



# ROOFLOPPER

**Roofing & Sheet Metal Contractors Association**  
*The Finest in the Georgia Roofing Industry*

Winter 2020 Issue



**Eric Bray**

RSMCA President

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## **2020 Presidents Message**

Hello Everyone,

Welcome to 2020! By most accounts, this past year has been a busy one for our industry and we expect more of the same for this year heading into the national elections.

For many of you who have been in our industry for any length of time, you know that change is inevitable. The main goal tends to remain the same for our businesses- KEEP WATER OUT OF STRUCTURES - but the ways and means along with the rules tend to change on what seems like a yearly basis. Very few of us can still remember the fragrant aroma of the smoke billowing out of a tar covered kettle sitting on the job site. That used to be the norm. Not any longer.

The reason I bring up change is we have had to recently make a change in our association management. Greg Martin has decided to retire and close his association management business. I would like to say that Greg and his group have done an outstanding job this year in really changing the direction of our organization. His knowledge and passion have put us on a course that has led us to a new direction. Through his research and commitment to us, he presented an opportunity for us to team up with NightGlass Media Group. This is completely out of the box for association management, but after meeting with Matt Gore and his team, the executive board all agreed that this was the best direction to go. NightGlass has a strong focus in marketing the organizations that they work with using social media and has extensive convention experience. They will help grow our organization to where we all want it to be.

Betsy Rahm was able to make a transition over to their group and will continue to run the day to day work in our organization, so it has basically been a seamless transition. We are very glad to have her and the folks at NightGlass! In letting you all know this; I want to make sure that we say a special thanks to Greg. Even in retiring, he was able to use his skillset and foresight to help us

# President's Letter (cont'd)

continue to push forward to bigger and better places as an organization. Thank you, Greg!

Our December Pheasant shoot was a success and we had 31 participants raise \$2,200.00 for the Fallen Outdoors ([www.thefallenoutdoors.com](http://www.thefallenoutdoors.com)). This organization makes it possible for our service men and women to go on hunting and fishing adventures. A lot of times, even unintentionally, we take for granted the service men and women and their great sacrifice for our country and this is small way for us to be intentional in our appreciation.

Thank you to Jonathan Glisson for once again organizing and being the point of contact for this event. I was able to go for the first time this past year and let me encourage you all to sign up quickly next year when the time rolls around. It was a lot of fun (even in poor weather).

Here are some upcoming events that you can participate in and help grow our organization:

**We have started back up our Wing Night Socials.** The next one is being held at the Wing Factory in Chamblee on Wednesday March 4, 2020 from 4:30 to 6:30. These get togethers are a great way to invite a friend in the industry and swing by and network with others.

CEFGA's Career Expo is fast ap-

proaching and the RSMCA is again organizing the World of Roofing space. It will have several activities for the estimated 8,000+ students, teachers and counselors that will pass through it in this 2-day period, many of whom will be introduced to our industry for the very first time. We are planning several hands on activities for the students and would love to have your help to man the World of Roofing.

If you would prefer to be behind the scenes, we need set up and tear down help as well. Here is your opportunity to be involved in the future of our industry. Your association is working hard to stay on the cutting edge of what is happening in the development of our youth. We all know how difficult it is to find employees. CEFGA is working to help kids understand that trades are a great option in considering their future and we want to help with that message. It is being held at the Georgia World Congress Center in Atlanta on March the 12<sup>th</sup> and 13<sup>th</sup>. Contact Betsy if you would like to join us there.

One last item, don't forget that the RSMCA is now accepting Scholarship Applications for the 2020-2021 school year. The deadline for mailing in your completed applications will be March 15<sup>th</sup>, 2020. Visit [rsmca.org/scholarship\\_program](http://rsmca.org/scholarship_program) to download the application. Please encourage your employees and

coworkers with college age kids to apply.

Remember, we need each of you to continue to strengthen our state association. Next time you bump into one of your fellow roofers, ask him to be part of your state organization.

Thank you for the opportunity to serve you this year.

**Eric Bray**  
**RSMCA President**  
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## Upcoming Dates:

**3/4/2020**  
**RSMCA Wing Social**

**3/12-3/13/2020**  
**CEFGA Career Expo**  
**World Congress Center, Atlanta**

**4/21-4/22/2020**  
**Roofing Day in Washington, D.C.**

**7/16—7/18/2020**  
**RSMCA Annual Convention**  
**Sandestin, FL**

**Be sure to check out**  
**[www.rsmca.org](http://www.rsmca.org) for the latest list**  
**of events, times and locations.**

## Note New Mailing Address:

RSMCA  
4335 Creek Park Drive #106  
Suwanee, GA 30024



# 2019 RSMCA Pheasant Shoot

What do a bunch of roofers do every year on a cold, rainy day in December? They head to Beaver Pond Farm counties to raise money for The Fallen Out-door, a non-profit, all volunteer organization that facilitates hunting and fishing trips for veterans.

With 1,200 acres of land, multiple lakes, and a large lodge, Beaver Pond Farm is a beautiful, privately owned hunting club just an hour south of Atlanta in Meriweather and Coweta counties.

Sam Weber with Gulf Coast Supply and Manufacturing came down from Cobb County to participate. "This is actually my first-time hunting. I had a blast," Weber said. "It was fun getting out there with these guys. It's a great group – enjoying the outdoors, trading stories, and networking."



[Click above to watch video](#)

Immediately following the shoot, all of the hunters got together for a cookout. A good time was had by all. Thank you to Jonathan Glisson, the Beaver Pond Farm staff and all of the hunters who came out on this cold, rainy day for a great cause.



***If you would be interested in sponsoring an RSMCA video, contact Betsy at [info@rsmca.org](mailto:info@rsmca.org).***

# RSMCA Safety Training Courses for Members



Education and training are important tools for informing workers and supervisors about workplace hazards and controls so they can work more safely and be more productive. The RSMCA has partnered with ESC Safety to offer a variety of classes for members at very competitive pricing.

Training Class	Duration	Who Should Go	RSMCA Member Price (per employee)
OSHA 30 Hour	4 Days (can be split)	Supervisors	\$155
OSHA 10 Hour	1 Day + 3 Hours	Workers	\$95
First Aid/CPR	5 Hours	Supervisors and Workers	\$65
Fall Protection	2 Hours	Supervisors and Workers	\$65
Forklift Operator	2 Hours	Workers	\$65
Aerial Life Operator	2 Hours	Workers	\$65
HazCom	2 Hours	Workers	\$65
Flagger Control	2 Hours	Workers	\$65
Fire Safety	1 Hour	Supervisors and Workers	\$65

NOTE: All classes are available in Spanish

**To register for one of the classes, please go to [rsmca.org](http://rsmca.org) to download a form.**

## Training Packages Available

If you are interested in bundling classes to reduce workers time away from the jobsite, please contact the RSMCA offices at 770-615-3751 or [info@rsmca.org](mailto:info@rsmca.org).

## Who conducts the training?

ESC employs their own instructors authorized by OSHA and trained through OSHA Training Institute Education Centers. ESC instructors who perform the 10 or 30 Hour Outreach Training Programs possess a OSHA 500 and/or 501 certification.

## Where are the training classes held?

Classes are conducted at one of the ESC Safety Training Centers. Companies who have a group of workers in need of training can request a proposal for an onsite class.

## What do you get when you complete a training class?

All students who complete the class will receive an official training Wallet Card for each course they complete. In addition, students who complete the OSHA 10 or 30 Hour class receive the official OSHA Outreach Training Wallet Card.



# 2020 Scholarship Applications

The RSMCA is now accepting Scholarship Applications for 2020-2021. The deadline is **March 15, 2020.**

We are proud to again offer RSMCA Scholarships to qualified dependents of member company employees. We have awarded over \$120,000 to date. Go to [www.rsmcs.org/scholarship\\_program](http://www.rsmcs.org/scholarship_program) to download an application.

The sole fundraiser for our Scholarship Program is our Annual Golf Tournament in October of each year (save the date—October 1, 2020). Thank you to all of the participants and sponsors who made the 2020-2021 Scholarship Program possible. Good luck!

## GET 36% OFF YOUR NEXT ONLINE QUOTE

Offer expires July 15, 2020. Use code "rsmca36"



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# CEFGA's CareerExpo 2020

Georgia World Congress Center • March 12-13, 2020



CEFGA knows that construction companies need good, quality workers to fill jobs today and exposing today's youth to the construction industry NOW creates a pipeline of candidates for the industry LATER.

The Annual CEFGA Career Expo links students directly to professionals in the areas of roofing, construction, utility contracting, highway contracting, electrical contracting, mechanical contracting, energy, mining and more. It features hands-on displays that allow students to engage with industry leaders, equipment and materials and tap into their unique skills and interests.

RSMCA is proud to again support the by organizing the World of Roofing at the 2020 CEFGA Career Expo. Georgia students, teachers and counselors will be able to meet roofing professionals, test their skills and learn more about careers in roofing.

The World of Roofing will have several stations in our space where students can learn more about:

- Roofing terms
- Estimating
- Materials
- Installation
- Safety

We are offering our members a variety of ways to support the event:

- Sponsor a table
- Man a table
- Help with World of Roofing setup and breakdown
- Provide equipment or materials for the demonstrations

**If you would like to be involved in this important event, please contact Betsy Rahm at [info@rsmca.org](mailto:info@rsmca.org).**

**Thank you to the following RSMCA members who have signed up to be a sponsor at this year's World of Roofing:**

**Mid-South**

**The Roof Depot**

**Ben Hill Roofing**

**Bone Dry Roofing**

**Ideal Building Solutions**

**IIBEC**





# 5 Tips for Adding Insurance Restoration Work to Your Business

By ABC Supply Pro Council

Insurance restoration is a lucrative business for contractors—the value of insured losses due to hail and thunderstorms averages \$11.5 billion per year in the United States.\* Storm season can bring with it challenges for many homeowners, from leaky roofs to wind and hail damage. As a contractor, you can provide relief from storm damage while building your business.

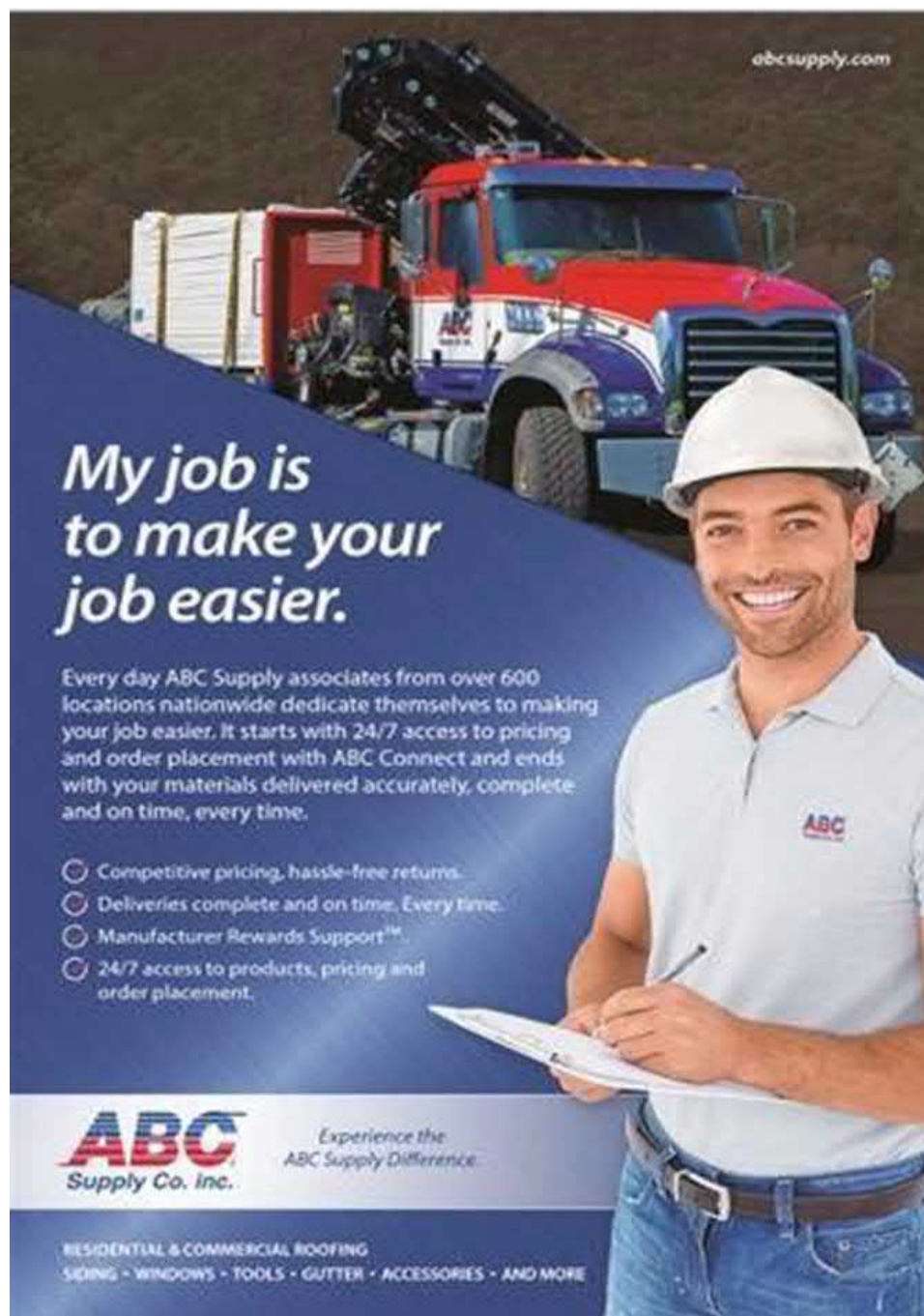
Consider these tips on how you can successfully add insurance restoration to your service offerings and be prepared to tackle storm damage.

## Monitor the Weather

Depending on your location in the United States, storm season can start as early as spring or continue through fall. Utilize real-time weather websites and apps to stay informed about weather patterns during your region's peak storm season. Knowing when a storm is about to hit will help your crew prepare in advance. See some popular weather apps that you can download.

## Get Your Name Out There

Immediately following a storm in your community, you'll want to make your name known to affected homeowners. Distribute door hangers or postcards that provide information about your business and capabilities. Include your contact information and website, so homeowners can learn more and contact you right away. You can use ABC Supply's Freedom Programs to create customized marketing materials for your business.



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Make sure your employees are armed with all the information they'll need to start confirming jobs, including schedules and timelines, so they can discuss the insurance restoration process and expected timing with prospective customers.

## Be Active in Your Community

Storm damage can, understandably, stir up emotions for homeowners. Contractors can avoid coming off as insensitive by having an active presence in the community before storm season hits. Establish your

# 5 Tips for Adding Insurance Restoration Work (cont'd)

company as trustworthy by emphasizing your business's core values and high standards. Even when the storm hits, you can show you care about your community by volunteering for storm cleanup efforts or participating in food and supply drives for affected homeowners.

*The ABC Supply Pro Council consists of experienced associates from across the U.S. Its aim is to provide contractors nationwide with industry advice and insights to help them seize opportunities and overcome challenges they face as they manage successful businesses. Contractors can visit ABC Supply's blog for additional tips and resources from the Pro Council.*



## Be Prepared with Inventory

Homeowners will be eager to tackle their storm damage immediately. Ensure you have a stocked inventory of supplies and products, so you're ready to jump into action after the storm hits. ABC Supply offers a broad portfolio of products, so you can be sure you'll have everything you need to tackle a job. Our on-time delivery ensures that your order will arrive complete and correct every time.

## Learn from Each Insurance Restoration Job

The end of each job brings an important opportunity to reflect and learn about your insurance restoration work. If you can find the time—perhaps when there's a break in work or the weather doesn't cooperate—discuss with your crew members what made it successful, what you could have done better and what the challenges were. Apply these learnings to your next insurance restoration project for even better results.

When done right, insurance restoration can be a profitable business. Consider these tips to make tackling storm damage successful and learn more about how ABC Supply can help guide you through storm season.

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The advertisement for Large & Gilbert, Inc. features a background image of construction cranes at a site. The text is arranged in a clean, professional layout with a mix of bold and regular fonts. The company name is prominently displayed at the top in a serif font, followed by their specialization. A key differentiator is highlighted in a red banner. The services offered are listed in a clear, bulleted format. The contact information is at the bottom, including a website and a phone number, accompanied by small icons for a globe and a telephone.



# New Member Spotlight

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# RSMCA Voluntary Licensing Program



*“We must all work together to raise Georgia roofing industry standards, improve safety, and build a solid foundation for the next generation of workers.” - Tim Stephens, RSMCA Past President*

The RSMCA Georgia Licensed Roofing Contractor program was developed to increase consumer protection and secure the public confidence in the roofing industry by elevating the roofing contractor’s knowledge, skills and professionalism through voluntary self-regulation. The license is provided through and managed by RSMCA and is available in both Residential (Steep Slope) and Commercial (Low Slope) contractors.

Through RSMCA’s Voluntary Licensing Program, you will receive recognition in association newsletters, event materials and on the RSMCA website. We will also provide you with a variety of materials you can use to promote your new license to customers and prospects.

Click [here](#) to download an application.

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