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CRA

COLORADO ROOFING ASSOCIATION



A p r i l 2 0 0 3

www.coloradoroofing.org

MEMBERSHIP MEETING NOTICE

Friday, May 2, 2003
11:30 to 1:30 pm

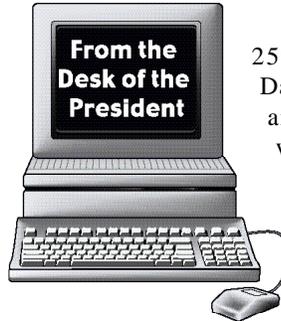
Best Western Denver Hotel ■
200 W. 48th Ave.

(at the Mousetrap)

William A. Good
NRCA Executive Vice President

"Hot Topics Currently Facing the Roofing Industry"

Reservations are requested. CRA member companies get one free lunch at this meeting. There is a **\$15.00** fee for additional employees from member companies and non-member companies. **Please RSVP to the CRA office at 303-892-6966 so we can have a place for you.**



In the February 25th issue of the Daily Journal, an article was written about "Using Foreign Workers to Fill Employment Gaps." The program is the H-2B

classification of the Immigration and Nationality Act.

Last June the "Three Amigos" left our office in search of obtaining 25 foreign workers from Mexico. My project coordinator, Melissa, a service department employee, Agustin, who we used as an interpreter, and myself left for a week to retrieve our newest employees.

We flew into Monterrey, Mexico on a Sunday evening. We spent most of the day on Monday meeting with our new employees during one-on-one interviews and completing paperwork. The U.S. Consulate requires the applicant to answer questions about his previous employment, educational background, and family status in Mexico.

We housed our new employees at a hotel and gathered for a group supper on

Monday night. After a long day of work, we could only hope that our new friends would receive visas to get to the United States.

Tuesday - the fun was just beginning. We reported to the U.S. Consulate at 7:30 a.m. to turn in our visa applications. It was approximately 95 to 100 degrees outside the Consulate, with no shade trees, unless you count the hundreds of pigeons that were perching above on the power lines. Hundreds of people stood in line waiting for a chance to be interviewed for visas. After submitting our paperwork, all we could do was wait. After a long, hot day, we were finally informed that our paperwork was turned down at 4:30 p.m.

The reasons that our paperwork was denied were unlike most of the best roofing tales I've heard in the past. Because of the unexpected delay, we scrambled to assemble our troops for another night in Monterrey. While Melissa stayed up all night redoing paperwork, I came down with a bout of strep throat. As chills and cold sweat took over my body, I could only dread the work and weary that still lay ahead. I decided to recruit a woman from the front desk of the hotel. She kindly walked me to the nearest pharmacy so that I could buy any and all the drugs I could find.

Continued on page 3

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MISSION STATEMENT

"To promote the ethics, education and image of the roofing industry in the State of Colorado through meetings and actions of the members."

The CRA newsletter is open for member input and advertising is accepted at no charge. We are always looking for articles of a technical and generic nature (no sales oriented pieces please). Contact the CRA office for more information at 303-892-6966 ext. 2.



Legislative Update . . .

As we attempt to make positive changes for our industry in the legislature, there are an endless number of other groups out there doing exactly the same thing. All of us 'lobby' our lawmakers for their support on issues of importance to our respective members. Unfortunately, the construction industry in general does not always come across on a united front. Subcontractors often find themselves on opposite sides of the aisle from the Homebuilders, on issues such as retainage and liability.

This year's legislative session has clearly demonstrated that the voices of powerful associations such as the HBA and AGC can put a stop to prospective bills that would have benefitted subcontractors substantially.

With this in mind, it would be helpful to know how many members of the CRA

are also members of other builder groups. It is evident that for each general contractor there are a greater percentage of subs who work under them. If subs can unify within the AGC and HBA as a larger voice in the membership, this could sway the opinion of the group as a whole. Associations must represent their majority or risk losing members.

The CRA Legislative Committee would like to know if your company is a member of either the AGC or the HBA so that we may keep you informed when either group is actively opposing something that would benefit YOU! We will keep you up to date and offer specific information so that you can make your voice heard.

Please contact Amy Hawkins at 303.443.4646 or amy@boulderroof.com. Let your membership dollars work for you!

Amy Hawkins
Legislative Committee Chair



SAFETY CORNER

IMPROVING SAFETY AND CONTROLLING INSURANCE COSTS.

It only takes a second. A glass slips from your hand and shatters. You bend down to pick up the pieces and a sliver of glass pierces your finger. In another scenario, you look away from the machinery you are operating to talk with a coworker and the blade cuts into your hand. Every year, hundreds of workers lose a finger or toe, or suffer severe cuts on the job. Last year, Pinnacle Assurance received over 6,000 claims for cuts. Accidental cuts or traumatic lacerations are the most common type of work-related injury. However, common sense, training, and the use of machine safeguards can prevent many of these types of injuries.

Common sense precautions include turning a machine off when not in use, keeping hands or feet away from moving parts, and isolating the machine from its energy source before doing maintenance. Workers should read equipment manuals and follow the manufacturer's recommendations at all times.

Safeguards

While common sense may prevent most accidents, many machines have guards to

protect against injuries. OSHA requirements state when "... the operation of a machine or accidental contact with it can injure the operator or others in the vicinity, the hazards must be controlled or eliminated." A safeguard must:

- Prevent hands, arms, and other body parts from touching dangerous moving parts
- Be in place and operational.
- Not interfere with proper machine use.
- Allow safe lubrication without removing safeguards.

Training

Safeguards are only as effective as the workers using them. Proper training is a vital part of injury prevention. Training should cover:

- Proper use of machinery and who is qualified to use it.
- Hazard identification and description associated with all machines.
- Purpose, type, and proper use of safeguards.
- Lockout/tagout procedures.
- What to do when safeguards are missing or inadequate.
- What personal protective equipment should be used.
- New hire training and refresher training for all employees.

Source: Pinnacle Assurance.



PRESIDENT'S MSG. (cont).

On Wednesday, we repeated our day at the Consulate. We again witnessed hundreds of hopeful faces waiting for their shot at getting to the U.S. In the early afternoon, we were informed that 17 of our 22 new recruits received visas. The other five guys returned to the Consulate for a personal interview and we headed for the bus station -- not knowing what the ride ahead had in store for us.

We boarded a bus at 7:00 p.m. enroute to Cd. Juarez, or as I call it, the "Trip from Hell." I was trying to imagine myself sitting in a seat for 18 hours; all the while, only being able to communicate with two of the 19 people I was traveling with -- Melissa and Agustin.

Oh, but for the "Call of Nature." Being the only woman, I knew Melissa would never venture to the back of the bus. On second thought, neither did I! The scenery was just about what I thought, but the pain between pit stops was enough to make you feel like you were in a rocking chair. To my surprise, the pit stops were another amusing and bewildering experience. I was most impressed with the price of toilet paper in the restrooms and the very strict rations handed out by the bathroom attendant. After a few stops, I finally understood why running water and plumbing go together! The pile of used toilet paper and the "minor" smell made me nauseous. The luxury of the U.S.A. could not come soon enough.

After 18 hours, we arrived in Cd. Juarez. The Mexican-American border was our next stop. It got intense at the border, where the INS interviewed each new employee. Upon approval, each person was

"USING FOREIGN WORKERS TO FILL EMPLOYMENT GAPS." THE PROGRAM IS THE H-2B CLASSIFICATION OF THE IMMIGRATION & NATIONALITY ACT."

issued a permit for lawful work in the U.S. It took almost six hours to get through the interview process with the INS.

As we watched each person get approved, the pure joy in their faces shown as if they had just won the lottery. The average wage for these people in Mexico was about \$25 to \$40 per week. Now they were given the opportunity to make

approximately \$400 per week. It was a very emotional experience to offer these men the opportunity to drastically change their life and the lives of their families.

I was extremely happy to be back in the States, but, you guessed it, we had to get on another bus. In El Paso, it was like going to Rocky's Used Cars with the lot of busses just beaming at me. In the end, my final decision was made solely on getting the hell back to Denver as fast as we could. As we boarded the bus at 6:00 p.m., I realized I had

"IT WAS A VERY EMOTIONAL EXPERIENCE TO OFFER THESE MEN THE OPPORTUNITY TO DRASTICALLY CHANGE THEIR LIFE AND THE LIVES OF THEIR FAMILIES."

been up for over 30 hours and had eight more to go.

Melissa and Agustin stayed behind in El Paso to wait for the stragglers we left in Monterrey, so that left me alone for the rest of this adventure. Here I was with 50 others on a bus bound for Denver and the only white and possible English speaking person on the bus. I couldn't even communicate with my 17 traveling companions! I tried to blur out the sound of the Spanish television, but the deck was stacked against me. My cell phone battery was dying and the feeling in my behind was completely gone.

We pulled into Albuquerque, New Mexico around midnight on Thursday. While the bus drivers exchanged positions, I purchased 40 burritos from the mobile restaurant. Just as we were reloading the bus, the doors flew open and two men wearing DEA jackets boarded the bus. What now? I pondered who or what would get searched. As one of the agents smile caught my blue eyes, I uttered several obscenities to myself.

The agents questioned me as to why a white male would be traveling alone on a bus with 50 other people he could not communicate with. According to the agent, their "night vision across the street" said I was a perfect match. I graciously let them have at me and informed them that after two searches and dogs sniffing my bags, these two "Utes" were not going to break my stead. Obviously they sensed my "great attitude" because they asked me to step off the bus for a full-body search. I kindly informed them that if this "full-body" search

involved a cavity search, they were out of luck because my behind was too tired to cooperate. The agents laughed and were surprised that they were wrong about me.

Surprisingly enough, my encounter with the DEA agents did wonders for my popularity on the bus. After holding up the bus for an extra 20 minutes, all of my new friends were staring at me. The greatest break through was the English spoken from one of my new employees. He asked, "Bossman, are you okay?" My only reply, in very fluent words, was, "Whatever." I had now downgraded my self-esteem somewhere below the toilet paper on the floor.

Early Friday morning, my partner's "Task Force" greeted our bus as we arrived in Denver. As we were transported to our place of business, I could only think of a shower, soap, two-ply toilet paper, sleeping lying down, and my favorite radio station.

Even though I had to experience this "Trip from Hell," I am very proud that our company got to be a part of this great experience for 8 months. We are just preparing for the start of our second year with the H-2B program. In May, we will be welcoming back employees and meeting new employees.

I personally recommend this program for providing a guaranteed workforce and a most fulfilling experience. I would also like to thank Melissa and Agustin for their extraordinary efforts in making this program successful.

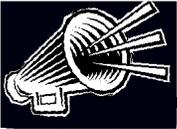
*Rob McReynolds
D & D Roofing*



Rebuilding Together
with Christmas in April®

For more information or to make a committment to the CRA Community Service Project for April 2003, please contact:

Jade Sund
Viking Roofing
CRA Community Service Chair
303-465-1728



ITEMS TO NOTE:

****Newsletter CHANGE!!****

Starting with the April 2003 Issue, the CRA will no longer be accepting sales pieces/product advertisements for inclusion in the newsletter.

Please note that articles and items of an educational value WILL BE accepted. We encourage you to submit items that will benefit the members, including new technical updates, community service achievements in your local communities, educational seminars/workshops, etc.

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CRA Trade Show.

Faced with a sunny day & remnants of the Blizzard of '03, the Trade Show on March 28th was a success and had a decent showing of contractors. We would like to thank all our exhibitors for once again putting on a great show and to Rick Merica, Committee Chair, for a job well done!

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Around Twn.

Just a short note about our local Wholesalers. Area wholesalers are doing some remodeling and additions.

Fowler & Peth has completed a whole new show room which will enable them to have their customers see more of their

products. Be on the look-out for an "Open House" announcement in the near future.

Allied Building Products has also remodeled their front area with new offices and counter.

ABC Supply Co. has reached a point where the merging of Cameron Ashley and their products is complete.

.....

Jobsite Phrasebook.

BuilderBooks.com has introduced a new book -- "Jobsite Phrasebook, English-Spanish." The book was written to improve communication on your jobsite. This handbook is filled with Spanish translations and pronunciations for common jobsite phrases in the most heavily populated Hispanic construction fields including concrete, framing, drywall and roofing.

The handbook is priced at \$22.49. To place your order call 1-800-223-2665 or order on-line at www.BuilderBooks.com. You'll need to reference Item #00152 with an Offer Code of: BBF3-0152.

For any questions regarding this book, Amy Hawkins of Boulder Roofing has a copy and has been spreading the word about this great publication. Feel free to call her at 303-443-4646.



UPDATE:

NRCA has several new products available. "The Roofing Contractors Equipment Cost Schedule" and "Application Techniques for Glass Fiber Roofing Felts" - both are updated and very affordable.

A new ergonomics program entitled "Body Mechanics: Keeping Fit on the Roof" is an important addition to your safety library. And "RoofWise-Version 2.0," NRCA's CD-ROM based energy calculator, produced in cooperation with the Polyisocyanurate Insulation Manufacturers Association is now available. Call NRCA's InfoExpress at 1-866-275-6722 or shop on-line at shop.nrca.net.

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The Construction Labor Research Council reports the trend in construction contracts for longer agreements is expected to continue in 2003. Contracts expiring this year affect about 426,000 trade workers, according to the council; the industry has moved increasingly to four-year agreements.

Source: NRCA

Western Roofing Expo 2003

June 1-3, 2003 - Paris-Las Vegas Hotel

- Events (Luncheon Speaker: Tom Sullivan)
- Exhibits (300+ exhibit booths)
- Timely Educational Seminars for Contractors
- AIA/CES, CEU & CPO Seminars
- Golf and Clays Tournaments (great prizes)
- 100th Harley Davidson Vrod Motorcycle Raffle

ROOM RATES: \$118.00



For Additional Info:

Western States
Roofing Contractors Association
450 Peninsula Avenue, Ste B
San Mateo, CA 94401

800-725-0333 • 650-548-0112 • Fax: 650-548-1443

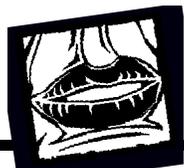
Email: info@warsa.com • Web: warsa.com



FAX BACK: 650-548-1443

Please send me more info on the convention & registration

COMPANY _____
 NAME _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 PHONE- FAX _____



We all need to pitch in to educate the consumer. . .

2003 CALENDAR

Dear Fellow CRA Members,

There has been a lull in residential roofing as the result of a tight economy. With the old 15 year asphalt shingles that have worn out and the new 20 year plus shingles that have yet to wear out and all the shake roofs replaced in 1990 that are still a few years away from wearing out, I think that it's more important that truly local, well-established roofers get their fair share of the hail work.

I estimate that aggressive, short-term storm chasers get most of this hail work every year! I understand the quality local roofer's reluctance to compete with them because they are so strong. Perhaps we can slow them down and keep more of the work for ourselves.

The following is a "Consumer Alert" I've developed so that we can educate our customers on the profile and tactics of the modern day storm chaser. Please feel free to copy and use for your company.

CONSUMER ALERT!!! CONSUMER ALERT!!! CONSUMER ALERT!!!

As a Colorado Native and a long time roofing contractor, I can tell you that hail storms bring out aggressive, short-term, even predatory roofers who don't always have your best interests in mind. You used to be able to spot them by their out of state license plates. They'll say "we're just here to help our local branch out," but out of state license plates are still a BIG RED FLAG! However many modern day storm chasers appear local, instead of just one hail season they might stay in business a few years. The new generation storm chasers have a high powered sales force with nice trucks that even have "permanent" signs; however they may utilize tactics that trick and trap you into doing business with them and defraud your insurance company.

PROFILE OF A STORM CHASER

1. They often have the largest ads in the phone books.
2. They may offer a long workmanship warranty but haven't been in business here (Branches in other areas don't count!) more than a few years-classic "sucker bait". Check for older references. They might be at best "gypsies" or "travelers" who will likely abandon future warranty obligations.

They might be at worst shysters who gouge your insurance company, over bill you, use substandard or illegal labor, or purchase factory seconds for roofing materials.

3. They knock on your door offering to "help" with your insurance settlement. "After all, you need representation to keep your insurance company honest, right" (More likely help themselves to your insurance settlement as there may be extra money).
4. They want you to sign an agreement with them contingent on approval by your insurance company for the money your insurance company allows. (After your 3 day right of rescission expires don't expect them to let you out of this contract!)
5. They want to immediately put their sign in your yard even before you've been approved by your insurance company. They'll say "the yard sign keeps other roofers from bothering you." (Just put a sign on your door saying NO ROOFERS!) Yard signs in mass quantity give the impression that they're the ones doing the best work when actually it usually only means that they're just the most aggressive about sales.
6. They won't do a bid for you until they've seen your insurance papers. (Weed these roofers out by insisting they do a written estimate before anything else.)
7. They offer two sets of billing: one for the insurance company and "the real bill." This involves you in insurance fraud. It may be seductive to have you deductible covered, but if a roofer is willing to defraud your insurance company, he's willing to defraud you as well! Do you really want to do business this way?

HOW TO SELECT A QUALITY ROOFER UNDER HAIL MARKET CONDITIONS

1. Be patient. Your roof has suffered some surface damage, but shouldn't leak. The sales man may be charming and reassuring, but don't succumb to high-pressure sales. (The only urgent need is that the storm chaser will be gone after another storm shortly.)
2. Talk to the neighbors and watch the roofs in progress around you. Avoid the whole feeding frenzy of predatory roofers and wait until spring next year! (You may need to get an extension from your

April

April 10 - CRA Board Meeting

April 17 - CRA Safety Committee Meeting

May

May 1 - CRA Board Meeting

May 2 - **CRA Membership Luncheon Meeting**; Best Western Central Denver - 11:30 am. Topic: Bill Good, NRCA.

June

June 1-3 - WSRCA's Western Roofing EXPO 2003, Paris-Las Vegas Hotel. For more info call: 800-725-0333.

June 6 - CRA Board Meeting

July

July 25 - **CRA Membership Luncheon Meeting**; Best Western Central Denver - 11:30 am. Topic: TBA

August

Aug 7 - CRA Board Meeting

Aug 15 - **CRA Golf Tournament**; Indian Tree Golf Course, Arvada. 7am Shotgun. Lunch & Awards follow.

November

Nov 21 - **CRA Safety Table-Top**; Best Western Central Denver - 11am.

- insurance company.) A new roof is a big investment; find out which roofer has the best track record.
3. Get 2 or 3 written estimates to compare with your insurance settlement. Get a consensus as to what needs to be done and what the fair market price is.
 4. Check the roofer's reliability with the Better Business Bureau. You can call their automated service line (303-758-2100) or access their website (www.denver.bbb.org) 24 hours a day.
 5. Check references, especially older references. A truly local, well-established roofer should provide the best quality service!
 6. If your prospective roofer hasn't been in business locally as long as their promised workmanship warranty, better to with someone else who has!

You'll save time, money, and aggravation by following these basic, common sense steps.

If you have any comments regarding this article, please contact me.

Sincerely,

Robert Kelly

President, A Good Roofer, Inc.

303-797-2631

Contractors of the CRA

Bighorn MetalWorks

Chuck Spicer & Jeff Kletzmayer, Owners
Commercial/Residential Contractor
CRA Member since 2001.



By: Larry Reinhard, CRA Director

Bighorn Metalworks, Inc. was started in 1997 by Chuck Spicer and Jeff Kletzmayer after many years in the roofing and architectural sheet metal business. The company does both residential and commercial sheet metal and metal roofing, as well as seamless rain gutters. Bighorn currently employs a staff of forty people.

Larry: "You all have been together for many years, is that difficult?"

Chuck: "I think that because we have known each other as long as we have, it has made our path in business easier. Many, if not most, partnerships fail and we were committed not to let that happen. We are very different types of managers to be sure, but we have had common goals in our business, and for us everything has worked out well."

Larry: "There seems to be an abundance of gutter companies, why have you grown?"

Chuck: "I think the way we tried to differentiate ourselves from some other gutter companies was to be a business first, and gutter installers second. Little things like promptly returning phone calls, and showing up when we promise have gone a long way to helping us get and keep customers."

Larry: "Every major roofer and most of the medium ones have metal departments, doesn't this cut into your opportunities?"

Chuck: "On commercial projects especially, it is often advantageous for a general contractor to have one company do both the roofing and sheet metal divisions to stop the potential finger pointing if leaks or other problems arise. We have partnered with roofing contractors that do not do architectural sheet metal in the past, which has been good for both of us. On the gutter

side of our business, we subcontract work from many steep roofing contractors which again can be an advantage for both companies. I guess the answer to the question is yes, we may not be able to compete on some jobs, but it really hasn't been a problem."

Larry: "Metal roofing has really grown but companies are going out of business. Why?"

Chuck: "There definitely seems to be a variety of new metal products on the market. Our company really only does the standing seam type of metal roofing, and it is a totally different beast. We have been called out on many occasions to fix failed standing seam roofs because the contractor simply did not have knowledge or trades people to install the roof properly. Whether or not a metal roofing problem has put a contractor out of business, I don't know."

Larry: "Low margins are a norm with the roofers, is it the same in your industry?"

Chuck: "I'm sure that low margins are an issue with every construction trade given the current market right now. We are just trying to ride out the downturn like everyone else."

Larry: "The CRA is happy to have you as a member and a board member, is this important to your industry?"

Chuck: "I think the C.R.A. is a better fit for our business than

some other trade associations because we work so closely with roofing contractors. It was good to see that a couple of the area's large rain gutter contractors joined the C.R.A. last year."

Larry: "You do gutters for many builders, why not shingles too?"

Chuck: "We are sheet metal people for the most part and have chosen to stay with what we know. Additionally, some of my best customers are shingle contractors and we do not want to damage that relationship by competing in the shingle market."

Larry: "Owens Corning tried a metal shingle system, but it didn't work out. Do you feel it can work?"

Chuck: "I really don't know much about the shingle type of metal roofing, but it is interesting that you brought the subject up. The CRA Education Committee is planning a mini table-top show on Metal Roofing Alternatives in the fall similar to the Felt Alternatives table-top last year."

Larry: "Vinyl gutters seem to be perfect with our hail, but are they too expensive?"

Chuck: "I would disagree with you that vinyl gutters are the perfect fit for any application. They are not seamless, the gaskets fail, and big hail will beat them to pieces. By the time you buy all the required parts, pieces and fasteners, you could have paid a seamless contractor to completely do the job in many cases."

Having known Chuck and Jeff for many years, it's great to see their partnership has lasted. Bighorn seems to be like a fraternity house that decided to work together. It's a young company with youth at the helm, let's hope more companies can gel like they have. -- Larry