letter to the White House urging the Trump administration to "issue guidance that clarifies essential businesses, services and workers, and that this guidance recognize the role of the roofing industry in protecting U.S. families and employers."

ERA closely followed the status of the construction industry as an essential business and urged the passage of federal legislation to provide financial relief to families and businesses. Further, we worked through a range of industry outlets to publicize our efforts and linked our website to other industry sites to provide a broad spectrum of information about the pandemic and its impact on our industry.

– Ellen Thorp, CAE, Executive Director





### **METAL CONSTRUCTION ASSOCIATION (MCA)**

MCA is committed to providing updated and relevant information to its members and the public via our COVID-19 resource hub. We also transformed the 2020 MCA Summer Meeting (June 15-18) into a virtual learning experience. This was a unique and cost-free opportunity for everyone in the metal construction industry to hear the latest industry updates and connect with association leaders.

– Jeff Henry, Executive Director

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### **INTERNATIONAL INSTITUTE OF BUILDING ENCLOSURE CONSULTANTS (IIBEC)**

IIBEC's primary focus has been pivoting our International Convention and Trade Show to a virtual format. Our virtual meeting was held June 12-14, and featured 24 education sessions, a trade show with 65 exhibitors, and two live general sessions, including a roundtable of building industry association CEOs that is available for viewing on our website. We have also been adding new educational offerings to our online learning portal, including an eight-week course, Exterior Wall and Technology Science.

IIBEC has joined with other roofing industry associations to advocate on a variety of COVID-19 public policy issues. Letters were delivered to governors in Connecticut, Delaware, Massachusetts, Michigan, New York, New Jersey, Pennsylvania, Rhode Island, and Washington underscoring the ability of the industry to operate safely in the face of the pandemic and the significant role the construction industry will play in leading the nation's economic recovery.

– Brian Pallasch, CAE, CEO/EVP

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### **NATIONAL ROOFING CONTRACTORS ASSOCIATION (NRCA)**

NRCA has offered valuable information and resources to members and the overall roofing industry during the COVID-19 crisis via our website, including Occupational Safety and Health Administration (OSHA), legal and insurance guidance. We are actively lobbying for federal legislation to help small business owners survive the crisis and also sent a letter to President Trump urging the administration to recognize roofing as an essential business.

NRCA issued surveys to gauge the experiences of roofing contractors during the pandemic to provide better assistance to members and the industry. We also hosted informative webinars, including "How to navigate crisis management in an ever-changing world," which featured NRCA General Counsel Trent Cotney sharing steps employers can take to prepare and help their businesses thrive during and after modern crises. NRCA is committed to carrying on its mission to support and advocate for roofing professionals, address member questions and concerns, and keep the industry moving forward.

– Reid Ribble, CEO

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### **POLYISOCYANURATE INSULATION MANUFACTURERS ASSOCIATION (PIMA)**

PIMA plays a critical role in the ongoing monitoring, analysis, and dissemination of key information about the responses to the COVID-19 pandemic at the local, state, and federal levels. Since March, PIMA's Board of Directors has been holding weekly meetings to track the impacts of the pandemic on manufacturing operations and construction activities across Canada and the United States. Board members are sent daily updates about pertinent stay-at-home orders and provided with health and safety resources to help evolve existing practices to address the potential risk of COVID-19 infections.

PIMA is collaborating with allied roofing and insulation industry organizations while also transforming planned in-person association gatherings, such as its annual Mid-Year Meeting, into virtual events that are designed to deliver critical updates and offer valuable perspectives about the impact of current events on the building industry.

– Justin Koscher, President

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### **NATIONAL WOMEN IN ROOFING (NWiR)**

While several industries have slowed down, resulting in unemployment for many American workers, the roofing industry is looking for employees. NWiR has partnered with RoofersCoffeeShop to launch a recruiting website for the roofing industry that will attract new talent and offer opportunities for companies to increase visibility for their job postings. NWiR also launched a series of online-based meetings focused on providing knowledge and supporting other women in roofing as we navigate this new normal. There are 1-2 webinars/virtual meetups each week, which alternate between substantive educational content and light-hearted chatting about common issues. Topics range from transitioning to working from home, to building your business through self-empowerment, to understanding federal legislation designed to help small and medium-sized contractors. These webinars and meetups are publicized on the NWiR calendar, sent to members via email and shared on social media.

– Renae Bales, Chair and Ellen Thorp, CAE, Executive Director

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### **ROOF COATINGS MANUFACTURERS ASSOCIATION (RCMA)**

At the start of the pandemic, RCMA staff was on the front lines of an ever-changing landscape of policies designed to slow the spread of COVID-19. As the pandemic continued, we remain committed to mitigating the impact these policies had on the roofing industry and providing continued, uninterrupted support for our members. Staff provided remote support for advocacy initiatives that were unaffected by the pandemic and provided updates related to decision making at local, state, and federal levels.

Our membership in the Back to Work on America's Roofs coalition is an opportunity to foster consumer confidence in the roofing industry and advance our goal of safely providing uninterrupted service to roofs, the first line of defense against the elements. We will continue to serve the needs of our members as we move forward in the economic restart of the United States.

– Dan Quinonez, Executive Director

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### **TILE ROOFING INDUSTRY ALLIANCE (TRI)**

In addition to collaborating with the Back to Work on America's Roofs coalition, TRI has provided real-time information on COVID-19 legislation and administrative actions to our members. This has been done through special reports on new paid leave requirements, Paycheck Protection Program loans, tax breaks, federal augmentation of state unemployment insurance program benefits, and guidelines and enforcement memos from OSHA on dealing with COVID-19 in construction.

In addition, TRI belongs to the Construction Industry Safety Coalition (CISC), which produced a COVID-19 Exposure Preparedness and Response Plan. TRI also voiced concerns to Congress with other CISC members that forcing OSHA to issue an Emergency Temporary Standard for COVID-19 would not help workers and would hurt the economic recovery. TRI continues to develop best practices for installation that prioritize worker safety.

– Rick Olson, President

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### **SINGLE PLY ROOFING INDUSTRY (SPRI)**

The SPRI office has remained open to support our members. Quarterly meetings were changed to WebEx meetings that membership felt were very effective, and committees have continued to have conference calls and online meetings to advance the association's work. SPRI hosted a conference call for members where Tom Saeli, CEO of Duro-Last, shared how his company pivoted a manufacturing facility to produce PPE gowns and masks, which provided ideas and inspiration for other manufacturers to explore how they may also be able to assist in the ongoing COVID-19 relief efforts. Through the SPRI website and its e-newsletter, we continue to share information as our members head back to work under drastically different conditions than what they left a few months ago.

– Linda King, Managing Director

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# FOUND

## IN THE FIELD

### Focused on Proper Residential Attic Ventilation, Roofing Contractors Documented These Mistakes

Since 1998 our best practices in residential attic ventilation seminars have featured the real-world situations roofing contractors are seeing. Here we cover a handful of attic ventilation mistakes contractors found in the field. (Note: Some photos show multiple mistakes but were chosen to highlight one.)



**PROBLEM** Bagged Wind Turbines Suffocate the Attic Airflow

**SOLUTION** Unbag the wind turbines.

It's impossible for a covered attic exhaust vent to work if it's smothered under a bag. Attic ventilation is supposed to provide year-round benefits, fighting heat buildup in the warmer weather and moisture buildup in the colder weather. It's sometimes forgotten (and maybe never known) that occupants of a house generate water vapor daily through activities such as cooking, cleaning, bathing, breathing, etc. It amounts to 2-4 gallons per day for the average family of four. That warm, moist air can make its way into the colder attic in the winter months, where it can condense and cause trouble as water droplets and frost.

PHOTO: Jake Jacobson, SF5 Construction, LLC

**PROBLEM** Painted Soffit Vents Result in Reduced Intake Airflow

**SOLUTION** Buy pre-painted soffits, or paint them more carefully, or replace them with new vents.

Soffit vents have a specified amount of Net Free Area (airflow capability) when they are manufactured. For example, 9 square inches of NFA per linear foot. That amount, by the way, would balance nicely with a ridge vent (exhaust vent) that is capable of 18 square inches of Net Free Area per linear foot (9 NFA at the soffit on the left of the ridge vent + 9 NFA at the soffit on the ridge of the ridge vent = 18 NFA at the peak of the roof). But the airflow capability of the soffit is reduced if the vent openings become clogged or blocked because of a careless paint job. While house exterior colors are important, don't sacrifice attic ventilation performance. It's possible to have both a nicely painted soffit and it's full, intended net free area (airflow capability).

PHOTO: Daniel White, Roof Life of Oregon



**PROBLEM** Bath Fan Ductwork Terminating in the Attic Damages Roof

**SOLUTION** Run the bath fan ductwork either vertically through the roof or out the side gable wall.

Even a perfectly balanced attic ventilation system cannot handle the quantity of moisture dumped into the attic by the bath fan. It overwhelms the system. That moisture should be vented directly to the outdoors without any pitstops into the attic. In the home pictured here, Trevor Atwell found three bathroom fans venting directly into the attic. He also found a lot of rotted sheathing.

PHOTO: Trevor Atwell, Atwell Exterior Services, LLC



**PROBLEM** Two Rows of Box Vents = One Path of Inefficient Airflow

**SOLUTION** Always keep attic exhaust vents in one row.

Let's cut to the chase. If it takes two rows of attic exhaust vents to meet the attic's exhaust ventilation needs, it's time to find another category of exhaust (maybe horizontal ridge vent; or diagonal hip ridge vent; or a combination of horizontal and diagonal ridge vent; or a power fan). But when attic exhaust vents are aligned in two rows, the primary path of the airflow will be from one row to the next because air will follow the path of least resistance seeking the closest exit point from its entry point. The intake vents in the soffit or low on the roof's



edge are supposed to be the intake vents. The pictured scenario here is producing inefficient attic airflow and could cause one row of box vents to ingest weather.

PHOTO: Daniel White, Roof Life of Oregon

**PROBLEM** Mixed Types of Attic Exhaust Vents = Problematic Airflow

**SOLUTION** Only use one type of attic exhaust vent on the same roof above a common attic.



Regardless what combination of two or more different types of attic exhaust vents either the homeowner demands (we've heard the stories) or a well-intended but misguided roofing contractor recommends (it's happening), do not mix two different types of attic exhaust vents on the same roof above a common attic. Pictured here are wind turbines with ridge vents; box vents with ridge vents; solar powered fans with box vents; and traditional electric power fans with ridge vents. Now shown is the all-time classic: Gable-end louvers with any other type of attic exhaust.

When attic exhaust types are mixed, it short-circuits the airflow system because air always follows the path of least

resistance. The air is looking for the easiest, least difficult exit path. That path is inevitably the distance between the two types of attic exhaust vents because they are closest to each other. That means the airflow will be concentrated in that area of the attic; which leaves significant areas of the attic incorrectly vented. The intake vents low on the roof's edge or in the soffit/overhang have been pretty much bypassed. Furthermore, if one of the exhaust vents is suddenly an intake vent, does that mean it's ingesting weather along with the air? You do not want to find out.

Photos 1-3: Daniel White, Roof Life of Oregon

Photo 4: Trevor Atwell, Atwell Exteriors, LLC

**ABOUT THE AUTHOR:** Paul Scelsi is marketing communications manager at Air Vent Inc., the leader of its Attic Ventilation: Ask the Expert seminars, and the host of the podcast "Airing it out with Air Vent." He's also chairman the Asphalt Roofing Manufacturers Association Ventilation Task Force. For more information, visit [www.airvent.com](http://www.airvent.com).



## Powerful Lessons From Global Brands

**Ryan Estis Shares Business Insights Tailored to Roofing Contractors**

**AS AN EXECUTIVE** and consultant to some of the world's most esteemed brands, Ryan Estis has enjoyed an insider's view of what the world's best companies do differently. During the Owens Corning Roofing Platinum Conference, March 9-11, 2020, in Marco Island, Florida, Ryan inspired Platinum members of the Owens Corning Roofing Contractor Network to consider their business in context with the "experience economy" driving today's marketplace. He shared insights from global brands success that can be leveraged in local markets and offered advice on how stepping back to reflect and renew can drive an even higher level of performance.

Following are some highlights from the conversation.

**Q** What similarities do you see between running a roofing company and managing a global brand?

**A** In 2020, the experience economy is driving both big brands and small businesses, including roofing companies. Today, your brand is no longer what you say it is, but how your customers define their experience with the brand. Small businesses are leveraging the strategies global companies use to create advantages in their local market and in their categories.

**Q** Can you share an example of a small business applying global marketing strategies to gain an advantage?

**A** Sure; big brands have learned that customers do not buy on price, but only default to price in the absence of value and a consistent, high-quality product. Starbucks is a good example of a little coffee shop that evolved into a global brand based on a consistent commitment to customer excellence. Although Starbucks serves a commodity product (coffee), its customers are willing to pay a significant premium for the consistent experience of quality. This concept of consistent excellence can be codified by any small business owner and leveraged as a key point of differentiation. I think it's actually easier for small businesses to be remarkable than for their larger counterparts to be remarkable.

**Q** How do you define a "remarkable business"?

**A** Remarkable is an important word in the experience economy. It means, you're worthy of being remarked upon. You are creating an experience that is so good, so consistent, and so valuable that you've created a sense of urgency where customers can't wait to tell others about their experience with your business. Applying the experience model to business growth, success arrives from growing the business through referrals and relationships.

**Q** What are some challenges when it comes to being remarkable?

**A** Customers have higher service expectations today. Amazon and Alexa have created an expectation that service will be more urgent, more efficient and more responsive to customers' needs. Yet, the high-tech approach doesn't always allow for the human element and connectivity that drive customer excellence and distinguish businesses. Looking a customer in the eye is powerful and the in-home experience of working with a customer to present roofing options provides a powerful opportunity to differentiate. And of course, attitude is critical.

**Q** How does attitude drive a contractor's success?

**A** Mindset is huge. Every day, contractors – and all of us – have a chance to choose how we will show up. The choice is much less about our external circumstances and more about our resolve; determining how we want to show up. How will we treat people? How will we navigate the problems that arise each day? Customers tend to remember how we react to a problem more than the problem itself. Problems are some of the best opportunities we have to deepen the relationship and build trust. When a problem arises, we have an opportunity to insert ourselves into the problem and do something remarkable that the customer will remember and tell others about. When something goes wrong and a contractor has an opportunity to over-deliver and show up even better than expected – that's powerful.

**Q** As a former ad executive, what are some practical ways contractors can be more creative?

**A** Contractors need to put time on their calendars to work not just in their business but on their business. Schedule time to think about your business and keep that appointment



Ryan Estis shared his insights on the world's best companies during the Owens Corning Roofing Platinum Conference.

## **“Problems are some of the best opportunities we have to deepen the relationship and build trust.”**

like you would any other important commitment. Morning is my best time to read, journal and reflect. I don't take phone calls or meetings before 10 a.m. – I call it the 10 o'clock rule. It's about being intentional and setting aside time to stimulate creativity. Most people are in a constant “respond and react” mode versus being in an intentional mode.

I'm a huge fan of the digital detox. Scheduling two or three hours of white space – where you shut the phone or e-mail off for a few hours every week or two – should not shut down your business. It's critical to be surrounded by team members who can lend support and allow you to renew. You simply cannot do it alone, so it's important to hire smart and then invest in that talent. Culture is critical. Your business needs to be a place where people want to come to work.

Meditation and mindfulness are important personal practices for me, along with yoga. If you can get quiet and be mindful of the present moment, there is a treasure trove of creative inspiration just waiting to be tapped. Risk-taking and a curious mindset are also critical. At a time of such rapid

change, it is critical that you learn how to become comfortable being uncomfortable. Try to stay in a state of continuous learning and reinvention. Ask what you've learned lately and make it a point to be curious.

**Q** Change isn't always easy. How can contractors be more receptive to change?

**A** Think about what your future state might be if you make the desired change. Will you be healthier in five years? What other positive benefits of making a change will you reap? And think about the consequences of not making the change – what could happen if you don't change?

**Q** As a former ad executive, what headline would you write to inspire contractors in 2020?

**A** “Be prepared for impact.” That simply means it's important to develop an action plan that you can deploy. It's all about creating momentum that drives you toward your dreams. **R**





# Social Media for Roofing Industry Professionals

**SOCIAL MEDIA** is everywhere – from TikTok videos to Instagram posts to LinkedIn professional updates. Consider these social media statistics:

- At the end of 2019 the total worldwide population was 7.8 billion people.
- The internet had 4.54 billion users.
- There were 3.725 billion social media users, just under 50 percent of the world's population.

The average person has 7.6 social media accounts and spends a staggering 142 minutes a day on social media, according to Brandwatch.com. Eighty-one percent of small and

medium-sized businesses are on social media, and 91 percent of retail brands have two or more social media channels.

If you work in the roofing industry either as a contractor, employee, architect, construction materials manufacturer or consultant, why does social media matter and what platforms are right for you?

### AUDIENCE

To use social media effectively, you must first understand who you are trying to reach – customers, potential employees, or both. Once you figure

out who you want to reach, determine which social media platforms they use. This will tell you where you want to be active. Start with the basics: LinkedIn, Twitter and Facebook (you don't want to spread yourself too thin). If you have the resources, YouTube and Instagram visuals broaden your potential to reach an even larger audience. According to the construction marketing association, 50 percent of construction marketers say LinkedIn and Facebook are the two most effective channels to reach members of the industry.

### FACEBOOK

Facebook is a very dynamic platform, allowing you to highlight your customers, tagging them in your posts and they in turn can engage with your posts (sharing with their friends or asking your company questions, for instance). On Facebook you can also easily include contact information about your firm. (e.g., blogs, e-books).

### TWITTER

Twitter allows organizations to talk with audiences in a way that other social networks do not. Companies use Twitter to connect with users in real time, answering questions, posting updates, and replying to other posts. You can engage on Twitter by simply "liking" or retweeting content. You can also share short tips and exercise thought-leadership as well as easily connect with other influencers. It's also a great platform to engage in real time with people live at events.

### LINKEDIN

LinkedIn is a business-oriented social networking site which is primarily used for professional networking. LinkedIn currently has more than 575 million registered users and 260 million active users. It is a strong platform for business development. Here, you can connect with like-minded roofing companies and suppliers, list jobs opportunities within your company, network for new projects and share news updates.

## SOCIAL MEDIA TIPS

The following tips should be helpful, whether you are just starting out, or have years of experience navigating the social mediasphere.



1. First, can you describe the “voice” of your social media outreach? This is not necessarily a real person – it probably isn’t – but an ideal representative who can appeal to your audience, using language that they understand and referencing issues or values they share. Is this the voice of your corporate leadership? An employee? What age and gender are they? Are they a friend of the reader? Do they have a good sense of humor? You should be able to define this individual very well and know why he or she will appeal to the audience you are trying to reach. A conversational approach is usually the best way to engage your audience. Humanize your feed, and remember that you are connecting with people, one person at a time.



2. Plan before you start. And if you have already started, assess your social media strategy at least every six months. It’s tempting to let your social media accounts take on a life of their own, but they need the same attention that you give to your other communications outreach tactics. A good place to start: define three actionable, measurable objectives that clearly support your business goals.



3. Decide what constitutes success, and be ruthless about judging your results. You may have a lot of Twitter followers, but if they are not the right people to help you grow your business, then it is wasted effort. Don’t focus on “vanity” metrics. Aggregate numbers mean something, but they don’t tell you everything you need to know about the impact of your social media efforts.



4. Continue to invest in social media and make sure it is absolutely current. Set a minimum of how often you will add new content. And clearly define staff responsibilities for your social media efforts.



5. Don’t forget about video content. This doesn’t need to be complicated. Your smart phone can capture the excitement of a new product launch, or the expertise of your employees in the field. A live feed on Facebook can generate multiple times the engagement of a recorded feed.



6. Cross-promote your social media feeds. You should think of your online presence as an interrelated whole. The “voice” of each platform does not have to be the same, but these voices should talk to each other. Take one piece of content and make it work across all of your social media platforms.



7. Pay attention to hashtags. Identify a set of up to 50 that you will use repeatedly to clarify your brand identity.



8. Publish, and then republish. Most likely much of the material you will generate will be “evergreen” so don’t feel you have to come up with something new every day. In fact, material that repeats your key messages should be used several times.

## SHARE-WORTHY CONTENT

Once you get started, assess your content frequently. A good way to tell whether or not you’re sharing great social media content is to ask yourself this: If I didn’t work for this company, would I look at this post? If the answer is no, it’s a sign you need to revamp your content. Make social media about your audience, not just your business. That way, even if you’re in a highly specialized industry, you can still deliver share-worthy content on social media and continue to build your audience.

Finally, be sure to add visuals – photos, charts or other graphics. Humans are visual creatures, and the saying “A picture is worth a thousand words” particularly holds true with social media. Adding a photo that shows your team at work on a roof or a recently completed project will certainly appeal to your audience. You can also consider unique imagery that gives your followers an inside look at your company. Using photos in your posts has been proven to significantly boost engagement. [R](#)

**ABOUT THE AUTHORS:** *Louisa Hart of Precision Public Relations Inc. provides expertise in media outreach and internal communications for a wide variety of clients in the private, public and non-profit sectors. Hart has taught on the university level, at The American University in Washington, DC, and at the EW Scripps School of Communication at Ohio University.*

*Mittie Rooney, Principal, Axiom Communications, has expertise in the development and execution of media, relationship marketing, social marketing and public education campaigns for and providing strategic counsel to corporations, technology start-ups, trade associations and the federal government.*



# Synthetic Shake Takeover

## New Roof Systems Make Shopping Center a Showplace Once Again

**L**K Construction tackles many composite shingle roofing projects each year. On an average, they've been known to knock out 20 or more commercial and residential composite roofs annually. And, while each project is special, nothing compares to their 2018 mega-project: the re-roofing of South Lake Village Shopping Center in Reston, Virginia.

With almost two dozen retailers and businesses, the shopping center has 109,527 square feet of space. And every building in the connected community center had a failing cedar roof.

Built in 1984, South Lake Village had a natural cedar roof complementing a low-slope membrane roof system. Fast forward to 2018. Functionally, the roof was failing badly. Stores complained of water leaks. Shingles were cracked and had moss growth, degrading the look of the entire shopping center. That's when

the management company decided to invest in a new roof system featuring BellaForté Shake from DaVinci Roofscapes.

"We knew this project was a winner the moment we started the installation," says Scott Kim, vice president at LK Construction in Annandale, Virginia. "Both store residents and shoppers were astonished by the transformation. Everyone expressed their excitement at the look of the new synthetic shakes. We immediately got calls from people wanting the BellaForté Shake on their homes. Within several months, 10 houses in the area had composite shake roofing. And now there are many other homeowners inquiring about the DaVinci product on a regular basis."

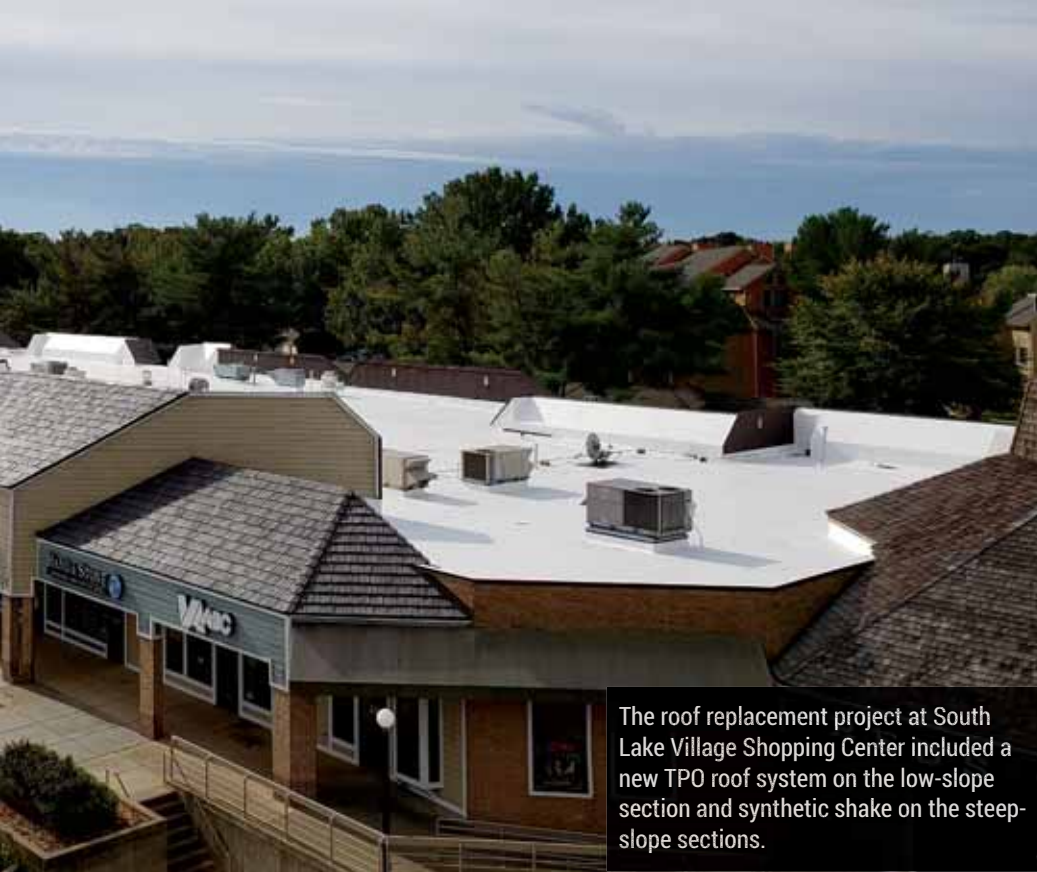
### SAFETY FIRST

The process of re-roofing South Lake Village came with a unique set of challenges for the team at LK Construction.



While shoppers were going in and out of Safeway, Starbucks, CVS Pharmacy and other stores, the team had to take great care.

"This is the largest DaVinci project we've ever done," says Kim. "There were a lot of moving pieces. From ordering, receiving and storing the composite shakes to staging onsite. In addition, when it came to assuring pedestrian safety during the roofing process,



The roof replacement project at South Lake Village Shopping Center included a new TPO roof system on the low-slope section and synthetic shake on the steep-slope sections.



The shops at South Lake Village now feature Bellaforté Shake composite shingles from DaVinci Roofscapes.

the challenges were enormous. We focused a great deal on safety measures throughout the entire two-week project.”

LK Construction brought in traffic controllers and road guards to help control the active environment. “Our goal was to safely install the composite roofing without disturbing the businesses,” says Kim. “Safety was our top priority. And, we were able to achieve

that goal.”

As shoppers moved smoothly in and out of stores, the LK Construction team replaced the flat roofing with a new thermoplastic membrane. Approximately 52,000 square feet of Sure-Weld TPO from Carlisle SynTec was installed on this project.

Crews then installed the Bellaforté Shake tiles. Made to withstand fire, impact and severe weather, the synthetic

shakes are ideal for the shopping center location.

“There’s no other synthetic product in the market that can mimic natural hand-split cedar as perfectly as Bellaforté Shake,” says Kim. “These tiles are designed to simulate a multi-width look. They’re extremely realistic and cost-effective.”

## MISSION ACCOMPLISHED

With their beautiful new roofs overhead, the shops at South Lake Village now stand out again as a showplace in the Reston community. From banks to restaurants to retailers, each structure can count on their DaVinci roofs to provide long-term beauty and durability.

“The high visibility of this project opened the door for us even more in this marketplace,” says Kim. “We’re now busy replacing old cedar roofs throughout the area with synthetic shake.”

“People are embracing the look of Bellaforté,” he continues. “They love the many advantages of the product. At this point, we’re forecasting a great number of homeowners throughout Reston will switch to DaVinci products in the near future.” **R**

## SOUTH LAKE VILLAGE SHOPPING CENTER RESTON, VIRGINIA

### TEAM

**ROOFING CONTRACTOR:** LK Construction, Annandale, Virginia, [www.lkconstructionusa.com](http://www.lkconstructionusa.com)

### MATERIALS

**COMPOSITE SHINGLES:** Bellaforté Shake, DaVinci Roofscapes, [www.davinciroofscapes.com](http://www.davinciroofscapes.com)

**LOW-SLOPE ROOF:** Sure-Weld TPO, Carlisle SynTec, [www.carlislesyntec.com](http://www.carlislesyntec.com)





# Historic Pier 70 Goes High-Tech

## SPF Roof System Solves Problems for Renovated Office Complex

**F**or more than 100 years, Pier 70 in San Francisco had a storied history, serving as a steel mill and a shipyard that produced destroyers during World War II. The site is a historic landmark, but it sat idle for some two decades before an ambitious restoration project brought it back to life as a mixed-use office complex. The facility now is home to companies including Uber Advanced Technology Group, which set up new offices in 82,000 square feet of the project's first phase.

When the new tenants found interior temperatures became uncomfortably warm in the summer, Luke Nolan, president of Central Coating Company, was called in to consult on the roof system.

With locations in San Jose and Madera, California, Central Coating specializes in spray polyurethane foam (SPF) roofing. The vast majority of its work consists of commercial and industrial re-roofing.

"California's Title 24 doesn't apply to historic buildings, so modern energy codes did not apply, and the renovation was completed without thermal insulation," notes Nolan. "Modern office space was set up in a building where they used to forge steel and used natural ventilation. There was no air conditioning. With the uninsulated roof system, even in moderate San Francisco, radiant heat could cause interior temps to rise to 85 degrees on summer days."

Nolan used infrared imaging to document the radiant heat entering the

building from the roof. Temperatures on the underside of the metal roof topped 135 degrees. He recommended applying an SPF system as the only viable solution to minimize radiant heat, prevent recurring leaks, and preserve the building's historic status.

Central Coating put together some budgets and commissioned a study by a roofing consultant to quantify the possible reduction in radiant heat. Roger Morrison of Deer Ridge consulting calculated the reduction in radiant heat from various thicknesses of spray foam. The recommendation was for at least 2 inches of SPF, which would add a layer of R-13 continuous insulation.

The next hurdle was making sure the system would meet the standards for

the historic building. “The historic architect wanted to make sure that we were able to maintain the look of the corrugated metal on the existing roof,” Nolan says. “That helped us make the decision to go with a 2-inch system instead of going up to 3 inches, because at 3 inches the foam would self-level, and you’d lose the print-through of the corrugations.”

Central Coating was required to do a prototype installation on the building before the project was approved. “We basically did two 200-square-foot areas,” Nolan notes. “Talk about pressure. We knew we had to get it right.”

After the test areas were finished and approved, the project got the green light.

## COMPLETING THE INSTALLATION

The existing corrugated metal roof was comprised of multiple peaks, many featuring monitors – raised structures that housed rows of clerestory windows for daylighting.

The building was occupied and in use at the time, adding to the complexities of the safety planning. Central Coating had to erect scaffolding and pedestrian canopies to protect passers-by on sidewalks and at building entrances. Safety equipment for Central Coating’s crew members included horizontal lifeline systems on all of the ridges and temporary guardrails along all exposed edges.

The next step was substrate preparation. Crews power-washed the surface, capturing the water, which had to be filtered before it could be returned to the sewer system. The team then installed custom-designed metal flashings at the perimeter and masked the windows before the spraying began.

Working in sections, crews applied a spray foam system manufactured by Carlisle Roof Foam and Coatings. Crews covered approximately 5,000 square feet a day. The total project consisted of more than 88,000 square feet.

Carlisle GP Primer was applied with a sprayer to help increase adhesion of the spray foam. According to Nolan, it dries very quickly, usually within an hour, and

the Carlisle PremiSEAL 70 SPF was then sprayed in place.

As part of the goal of maintaining the look of the corrugated metal, the SPF was applied in one application. “You can spray 2 inches in two lifts, but you are more prone to leveling out the surface,” Nolan explains. “We also sprayed the foam a little bit colder than you normally would, which somewhat negatively affected our yield, but we needed to maintain that corrugated look. It’s funny – usually we’re trying to get the foam as flat as possible, but that wasn’t the case here. However, it really worked out well. The sprayers did an excellent job. It was like an art project.”

The Carlisle SeamlessSEAL FR acrylic coating was applied in multiple passes. “The first base coat goes on the same day as the foam is sprayed,” Nolan notes. “Once we covered a certain area, we fell back to apply the mid coat and top coat.”

The top coat was produced in a custom color, Battleship Gray, to match the existing building. Granules were broadcast into the top coat.

## WELL-EXECUTED PLAN

The new SPF system qualified for a 20-year system warranty and achieved its goals, including minimizing heat gain. “The benefit to building comfort was absolutely huge,” Nolan says. “We reduced the temperature of the underside of the metal roof by almost 40 degrees on warm days.”

It was a challenging project, but everything went smoothly, notes Nolan. He credits detailed planning for the project’s success. “This took a tremendous amount of work just to get through the proposal and submittal process – and get the approval of the tenant, the owner, the Port of San Francisco, and the State Historic Preservation Office. And then we just had a really good plan in place for safety and logistics,” he says. “Everyone was very pleased with our process as well as the final result.”

Since the building was occupied, communicating with the tenant was crucial. “There was a lot of coordination with the people working downstairs,”

notes Nolan. “The noisier steps, such as installing our metal or installing our safety equipment, we began very early – starting at 5:30 and finishing at 8:30 – so we were not bothering people in the offices during the workday. It’s one of those things that goes to show the importance of having a good plan, communicating that plan, and then executing it.”

The experience stands out for Nolan for many reasons. The project received a 2020 SPFA Annual Excellence Award from the Spray Polyurethane Foam Alliance. The Historic Pier 70 project was named the winner in the category of “SPF roof over 40,000 square feet.”

It was also a bit unusual. “For us as a foam roofing contractor, we typically do roofing projects that have the benefit of adding insulation to the building,” Nolan says. “What I mean by that is someone is usually calling us up because their existing roof is at the end of its useful life, and foam will have the added benefits of cutting down their energy bill and making their building more comfortable – but we’re doing it primarily because they need a new roof. This one was different in that we were doing a foam roofing project that was really an insulation job.” **R**

**HISTORIC PIER 70/UBER  
ADVANCED TECHNOLOGY  
GROUP**  
SAN FRANCISCO, CALIFORNIA

## TEAM

**ROOFING CONTRACTOR:** Central Coating Company, San Jose and Madera, California, [www.centralcoatingcompany.com](http://www.centralcoatingcompany.com)

## MATERIALS

**SPF SYSTEM:** PremiSEAL 70, Carlisle Roof Foam and Coatings, [www.carlislerfc.com](http://www.carlislerfc.com)

**ACRYLIC COATING:** SeamlessSEAL FR, Carlisle Roof Foam and Coatings



# // Great

● Outfitter's New Roof Is Designed to Look Great, Withstand the Elements

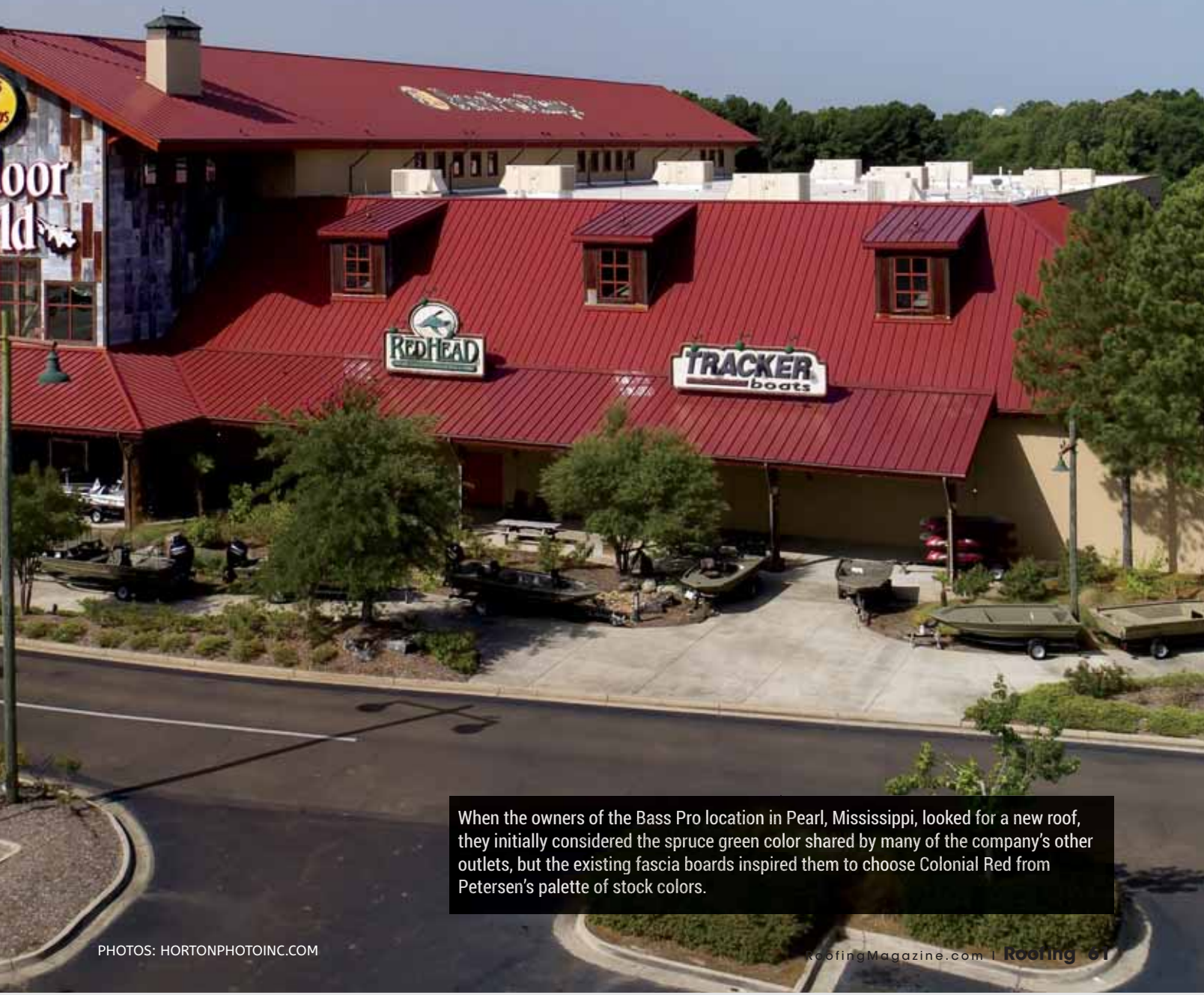
**B**ass Pro Shops brands itself as a supplier of performance products designed to endure the great outdoors, but at its Pearl, Mississippi, store, the roof was falling short of that standard. The roof's mix of membrane and metal roof systems was damaged during a severe weather event, which prompted a re-roofing initiative.

"They had a hailstorm come through and they wanted to upgrade," says Roman Malone, president of the installing firm, E. Cornell Malone Corp., based in nearby Jackson, Mississippi. In addition to installing a new membrane roof, the project including replacing the existing bare Galvalume steel panels with 59,000 square feet of Petersen's Snap-Clad roofing panels Kynar-finished in PAC-CLAD Colonial Red. The panels form the highly visible sloped portions of the roof, along with a canopy overhang over the building's storefront walkway and entrance.

The 100,000-square-foot store



# Outdoors////



When the owners of the Bass Pro location in Pearl, Mississippi, looked for a new roof, they initially considered the spruce green color shared by many of the company's other outlets, but the existing fascia boards inspired them to choose Colonial Red from Petersen's palette of stock colors.





E. Cornell Malone Corp. installed approximately 59,000 square feet of Petersen's Snap-Clad roofing panels on the project.

was a founding anchor retailer in the 150-acre-plus Bloomfield Development. It shares the title with Trustmark Park, home of the Atlanta Braves' minor-league baseball team, the Mississippi Braves. People visit the retailer for more than just shopping – the facility includes a large aquarium, shooting gallery and 3-D archery range along with a bar and restaurant. Since its 2005 opening, the surrounding development has grown to include The Outlets of Mississippi, the state's largest outlet center, which welcomes almost 4.5 million visitors every year.

The metal portion of the re-roofing effort included removing the existing panels along with the ice and water shield below, while the existing plywood decking and insulation remained in good shape. For the roofing pros from E. Cornell Malone, the heavily trafficked surroundings proved a greater challenge than the roof itself. "We had to keep the front door open," Malone recalls. "The flagpole and the

tallest part of the standing seam roof are right over the main entrance. There was a period of time when we had to work there, and we had to use the exit door as an entrance and block off that area for safety reasons. We had to move as fast as we could to minimize the disruption. We also had to use cranes to get the material up to the roof and the demolished material off the roof."

#### EYE-CATCHING COLOR

While the profile of the standing-seam roof remained similar to its original appearance, the Colonial Red finish certainly creates a major pop for the building. Malone says store managers initially were considering the spruce green color shared by many of the company's other outlets, when they happened upon Colonial Red in Petersen's palette of stock colors. "The fascia boards just happened to be the same color as the roof – so, when they saw the Colonial Red, it was an

## BASS PRO SHOPS PEARL, MISSISSIPPI

### TEAM

**ROOFING CONTRACTOR:** E. Cornell Malone Corp., Jackson, Mississippi, [www.ecmalone.com](http://www.ecmalone.com)

### MATERIALS

**METAL ROOF:** Snap-Clad roofing panels Kynar-finished in PAC-CLAD Colonial Red, Petersen, [www.pac-clad.com](http://www.pac-clad.com)

**LOW-SLOPE ROOF:** 60-mil TPO, Firestone Building Products, [www.firestonebpco.com](http://www.firestonebpco.com)

**COVER BOARD:** DensDeck, Georgia-Pacific, [www.buildgp.com](http://www.buildgp.com)

**FLAGPOLE SAFETY SYSTEM:** Rooftop Anchor, Heber City, Utah, [www.rooftopanchor.com](http://www.rooftopanchor.com)

**STANDING SEAM CLAMPS:** S-5!, [www.s-5.com](http://www.s-5.com)

obvious color choice for them,” Malone says. “We didn’t paint that fascia, and it just matched perfectly. I believe this is the first Bass Pro Shop in the country to use this color on their roof. It looks really good.”

Crews installed the metal roof system first, and then completed the installation of the single-ply roof on the low-slope section. “We had to use the flat roof as a work platform to reach the high part of the metal roof. We protected what was there, and then came back and put the TPO roof on. That way, we wouldn’t damage it during the installation of the metal roof.”

Crews mechanically attached a Firestone 60-mil TPO system over 1/4-inch DensDeck cover board. “The TPO portion of the project was pretty straightforward,” Malone says. “The highlight of this project is really the metal roof. You can’t see the TPO roof from the ground, but it complemented everything else, brought everything under warranty and got them up to date.”



An interesting detail on the project involved the large flagpole on the metal roof over the entrance. The safety system incorporates shock absorbing anchors, S-5! clamps, and a 100 feet of stainless steel line with hands-free Unigrab Travelers and dedicated lanyards. “We worked with a safety company, Rooftop Anchor, to engineer a safety system so people could manage the flag and be safe,” Malone says.

“Before that, the owners used to hire us to come out and raise and lower their flag. Now that they have a safety system in place, they can manage the flag themselves.”

Feedback on the new roof has been very positive, notes Malone. “The customers are ecstatic about the roof. It has totally transformed the building – it’s definitely an upgrade.” **R**

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## SOLAR

WRITTEN BY **FIONA MAGUIRE-O'SHEA**



The residential compound is made up of five interconnected buildings and features both gabled standing seam metal roofs and low-slope TPO roofs.

# Aesthetically Pleasing Net-Zero Home

## The Calcaire House Meets Strict Energy Codes — and Does it in Style

**T**he Calcaire House is a 15,000-square-foot modern Colorado single-family residential compound consisting of five interconnected buildings. Floor-to-ceiling glass connects the interior space to the exterior landscape, offering spectacular views of the Boulder Flatirons. A combination of exposed timber, stone and steel structural design elements, and exposed custom roof trusses complement the gabled standing seam metal roof.

Boulder Roofing Company and The Solar Revolution were charged with

installing a metal roof and solar array with more than 60 kilowatts of solar dispersed over multiple rooftops. Boulder Roofing installed both standing seam metal and TPO roof systems on the project. Crews installed approximately 12,000 square feet of 14-inch, 24-gauge panels from Drexel Metals in traditional black over Titanium PSU30 high-temp peel and stick underlayment.

They also installed 3,000 square feet of 60-mil Versico TPO over low-slope areas. The TPO was adhered to quarter-inch DensDeck Prime over tapered EPS insulation. Boulder Roofing fabricated and installed custom flashings

and coping, and also installed an S-5! snow-guard system incorporating the S-5! ColorGard bars, S-5-S Mini clamps, SnoClip IIs, and VersaClips.

### THE ENERGY CHALLENGE

The city of Boulder has strict energy codes in place and requires all new construction to meet a certain level of efficiency. The requirements are based on the square footage of the home and are more stringent on larger homes — the larger the home, the more efficient it needs to be. The goal is to have a net-zero home, not taking energy from the grid, and the only way for a larger

home to achieve this is with solar. A modest home or small addition might only require about 2 kilowatts. A large home might require 20–30 kilowatts.

The most optimal rooftops for solar were also the most visually prominent, and the homeowner was concerned about aesthetics. These concerns were alleviated after seeing a small-scale mock-up of the S-5! PVKIT 2.0 solution combined with an all-black solar module.

In addition, the area is considered

## THE SOLUTION

The Solar Revolution installers utilized S-5!’s PVKIT 2.0 to build the solar array. The installation team started at ground level prepping S-5! PVKIT MidGrabs and EdgeGrabs. Another team member prepared the solar modules by installing the power optimizers and managing the various wires. By completing this work on the ground, the roof crew could focus on setting modules, and it minimized their time in harnesses on a steep metal roof. The



a high-wind area and would require a study to account for windspeeds, as the solar installers could only rely on the roof itself and its attachment to the wood sheeting when attaching solar panels using S-5!’s zero-penetration system.

Another difficulty was finding a viable path to route the energy created by the solar panels back to the point of connection with the home’s distribution. The Solar Revolution worked with the builder and the architect, and analyzed photos and design plans to find ways to conceal the conduits. They ultimately found a viable path that was aesthetically pleasing, code compliant and cost-effective.

solar installers prefer to install modules starting with the bottom row and working up. Extra care is taken when aligning the first row.

This precision allows for subsequent rows to drop into place on the S-5! PVKIT MidGrabs.

“The Solar Revolution has been utilizing the S-5! PVKIT 2.0 solution since it first hit the market,” says Doug Claxton, CEO of The Solar Revolution. “Hands down, it is the best solar mounting solution for metal roofing of any description. At first, we were a little worried about wire management and installing in landscape, but those worries were overcome with our first installation. It’s a piece of cake.”

## LONG-TERM OUTLOOK

With the S-5! PVKIT 2.0, the Calcaire House was able to meet the city code requirements for solar and establish itself as an energy-efficient, net-zero home. Because the PVKIT comes in black, it matched the roof nicely, pulling together all of the design elements in an aesthetically pleasing, cost-effective manner – saving the customer time and money on installation and materials. **R**

## THE CALCAIRE HOUSE BOULDER, COLORADO

### TEAM

**ARCHITECT:** Surround Architecture, Boulder, Colorado, [www.surroundarchitecture.com](http://www.surroundarchitecture.com)

**GENERAL CONTRACTOR:** Harrington Stanko Construction, Niwot, Colorado, [www.harringtonstanko.com](http://www.harringtonstanko.com)

**ENGINEER:** Anthem Structural Engineers, Boulder, Colorado, [www.anthemstructural.com](http://www.anthemstructural.com)

**ROOFING CONTRACTOR:** Boulder Roofing Company, Boulder, Colorado, [www.boulderroof.com](http://www.boulderroof.com)

**SOLAR INSTALLER:** The Solar Revolution, Boulder, Colorado, [www.thesolarrevolution.com](http://www.thesolarrevolution.com)

### MATERIALS

**METAL ROOF:** 175SS 14-inch, 24 gauge panels, Drexel Metals, [www.drexmet.com](http://www.drexmet.com)

**UNDERLAYMENT:** Titanium PSU30, Owens Corning, [www.owenscorning.com](http://www.owenscorning.com)

**TPO ROOF:** 60-mil Grey TPO, Versico, [www.versico.com](http://www.versico.com)

**COVER BOARD:** DensDeck Prime, Georgia-Pacific, [www.buildgpc.com](http://www.buildgpc.com)

**SOLAR ATTACHMENT:** S-5! PVKIT 2.0 in black with S-5-S Mini Clamps, [www.S-5.com](http://www.S-5.com)

**SNOW GUARDS:** S-5! ColorGard, S-5-S Mini Clamps, SnowClipIt and VersaClips



HISTORIC RESTORATION

WRITTEN BY KAREN L. EDWARDS

# Mackinac Island Retrofit

Horsepower Has a New Meaning  
on Historic Roofing Project



PHOTOS: IB ROOF





# M

Mackinac Island, Michigan, is a community that takes you back to the older, golden days of the past. There are no vehicles allowed on the island so visitors and residents must use horse-drawn carriages, walk or ride bicycles to get where they want to go. The only access to the island is via a ferry and that shuts down in the winter when ice forms in the channel.

With no vehicles and limited access to the island, imagine how challenging it would be to re-roof one of the island's waterfront hotels – not to mention doing it as winter was right around the corner. That is the challenge that Traverse City, Michigan-based Bloxsom Roofing took on when they were hired to re-roof the Chippewa Hotel.

The historic hotel was built in 1902 and had several renovations over the years. Its existing 13,000 square-foot EPDM roof was failing, and the owners called Craig Bloxsom at Bloxsom Roofing for assistance. "We received a call in the fall of 2018 asking us to look at the project, but it was too late in the year and we didn't have resources available to take on the work," explains Bloxsom. "They called back after the first of the year because they still had not had their roof looked at and they wanted a price for re-roofing it."

It was mid-March when Bloxsom visited the island. With ferry service unavailable due to ice, he had to take a small plane to get there. He was met at the airport by a horse and carriage that took him to the hotel.

Mackinac Island's historic Chippewa Hotel was built in 1902. Its existing 13,000 square-foot roof was covered with a PVC roof system manufactured by IB Roof.





No motorized vehicles are allowed on the island, so materials were transported by ferry and delivered to the jobsite using a team of horses.

His first impression when he saw the jobsite was not good. He noted that AT&T had two transmission towers that were non-penetrating, but each took up a 12-foot-by-12-foot area and had a large trunk line running across the roof between the towers. There were also two very large HVAC units along with two shed-like structures in the center of the roof that each had a 10-foot-by-10-foot footprint. This left Bloxsom wondering how they were going to get underneath the structures. “You couldn’t go more than three or four feet in any direction without there being some penetration,” he says.

Beyond the penetration challenges, Bloxsom was worried about logistics. The roof was 50 feet high, and with no vehicles allowed on the island and restrictions on other equipment, he

wondered how he would be able to get the materials and equipment onto the roof.

After inspecting the existing EPDM membrane that was fully adhered over cover board, Bloxsom determined that he would be able to leave it in place, eliminating the challenge of removing the old roof and getting it off the island. Wanting to make sure that the new roof would provide strong protection from the elements and from all of the inevitable roof traffic, Bloxsom recommended an IB Roof 80-mil PVC Fleeceback system that would be mechanically attached over the existing roof. Because the roof was vented, with open air space underneath, there was no need for insulation.

Bloxsom said that in addition to IB Roof’s strong track record of

performance, another reason he thought that the IB Roof PVC membrane was more ideal for the job is because it comes in 6-foot-wide rolls. “Most manufacturers have 10 or 12-foot rolls and between having to lift the rolls to the roof height and all the penetrations on the roof, the six-foot rolls would be much easier for my crew to work with,” explains Bloxsom.

The owner liked the proposal and hired Bloxsom Roofing to perform the work. With work set to begin in November, Bloxsom began the challenge of figuring out the logistics of the project. The property owner was able to find an apartment for the crew that was located just across the street. “It was kind of like a bunkhouse for our guys,” Bloxsom notes. “It had a kitchen for them to make food since most



of the restaurants on the island were closed for the season. I became a shopper, making weekly trips to the island to deliver food and supplies for them.”

Now that the crew had quarters, Bloxsom needed to worry about how to get the equipment and materials to the island and up onto the roof. He found a company that was dedicated to getting freight over to the island and they were able to ship the job trailer to the island and leave it parked at their dock. The membrane and job materials were transported to the hotel by a team of horses.

The property owner had a Skytrak lift that would go as high as 80 feet, so crews were able to use it for much of the roof loading, but the lift wouldn’t be able to handle the weight of the membrane rolls and the generator.

Fortunately, there was one crane on the island, and they were able to arrange to use it to get the membrane and the generator loaded onto the roof.

Once the job began it was not all smooth sailing. The crews discovered that someone had cut a sort of trench into the roof to direct water at either end where two large scuppers were located. “Every direction you turned there seemed to be a challenge,” says Bloxsom. “The trenches were 3 to 4 feet deep, 10 inches wide and about 12 feet long. We ended up removing the scuppers and installing roof drains.”

Getting underneath the HVAC units and shed-like structures was challenging for the crew as well. “We found that the HVAC units had roof curbs, so we were able to drill through the curbs and raise the units using floor jacks,” explains Bloxsom.

Cold weather comes early in northern Michigan and there were a few days of sub-zero temperatures not to mention the 10-inches of snow that fell the week before they were set to finish. Fortunately, the crews had installed a good portion of the roof before the snow and were able to shovel the snow over to the finished parts in order to complete the installation.

The Chippewa Hotel is now water-tight, with a brand-new roof backed by a 15-year IB Roof Total System Warranty. [R](#)

## CHIPPEWA HOTEL MACKINAC ISLAND, MICHIGAN

### TEAM

**ROOFING CONTRACTOR:** Bloxsom Roofing, Traverse City, Michigan,  
[www.bloxsomroofing.com](http://www.bloxsomroofing.com)

### MATERIALS

**LOW-SLOPE ROOF SYSTEM:** 80-mil PVC Fleeceback, IB Roof, [www.IBroof.com](http://www.IBroof.com)



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# Labor-Intensive Puzzle

## Complex Metal Roof Replacement Becomes Award-Winning Project

The main roof on the historic Dilley-Tinnin home was made up of multiple roof planes and featured an internal gutter.

**L**ocated just outside of Austin in Georgetown, Texas, the historic Dilley-Tinnin home dates back to 1879. When it was struck by lightning, the main roof was damaged beyond repair. The original soldered, flat panel roof would have to be removed and replaced as part of a restoration project that posed numerous challenges.

The roof was made up of some 20 roof planes and included an internal gutter system, numerous penetrations, and multiple low-slope transitions. The new metal roof would have to be watertight and durable — and meet strict guidelines for historical accuracy.

Crews from nearby Texas Traditions Roofing were up to the challenge. They removed the damaged sections of the existing roof and installed a striking red standing seam metal roof

manufactured by Sheffield Metals.

Michael Pickel, vice president of Texas Traditions Roofing, was called in to assess the damage. The original roof had a standing seam look to it in some sections, but it was comprised of metal panels that were soldered together. “It was metal 100 percent, from the fascia, to the gutter, to the flat portion, all soldered together into one piece,” he notes.

The entire main roof area would have to be replaced, while the gray metal roof system on one wing was left in place. The main roof was comprised of multiple roof areas with slopes ranging from completely flat to pitches of 3:12 and 4:12. “It really wasn’t that steep, and that’s what caused us to recommend the double-lock panels,” Pickel says. “Given all of the soffits and all of the transitions, the slope required us to use a double lock.”

The Texas Traditions team worked

for eight months with the local historical committee to ensure that the new roof would meet its guidelines. The committee approved the 2.0 Mechanical Standing Seam roof manufactured by Sheffield Metals, and the roof restoration work began.

The metal panels of the original roof were removed, along with most of the internal gutter. “The home was leaking pretty bad,” Pickel recalls. “There was some significant damage to the integral gutter, and we had to rebuild at least 80 percent of it. It was flat, and we added slope to it. It was a beast. We tore the whole thing off and came in with all manufacturer approved products: high-temp synthetic underlayment, high-temp ice and water, and the metal panels and butyl sealant.”

Most of the deck was in good shape, but the fascia needed extensive repairs. Extreme care had to be taken to protect the custom carpentry just

below the eaves. "It was a crazy custom fascia," Pickel notes. "We've never seen anything like it before."

After the internal gutter was rebuilt, it was lined with a 60-mil TPO membrane from GAF. "We did a metal fascia, and it was also lined with TPO. It ran about 18 inches up behind the field panels to give it some added security. It was also lined with ice and water shield."

The metal panels were roll-formed on the site. "Due to all the different lengths, we took measurements, rolled them on site, and applied them one at a time," Pickel explains. "All of the trim and accessories were manufactured in our metal shop and brought to the site."

Panels were lifted into place with a rope-and-pulley system and installed over Viking Armor synthetic underlayment and GAF StormGuard leak barrier. The re-roofed area was approximately 2,500 square feet, but the project was a labor-intensive puzzle. "It was a small project, but it was

really cut up," Pickel says.

Crew members were tied off 100 percent of the time at the eave and while installing the metal panels. "The nice part was it wasn't too steep, and the lip of the integral gutter added another layer of safety as well," Pickel explains. "From a safety standpoint, it was pretty basic; the steepest section was 4:12, and a lot of the work was done on the flat area."

In the flat area, crickets were used to provide adequate slope beneath the metal panels. The transitions made for some tricky details. "When you hit the low slope on metal – and that's really 2:12 or less – you start to be more concerned about making sure you're doing everything you can to get that water off that roof," Pickel says. "If the water moves slowly, you have to do all you can to make sure that roof is fully sealed and ensure it just won't leak."

Crews tackled the challenges one at a time. "Just like any project, once you start to move on it, it gets a little bit easier," Pickel says. "We learned a lot

as we progressed. Each section made the next section a little bit easier."

Texas Traditions submitted the project to Metal Roofing Alliance (MRA) for its Best Residential Metal Roofing Project competition, and MRA selected Texas Traditions Roofing and Sheffield Metals as the first-quarter winners in the category.

"When we got the news, we were just ecstatic," Pickel says. "I think roofers are very proud of the work they do, and to get that recognition is fun and exciting. It also gets the team fired up."

Pickel credits his company's success to a simple formula: quality craftsmanship by talented and experienced crews. "One of our owners has been in construction for 40-plus years," he says, referring to his father, Mike Pickel. "He handled multi-million-dollar commercial projects for a very large general contractor. His experience and ability to manage our jobs, educate our crews, and educate our superintendents helps out gain knowledge beyond the roof. There's more to it than just the roof, and being mindful of the entire building is a huge advantage."

For more information about how to enter MRA's "Best Metal Roofing" competition for the trades, visit [www.metalroofing.com](http://www.metalroofing.com). [R](#)



## BEFORE

The existing roof was damaged by lightning. The soldered, flat panel roof had to be removed and replaced

## DILLEY-TINNIN RESIDENCE GEORGETOWN, TEXAS

### TEAM

**ROOFING CONTRACTOR:** Texas Traditions Roofing, Georgetown, Texas, [www.texastraditionsroofing.com](http://www.texastraditionsroofing.com)

### MATERIALS

**METAL ROOF:** 2-inch mechanical lock panels in Cardinal Red, Sheffield Metals, [www.sheffieldmetals.com](http://www.sheffieldmetals.com)

**UNDERLAYMENT:** Viking Armor synthetic underlayment, VB Synthetics, [www.vbsynthetics.com](http://www.vbsynthetics.com)

**LEAK BARRIER:** GAF StormGuard, GAF, [www.gaf.com](http://www.gaf.com)



# Won Over by Metal Roofing

**S**cott McCollum, owner of McRoof Residential and Commercial Roofing, has been in the contracting business for half a century.

Since 2007, his Edmond, Oklahoma-based roofing business has concentrated on wind and impact-resistant asphalt products — the kind needed for homes often in the path of tornados, hailstorms and other wind events common to Oklahoma and Northern Texas.

“We’re right in the middle of the hail belt and tornado alley, so people are extremely concerned about hail and wind,” says McCollum. “Those are really big drivers that make people willing to spend more on a roof that is going to give them better performance.”

In 2019, McCollum introduced CertainTeed’s Matterhorn Metal Roofing into his product offering. The lightweight, steel panel roofing system offers top-tier wind and impact resistance, with bold colors and designs that emulate popular styles like shake, slate, and clay tile.

McCollum said most of his customers are homeowners and business owners making insurance claims due to severe hail and storm-related roof damage. He often recommends higher-end and SBS-modified asphalt products, but began offering metal roofing due to a surge of consumer interest. After experimenting with a few metal systems, McCollum settled on Matterhorn from CertainTeed for its looks, solar-reflective color options and ease of installation.

“We really believe it’s the most beautiful metal roofing product on the

market,” says McCollum. “We’ve always been a value-added contractor, so this is a good fit for us.”

## OVERCOMING CONTRACTOR CONCERNS

According to McCollum, customers typically come to McRoof because they are frustrated with typical products after several roof repairs or replacements following storms. “Some have had to replace their asphalt roof every five to seven years, so we’ve always recommended higher-end products,” notes McCollum. “I’ve always understood the benefits of metal roofing when it is installed correctly, but I was concerned about introducing it into our product line with our available labor resources. What was the learning curve, and what does it take to get the job done? Those were the questions I had.”

Since its inception, McRoof has relied exclusively on CertainTeed for its asphalt products. After a chance meeting with a CertainTeed Matterhorn metal roofing field representative, McCollum decided to give the product a try.

“Most of the concerns I had went away after the first one or two installations,” McCollum says. “Matterhorn is a well-thought-out product and the way it fastens and goes together is seamless. It takes a little more time to get drip edge and hips and ridges done, but once the deck is prepared, the installation of the field tile goes very quickly.”

McCollum said that on the first couple of Matterhorn roofing installations, CertainTeed sent field representatives to the project site who worked alongside McRoof installers to help them avoid









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any costly or time-consuming installation errors.

"Some contractors are worried about getting into metal roofing, but the monetary investment for the hand tools you need is next to nothing, and the learning curve is very low," says McCollum. "With a metal nibbler, some snips, a crimper and a handbrake, you're good to go. The additional revenue basically doubles the size of my company."


#### MAKING THE SALE

McCollum says that in storm-prone Oklahoma and Texas, most of his customers are open to the idea of metal roofing, which is known for its durability and longevity. Most metal roofs have a useful lifespan of more than 50 years, which is music to the ears of many homeowners living in the hail belt. He says it's important to establish the benefits with customers and to explain the advantages of going with a longer-lasting product on their "forever home."

"People know that metal roofing is a little more expensive than asphalt," said McCollum. "However, customers are looking for impact, fire and wind resistance, as well as solar reflectivity. I've had people tell me they've wanted a metal roof for years, but they don't want it to look like a barn. When you're able to actually show customers the samples, their eyes light up."

"Clay tile is very popular in the Southwest and the Matterhorn is especially spot on," McCollum continued. "I grew up in New Mexico surrounded by stucco homes with tile roofs and you could put a Matterhorn Tile roof in the middle of 10 clay tile roofs and you would not be able to tell the difference. It's that good, so we think there's a huge potential market for it with architects and specifiers."

McCollum says contractors should consider metal roofing specialization a long-term investment. He suggested becoming a credentialed installer in order to demonstrate expertise and be able to offer better installation warranties.

"When I was looking at metal roofing, I wasn't looking at it to make a lot of money right away," says McCollum. "We were concerned about learning how to do it correctly as opposed to squeezing money out of the first couple of jobs. My best advice would be to find a mentor and do some training. It's money well spent." 

#### OKLAHOMA RESIDENCE OKLAHOMA CITY, OKLAHOMA

#### TEAM

**ROOFING CONTRACTOR:** McRoof Residential and Commercial Roofing, Edmond, Oklahoma, <https://www.mcroofrx.com>

#### MATERIALS

**METAL ROOF SYSTEM:** Matterhorn Tile, CertainTeed, [www.certainteed.com/metal-roofing](http://www.certainteed.com/metal-roofing)



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# The Right Protocols to Protect Your Roofing Teams from COVID-19



**IN THE ROOFING INDUSTRY**, proper safety protocols are of paramount importance when it comes to protecting our most valuable assets: our people and our profits. And though many of us have long had training programs and procedures in place, it is crucial that we continue to adapt them in the wake of the coronavirus pandemic.

Below are best practices that can help you mitigate the risks of COVID-19 and ensure the protection of your employees and customers. Though we have a team of safety coordinators at our company, you do not necessarily need a dedicated safety department to implement the prevention protocols outlined in this article. Additionally, some tools – such as online training courses – are available at no cost. Read on to find out how to best keep your roofing workers safe amid this ever-evolving situation.

## EXPAND SAFETY EDUCATION

As mentioned above, various remote training programs have already been developed in response to the pandemic, with some of them provided free of charge. One such program is the COVID-19 Safety Guidelines for Home Inspectors and Contractors Course. Offered by the International Association of Certified Home Inspectors, this online course is designed to educate contractors and other construction industry professionals on the best practices and

safety guidelines regarding COVID-19 protection. We chose to enroll our 19 authorized Occupational Safety and Health Administration (OSHA) Outreach Trainers on staff in the course, which they have all now completed.

Our OSHA Outreach Trainers play a pivotal role in our safety training, which has long been a priority for this company. They have completed the Trainer Course in OSHA Standards for Construction and other necessary requirements as mandated by the OSHA Training Institution (OTI) Education Centers. This certification enables them to teach both the 10-hour and 30-hour OSHA Construction Safety and Health training programs, which are offered to our frontline employees and supervisors to educate them about jobsite hazards and risk reduction. Since the roofing industry is constantly monitored by the federal government through OSHA, we work closely with Fed OSHA and, in California, the California Division of Occupational Safety and Health (CAL/OSHA) inspectors who are an integral part of our safety culture and are proud of the fact that we have earned recognitions of our safety records.

To ensure that we are able to continue to provide OSHA training to our employees while following the social distancing practices recommended by the Centers for Disease Control and Prevention (CDC), we began offering the 10-hour and 30-hour training programs via Zoom video

conferencing in June. This digital format eliminates any coronavirus transmission risk since attendees will not be gathered in the same space, while the live video aspect enables them to interact with their instructors in much the same way as an in-person course. Employees can access the training courses via phone, computer or tablet. Tailored to the requirements of the OSHA programs, the training includes a specific module on COVID-19 and infectious diseases.

We have also incorporated COVID-19 into our regular list of tailgate safety topics. We distributed our coronavirus tailgate pamphlet for two consecutive weeks in March and have sent it to our crews the first week of every month since. The pamphlets contain information on how to prevent coronavirus exposure, how to detect COVID-19, and the proper protocol to follow if you think you have been exposed to the virus or infected with it. One important point to remember when communicating with employees via written materials is that they may not all have the same level of reading comprehension, due to language barriers or other factors. To that end, our coronavirus tailgate pamphlets are available in both English and Spanish and feature explanatory images to accompany the text.

As for the tailgate talks, which usually involve a crew of four individuals or less, they now take place with the proper social distancing and face coverings worn. To further reinforce the coronavirus safety information shared in the tailgate talks, we also posted the tailgate pamphlet on an informational board in the break room, along with our company's coronavirus preparedness plan and a COVID-19 infographic explaining how to break the chain of infection.

Safety training is required not only for our frontline workers, but also for our division and operations managers, and general superintendents. To that end, we have a team of 24 employees who serve as dedicated, full-time safety coordinators in place. They oversee safety-related operations and lead monthly training seminars. Our corporate policy is to provide whatever funding it takes to fulfill our motto that “at

the end of the day we will send every employee home safe.”

### REVIEW FEDERAL RECOMMENDATIONS AND LOCAL REGULATIONS

As a national roofing and solar installer, we have looked to guidance from federal agencies when creating our own safety procedures specific to COVID-19, though it is crucial that all companies also monitor the locally mandated protocols in every region where they work.

The CDC offers comprehensive recommendations regarding proper hand hygiene as an important protocol designed to protect employees from COVID-19. According to the CDC, “with appropriate hand hygiene, you do not need gloves to protect you from COVID-19. When possible, wash your hands regularly with soap and water for at least 20 seconds or use an alcohol-based hand sanitizer containing at least 60 percent alcohol.” The CDC further outlines the key times to clean hands, which include the following: before and after work shifts and breaks; after touching tools, equipment or other objects handled by coworkers; before putting on and after taking off work gloves; after putting on, touching or removing face coverings; before putting on or taking off safety glasses, goggles or other eye protection; after blowing your nose, coughing, or sneezing; after using the restroom; before eating and before and after preparing food.

To make it easier for our employees to comply with hand hygiene requirements, we have distributed hand sanitizer to them. Additionally, we have asked the general contractors on each site to provide handwashing stations for them. We have also been mindful of how we now approach heat exhaustion prevention. Instead of getting water from a shared water source like a five-gallon jug, employees are now supplied with individual water bottles.

Social distancing is another recommendation of the CDC (and Fed OSHA) that should be practiced at all times to reduce the risk of COVID-19 exposure, starting with when your crews leave for their worksites. At our company, we

no longer allow employees to carpool together in a company truck. Instead, they are required to drive to the site in separate vehicles. Once at the site, crew members must remain a minimum distance of six feet apart from each other, as advised by the CDC. Social distancing measures are further implemented by having employees take breaks at

staggered intervals to prevent groups from gathering in the same space.

### COORDINATE SAFETY MEASURES ON THE JOBSITE

It cannot be emphasized enough how important it is to communicate with employees, builders, general contractors and all the other subcontractors

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on a project to ensure that coronavirus prevention is a coordinated effort. To that end, any information relevant to COVID-19 protocols and precautions should be shared with all parties.

Before we dispatch our teams to any site in Northern California's Bay Area, for instance, we do a preliminary check to make sure all crewmembers are symptom-free. We then send the

names of the cleared employees to the worksite, where a COVID-19 inspector is posted at the gate, courtesy of the general contractor. Every individual must undergo a temperature check before entering the site, which aligns with the CAL/OSHA guidance. According to the agency's recommendations pertaining specifically to COVID-19 infection prevention in the construction industry,

"employers may choose to prohibit employees with a high temperature (e.g., above 100.4 degrees F) from entering the worksite." In addition to the temperature check conducted at the Bay Area sites, employees must also fill out a questionnaire asking if they have traveled, if they have been in contact with any confirmed COVID-19 patients and lastly, if they are exhibiting any symptoms. If it is discovered that an individual known to have COVID-19 has been on a work site, it will be communicated to the entire network – builders, general contractors, subcontractors – so that all are aware of the situation and can protect their teams accordingly.



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## INVEST IN EFFECTIVE FACE COVERINGS

One essential way of protecting your teams is to have them wear face coverings. By covering your face, you prevent others around you from becoming exposed to any respiratory droplets you may exhale, which can spread COVID-19 to others if you are infected – even if you are asymptomatic. Though face coverings are an effective tool when it comes to COVID-19 prevention, the subject has been a source of some confusion, as noted by the National Roofing Contractors Association. "When roofers are exposed to hazardous gases, vapors, fumes, dusts and mists, OSHA's respiratory requirements are triggered," according to the NRCA. "However, these scenarios aside, roofing workers fall into OSHA's low to medium risk category of occupations for COVID-19 exposure – meaning required use of N-95 respirators is likely unwarranted. Shortages of N-95 respirators (and surgical masks) resulting from the pandemic have caused the Centers for Disease Control and Prevention to recommend wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain—especially in areas of significant community-based transmission."

However, surgical masks and similar face coverings are rendered ineffective by facial hair in most cases. Neck gaiters are an ideal solution for your crews, since unlike a mask, each one is made

from a closed tube of fabric that is worn around the neck and can be pulled up over the nose. The price per piece can range anywhere from \$3 to \$14, but the investment is well worth the protection it provides.

We have given two neck gaiters to each of our employees, so that there is always a spare to wear while the other one is being washed after each use. They are mandated to wear them at all times during the workday except when eating lunch. Made from polyester microfiber and manufactured by Hoo-rag, these neck gaiters wick away moisture and can be dipped in water for a cooling effect, thus offering additional protection against heat illness. Looking ahead, we are currently investigating options for a face covering that adds a third layer of protection as well: silica filtration.

#### **IMPLEMENT STAY-HOME POLICIES TO LIMIT THE SPREAD**


Even when all preventative measures are put in place, there is still a risk that

asymptomatic patients may go undetected and unknowingly spread the virus to others at the worksite. One way to decrease that risk is to require that any employees who have been in close contact with a confirmed COVID-19 patient stay home from work.

We are following CDC recommendations when it comes to protocol concerning confirmed exposure to the coronavirus, so any employee who may have been put at risk is not permitted to return to work for two weeks. "It is important to remember that anyone who has close contact with someone with COVID-19 should stay home for 14 days after exposure based on the time it takes to develop illness," according to the CDC.

And if any one of our employees starts to feel sick, whether there has been known COVID-19 exposure or not, that person is also required to call out from work. Our number one rule in response to the pandemic is to stay home if you feel ill. Regarding a safe return to the jobsite, the CDC recommends

that "sick employees diagnosed with COVID-19 shouldn't return to work until the criteria to discontinue home isolation are met, in consultation with healthcare providers and state and local health departments."

As we in the roofing industry continue to navigate this challenging situation, it is vital that we stay vigilant. The number of COVID-19 cases in the United States had climbed past 1.9 million as of press time, according to the CDC, with 37 jurisdictions reporting more than 10,000 cases. And total deaths from the disease had eclipsed 112,000. By closely monitoring conditions and modifying our safety measures as warranted, we can beat the statistics and keep our workers and customers safe. 

**ABOUT THE AUTHOR:** *Travis Post the National Director of Safety at Petersen-Dean, Inc., the largest full-service, privately-held roofing and solar company in the United States. For more information, visit [www.petersendean.com](http://www.petersendean.com).*

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## Giving Back to Healthcare Heroes

**S**howing up” and “giving back” have always been part of how Tom Kovack, owner of USA Roof Masters, approaches the business of roofing.

When Superstorm Sandy struck the Philadelphia area in 2012, Kovack had just entered the roofing industry. He was heartened by how the community came together to support homeowners affected by the storm. Flash forward nearly eight years to the global pandemic, and Kovack felt compelled to help those essential workers providing healthcare and in-home care services.

He turned to Facebook and posted an offer to provide free roof repairs to any healthcare workers needing a roof repair. The community's response was overwhelming. Within days, the USA Roof Masters team completed more than 80 repairs free of charge. And

while USA Roof Masters team members declined to accept any tips, they were overwhelmed by homeowners' gratitude.

Kovack and his team honored requests for a variety of roofing repairs. One roof simply could not be repaired and demanded a replacement. A comment from Charity Hundeyin, in Levittown, Pennsylvania, noted, “Thank you for being the hands and feet of goodness in this world, especially at this time.”

Until COVID-19 struck, Hundeyin was working two jobs as a homecare aide and worker at an adult day care center. When the virus resulted in the daycare business closing, Charity's primary source of income was disrupted. She was also struggling to keep water from infiltrating her home whenever directional rains occurred. The intersection of her home's siding and first level

roof was leaking and she hoped USA Roof Masters could help.

After inspecting her home, it was determined that a replacement was the only option to address the issue. "The roof simply couldn't be repaired, but we wanted to do the right thing for the homeowner," says Kovack. The USA Roof Masters team replaced her roof at no charge. Charity selected Pacific Wave, the 2020 Owens Corning Shingle Color of the Year, and her new roof was installed on May 16.

Kovack says when it comes to safety at home, the roof is the great equalizer. "People don't realize how important a roof is until they have an issue," he says. "The roof is essential to protecting the home and the family and it's very rewarding to be able to help people feel secure during uncertain times." Kovack noted that during the pandemic, his company made repairs on homes sheltering people in a variety of life circumstances and positions – from a Senator's house to a home that offers



USA Roof Masters provided free roof repairs to area healthcare workers in need of assistance.

shelter to women leaving abusive environments. "Everyone has problems, and it's wonderful to be part of an industry that can help make a difference," he says.

**ABOUT THE AUTHOR:** Farasha Polk is the social media and marketing manager for Owens Corning Roofing. For more information, visit [www.owenscorning.com/roofing](http://www.owenscorning.com/roofing).

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