

ROOFLOPPER

Roofing & Sheet Metal Contractors Association

The Finest in the Georgia Roofing Industry

SPRING 2016 ISSUE

2016 Presidents Message



As winter rolls into spring, the economic indicators for the construction sector in Georgia are very positive. In 2014-15, private spending for nonresidential construction increased, and the upturn will gather momentum in 2016. Georgia's Construction GDP is predicted to continue its trend of steady growth through 2016 and beyond. Georgia remains one of the Top States for Doing Business. This means that our RSMCA members should be seeing an upturn in their sales volume or at least an abundance of opportunity.

Each of our companies will need additional employees to keep pace with the opportunities presented by Georgia's robust economy. Common knowledge suggests that most companies struggle with hiring and retaining good employees.

To address some of the common issues facing your business in a robust economy, the RSMCA Summer Convention will provide the opportunity for you to reflect on your business skills and management avenues you may not have previously explored. Our Summer Convention is right around the corner, July 21-23. Attendance at RSMCA's Summer Convention at the King and Prince Resort in St. Simons is a great opportunity to gather ideas on how to overcome some of your business challenges. Your Executive Board has put together a slate of educators to address and educate attendees on issues we all face daily.

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We are proud to open our convention with NRCA President, Dennis Conway, addressing programs and initiatives of our national association. The familiar legal team of Stephen Phillips & Philip Siegel will present a lively debate of "Georgia Court Decisions Affecting Roofing Contractors and Suppliers".

Another familiar educator, CNA's Gary Clevenger, has agreed to return and he is bringing CNA's Roofing Book Manager, Aaron Koch, with him. They will be addressing the topics "Creating and Maintaining a Valuable Partnership" and CNA's partnership with the roofing industry.

Our featured educator, Jeff Stokes, is an experienced business consultant to the construction industry. He has led several educational sessions at the IRE and other trade association conventions. He will be addressing

Presidents Message Continued...

topics to which each of us can relate, "Leadership Skills for Construction Contractors" and "How to Find and Hire Top Performers."

The King and Prince Hotel on St. Simons Island is a fantastic venue for an educational opportunity and a great family getaway. Our Convention provides a vehicle for the roofing industry in Georgia to socialize and network and to pick up some tips from the educational sessions that may improve and sharpen your business skills.

The Topside Tidbits component of your organization is about 6 months old. Your Executive Board hopes these articles encourage reflection on your business processes and management skills.

Our RSMCA Scholarship Golf Tournament Committee has been exploring and interviewing prospective venues to best accommodate our event. The winner of the new location is the beautiful Stone Mountain Golf Club! We are excited and look forward to seeing you in October!

We recently had two successful education offerings, the CPR/First Aid class and an OSHA Certification. I would like to thank Bob Cauthen of CNA and his team for hosting the OSHA class that took place in March and the education committee, Phillip Stanford, Jordan Bradford and Tim Stephens for all of their hard work in planning our fantastic educational opportunities!

On a final note, I encourage all members to attend the RSMCA Summer Convention. Invest your resources in this educational and social event to develop and reward your staff. The venue and educational opportunity are first class. See you in July!

Ted Deaton - RSMCA President

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Make Your Plans Now for the RSMCA Annual Conference at St. Simons! Hotel Room Block is Now Open for Reservations



RSMCA's Annual Conference will again be held at the wonderful King and Prince at St. Simon's Island, GA. This is a well anticipated event for the whole family and your board and education committee have done it again with a jam packed educational weekend! Yes, there will also be fun and sun for all!

In case you missed it last year, we highly encourage you to attend as the rave reviews we receive every year after this event are proof alone that this conference should not be missed! The education, entertainment, comradery and family fun will be a lasting memory!

We are very excited to announce Mr. Jeff Stokes at this year's event!



Jeff Stokes is President & Owner at Next Level Contractor System.

Jeff Stokes has spent a lifetime in the construction market, both as owner of a contracting firm and a longtime business consultant. He specializes in strategic planning and leadership that truly gives organizations the confidence to go to the next level in their business. Jeff is a top-rated speaker at many national conventions on many business topics and is well known for his practical application of high-quality content. He holds a Bachelor of Science degree in Business Administration from Kansas University and is a noted author of many trade articles and books including *The 21st Century Supervisor* published by Jossey Bass.

Mr. Stokes will present:

How to Find and Hire Top Performers

Are you experiencing significant turnover?
Are you struggling to find the right candidates or knowing how to train them to be productive from day one? Hiring and developing the right people is the key to



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profitable businesses and long-term growth of your company. In this session, you will learn how to develop a reproducible system for recruiting and training that will yield motivated and productive personnel. This presentation is for medium size firms and is presented at a beginner to intermediate level.

1. Construct a simple job description with clear job roles and expectations as the basis for evaluation.
2. Utilize competency based interview questions that yields real answers.
3. Design an orientation program that gets new employees focused on the right path.
4. Build a more effective workforce that is productive.

Leadership Skills for Construction Contractors

There is always a need for more leadership in an organization. Someone to think strategically and build a team that can execute. Leadership is about influence and building trust based on their character and actions. In this session, participants learn why leadership goes beyond management and its importance in their career. Participants will assess themselves on leadership principles and then practice how to implement the skills in daily routines. This material is for medium to large size firms and is presented at an intermediate level.

1. Discover the added dimension of leadership beyond management skills.
2. Assess and evaluate your personal leadership style.
3. Incorporate leadership skills into your daily work routine.
4. Determine how to build an improvement plan to increase trust, fellowship and higher productivity.

This year’s event will take place from **July 21-24, 2016.**

Online room reservations are **OPEN!** Please go to:
 Password: RSMCA16 (case sensitive)
<http://www.kingandprince.com/group-reservations.aspx>
 Password: RSMCA16 (case sensitive)
 You can also call: 800-342-0212 and ask for the RSMCA room rate.



Room Rates are as follows:

<i>Oceanfront Rooms</i>	\$275
<i>Partial Oceanview Rooms</i>	\$257
<i>Resort View Rooms</i>	\$237
<i>Standard Rooms</i>	\$218

Sponsorship and Registration forms available at end of newsletter or go to www.rsmca.org to register



2016 RSMCA Convention Agenda

July 21st – 23rd

King and Prince Beach & Golf Resort
St. Simons Island, GA

Thursday – July 21

- 1:00-5:00pm Registration – *Lobby foyer*
- 3:00-5:00pm Board Meeting – *Solarium*
- 5:30-7:00pm Welcome Reception – *Retreat*
Open Night for Dinner

Friday – July 22

- 7:30-8:00am Continental Breakfast – *Lanier Ballroom*
- 8:00-8:15am Welcome: Ted Deaton, RSMCA President
- 8:15-9:00am NRCA State of the Industry: Dennis Conway, NRCA President
- 9:00-10:00am Why Good Contractors Fail: Gary Clevenger and Aaron Koch, CNA
- 10:00-10:15am Break
- 10:15-11:30am Leadership Skills for Construction Contractors: Jeff Stokes, Next Level Contractor Systems
- 1:00-5:00pm Golf Tournament – *King and Prince Golf Course*
Shuttle to golf course leaves 12:15pm, box lunch provided for golfers
- 6:00-8:00pm President's Reception – *Solarium*
Open Night for Dinner

Saturday – July 23

- 8:00-8:30am Continental Breakfast – *Lanier Ballroom*
- 8:30-8:45am Welcome: Mark Jenkins, RSMCA Vice President
- 8:45-9:15am Creating and Maintaining a Valuable Partnership - Aaron Koch, CNA
Roofing Construction Book Manager
- 9:15-10:30am Georgia Court Decisions Affecting Roofing Contractors and Suppliers -
Stephen Phillips & Philip Siegel, Hendrick Phillips Salzman & Flatt
- 10:30-10:45am Break
- 10:45-12:00pm How to Find and Hire Top Performers - Jeff Stokes, Next Level Contractor
Systems
- 12:00pm Closing
Open Day for Resort Enjoyment / Kids' Beach Activities 1 – 3pm
- 6:30-7:00pm Cocktail Reception – *Lobby foyer*
- 7:00-8:00pm Awards Dinner – *Delegal*
- 8:00-11:00pm Silent Auction & Casino Night – *Lanier Ballroom*
- 6:30-11:00pm Kid's Activity/Childcare – *Retreat*

RSMCA Education Update



RSMCA Education Series

RSMCA's Education Series recently showcased two successful educational opportunities.

C.P.R & First Aid Training was held on February 25, 2016 with over 15

RSMCA Scholarship Deadline Has Passed

We had a great turnout of applicants this year!

The winner (s) will be announced and recognized at the 2016 Convention. All applicants will receive notification either way.

Thanks to all who sent in an application and promoted the program to their organization.

Upcoming Events

2016 Convention
July 21-24
King and Prince, St.
Simons Island

**2016 Annual Scholarship
Golf Tournament**
October 6, 2016
Stone Mountain Golf Club

Find out more & register
at www.rsmca.org

attendees. The OSHA certification training, in both English and Spanish, with a combined attendance of 45 was held at the office of CNA at the end of March.

Thank you to our wonderful RSMCA Education Partner – Bob Cauthen and CNA for all that they do for RSMCA!

Plans are to pick up on Educational offerings in the fall, including an offering for CERTA Training.

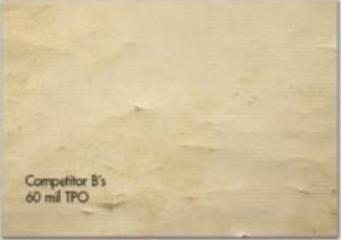
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Want to see for yourself? Watch the actual time-lapse photography at www.gaf.com/tpo. You'll never think about TPO the same way again.

 EverGuard EXTREME 60 mil TPO	 Competitor A's 60 mil TPO
 Competitor B's 60 mil TPO	 Competitor C's 60 mil TPO

Even after the most severe accelerated heat aging at 275°F for 163 days, EverGuard Extreme® TPO showed no cracking—while every one of the competitors' samples had failed!

See the actual time-lapse proof at www.gaf.com/tpo

GAF EverGuard EXTREME

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REALIZED HE'D
CHOSEN THE
RIGHT BUSINESS
INSURANCE

Since their CNA Risk control training, Dave Morris Roofing has instituted a monthly safety check-in. Today, that commitment saved an employee, and maybe Dave's company, from disaster. Through our partnership with NRCA, construction experts and independent agents, we create coverages and risk control programs that keep companies safer and premiums to a minimum.

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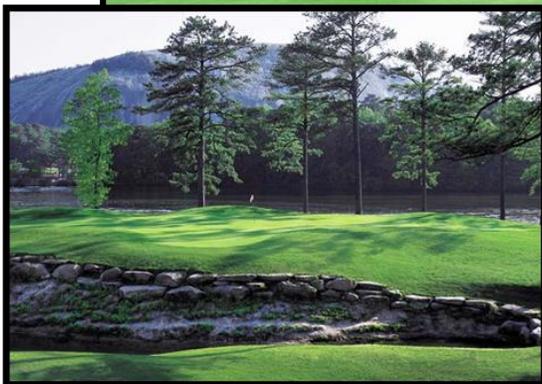
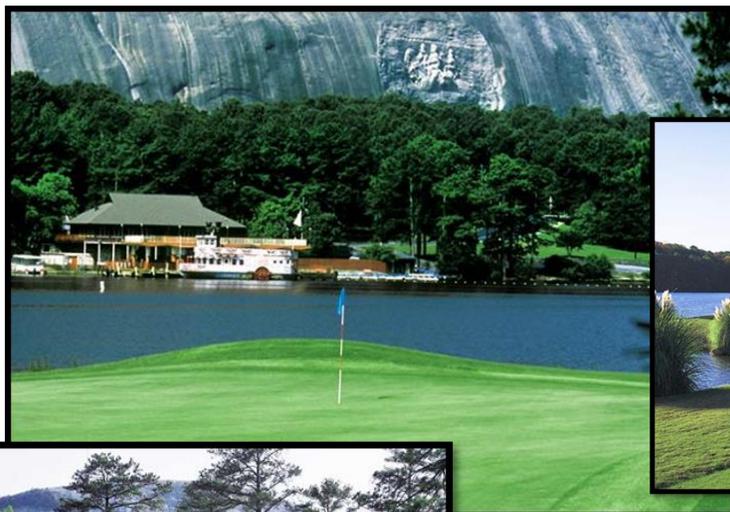
Oct. 6, 2016 – 2016 RSMCA Golf Tournament

NEW LOCATION THIS YEAR!! The Beautiful Stone Mountain Golf Club!

This year's tournament will be played on the Stonemont Course at Stone Mountain Golf Club. Built in 1969 by famed golf course architect, Robert Trent Jones, Sr., Stonemont is a shot maker's golf course that will test every club in your bag. Stonemont's classic layout has hosted many prestigious events in Georgia such as the Public Links Championship.

Also new this year, golfers will enjoy a full dinner buffet closing out the tournament! Along with the awards ceremony and brand new sponsorship opportunities! The event proceeds go to fund the RSMCA Scholarship program and we appreciate all of the support over the years. We are very excited about this new location and look forward to seeing you all in October!

Keep an eye out for more details and registration information on the website at www.rsmca.org and with email announcements!





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NRCA's 10@10

April 2016

NRCA's primary focus in Washington, D.C., recently has been on regulatory activity, as the Obama administration is determined to finalize as many new regulations as possible during its last year in office. But there also continues to be significant legislative activity regarding critical issues on Capitol Hill. If you have questions or need more information regarding any of the following issues, please contact NRCA's Washington, D.C., office at (800) 338-5765.

OSHA Silica Regulation

The Occupational Safety and Health Administration (OSHA) issued its long-awaited silica regulation March 24. The 1,772-page rule dramatically reduces the permissible exposure level (PEL) for silica on construction sites from 250 to 50 micrograms per cubic meter and establishes an action level of 25 micrograms per cubic meter. The adoption of new engineering controls will become necessary to ensure compliance with the stricter PEL in some roofing operations. This likely will require workers that face even minimal amounts of exposure to silica dust to use wet cutting methods and dust masks. Although OSHA made some changes to the final rule based on comments submitted by NRCA on the original rule proposed in 2013, NRCA continues to have concerns with the regulation, most notably the increased risk of falls when introducing new hazards such as slipping on



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wet surfaces and tripping on hoses. The rule will take effect June 23, 2017, and NRCA will be working to develop implementation strategies that address the increased fall hazards created by the rule. To view NRCA's statement and additional information about the rule, go to <http://www.nrca.net/0416-OSHA-silica-regulation>.

DOL "Overtime Regulation"

As the Department of Labor (DOL) moves toward finalizing its regulation to increase the number of workers who are eligible for overtime pay under the Fair Labor Standards Act, legislation was introduced in the House and Senate to block the rule from being implemented. The proposed rule increases the salary threshold for determining who is eligible for overtime pay from \$455 per week (or \$23,660 per year) to \$970 per week (or \$50,440 per year) in 2016 and automatically increases the salary threshold annually. Several Republicans have introduced the "Protecting Workplace Advancement and Opportunity Act (S. 2707 and H.R. 4773), which if enacted would prevent DOL from enforcing the rule and require the agency to fully and accurately consider the economic effects on small businesses, nonprofits and other employers that will be affected before pursuing any revised rule in the future. It also would block any automatic annual increases in the salary threshold and ensure the duties test in existing regulations are not altered without a formal comment period. NRCA recently issued an Action Alert urging members to contact officials in Washington, D.C., to express concerns about the regulation. Please visit <http://protectingopportunity.org/protecting-workplace-opportunity/> to add your voice.

Tax Reform Coalition

NRCA is leading the charge as a steering committee member of a new coalition supporting tax reform legislation called Parity for Main Street Employers. The group will focus on three key principles: 1) Tax reform needs to be comprehensive, lowering tax rates for pass-through businesses and corporations; 2) tax parity between the two types of business structures; and 3) reducing or eliminating the current double tax on corporate income. In total, more than 100 groups signed a coalition letter to Congress supporting these principles. Although broad tax reform likely won't be approved until 2017 at the earliest, the coalition is working now to lay the groundwork for possible action in the next Congress. NRCA and other leading groups view this coalition effort as a counterweight to other coalitions working on more narrow tax reform proposals, such as legislation that would provide lower tax rates only for corporations. You can learn more about the coalition at <http://mainstreetemployers.org/>.

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Tax Reform Hearing

The House Ways and Means Committee is holding a series of hearings to review tax reform proposals, and one recent hearing included testimony from three Republicans regarding their preferred tax reform proposals. Rep. Devin Nunes (R-Calif.) discussed his American Business

Competitiveness Act (H.R. 4377), which proposes to tax businesses based on cash flow rather than income. Businesses would be allowed to deduct 100 percent of their operating costs and would only face a 25 percent tax rate regardless of business structure, thus eliminating depreciation schedules and credits and deductions. Rep. Mike Burgess (R-Texas) advocated for H.R. 1040, the Flat Tax Act, which would allow taxpayers to pay a flat 19 percent rate for their first two years followed by 17 percent for subsequent years. Rep. Rob Woodall (R-Va.) testified in favor of H.R. 25, the Fair Tax Act, which would repeal all federal corporate and individual income taxes, payroll taxes, self-employment taxes, capital gains taxes, the death tax, and gift taxes and replace them with a revenue-neutral personal consumption tax. These and other proposals likely will be considered when Congress seriously pursues tax reform in 2017. 3

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Alabama: Pearl, Hattiesburg, Mobile, Montgomery, Birmingham, Atlanta.
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NRCA Continued...

Obama Tax Reform Proposal

President Obama has again called for tax reform, but only for corporations. His latest proposal would reduce the maximum corporate tax rate from 35 percent to 28 percent, eliminate the corporate alternative minimum tax and eliminate dozens of tax credits and deductions to offset the cost of lower rates. The plan also proposes to make the U.S. international tax code more competitive and stop U.S. companies from merging with foreign competitors to reduce their tax burden. It also calls for two significant tax hikes—a one-time 14 percent assessment on un-repatriated profits from overseas companies that would pay for new infrastructure spending, and a retroactive tax increase intended to offset last year's tax package that made some business an

Department of Labor "Persuader" Regulation

The Department of Labor (DOL) issued its so-called "Persuader" regulation, which significantly expands employer disclosure requirements under the 1959 Labor-Management Reporting and Disclosure Act. The final rule virtually would eliminate the "advice exemption" that has been in place since 1962 and allows communications between employers and their consultants regarding union-organizing matters to be kept confidential. NRCA is concerned this regulation will severely limit the ability of employers to use the advice of qualified consultants to help them comply with federal laws during a union-organizing campaign; NRCA filed comments opposing the rule when it first was proposed in 2011. On March 31, the Coalition for a Democratic Workplace, of which NRCA is a member, filed litigation challenging the rule on the basis that it is unconstitutionally vague and that DOL ignored the clear language of the underlying statute and procedural requirements in the agency rulemaking process. The final rule will take effect April 25 and will apply to arrangements, agreements and/or payments made in conjunction with arrangements or agreements made on or after July 1. 2



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Woodstock, GA 30188
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www.rsmca.org

RSMCA Convention 2016 Registration

PLEASE PROVIDE ALL INFORMATION REQUESTED AND PRINT CLEARLY

Attendee Information

Couples Registration	Members \$465 <input type="checkbox"/>	Adult Attendee's Names:
	Non-Members \$625 <input type="checkbox"/>	
Individual Registration	Members \$295 <input type="checkbox"/>	Adult Attendee's Name:
	Non-Members \$375 <input type="checkbox"/>	
Child Registration (covers Kids' Activity event Saturday night)	Per Child Fee \$50 <input type="checkbox"/> Children Under 12 are Free	Child Attendee Name(s) and Age(s):
Golf Registration	Per Player Fee \$115 <input type="checkbox"/>	Player's Name and Handicap:

Company Information

Company Name			
Address			
City	State	Zip	Phone
Email			

Payment Information NO REFUNDS AFTER 7/1/15

Make checks payable to RSMCA and mail with this form to: RSMCA of GA 3227 S. Cherokee Lane Suite 1320 Woodstock, GA 30188	Or pay via credit card below and fax to: 770-516-0236
Credit Card Information Please circle one: AMEX MC VISA DISC	Total Amount to Charge:
Name as it appears on the card:	
Account Number:	Expiration Date:
Signature:	



Sponsorship Opportunities

← **Sponsorship is a great way to get your company noticed while supporting RSMCA and we have multiple sponsorship levels to accommodate your company's individual needs.** →

Sponsorship Benefits	Platinum \$2,500	Gold \$1,500	Silver \$750	Golf Hole \$150
Logo, Company Description, and Direct Link on web promotions	•			
2 minutes at the podium during Convention	•			
Insert in Convention registration packet	•	•		
Convention Registrations	2 couples or 3 individual	1 couple		
Logo on Convention Email promotions	•			
Listing on Convention Email promotions		•	•	
Logo on Convention Program	•			
Listing on Convention Program		•	•	•
½ page Convention Program advertisement	•			
¼ page Convention Program advertisement		•		
Premier signage throughout Convention	•			
Table Top Display in General Session Area (optional)	•	•		
Recognition on signage throughout Convention		•	•	
½ page advertisement in 4 Rooftopper Newsletter issues	•			
¼ page advertisement in 4 Rooftopper Newsletter issues		•		
Business card advertisement in 4 Rooftopper Newsletter issues			•	
Convention Golf hole sponsorship	•	•	•	•
Your package choice (please check one)				

Provide an invoice, I'll pay by check
 Pay via credit card (circle one) AMEX MC VISA DISC

Main Contact Name

Phone

Company Name (as signage should read)

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City, State and ZIP

Credit Card Account Number

Expiration

Security Code

Signature

Date