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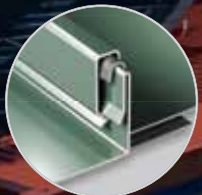
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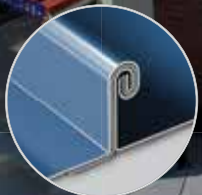
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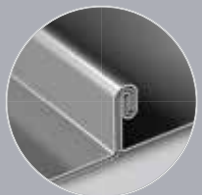
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Celebrating 100 Years of FRSA and the American Roofer

It is truly an honor to be fortunate enough to be the 100th President of FRSA and I look forward to celebrating this momentous year with all of you. I have seen a lot of great leaders in our organization over the years and I hope that I will be able to fill those shoes.

I would like to thank my wife Vicki for standing beside me all these years and never saying “no” to some of the crazy ideas I’ve had over the years for our companies. We started our roofing company when we were broke, had our first baby, Jessica, and had just purchased our first home. I had a saying back then, “I’ll figure it out if we get the job,” which happened when I bid on a twenty-five story condominium and needed a larger kettle. I would like to give a special thank you to my Mom, who loaned us the money to buy that new kettle! I also want to let my children know how much I love them and how proud I am of them. Both were present during the 99th Annual Convention last month and installed me as FRSA’s President. I truly am a blessed man.

I remember in 1969, when I was only 17 years old and my cousin Billy Dalton, asked me if I wanted a job roofing with him for the summer. He said I could work outdoors and get a good tan. It seemed like a good idea, but I told him that I had tickets for a concert in upstate New York and needed a few days off so that I could attend. Two weeks later and a little worse for wear, I went to work with Billy and that was my start in this wonderful industry. The concert – that was Woodstock.

I would be remiss if I didn’t mention a few people who have inspired me along the way; some you may know.

- My parents who gave me a solid upbringing and direction.
- My mother-in-law, Wilma Jean Holley, the first female licensed roofing contractor in Palm Beach County – she was not only beautiful and smart, she also knew how to install a roof herself.
- Others that had a positive impact on me along the way include John Holley, Bob Hightower, Doug Tait, Gerry Williams, Mike Fulton, Drew Duncan, Buddy Preston, John Mayo, Father Paul Schauer and Tom Gans. I thank you all!

The theme for this year is *Celebrating 100 Years of FRSA and the American Roofer* who, in my

opinion, are the best roofers in the world. Vicki and I have chosen the Tunnel to Towers Foundation as our Charity of Choice, an organization that helps our heroes and their families who are injured or killed in the line of duty. It includes military personnel, police, firefighters and first responders.

FRSA’s 100th Convention and Expo will take place in Daytona Beach, the site of the first FRSA organizational meeting and Convention back in 1922. Mark your calendars for July 19-22, 2022 and help us celebrate 100 years of service to the industry.

During the coming year, I hope you help us celebrate this special anniversary and I look forward to seeing you at your local Affiliate meetings.

Joe Byrne

byrneroo@aol.com



Joe Byrne, FRSA President
Owner, Byrne Roofing Inc.

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Strategies for Combatting the Employee Turnover Tidal Wave

Trent Cotney, CEO, Cotney Attorneys & Consultants

As businesses recover from the economic, medical and social impacts of the COVID-19 pandemic, they may be facing another challenge: attracting and retaining the best employees.

While many employees worked long, often-remote hours during the pandemic, others were laid off or furloughed. Although these experiences vary, the conclusion for a large number of workers is the same. They are ready to find a new job.

Those who found themselves working 24/7, often while juggling childcare and homeschooling, are likely burned out. These employees could feel underappreciated by employers who expected high productivity despite all the obstacles they faced. Those who were furloughed or laid off – especially those in service industries – may have no interest in returning to their previous companies or even to the same industry. They may be ready for something different.

The result is that all kinds of companies are facing worker shortages. They are seeing their top talent resign and embrace new opportunities and they are having trouble filling current and new positions. What are employers to do? Below are some key strategies for managing the turnover tidal wave.

Comprehensive Compensation

If your top employee has just given notice, you may wonder what you could have done to prevent that. While there are numerous reasons why employees decide to leave a company, their compensation could play a part. With that in mind, review your pay ranges for all roles and compare them to others in your industry. Are your salaries competitive? If not, are you in a position to increase them? Employees who feel underpaid can easily feel as though they are dispensable. Improving your pay rates and salaries, even incrementally, can go a long way in letting your workers know that you value them.

Aside from payroll, also review your company's benefits and paid-time-off (PTO) policies. Providing your employees with solid medical benefits shows that you care about their well-being, as well as that of their families. And offering generous PTO shows them that you respect their personal lives, their mental health and their need to be away from work sometimes. If raises are not realistic for your company, increasing PTO is an option that many employees will appreciate. Some companies even offer unlimited PTO, as long as the work gets done, but there are mixed reviews.

Businesses may worry that such a policy can be abused, while overly devoted employees can argue that without a set number of allowed days, employees are afraid to take any leave at all. Consider your company culture and determine what avenue is best.

Flexibility and Feedback

In the past year or so, companies and employees have been praised for being resilient, adaptable and flexible – ready to adjust as needed to manage myriad issues related to COVID-19. As the pandemic subsides, be sure that your company remains flexible. If your employees performed well while working from home, there is no need to insist they return to the office 40 hours a week. You might consider issuing a survey and finding out if your workers would welcome a hybrid option – a few days in the office and a few at home. While this arrangement may not be feasible for every business, employees will notice your willingness to be flexible.

If it is imperative that employees work onsite, try to make the work environment more engaging. Offer a more welcoming employee lounge or break room. Provide a free lunch once a week or once a month. Encourage employees to personalize their workspaces or their equipment. For those employees who have gotten used to their dogs and cats as office mates, you might consider making your workplace pet friendly.

You could also be flexible in terms of dress code. If your office workers have worn sweatpants and slippers for the last year, adjusting to business wear again may be tough. With that in mind and if appropriate for your business, maybe relax the dress requirements a bit. If every day is not possible, perhaps introduce casual Fridays. Let your employees know that you trust them to do great work, whether they are wearing suits or not.

Whatever the issue, ask your employees for feedback. Find out how your company is supporting them and where it is falling short. And when you get suggestions for improvement, be sure to act on them. You may be unable to solve every issue but, by tackling those



that you can, you will demonstrate your willingness to accommodate your employees' needs.

When your employees excel, take notice! While they may feel good about a job well done, they will feel even better if you send a thank-you email. You could also express praise through employee awards, public mentions during meetings and shout-outs in a company newsletter. These moments of positive feedback do not take much time or money but the boost to your employee morale can be invaluable.

Development and Diversity

Human resources professionals can likely tell you that one complaint many employees voice as they head out the door is they are stuck in their current roles, presumably with no upward trajectory. For these workers, their jobs become monotonous and uninteresting.

To combat such stagnation, it is critical to offer professional development. You could create a leadership program or bring in a consultant to facilitate one. You could also encourage your employees to attend industry conferences and workshops and you could subsidize continuing education courses. But, more importantly, you must be willing to promote from within. Show your employees that you appreciate their years of hard work and that you trust them to take on more responsibility. And when other employees see their colleagues promoted, they will likely be inspired to test themselves, improve their skills and hopefully experience the same result. Find ways to foster the professional growth of your employees and they will feel more valued.

Be sure to embrace diversity in your workforce. Teams are often most productive when they incorporate workers from varying backgrounds and cultures. Such variety builds a more robust skillset for your company as a whole and it shows your employees and your clients that you are inclusive of everyone.

Company Reputation

Even if you increase pay rates or offer better insurance, some of your employees will still decide to move on. As you see this happen, remember that other companies are experiencing turnover as well, which means other employees are out there looking for work. Make sure your company is appealing to those in the job hunt.

If you have won awards, especially those of the "best places to work" variety, be sure to include them on your website and social media pages. Also, monitor your profiles on LinkedIn, Glassdoor and other job sites. If current or former employees have posted negative reviews, consider what their criticisms are. Are they just ranting or do they bring up issues you can address? If the latter, add a comment that you are exploring the matter and thank the person for the input. Such a response can help tone down complaints and make them less problematic for potential employees viewing your page.

However, your reputation is more than your on-line presence. Make sure that you are visible in your

community. When potential employees see your company participating at a charity event, sponsoring a local festival or presenting at an industry conference, they will be more apt to seek you out and research what employment opportunities you have. At conferences and other industry events, be sure to include not only your company administrators but also employees with varying roles. These activities and your multi-ranking inclusion will show that your company is a leader in the community and in your field and that can make you attractive to job seekers at all levels.

Losing top talent can be difficult for every company, but there are ways to control a turnover tidal wave. By listening to your employees, making sure they feel valued and protecting your company's reputation, you can ensure that you have an effective and productive team for many years to come.

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Disclaimer: The information contained in this article is for general educational information only. This information does not constitute legal advice, is not intended to constitute legal advice, nor should it be relied upon as legal advice for your specific factual pattern or situation.

Trent Cotney is Board Certified in Construction Law by the Florida Bar, an advocate for the roofing industry and FRSA General Counsel. For more information, contact the author at 866-303-5868 or go to www.cotneycl.com.

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Governor DeSantis Approves Industry Priority Legislation

Chris Dawson, Attorney, GrayRobinson Law Firm

The Governor recently wrapped up the policy work of the 2021 legislative session with the approval of a handful of construction industry related bills. With this action, Florida's Legislature officially turns its eyes to the 2022 legislative session, which informally begins with committee weeks this fall and officially kicks off in early January. A pair of FRSA high priority bills were among those recently approved by the Governor: HB 53 Public Works by Representative Nick DiCeglie (R – Largo) and HB 401 Florida Building Code by Representative Elizabeth Fetterhoff (R – DeLand). The gubernatorial approval of these bills caps off a very productive legislative session with significant movement on construction policy. Let's take a look at these two important bills that have now become Florida law.

Curbing Local Mandates in Public Works Procurement

HB 53 is a continuation of legislative efforts first introduced by Representative Jayer Williamson (R – Pace) and Senator Keith Perry (R – Gainesville) during the 2017 legislative session aimed at reducing local mandates in the procurement of public construction services. This year's bill expands upon the 2017 effort by preventing local governments from utilizing mandates or local preference policies to prevent Florida licensed contractors from bidding on public works where the project is valued over \$1 million AND where at least \$1 (one dollar) of the funding comes from state revenues. The types of local preferences prohibited by this legislation on applicable public works projects include those blocking participation in the bidding process based on the geographic location of a contractor's headquarters or offices or the residences of its employees. Senator Jason Brodeur (R – Lake Mary) served as the sponsor this year in the Florida Senate.

Florida Building Code Bill Adds Clarity and Transparency

An omnibus Florida Building Code (FBC) bill is a fairly common sight in Tallahassee during session, but these bills take a lot of legislative muscle and don't often make it to final passage. This year, however, a robust effort found success in the form of HB 401. Again, Senator Jason Brodeur (R – Lake Mary) served as the prime Senate sponsor. The legislation made a number

of significant improvements to the FBC process, including the following:

- Allows a substantially affected person to petition the Commission for a non-binding advisory opinion on whether a local government regulation is an improper amendment to the Building Code.
- Allows the Commission to issue an "errata to the code" or a list of demonstrated errors in the Building Code.
- Requires the Commission to adopt rules for approving product evaluation entities in addition to the ones already listed and approved in current law and clarifies that the Commission may suspend product evaluation entities.

FRSA is proud to have been involved in championing both of these bills and extends thanks to the Governor and legislative sponsors for their support of these important industry priorities.

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Chris Dawson is an Attorney and professional Lobbyist for GrayRobinson's Orlando office and is licensed to practice law in both Florida and Alabama. He primarily focuses on lobbying and government relations for public and private sector clients at the executive and legislative levels of state government. He is credentialed as a Designated Professional Lobbyist by the Florida Association of Professional Lobbyists. Chris also holds two degrees in Civil Engineering and has experience in construction litigation and design professional malpractice defense.



Environmental Responsibility Meets Sustainability



For over 30 years, Eagle Roofing Products has made a concerted effort to reduce its negative impact on the environment and promote green building in all aspects of our business. From reuse initiatives of resources within our facilities to our concrete roof tile products, you can rest assured we practice sustainability at every stage of our manufacturing process.

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As the top sustainable roofing material for both residential and commercial projects, Eagle concrete roof tiles possess inherent energy efficiency benefits due to their makeup of all-natural, raw materials—those being sand, cement, water and oxide. The ingredients meld to create a product capable of reflecting solar energy and slowing heat transfer into any structure, ultimately minimizing building cooling or heating costs and enhancing the performance of the overall roofscape.

Environmental Impact

The eco-friendly traits of concrete roof tile contribute to the conservation of the environment in many ways. Eagle concrete roof tiles strengthen as they age, which allows for maximum durability and enhanced longevity while also reducing the need to reroof, thus saving time and money as it helps increase a building's service life. In addition, this permeance equates to less landfill consumption, which minimizes your carbon footprint and helps reduce air pollution as well as global warming. Our roof tiles are a natural, proven choice that results in positive impacts, on our climate and natural environment, and can play an important role in helping projects achieve LEED certification for green buildings, homes and neighborhoods.

To learn more about the sustainable attributes of concrete roof tile, visit our website: eagleroofting.com

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Industry Updates

Mule-Hide Products Co Promotes Kyle Stavish to National Training Manager

Mule-Hide Products Co Inc has promoted Kyle Stavish to the newly created position of National Training Manager. In his new role, Stavish will direct all aspects of the company's training programs for contractors, Mule-Hide Products associates and ABC Supply associates. He will also manage the company's training centers nationwide.



Stavish had served as Territory Manager for upstate New York since 2017. Prior to joining Mule-Hide Products, he was the Regional Sales Manager in Western and Central New York for James Hardie Building Products.

"Mule-Hide has long been known for its strong training programs and demand for them has grown significantly over the past year as we've added virtual seminars to our in-person and video-based offerings," said Managing Director Dan Williams. "Adding a national training manager to our leadership team creates exciting opportunities for us to continue expanding these programs and Kyle's technical and sales expertise make him just the person to take on that role."

Stavish began his sales career in the pharmaceutical industry, working for Sanofi and Boehringer Ingelheim. He has a Master of Business Administration degree in Marketing and Management from St. Bonaventure University in Allegany, NY.

NCCER Releases Updated Construction Curricula for Roofing

NCCER recently released the following curricula:

Roofing, Electronic Systems Technician and Managing Electrical Hazards. With Roofing and Electronic Systems Technician providing additional interim credentials, individuals can pursue multiple, distinct career

paths. Consisting of two levels, the second edition of Roofing was written in partnership with the National Roofing Contractors Association (NRCA) and meets the Department of Labor's standards for a time-based



apprenticeship program. New Steep-Slope Roofer and Low-Slope Roofer interim credentials provide additional specialized career paths. Level 1 is currently available, with Roofing Level 2 coming in early 2022.

In addition, this curriculum was updated with steep-slope and low-slope roofing systems, safety, drawings, substrates and specific training including asphalt shingles and liquid-applied systems. Two detailed modules, "Roofing Safety" (16202) and "Fall Protection Orientation" (75901), teach safety practices being used today.

A team of subject matter experts, representing both industry and academia, contributed to the development of the training curricula to ensure they meet or exceed industry standards. The authoring committee responsible for making these changes included 46 subject matter experts with representatives from the following Florida companies: Advanced Roofing Inc, Eagle Roofing Products, GAF, NRCA, Nations Roof, FRSA and West Roofing Systems.

NCCER develops and distributes its curricula in partnership with the world's leading learning company, Pearson, and ensures that it complies with the Department of Labor's Office of Apprenticeship requirements for time-based training. Individuals who successfully complete these training programs through an NCCER Accredited Training Sponsor will earn industry-recognized credentials through the NCCER Registry System. To learn more about NCCER curricula and purchasing options, visit www.nccer.org/curricula.

OMG, Inc Celebrates 40 Years in Business

OMG, Inc., a leading manufacturer and global supplier of fasteners, products and value-added components and technology for the commercial roofing and residential construction markets, announced its 40th anniversary serving diverse construction markets.

Established in 1981 under the name Olympic Fasteners, Inc., the company originally distributed fasteners for commercial roofing applications. In the mid-1980s, after several years of prosperous growth, the company began manufacturing and marketing its own line of construction fasteners at its current plant in Agawam, Mass.

Recognizing that onsite customer service and support were critical to its long-term success, the company began building a strong sales and



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technical support network of direct company employees, which today is the largest of its kind in the commercial roofing industry. By the early 2000s, the company had changed its name to OMG, Inc.

What started as a fastener company has expanded over the years into a diversified manufacturer of components and technology for both commercial roofing and residential construction applications. Through its two operating divisions – OMG Roofing Products and FastenMaster – OMG has developed many innovative products and technologies.

Today, the company has nearly 600 employees globally and more than 400 in Western Mass., making it one of the area's largest employers. In addition, the company operates manufacturing plants in Agawam, Addison, Ill. and in Rockford, Minn. and has a global sales force of over 100 in North America, Europe, and Asia. Company capabilities include cold forming, stamping, heat treating, cathodic E-coating, adhesive formulating and mixing, as well as packaging. OMG produces over one billion fasteners each year.

The company plans to celebrate its 40th anniversary throughout the year in various ways to thank employees and customers for its continued success.

OSHA Expert Keven Yarbrough Joins Cotney's Team as a Safety Consultant

Cotney Attorneys & Consultants is pleased to

announce that Keven Yarbrough has joined Cotney's team as a Safety Consultant, where he will help clients with safety training and OSHA defense.

Keven Yarbrough began his career with the US Department of Labor working as an OSHA Field Compliance Officer for the construction industry. He then became the Assistant Area Director at the Tampa Area Office where he conducted inspections and worked closely with employers to create safe working environments. Keven spent 23 years with OSHA and has been recognized for his work through three Secretary of Labor Exceptional Achievement Awards.

Additionally, Keven is currently an OSHA Authorized Outreach Trainer for Construction and General Industry. He is registered with the OSHA Training Institute and Education Center in Wesley Chapel.

"Keven knows the ins and outs of the industry's safety regulations," stated Trent Cotney, CEO of Cotney Attorneys & Consultants. "Keven will be a great asset to our company by providing our clients and attorneys with valuable insight from his 20-plus years of experience working for OSHA."

Roofing Technology Think Tank Announces Two New Board Members

Roofing Technology Think Tank (RT3), a group of progressive roofing professionals focused on technology solutions for the roofing industry, elected Andy



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Centauro, Elmer W. Davis, Inc., Rochester, NY and John Kenney, Cotney Attorneys & Consultants, Tampa. to fill two openings on the Board of Directors.

“We are very excited to welcome Andy and John to the board,” said Karen Edwards, RT3 Director. “They have both been longtime active members of RT3 and will help us continue to be the voice of technology in the roofing industry.”

RT3 would also like to extend its gratitude to Heidi Ellsworth, HJE Consulting and RoofersCoffeeShop and Ryan Growth, Sales Transformation Group for their contribution to the organization. “Heidi and Ryan contributed tremendously to the growth of the organization and the two will stay actively involved with Ryan continuing to host the RT3 podcast and Heidi as an active member of the meetups task team,” said Edwards.

Other board members include Anna Anderson, CEO of Art Unlimited, Brad Beldon, Chief Culture Officer and CEO of Beldon Roofing, Wendy Marvin, CEO of Matrix Roofing & Home Solutions and Tom Whitaker, President of Harness Software.

The think tank meets six times a year, four virtual and two live, with a focus on learning about new and emerging technologies. Past live meetings have been held at innovative locations that help educate the group on progressive technologies that can make a difference in the roofing industry, including 3M Innovation Center and Roofing Granule Lab, OMG Roofing Products, Vanderbilt Wond’ry, Microsoft Innovation Lab, Georgia Tech, BuiltWorlds and the US Capitol.

The next live meetup is planned for the UNLV Solar Decathlon project prior to the start of the International Roofing Expo (IRE). Following the meetup, RT3 contractor members will be participating in a panel at the

2021 IRE to share tips and information with other contractors about the journey of taking a roofing business digital and ending the paper trail.

Stay up to date with RT3 news and events by signing up for the RT3 SmartBrief newsletter at www.rt3thinktank.com.

Tecta America Commercial Roofing Acquires Childers Roofing & Sheetmetal

Tecta America, the national leader in commercial roofing, announces the recent acquisition of Jacksonville-based Childers Roofing & Sheetmetal, Inc.

“We are thrilled to have the Childers Roofing & Sheetmetal team join the Tecta family. As we worked through this process, it was evident that we share similar core values that focus on putting customers and employees first. Our team is excited; it’s a great fit.” said Dave Reginelli, Tecta’s President and CEO.

Since 2003, Childers Roofing & Sheetmetal has serviced the North Florida market and provided exceptional service, safety and quality. Butch Childers and Paul Gibbs will continue leading the operation as President and Vice President, respectively, along with the rest of their excellent management team and workforce. The operation will be known as Childers Roofing & Sheetmetal, a Tecta America Company, LLC.

“Childers Roofing is eager to enter this next stage of growth and support with Tecta America. The Tecta team has demonstrated deep roofing expertise, a commitment to customer satisfaction and an impressive track record of successful projects. We look forward to working with Tecta as they continue to develop and expand the business,” said Butch Childers, President, Childers Roofing & Sheetmetal. **FRM**

What’s Wrong with These Pictures?





Green Roofs – The Embodiment of Sustainability in the Roofing Industry

Chris Kann, Product Manager, Roof Garden & Paver Systems, NVELOP, Carlisle Construction Materials

Over the last several years, the architectural community has ramped up its focus on sustainability to help reduce the environmental impact of their building designs. Unfortunately, the overuse and often incorrect use of the word “sustainable” by building product manufacturers has caused the term to fall victim to greenwashing, losing its original meaning. Many building products that claim to be sustainable may only possess one of the many attributes that sustainable building products should, causing well-intentioned architects and specifiers to be misled while perpetuating poor environmental building designs.

Sustainable building products should provide environmental, social and economic benefits while also protecting public and environmental health over their entire lifecycle. The big challenge for commercial, low-slope roofing manufacturers is creating new roofing products that check all the sustainability boxes while maintaining or improving existing performance. This is mostly due to the chemicals and raw materials that are required to achieve the weathering and performance characteristics of a roofing system. Substitute those proven and time-tested raw materials and additives with more sustainable products and you will have a more environmentally friendly and sustainable product, but at what cost? Sometimes that comes with a

negative impact on performance, resulting in a roof system that needs to be replaced more often, negating their purpose altogether.

Through all the environmental and sustainability challenges that we face in the commercial roofing and building envelope industry, we can't lose sight of the ultimate goal: designing and implementing products and systems that provide the maximum sustainability benefits while maintaining or improving performance. This means taking a holistic approach to product selection and building design. It means considering the life cycle of the products within the design, their impact on the other products being used, the environmental benefits and the resiliency of the system.

When it comes to low-slope roofing, there is no better roofing option that checks all the sustainability boxes than a green roof. Green roofs go by many



aliases including roof gardens, vegetated roofs, living roofs, eco roofs, etc. They are defined as a vegetated green space on top of a man-made structure installed above, below or at grade. In North America, the green roofing market has continued to grow over the last 20 years due to their many recognized environmental, social and economic benefits. The benefits of green roofs have been so well recognized that many cities and municipalities throughout North America either have mandates or incentive programs in place that promote the use of green roofs.

Out of all the green roof benefits, the main driving factor for many of the green roof mandates and incentive programs is their ability to retain and detain stormwater. This is especially beneficial in cities, where there is often a lack of natural green space, instead being covered by impervious man-made structures and materials. During heavy rainfall events, which have increased in frequency across North America in recent years, stormwater runoff from impervious surfaces such as roofs can overrun a city's stormwater system. This can lead to flooding, overworked wastewater treatment facilities and an overrun of sewer systems resulting in the release of untreated water into local rivers and streams. Green roofs act like a sponge on top of the roof, combining multiple products such as moisture retention mats, engineered growth media and vegetation designed to retain as much water as possible. Nonetheless, during heavy rainfall events, even the most well-designed green roofs can be overrun with water and runoff will occur. However, this runoff will be delayed, likely occurring after peak runoff from the other surrounding impervious surfaces. This delayed runoff is a result of a green roofs ability to retain and detain water. Retention and detention of rainwater is what makes green roofs ideal for stormwater management. Studies have shown that investing in green roofs to manage stormwater is much more cost effective than building up gray infrastructure such as additional sewer systems while, at the same time, providing a multitude of additional environmental and building performance benefits.

A green roofs' ability to retain and detain stormwater is only the first of many environmental, social and economic benefits that it provides. By design, green roofs are covered in vegetation to make use of the absorbed stormwater and to provide aesthetics. Naturally, like all other vegetation, green roof plants help to sequester carbon dioxide while at the same time producing oxygen. This is obviously very important everywhere but is especially important in cities where there is dense human population producing CO₂ and little natural vegetation to offset it.

The use of vegetation on green roofs helps to increase biodiversity, providing habitats for bees as well as other beneficial insects and wildlife such as

birds, butterflies, beetles and fungi. Green roofs can also provide a welcoming, useable amenity space for building occupants to enjoy the outdoors. This is especially beneficial for healthcare, nursing and assisted living facilities where green roofs can be used as healing gardens, helping to reduce anxiety and increase patient recovery times by providing access to fresh air, daylight, vegetation and wildlife.

Green roof vegetation also helps to cool the surrounding area, which is especially beneficial in city and urban environments where there is a need to reduce

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temperatures to a more natural, rural environment. The reduction in the surrounding temperatures is a result of the vegetation's evaporative cooling, called evapotranspiration. This natural cooling process is like our human perspiration, where we take in water and sweat it out. Vegetation's evaporative cooling is so efficient that it has been shown to reduce city-wide ambient temperatures by up to 5°F, minimizing the urban heat island effect. Although this may sound like a small number, this is a huge reduction in temperatures achieved in the most sustainable way; by adding nature back to our manmade built environments.

By providing a natural cooling effect, green roofs are a much better option than standard "cool" roofing materials designed to reflect heat away. A green roof averages 30-40°F cooler than conventional flat roofs,

resulting in reduced cooling loads for both the building it is installed on as well as the surrounding buildings. In addition to the cooling effect of the vegetation itself, green roofs help to reduce the cooling load on the building through its thermal mass. And, although there isn't an exact insulative R-value you can put on a green roof due to water retention, the thermal mass of a green roof helps to protect the building below from extreme temperatures and provides thermal inertia.

Despite all these benefits, a green roof is only as good as the roof system installed below it. It is imperative that all green roof systems be installed over a well-designed, installed and inspected roof system. That means creating a robust roof system able to withstand the added weight of the overburden components by utilizing coverboards as well as fully adhered and thicker membranes with seam enhancements. Once the roof is topped with a green roof, it will be protected from damaging UV exposure, temperature fluctuations and physical abuse caused by hail, wildlife and building occupants or trades people. This physical protection adds resiliency to the building, extending the life of the roofing system beyond the standard 20-30 years typically expected of them and reducing the number of reroofs required over the lifetime of the building. Theoretically, a roof system protected



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from the elements by a green roof could last forever, as long as the flashings and other exposed elements were maintained and repaired when necessary. In fact, many roofing systems in Germany installed under green roofs have lasted more than 50 years. The prolonged life of the roof system is a sustainability benefit of green roofs that is often overlooked. However, it directly contributes to a reduction in landfill waste created by the relatively frequent reroofing required of exposed membrane systems.

When it comes to sustainable building design, a holistic approach must be taken to choose products and systems that provide the maximum sustainability benefits while maintaining or improving performance. When it comes to low-slope roofing, there is no better sustainable roofing option than a green roof. They provide environmental, social and economic benefits such as a reduction in stormwater runoff, oxygen production, reduction in solar heat gain and increased biodiversity that our built environments so desperately need. They provide physical protection against damaging UV light, temperature fluctuations and physical damage, helping to create a more resilient, less wasteful and more environmentally friendly building.

FRM

Chris Kann has been employed at Carlisle Construction Materials since 2010. He graduated from Pennsylvania College of Technology in 2008, where he earned a Bachelor's degree in the Science of Plastics and Polymer Engineering Technology. During his time in college, Chris worked as an intern with Carlisle Construction Materials in the R&D and analytical lab where he performed many tasks related to the testing and quality assurance of building envelope materials.

Chris's full-time employment at Carlisle came as the Roof Garden Specialist and then Building Envelope Designer, both of which focused on assisting architects, specifiers and representatives on the design and implementation of energy conscious building designs. Currently, Chris manages multiple product lines including Roof Gardens, Paver Systems and CCM's single-source building envelope program called NVELOP. Additionally, Chris is responsible for managing Carlisle's Architectural Services, which focuses on outreach and continuing education of the architectural community.

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SB 76 Misinformation Causes Roofing Contractors Anxiety

Mike Silvers, CPRC, Silvers Systems Inc. and FRSA Director of Technical Services

If you are reading this article, you have probably heard about SB 76, which made some changes to the Florida statutes that regulate property insurance. The law (as of July 1, 2021) was passed with the hope that it will help control rapidly increasing property insurance premiums. It is also intended to attract additional insurers to the Florida market by reducing the cost of claims. One of the major intentions of the legislation is to rein in the skyrocketing cost of roof damage claims. The free roof phenomenon is simply not sustainable. The legislature and the Governor were committed to making this happen. For roofing contractors, the message should be clear: avoid initiating an insurance claim or negotiating claims before a claim has been filed by the insured.

Keep in mind this is an insurance bill not a construction or roofing bill. It is titled “An act relating to insurance.”

This article does not offer legal advice (there are laws against that too), but I am going to attempt to clarify a few possible misconceptions and I will provide some of the actual language in the bill. Please seek legal advice when establishing your company’s specific policies. This article will not examine the changes dealing with attorney’s fees, claim filing requirements or Citizen’s insurance management structure. It will deal with the changes that have the largest direct impact on the roofing industry. Now, let’s look at some of the misinformation in the excerpts from the insurance industry. Below, I have referenced two excerpts from documents that have been circulating recently that attempt to interpret the statute’s new wording. Each excerpt is followed by my clarifications.

Excerpt 1, from American Integrity Insurance Group

New Anti-Soliciting Law for Roofing Contractors: What Does This Mean for You?

In an effort to control roofing scams from occurring throughout Florida, Governor DeSantis recently signed a new law that prohibits roofers from soliciting homeowners. This means that roofing contractors cannot make unsolicited contact with you through any written or electronic means, or in person. Solicitation includes, but is not limited to: door hangers, business cards, magnets, flyers, pamphlets, emails, visits to your home or any other real-time communication.

By law, if you signed a contract with a roofer who illegally solicited your business, you have 10 days to rescind that contract. If a roofer is in violation of this new law, which goes into effect on July 1, 2021, they may be subject to a \$10,000 fine and possible criminal penalties.

What is the Purpose of This Law?

This new law is one step toward a larger effort to help combat roofing scams and fraudulent claims. Beware of any contractor who solicits your business or tries to convince you that they can get you a brand new roof for free. Fraudulent claims that roofing contractors can profit from are not free: All Floridians pay the price in the way of higher insurance premiums.

Clarification 1, Soliciting

First, let’s deal with the incorrect statement found in this excerpt “a new law that prohibits roofers from soliciting homeowners. This means that roofing contractors cannot make unsolicited contact with you through any written or electronic means, or in person. Solicitation includes, but is not limited to: door hangers, business cards, magnets, flyers, pamphlets, emails, visits to your home or any other real-time communication.”

This is an attempt to interpret SB 76 section (1)(a), which states: “Prohibited advertisement means any written or electronic communication by a contractor that encourages, instructs, or induces a consumer to contact a contractor or public adjuster for the purpose of making an insurance claim for roof damage. The term includes, but is not limited to, door hangers, business cards, magnets, flyers, pamphlets and e-mails.”

It is clear that what is prohibited is soliciting for the “purpose of making an insurance claim.” Advertising and soliciting for roofing services are allowed.

This position is reinforced by (15)(1), which states: “The prohibition against solicitation does not preclude a contractor from suggesting or otherwise recommending to a consumer that the consumer consider contacting his or her insurer to determine if the proposed repair is covered under the consumer’s insurance policy...”

Soliciting is not prohibited as long as it is done to provide roofing services and not for assisting with an insurance claim. Roofing contractors have a right to advertise, but not to act as insurance adjusters. This



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also clearly applies to the statement to “Beware of any contractor who solicits your business,” which is a ridiculous statement. Anyone selling anything is soliciting your business.

Excerpt 2, from the Insurance Journal

Newly-Enacted Florida Property Insurance Reform Bill Said to Be Already Working

The bill also makes several changes to tackle what insurers claim has been an explosion of roofing claims and litigation, including making it illegal for roofing contractors or any person acting on their behalf to make a “prohibited advertisement,” including an electronic communication, phone call or document that solicits a claim. Offering anything of value for performing a roof inspection, an offer to interpret an insurance policy or file a claim or adjust the claim on the insured’s behalf will also be prohibited. Additionally, contractors are prohibited from providing repairs for an insured without a contract that includes a detailed cost estimate of the labor and materials required to complete the repairs. Violations could result in fines of \$10,000.

Clarification 2, Repairs Without an Itemized Contract

In this excerpt, I want to focus on the statement: “Additionally, contractors are prohibited from providing repairs for an insured without a contract that includes a detailed cost estimate of the labor and materials required to complete the repairs.”

In the bill, (2)(e) states: “Providing an insured with an agreement authorizing repairs without providing a good faith estimate of the itemized and detailed cost of services and materials for repairs undertaken pursuant to a property insurance claim.”

Doing repairs on a time and material (T&M) or a quoted price basis without an “itemized and detailed cost of services and materials” is perfectly acceptable as long as it isn’t “undertaken pursuant to a property insurance claim.”

Most non-warranty roof repairs are undertaken by the contractor without a fixed price. They may include quoted T&M rates or a “not to exceed” amount but, just like the appliance repairman or other services, it is hard to quote a fixed price until you know what the problem is. If you know in advance that an insurance claim has been or will be filed, then this requirement would apply.

Clarification 3, Fines and Penalties

Both Excerpts 1 and 2 above state: “Violations could result in fines of \$10,000,” and “If a roofer is in violation of this new law, which goes into effect on July 1, 2021, they may be subject to a \$10,000 fine

and possible criminal penalties.” These are correct but look at the information above and make every effort to not be in violation. The most likely place for a contractor who doesn’t engage in prohibited advertising, assist with a previously unfiled insurance claim, offer something of value to perform a roof inspection or doing any of the other prohibited acts is the section that states:

(5) “A contractor may not execute a contract with a residential property owner to repair or replace a roof without including a notice that the contractor may not engage in the practices set forth in paragraph (2)(b). If the contractor fails to include such notice, the residential property owner may void the contract within 10 days after executing it.”

If contractors avoid the prohibited acts and include a proper notice similar to the one below, then the fines and penalties should not be something they have to deal with. You should consult with your attorney when revising your contracts.

Notice: Florida law prohibits contractors and subcontractors from offering residential property owners a rebate, gift, gift card, cash, coupon, waiver of any insurance deductible, or any other thing of value in exchange for allowing the contractor to conduct an inspection of the residential property owner’s roof or making an insurance claim for damage to the residential property owner’s roof. See Section 489.147, Florida Statutes.

Hopefully, this information provides some helpful clarifications to the new language in the statute. Your company can establish procedures designed to avoid disciplinary actions or other problems associated with this law.

FRM

Mike Silvers, CPRC is owner of Silvers Systems Inc. and is consulting with FRSA as Director of Technical Services. Mike is an FRSA Past President, Life Member and Campanella Award recipient and brings over 40 years of industry knowledge and experience to FRSA’s team.

For sections of SB 76 that relate directly to roofing contractors, please see page 22.



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2021 Senate Bill 76 (Partial Language)

An act relating to insurance...

Section 1. Section 489.147, Florida Statutes, is created to read:

489.147 Prohibited property insurance practices.

(1) As used in this section, the term:

(a) "Prohibited advertisement" means any written or electronic communication by a contractor that encourages, instructs, or induces a consumer to contact a contractor or public adjuster for the purpose of making an insurance claim for roof damage. The term includes, but is not limited to, door hangers, business cards, magnets, flyers, pamphlets, and e-mails.

(b) "Soliciting" means contacting:

1. In person;
2. By electronic means, including, but not limited to, e-mail, telephone, and any other real-time communication directed to a specific person;
- or
3. By delivery to a specific person.

(2) A contractor may not directly or indirectly engage in any of the following practices:

- (a) Soliciting a residential property owner by means of a prohibited advertisement.
- (b) Offering to a residential property owner a rebate, gift, gift card, cash, coupon, waiver of any insurance deductible, or any other thing of value in exchange for:
 1. Allowing the contractor to conduct an inspection of the residential property owner's roof; or
 2. Making an insurance claim for damage to the residential property owner's roof.
- (c) Offering, delivering, receiving, or accepting any compensation, inducement, or reward, for the referral of any services for which property insurance proceeds are payable.
- (d) Interpreting policy provisions or advising an insured regarding coverages or duties under the insured's property insurance policy or adjusting a property insurance claim on behalf of the insured, unless the contractor holds a license as a public adjuster pursuant to part VI of chapter 626.
- (e) Providing an insured with an agreement authorizing repairs without providing a good faith estimate of the itemized and detailed cost of

services and materials for repairs undertaken pursuant to a property insurance claim. A contractor does not violate this paragraph if, as a result of the process of the insurer adjusting a claim, the actual cost of repairs differs from the initial estimate.

(3) A contractor who violates this section is subject to disciplinary proceedings as set forth in s. 489.129. A contractor may receive up to a \$10,000 fine for each violation of this section.

(4) For the purposes of this section:

(a) The acts of any person on behalf of a contractor including, but not limited to, the acts of a compensated employee or a nonemployee who is compensated for soliciting, shall be considered the actions of the contractor.

(b) An unlicensed person who engages in an act prohibited by this section is guilty of unlicensed contracting and is subject to the penalties set forth in s. 489.13. Notwithstanding s. 489.13(3), an unlicensed person who violates this section may be fined up to \$10,000 for each violation.

(5) A contractor may not execute a contract with a residential property owner to repair or replace a roof without including a notice that the contractor may not engage in the practices set forth in paragraph (2)(b). If the contractor fails to include such notice, the residential property owner may void the contract within 10 days after executing it.

(15) A licensed contractor under part I of chapter 489, or a subcontractor of such licensee, may not advertise, solicit, offer to handle, handle, or perform wpublic adjuster services as provided in subsection (1) adjust a claim on behalf of an insured unless licensed and compliant as a public adjuster under this chapter. The prohibition against solicitation does not preclude a contractor from suggesting or otherwise recommending to a consumer that the consumer consider contacting his or her insurer to determine if the proposed repair is covered under the consumer's insurance policy, except as it relates to solicitation prohibited in s. 489.147. In addition, the contractor may discuss or explain a bid for construction or repair of covered property with the residential property owner who has suffered loss or damage covered by a property insurance policy, or the insurer of such property, if the contractor is doing so for the usual and customary fees applicable to the work to be performed as stated in the contract between the contractor and the insured.



Voluntary Benefits for FRSA Members and Their Employees

Are you or your employees among the 57% of Americans who've had to pay for an unexpected medical bill?¹ How about an unexpected dental issue? Did you say to yourself, "But, I have health insurance. I should be covered."?

That's why the FRSA has endorsed a voluntary benefits program created by Insurance Office of America (IOA) for the roofing industry. Ameritas has affordable PPO Dental and EyeMed Vision plans to cover you and your family. Aflac can pay you cash directly² to help cover that medical bill or any other expenses you may have. The FRSA Voluntary Benefits program helps provide you with peace of mind when you need it most.

THESE AMERITAS PLANS ARE AVAILABLE TO YOU

Dental (PPO). Keep a bright, healthy smile with an Ameritas dental insurance policy. Our policy provides benefits for dental care in or out of network.

Vision. Don't take your vision for granted. The Ameritas vision insurance policy is administered by EyeMed to help with the costs of vision treatment.

THESE AFLAC SUPPLEMENTAL PLANS ARE NOW AVAILABLE TO YOU

Dental (DHMO). Keep a bright, healthy smile with Aflac's dental insurance policy. Our policy provides pre-negotiated copays for dental care at select in-network providers.

Hospital Confinement Indemnity. Hospital stays are expensive. An Aflac hospital confinement indemnity insurance policy can help ease the financial burden of hospital stays by providing cash benefits.

Accident. Accidents happen. When a covered accident happens to you, our accident insurance policy pays you cash benefits to help with the unexpected medical and everyday expenses that begin to add up almost immediately.

Short-Term Disability. How would you pay your bills if you're disabled and can't work? An Aflac short-term disability insurance policy can help provide you with a source of income while you concentrate on getting better.

Cancer/Specified-Disease with Plus Rider. Aflac's cancer/specified-disease insurance policy can help you and your family better cope financially if a positive diagnosis of cancer ever occurs. The Plus Rider pays a lump sum benefit amount along with additional benefits when you are diagnosed with a covered health event.

Critical Illness (Specified Health Event). An Aflac specified health event insurance policy is designed to help with the costs of treatment if you experience a covered health event.



For more information, contact:

Jared Mongold
Program Administrator

Cell: 727.565.7073
Email: aflac@floridarooft.com

¹NORC AmeriSpeak Omnibus Survey: Surprise Medical Bills. August 16-20, 2018. <https://www.norc.org/PDFs/Health%20Care%20Surveys/Surprise%20Bills%20Survey%20August%202018%20Topline.pdf> - accessed March 30, 2020.

²Unless otherwise assigned.

This is a brief product overview only. Benefits/premium rates may vary based on plan selected. Optional riders may be available at an additional cost. The policy/certificate has limitations and exclusions that may affect benefits payable. Refer to the specified policy/certificate for complete details, benefits, limitations, and exclusions. For availability and costs, please, contact your Insurance Office of America broker.



Chase Roofing & Contracting Inc. Wins Shining Star Award



The S.T.A.R. Awards – *the Spotlight Trophy for the Advancement of Roofing* – is an awards program designed by FRSA to recognize members' unique and outstanding projects. A panel of judges evaluate the entries for inclusion and outstanding performance in each category.

This year, there were 31 submissions for placement in one of four categories: Low Slope, Steep Slope, Community Service and Craftsmanship. Judging criteria include aesthetics, special circumstances, unique project design, complexity of project, workmanship, teamwork, testimonials and creative problem solving along with other considerations. The judges use before, in-progress and completed photos and videos to assist in the judging process.

Private Residence Tile Reroof, Ft Lauderdale

Completing this roof project was one of the highlights of 2020 for Chase Roofing.

The 12,250 beautiful graphite-colored Verea Clay Roof Tiles were imported from

Spain and include a life-time warranty. All 1,400 feet of the drip edge and flashing was installed with copper material for the patina effect. During the tear-off, the project required 75 sheets of plywood for ground protection.





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The project also included 300 pounds of tin tags and 72,900 nails.

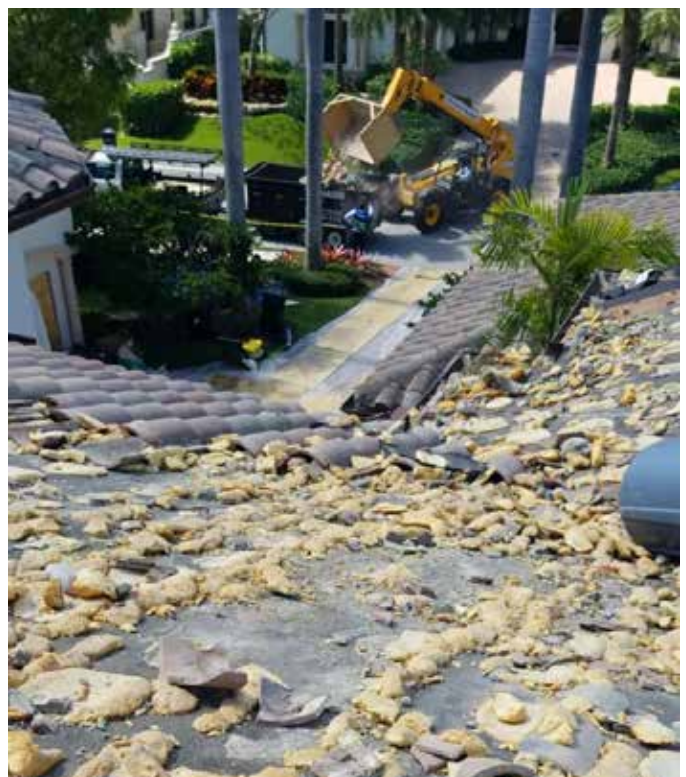
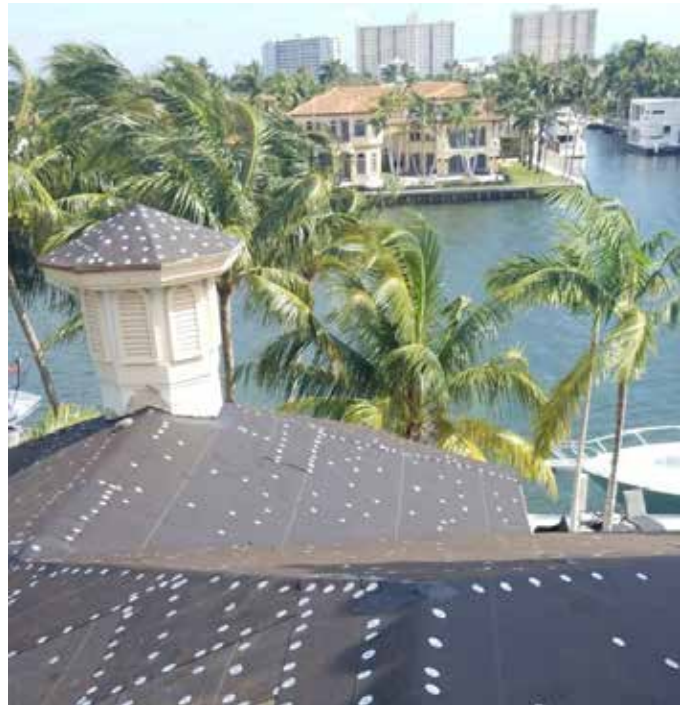
There were two hurricane warnings, during which all equipment had to be dismantled, secured and removed from the roof. Tamara Chase, Owner of Chase Roofing commented, "There are so many opportunities in a job of this size, to see our team work brilliantly together. This project didn't disappoint in showing me how amazing they are."

The team from Chase Roofing & Contracting Inc., Pompano Beach, includes:

Contractor: Tamara Chase
Estimator: Philip Dray
Project Manager: Jorge Carrion
Foreman: Jorge Carrion
Superintendent: Nick Anello
Manufacturer: Vereva Clay Roof Tiles
Project MVP: Nick Anello

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S.T.A.R. Award – *Spotlight Trophy for the Advancement of Roofing* – is an awards program designed by the Florida Roofing and Sheet Metal Contractors Association (FRSA) to recognize members' unique and outstanding projects. A panel evaluates the entries for inclusion and outstanding performance in each category.

The panel also selects one project from all submissions to receive the “Shining Star” Award and recognition as the best roofing project of the year. There are 11 S.T.A.R. Award recipients in 2021.

S.T.A.R. Awards – Community Service

First Place – Advanced Roofing Inc.

Type of Roof Application: GAF Shingles,
Full Replacement
Roof size: 1,400 sq. ft.
Roof height: 16 feet
Contractor: Rob Kornahrens
Estimator: Susana Macias
Project Manager: Mike Nemati
Foremen: Tamara and
John Chase
Superintendent: Gene Fall
Manufacturer: GAF
General Contractor: Certified
Contracting Group Inc.



Project MVP
Gene Fall



Second Place – Reliant Roofing, Solar & Hurricane Shutters



Type of Roof Application: GAF
Timberline HDZ Architectural
Shingles
Roof size: 1,800 sq. ft.
Roof height: One story
Contractor: Cameron Shouppe
Estimator: Trevor Osborne
Project Manager: Julian Castillo
Manufacturer: GAF, Mike Hynes
Distributor: Suncoast Roofers
Supply



Project MVP
Juliana Pantoja

the ADVANCEMENT of ROOFING

2021 S.T.A.R. AWARD CATEGORIES:

Community Service – Any non-profit roof installation that can be documented as a whole or partial donation (minimum 50 percent free materials or labor).

Craftsmanship in Roofing – A roof system installation where a superior level of workmanship was evident and made the completed project unique in fit, finish or use. Open to any size or type of roof system.

Low Slope – Modified Bitumen/Single Ply (TPO, PVC, EPDM)/BUR-Tar and Gravel/Metal; any variation of the above types of low-sloped roofing systems.

Steep Slope – All shingle, tile, metal, slate, wood shake/shingle or composite material applied as a roof system to a 2:12 or greater roof slope.

Charity Roofing Project for Elderly Woman in Need, Pompano Beach

Following a torrential rain, Gloria Mugford, 87, suffered a serious shoulder injury when she slipped as a result of water flooding through the holes in the roof of her Pompano Beach home. The home's deteriorating condition extended far beyond the roof. After learning about the extent of his neighbor's living conditions following her fall, Dick Spalding called Advanced Roofing Inc. President Rob Kornahrens to ask for a tarp to cover the roof. That call was the start of a domino effect of giving that resulted in a completely renovated and safe home for Gloria, a surprise gift just in time for Christmas.



Every Shingle Heart, Jacksonville

As a local company, Reliant knew it was their duty to step up and give back to the community during the difficult times of COVID-19. In late 2020, they completed a free roof replacement for a married couple who were both COVID-19 heroes: Jared and Patty Menefee, healthcare workers at Wolfson Children's Hospital.

Reliant Roofing completed the roof replacement in December. It included an entire tearoff, replacing several sections of the roof decking and installing new underlayment and GAF architectural shingles, provided by GAF. Reliant supplied the other materials and all labor at no cost to the recipients.



S.T.A.R. Awards – Craftsmanship in Roofing

First Place – Mullet’s Aluminum Products Inc.

Type of Roof Application: Petersen Snap-Clad
Aluminum Metal Roof Panels,
TPO

Roof size: 12,300 sq. ft.

Roof height: 20 feet

Contractor: Freeman Mullet

Estimator: Neil Rainford

Project Manager: Kevin Carlyle

Foreman: William Navarro

Manufacturer: PAC-CLAD |
Petersen

General Contractor: Voigt

Brothers Construction

Architect: DSDG Architects



Project MVP
William Navarro



Second Place – Reliant Roofing, Solar & Hurricane Shutters



Type of Roof Application: 60 mil TPO and
Standing Seam Metal Panels

Roof size: 5,335 sq. ft.

Roof height: Two story

Contractor: Cameron Shoupe

Estimator: Drew Thomas

Project Manager: Tim Conlan

Foreman: Drew Thomas

Superintendent: Tim Conlan

Manufacturers: Carlisle Syntec
Systems, Mike Landry and
Gulf Coast Supply &
Manufacturing

General Contractor: Carlton
Construction

Distributor: CRS, Inc., Mike Howard



Project MVP
Drew Thomas

Third Place – Quality Roofing, Inc.

Type of Roof Application: Copper Shingle

Roof size: 10 squares

Roof height: 25 feet

Contractor: Richard Jenkins

Estimator: Richard Jenkins

Project Manager: Nathan Cole

Foreman: Cesar Mercado

Superintendent: Sean Graham

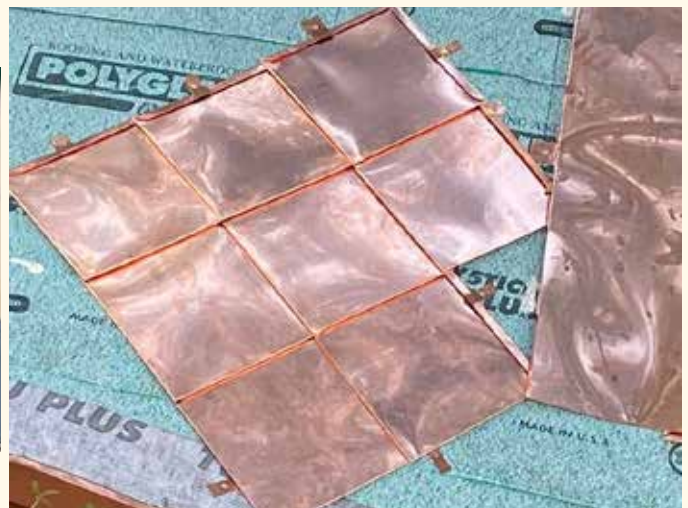
Manufacturers: PAC-CLAD |
Petersen, Royal Casey

Distributor: ABC Supply

General Contractor: Barr and Barr



Project MVP
Sean Graham



High-Tech Ranch, Sarasota

This custom home provided a unique challenge based on the client's desire for the metal roofing to transition into the metal wall paneling with no visible seams or joining of sides, just one continuous facade. The team developed a new technique specifically for this detail and several mock-up samples were created for the client before a final profile was approved.



eTown Amenity Center, Jacksonville

This unique project was a new construction facility on a two-story new roof installation with a TPO section and a standing seam metal section with solar panels. To prepare, Reliant created a sequence plan for the roofing installation and had to coordinate with the solar installation and stone veneer vendors. Challenges included: 1. Coordinating the installation of the solar panels and mounting brackets with the general contractor and ensuring that the metal and underlayment were not damaged. 2. The general contractor wanted the downspouts to look like they were dumping into rain barrels but the barrels were actually faux. Underground modifications were created for legitimate runoff of water. 3. TPO coordination with stone veneer contractors and making sure that all of the wall terminations were aesthetically pleasing and correctly installed.

Wish Farms Treehouse, Plant City

This creative tree house build called for an innovative approach to include an in-house fabricated diamond shaped copper shingle application, designed by Quality Roofing. The interlocking diamond shape shingle combined with an undulating and curved substrate made for a full team effort: from metal fabricators to field technicians. This was a fun project and very out of the ordinary.



S.T.A.R. Awards – Low Slope

First Place – Quality Roofing, Inc.

Type of Roof Application: Siplast Insulcel RT System,
Modified Bitumen

Roof size: 1,142 squares

Roof height: 45-55 feet

Contractor: Richard Jenkins

Estimator: Richard Jenkins

Project Manager: John Garrison

Foreman: Francisco J. Cruz

Superintendent: John Garrison

Manufacturer: Siplast Inc.,

Erick McKenzie

General Contractor: Walbridge

Aldinger

Roof Consultant: A/R/C

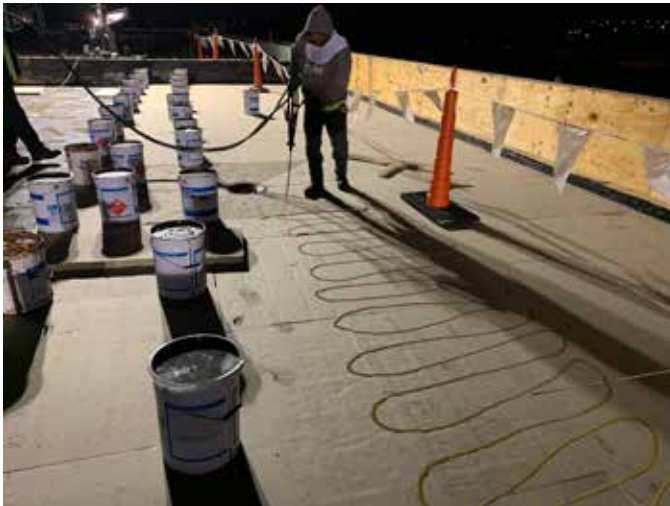
Associates



Project MVP
Francisco J. Cruz



Second Place – Springer-Peterson Roofing and Sheet Metal Inc.



Type of Roof Application: Tear-Off and

New Construction / Sika

Sarnafil Totally Adhered

Roof size: 126,000 sq. ft.

(tear-off); 62,500 sq. ft.

(new construction)

Roof height: 50 feet

Contractor: Rob Springer, CPRC

Estimator: Chris Berlin

Project Manager: Cam Raby

Foreman: Jorge Sifuentes

Superintendent: Jack Donaghy

Manufacturer: Sika Sarnafil,

Mike Tate

General Contractor:

Batson Cook



Project MVP
Jack Donaghy

Third Place – McEnany Roofing, Inc.

Type of Roof Application: Low-Slope SBS, Standing
Seam Metal, Vegetated Garden and Pavers

Roof size: 47,000 sq. ft.

Roof height: 75 feet

Contractor: Michael T. McEnany

Estimator: Mark Sloat

Project Manager: Mark Sloat

Foreman: Miguel Amaro

Superintendent: Cody Goodin

Manufacturers: SOPREMA, Mike

Hellgren, and IMETCO, Inc.,

Kevin Bass

General Contractor: Robins &

Morton Group

Architect: Hellmuth, Obata,

Kassabaum, Inc.



Project MVP
Miguel Amaro



Sparkman Wharf, Tampa

This product assembly provided by Siplast made for a unique “substrate over application.” Lightweight insulating concrete was poured directly over the existing modified bitumen roof, top casted with RT pellets. As part of the Insulcel RT system, these pellets tremendously enhanced the binding strength of the torch-applied modified bitumen base sheet. The curved reveal made for a challenging installation. Other low-sloped details from Veral foil face base flashings and PMMA fluid-applied flashings were executed precisely. This project took a lot of effort from the design team, the manufacturer and field installers.



Publix Corporate and Corporate Expansion, Lakeland

This project included a complete tear-off of the existing building while the expansion was being constructed. All removal had to be completed at night: no crane lifts were permitted while people were in the building. The Sarnafil installation included a tapered installation set in adhesive with an adhered membrane. There was nearly a mile of walls and flashing. All new stainless steel coping and expansion joint metal was installed. The lightning protection system had to be removed and re-installed as well. There were many 12-to-14 hour days. The Springer-Peterson field employees were instrumental in the success of this project.

St. Joseph's Hospital, Tampa

The St. Joseph's Hospital roof project included 43,100 square feet of multi-ply SBS modified bitumen over light-weight insulated concrete, semi-extensive vegetated roof garden picture framed with pedestal pavers and low-slope standing seam metal on a pedestrian bridge spanning Dr. Martin Luther King Jr. Blvd in Tampa, making this a unique achievement. The roof was constructed in sections on the ground and lifted into place at night. The sections had to be precisely placed because a final metal panel had to be installed over the roadway to join the sections.



S.T.A.R. Awards – Steep Slope

First Place – Chase Roofing & Contracting Inc.

Type of Roof Application: Self Adhered Clay Tile
Roof size: 11,370 sq. ft.
Roof height: 30 feet
Contractor: Tamara Chase
Estimator: Philip Dray
Project Manager: Jorge Carrion
Foreman: Jorge Carrion
Superintendent: Nick Anello
Manufacturer: Verea Clay
Roof Tiles



Project MVP
Nick Anello



Second Place – Bob Hilson & Co. Inc.



Type of Roof Application: Petersen 032 Aluminum
Snap-Lock Standing Seam
Metal Roof

Roof size: 103 squares
Roof height: 34 feet
Contractor: Tibor Torok
Estimator: Mick Cronje
Project Manager: Mick Cronje
Foreman: Freddy Mejia
Superintendent: Herman Brown
Manufacturer: PAC-CLAD |
Petersen
Distributor: ABC Supply
General Contractor: Pedro
Falcon Contractors
Architect: Synalovski Romanik
Saye Architecture



Project MVP
Mick Cronje

Third Place – Architectural Sheet Metal, Inc.

Type of Roof Application: PAC-CLAD Standing Seam
Metal Roof System
Roof size: 12,000 sq. ft.
Roof height: 10 feet
Contractor: Matthew Leonard
Estimator: Matthew Leonard
Project Manager: Matthew Leonard
Foreman: Paul Dement
Superintendent: Fred Taylor
Manufacturer: PAC-CLAD | Petersen, Sal Delfino
Architect: Farmer Architecture



Project MVP
ASM Project Team



Private Residence Tile Reroof, Ft. Lauderdale

Completing this roof project was one of the highlights of 2020 for Chase Roofing. There are so many opportunities in a job of this size to see the team work brilliantly together. The 12,250 beautiful graphite-colored Verea clay tiles were imported from Spain and include a lifetime warranty. All 1,400 feet of the drip edge and flashing was installed with copper material for the patina effect. During the tear-off, the project required 75 sheets of plywood for ground protection. There were two hurricane warnings, during which all equipment had to be dismantled, secured and removed from the roof.



Library and Adult Education Center, Marathon

This metal roof is a Petersen Aluminum 16" Snap-Lock panel and wall panel in "Cityscape" color with white gutters and downspouts and white trim at the tower sections. The multiple decks and details made this a challenging project. The custom sheet metal work at the towers was especially challenging due to minimum access and the need to keep the building watertight. There are several flashing details where the wall panel, metal roof and tower all came together and it took real craftsmanship to make it look great. The roof is installed with stainless steel continuous clips to meet the enhanced pressure for which the building was designed.

FRSA Headquarters Building, Orlando

This project was unique and challenging due to the roof design and ventilation issues encountered during the installation. Coordinating materials and installation with FRSA suppliers was critical. Rollforming the PAC-CLAD copper panels, generously donated by Petersen Aluminum, onsite proved to be a tremendous help maintaining the installation schedule. Since the state roofing association would be calling this building "home," Architectural Sheet Metal knew a lot of roofers would be critiquing the workmanship for many years to come. It was very proud to install this roof and greatly appreciated working with the amazing suppliers who participated in this project.



Impacts of ASCE 7-16 Code Changes on Florida Solar Installers

Susan Stark, Senior Manager of Training, IronRidge

What is ASCE 7-16 and how does it affect residential solar projects in Florida? Every six years, the American Society of Civil Engineers / Structural Engineering Institute publishes ASCE/SEI 7 - *Minimum Design Loads and Associated Criteria for Buildings and Other Structures*. The 2016 revision has now been adopted into Building Codes throughout the nation, replacing the 2010 publication.

While adoption throughout the US, especially in the Residential Code has been gradual, ASCE 7-16 has already been incorporated into the 7th Edition (2020) Florida Building Code, Building (FBCB) and Residential (FBCR). In short, the switch to ASCE 7-16 is here and it brings new complexities when calculating roof attachment spans for different roof sections (see Figure 1 below).

Roof Pitch Categories

Steep-slope roofs are now delineated into three categories by ASCE 7-16: pitches of 8-20 degrees (1.7 to 4.5 in 12 rise in run), 21-27 degrees (4.6 to 6.3 in 12 rise in run), and 28-45 degrees (6.4 to 12 in 12 rise in run).

Roof Configurations, Zones and Elevation

ASCE 7-16 defines numerous roof configurations, however the two most common types of steep slope roofs are defined as:

- Hip roof: characterized by all sides sloping downward to the walls, usually with a gentle slope.
- Gable roof: consists of two pitched or sloping sides, which meet along the roofline ridge and are open at the end.

In addition to delineating between different roof types, ASCE 7-16 has also increased the number of roof zones based on wind tunnel testing results (which we'll discuss in a later section). What was previously known as Zone 1 (field) remains in the same location for both hip and gable roofs, Zones 2 and 3 have now been further segmented.

While these changes don't sound very impactful, the new design criteria changes how the zone dimensions are calculated (see Figure 2 on page 38).

As you can see in the diagram, there are now additional roof zones for both hip and gable roofs:

- For hip roofs, Zones 1 and 3 locations remain unchanged from 7-10 to 7-16. Zone 2 has been further segmented into 2e and 2r.
- For gable roofs, Zone 1 location remains unchanged from 7-10 to 7-16. Zones 2 and 3 have been further segmented into 2e, 2r, 2n, 3e and 3r.

But here's where real complications arise. Finding roof zone dimensions are now based on the following calculation:

$a = 10$ percent of least horizontal dimension or $0.4h$, whichever is smaller, but not less than either



Figure 1: How ASCE 7-10 vs. ASCE 7-16 Affects Solar Design Parameters

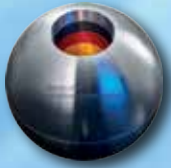
Design Parameters	ASCE 7-10	ASCE 7-16
Ground Snow Load (psf)	0-120+	0-120+
Exposure Categories	B, C and D	B, C and D
Risk Category	II	II
Wind Speed (mph)	110-180	90-180
Roof Type	Gable/Hip (combined)	Gable/Hip (separated)
Roof Zones	Gable/Hip - 1, 2, 3	Gable - 1, 2e, 2n, 2r, 3e, 3r Hip - 1, 2e, 2r, 3
Roof Slope Categories (degrees)	0-7, 8-27, 28-45	0-7, 8-20, 21-27, 28-45
Module Size (inches)	Not Specified	Max Length 80.4
Additional Considerations	Not Applicable	Exposed Modules, Edge Modules



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4 percent of least horizontal dimension or 3 feet. If an overhang exists, the edge distance shall be measured from the outside edge of the overhang. The horizontal dimensions used to compute the edge distance shall not include the overhang distance.

For hip roofs with a roof slope between 7 and 20 degrees, tables are broken up between buildings with a height to width ratio (h/B) greater than 0.8 or less than 0.5. If the building the array is being mounted on falls between these values, compare both tables and choose the higher value.

Is your head spinning yet? Why all the changes?

Wind Tunnel Testing and Solar-Specific Provisions

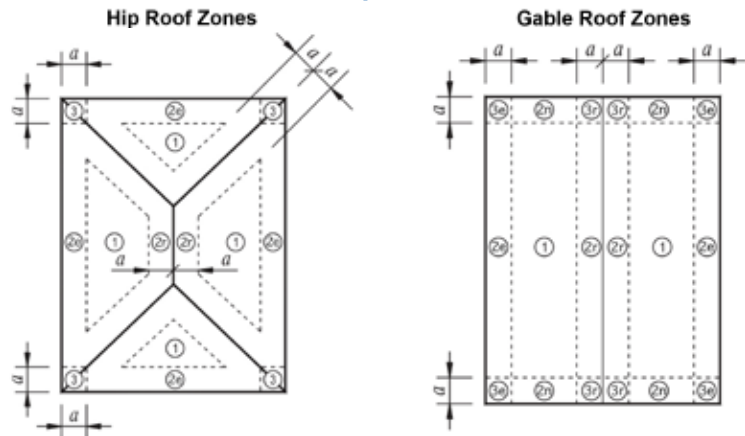
The reasoning behind the updated roof zones is due to the availability of more comprehensive data and better analysis techniques, which revealed localized variations in pressure based on the specific roof location. ASCE 7-16 therefore has changed wind loads across the US, with impacts varying greatly by region.

Although wind speeds have been reduced for many parts of the US under ASCE 7-16, hurricane-prone regions (including Florida) saw *no* reduction in wind speed. Complexity was increased by additional roof zones with their positions affected by roof pitch and with each roof profile having its own set. Add to that that zones must be calculated based on building dimensions and it becomes evident that properly designing solar arrays has become much more challenging.

The updated ASCE 7-16 solar-specific findings determined:

1. A decrease of pressures between upper and lower surfaces of a solar array for non-exposed/edge modules

Figure 2: New Pitched Roof Zones for Hip and Gable Roofs per ASCE 7-16

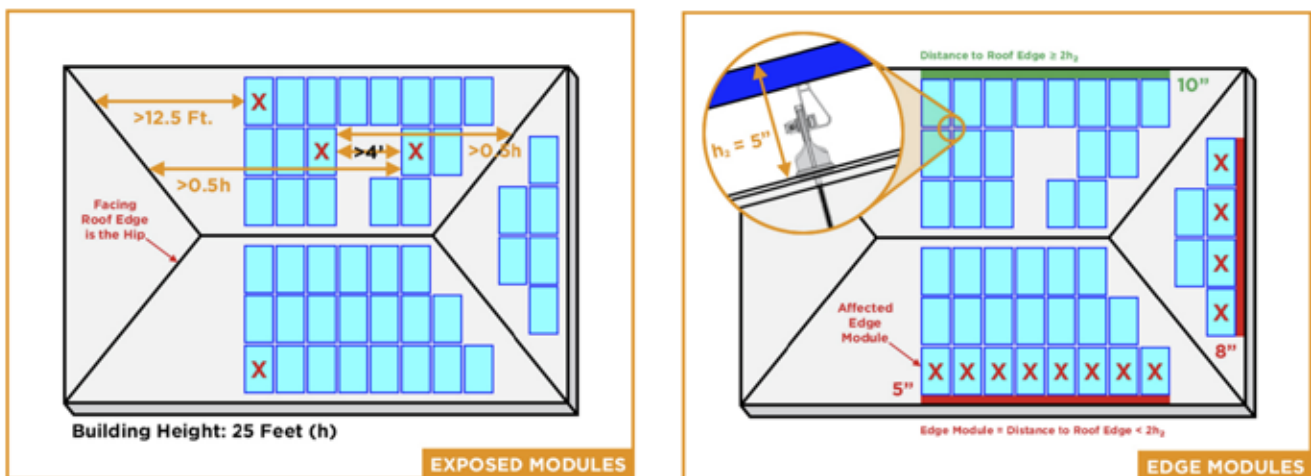


2. An increase of wind pressures caused by roof edges and large gaps between modules on the roof.

In the first situation, testing found that a solar array on a roof acts as a barrier, creating a pressure equalization between the lower surfaces and top surfaces of an array. This counteracts uplift forces so that net wind pressures are *decreased*. But in the second scenario, testing revealed different results at array module gaps and edges, so new definitions were necessary, defining treatments for forces on modules that are exposed or at an edge:

- **Exposed:** Horizontal distance from its free edge (the edge with no connectivity to other modules) to the facing roof edge (such as eave, ridge, side or hip) is greater than $0.5h$ (h is ASCE defined building height) AND if the distance from this free edge to any other adjacent array or panel is greater than 4 feet.
- **Edge:** Distance to a roof edge (such as eave, ridge, side or hip) less than two times the distance from the module top surface to the roof surface: e.g., 5-inch high array = 10 inches minimum distance from the roof edge.

Figure 3: Exposed and Edge Module Examples



Using the definitions in the table on page 38 (see Figure 3), modules at the roof edge or large gaps in the array will see an increase in the net wind pressures compared to ASCE 7-10. This is due to modules on the edge being exposed to higher wind pressures. Gaps in the array allow wind to reattach to the roof and disrupt the pressure equalization that would otherwise be lowering the pressures. The designer of the PV system must carefully consider these and other factors when designing the array:

- PV modules that can withstand the design pressures
- Roof attachment spans for the project may vary by roof zone and exposed module conditions
- Actual span lengths used must be within the capacity of the roof attachment (sheathing attached vs rafter-attached PV mounts can result in up to four times the number of attachments).

Residential PV installers often encounter previously unknown obstructions or issues on the day of installation and are typically forced to re-design on the fly. Having a plan set that depicts the roof zones, as well as understanding the definitions of edge and exposed modules will be important tools for lead installers.

IronRidge ASCE 7-16 Resources

IronRidge's free Design Assistant tool can quickly

and easily provide site-specific attachment reaction forces and maximum allowable spans for your project. With just a few inputs, attachment spacing in all roof zones can be determined and used to design your project. The project-relevant certification letters and a bill of materials is generated automatically for submittal. To find our latest certification letters as well as additional resources on ASCE 7-16, please visit www.ironridge.com/asce716.

FRM

Susan Stark started her career in solar in 2010 and has been NABCEP Certified since 2013. Currently Senior Manager, Training, at IronRidge, she is responsible for training installers and distributors on the IronRidge and QuickMount product brands. She has earned four Professional Certificates from Solar Energy International (SEI), including the Solar Professionals Trainer Certificate. Susan is also an NRCA RISE Certified Solar Roofing Professional. Prior to entering the solar industry, Susan was the co-owner of a construction and safety equipment distribution company. IronRidge, an Esdec company, designs and manufactures mounting and racking equipment for residential and commercial PV systems. For over 20 years, they have worked closely with solar professionals to build strong, simple and cost-effective products. IronRidge is NSF Certified to ISO 9001, maintaining the highest of quality management standards.

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Skylight installations can be a great option for truss roofs. The width of the skylights should fit between the trusses, but a variety of lengths can be considered.

Skylights and Truss Roofs: The Perfect Match?

Mims Mobley, District Manager, VELUX America

Pre-engineered systems are changing building efficiencies for the better. A trussed roof, or a truss, is a pre-engineered A-frame structure that offers strong support and reduced labor costs. They can be installed as one piece. Therefore, they're widely used in building construction.

What if your client wants a skylight in the mix? At first glance, it may not seem possible but it's actually not that difficult. Skylight installations in truss roofs should be just like any other skylight installation. First, consider the roof structure and the best way to distribute daylight. Second, get creative.

With a new build, it's easy to factor skylights in, but with truss roof retrofits, the bottom line is: consider the best way to approach the install to maximize natural light in a bedroom or living space without having to get into deep engineering. There are several key things to keep in mind.

Don't Cut the Truss Unless You Absolutely Must

It's simply not a standard practice to cut a roof truss. Doing so can create an engineering nightmare because, by definition, truss roofs are pre-engineered and not made to be customized or modified. Once they are modified, the design and the load are compromised.

Rafters, however, can be cut easily and framing is simple to reinforce most anything you've cut. It's

important to work with an installer you trust who has a firm understanding of what to use where and what can – and cannot – be done to a truss.

The bottom line, which will help save on your client's bottom line, is that truss roofs limit the width of the skylight you can use as they must fit between each truss. That's not to say you can't get creative.



Take Your Measurements

Let's break down the numbers. After all, the install is seamless once you have a plan.

- Trusses are placed every 24 inches on center and each truss is an inch-and-a-half wide. Make sure to find a skylight that fits between the trusses but comes in a variety of heights or lengths for your client's consideration. While width between trusses must be considered, you can go up to more than 70 inches in length or height or build custom units. Don't forget to use the right flashing kit (more on this in a moment).
- Look to line skylights up with the edges of a

window or another focal point in the room, such as a kitchen island. It's not necessary to install in the exact center of the room with a truss roof, as long as you're pretty close, it will look nice.

- How many skylights are you able to fit? Instead of one 70-inch long skylight, consider stacking two or more shorter skylights vertically in between each truss to create an interesting visual rhythm. You can install multiple skylights in numerous combinations depending on the size of the truss roof.
- Build your skylight design with 4-inch spacing over and under, as close as 2.5 inches side-by-side, and up to 12 inches in half-inch increments. A one-piece gutter will run between the skylights.
- Another inexpensive design solution is spanning a 46.5-inch-by-46.5-inch curb mount skylight over the truss roof instead of between each truss.

Flashing is crucial for any skylight installation. Flashing kits are designed to shed water without relying on sealants that can break down over time. With an install as precise as a truss roof, it's more important than ever to have the right flashing kit. That's where combi flashing comes in. Pre-engineered flashing kits allow installers to configure multiple skylights in an almost unlimited array, creating the glass look without any custom design needed. There are many types of

combi flashing kits – for truss roofs, select a low-profile kit designed for groupings of deck-mounted skylights on roofing materials such as shingles and shakes. This will ensure a weathertight installation.

Stick to a Top-And-Bottom Flared Light Shaft

Flared light shafts, sometimes called a chase, change the game with skylights, inviting more light into various parts of the room. When using skylight sizes that fit between trusses, it is best practice to flare only the top and bottom of a shaft for a clean install and a beautiful look.

With a steep A-frame roof and an exposed truss, flaring the top and bottom of each skylight opens up a room in ways homeowners won't expect.

While you technically can flare all four sides, it's not common. It creates additional framing work and ultimately creates a large opening in the ceiling which may not be aesthetically pleasing or functionally sound. Not to mention that you'll need to work with an engineer, which increases project cost.

Take the Design a Step Further

Once the skylights are flared, the last step is to consider design. Truss roofs offer contractors opportunities to impress and get creative, too. By framing trusses out, daylight fills more surface area than having them



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Tasha Agruso bedroom before (left) and after (right).



confined to separate shafts. For a design option without combi flashing, span a couple of curb mount skylights over the trusses for a unique visual effect

that offers plentiful natural light.

Trusses can be covered in plywood and painted to match the look of a home, covered in stained wood or even reclaimed wood for rustic highlight beams.

Does the homeowner want to finish the brackets, webbing and nail plates to a corresponding hardware finish in the room? Do they want to cover the entire truss in cedar or leave it exposed?

Trusses are an architectural feature made even more beautiful by natural light from skylights. Instead of being an obstacle, look at them as an opportunity to wow your customers.

FRM

Mims Mobley is the District Sales Manager with VELUX America. For more information, please visit www.veluxusa.com. This article was originally featured in Roofing Magazine.

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The Importance of Approved Submittals

John Kenney, CEO, Cotney Consulting Group

To the untrained eye, a construction project is a work of art that simply appears on the horizon brick by brick, with all of the pertinent pieces coming together to create a new office tower, school or luxury home.

However, those in the business know there is a lot more to the process. It starts long before a building comes out of the ground. That includes getting approved submittals. It is important for a contractor not to fall behind on any step of the process: consider new technology and automation to assist in creating a smooth process.

Before construction begins, a contractor's primary job is to ensure all construction submittals are complete and approved. Submittals determine the accuracy of project completion, verify line items on the budget and show the proposed timeline.

Every contractor and project manager must understand the importance of approved submittals, why they matter, what these submittals should include and how best to streamline the process.

What is a Roofing Submittal and What Does it Include?

Roofing submittals are documents submitted by contractors to the architect seeking approvals for projects. Submittals can include everything from diagrams and materials details to architectural drawings, mock-ups, equipment necessary for the job and even the colors for accessories and trim. Once your company wins a bid, share these details with everyone from the engineers to architects, as well as others involved in the project and on your team.

Use a secure program to make safe and secure submittal distributions. Most construction companies



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prepare their documents as .pdfs since access to them can be restricted. Companies can set up role-based access, so only those involved in the project can give approvals. You may also set up access for others, including subcontractors, designers, architects or data analysts.

The submittals process starts early and helps guide the execution of a project. They show a project on a very detailed level so architects and designers can approve every aspect. This needs to occur before any items are fabricated or delivered. Otherwise, you risk setbacks in your timeline and budget.

When it comes to these submittals, quality matters; the more detailed they are, the better chance of an accurate schedule and budget. Since these submittals often involve hundreds or even thousands of different materials, accuracy and organization are crucial. You can compromise an entire project if you do not include accurate details called for in these documents.

Hold a Pre-Submittal Meeting

Hold a conference or pre-submittal meeting with your team to discuss a project's outline before submitting a formal review document. This is the time for all parties to clarify what they want to be detailed in the submittal and includes delivery deadlines, the submittal format, the software you plan to use and how you plan to route the submittal to the parties involved.

The Submittal Review Process

Construction submittal reviews can be tedious since items listed must be compiled from each contractor. This used to mean labor-intensive, time-intensive manual entries on spreadsheets, which meant there would be plenty of mistakes. Today, construction management software helps automate the process, improving accuracy and the quality of the submittals.

Once you collect all necessary submittal items, the design team, including the architect, reviews them for accuracy and quality. The general contractor also reviews them to ensure they include all the correct specifications and materials.

The Submittal Workflow

Find a submittal template that works best for your company. Due to the detail involved in submittals, having a comprehensive submittal log is crucial because it keeps track of every document on a project. Submittal logs are your record to confirm that you have received approvals on every item. A submittal log should include:

- Who made the requirement
- A submittal name and a description of the request
- The type of information being requested, such as color palettes for tile and walls
- The contractor providing the information

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- The person responsible for submitting specific items for review
- The date the submittal is due from the responsible contractor
- The date by which the approval must be granted

The submittal process is typically well-defined and formal for bigger projects. The contractor may ask each subcontractor to prepare submittals for their various specialties, then compile them into one document.

Construction management tools like Smartsheets allow you to track your project with a dedicated page and view all projects on the same dashboard. You can also monitor project tasks and keep an eye on onsite issues using a mobile app or your desktop.

Avoid Disaster

Failure to follow the proper submittal process can be disastrous. If each step of a project is not calculated and approved, injury and even death could result. You must commit to following a rigorous submittal process to avoid such a disaster.

Construction submittals are the primary tool for architects and engineers to verify that you are using the correct materials for a specific job. They provide greater detail and a final quality assurance check before items are ordered and delivered to the job site.

The submittal also authorizes a specific quantity and quality of materials. Contractors that use materials not approved in the submittal are responsible for replacing the material with the correct product and bearing the cost.

Remember, approved submittals are crucial for every project in order to secure a formal buy-in on materials, timelines, budgets and safety precautions. Communicate openly to ensure each party knows their responsibilities on submitting these documents and that each step has been examined and approved.

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John Kenney has over 45-years of experience in the roofing industry. He started his career by working as a roofing apprentice at a family business in the Northeast and worked his way up to operating multiple Top 100 Roofing Contractors. As CEO, John is intimately familiar with all aspects of roofing production, estimating and operations. During his tenure in the industry, John ran business units associated with delivering excellent workmanship and unparalleled customer service while ensuring his company's strong net profits before joining Cotney Consulting Group. If you would like any further information on this or another subject, you can contact John at jkenney@cotneyconsulting.com.

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Medical Marijuana in the Workplace Conundrum

Michael Collier, MD, MRO, Owner, Coastal MRO Inc.

Since the passage of the *Medical Use of Marijuana Act* in 2017, more than 300,000 patients have received medical marijuana ID cards. Some employees may wonder how testing positive for THC may affect their employment. Having a card does not have any effect on the outcome of a positive THC drug screen result under the Florida or Federal Drug-Free Workplace.

Specifically, Senate Bill 8A, Medical Use of Marijuana states:

- This section does not limit the ability of an employer to establish, continue or enforce a drug-free workplace program or policy.
- This section does not require an employer to accommodate the medical use of marijuana in any workplace or any employee working while under the influence of marijuana.
- This section does not create a cause of action against an employer for wrongful discharge or discrimination.

In other words, while employees have the legal use of marijuana, employers may prohibit its use as a condition of employment. Termination or denial of employment based on a positive drug screen for marijuana is still legal under Florida law and is not considered discrimination as it is still illegal under the Federal FDA drug schedule.

Some employers may take a “don’t ask, don’t tell” stance and remove marijuana from their drug screen panel; however, we have only seen a small percentage use this approach. As medical and recreational

marijuana laws become more popular throughout the United States, the federal rules may change. In the interim, employees in the state of Florida have very few rights in regard to drug testing other than to be notified of the employer’s intent to drug screen and under what circumstances they may be drug tested.

I recommend that before any employer considers a “don’t ask, don’t tell” policy concerning marijuana testing that they contact their Workers’ Compensation insurance carrier or agent and determine if they would still be eligible for the standard premium reduction allowed by the Florida Drug-Free Workplace statutes.



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Michael Collier, MD is an Internist with the Millennium Health Group in Fort Myers, Fla. and the owner of Coastal MRO, Inc, established January 1991. He has been certified by the MROCC since 1993. For more information, contact Dr. Collier at mcollier@coastalmro.com.

Is This Any Way to Run a Company?

Lee Rust, Owner, Florida Corporate Finance

You would have to be dead or living in one of the world's most remote locations not to have noticed that the Internet has changed the way the world does business. Retail sales on the web increase at a rate we couldn't have imagined a few years ago. Instant news is replacing the daily newspaper for all but local events. Music downloads have changed the way teens buy the latest songs. Corporate communications have migrated to instant e-mail. And the great majority of companies now have websites.

The great majority of these corporate websites, however, are little more than online brochures. Although that might be a good advertisement for your company's goods or services, it does not use most of the functions available on the Internet. Your company's website can be one of its competitive advantages, but it can also show a lack of ingenuity, thought or simple attention to how you might use the Internet. You have a powerful tool at your disposal; you must now learn how to use it. In addition, the Internet is interactive; it works in both directions, and you should take advantage of that.

Start by considering each of your company's constituents and how they might use your website. These constituents are your customers, employees, suppliers, company owners and, if yours is a publicly owned company, the investment community.

In regard to your customers, what important information might your website give them? One of my clients in the home building business takes digital photos weekly of every house under construction that has been sold. The company then posts those on its website with password access for each homeowner who can watch the progress of their house. That has turned out to be a major marketing tool.

Another of my clients with a large steel fabrication operation posts password accessed progress reports for each of its customers, including project milestones, projected completion dates, shipping schedules and, once shipped, tracking information.

I also have a client providing financing and administrative back office support to temporary staffing companies throughout the US. Virtually all of their customer communications are Internet based. Their customers enter work hours over the Internet daily, directly into my client's proprietary software. That software converts the information into both invoicing for the client's customers and salary payments to the client's temporary workers. Each worker can then be paid by check printed in the client's office, by direct deposit or by additions to a debit card, all handled over the Internet. That client of mine is now expanding into a more complete application model, which will provide all accounting service for each of its clients over the Internet from a single central server.

Ask yourself what information your customers might need that you could provide through the Internet in real time and then determine how to do it. You can sell that service as another advantage in dealing with your company.

In regard to your employees, an entire section of your corporate website should be devoted to their needs, including both current and prospective employees. Your website can be a particularly effective platform for a monthly employee newsletter. It can also be the location for the old fashion suggestion box allowing your employees to send confidential comments directly to an appropriate manager. And, of course, the Internet can be a particularly effective recruiting tool. In addition to simple contact information and available job postings, your corporate website



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should have application forms for various positions which can be completed online and sent directly from the site.

I also have several clients who use their corporate websites as training tools. Employees can access pertinent courses, complete course work and receive course grades and certifications. Requirements for periodic safety training can be Internet based and track not only each employee's access to that section of the site but also provide safety certifications at various levels.

For your suppliers, you should also determine what information could and should be exchanged through your corporate website. One of my clients in the construction field has a complete subcontractor bidding module on their website. A potential subcontractor can download project drawings from the site together with specifications and bills of materials and submit the project bid from the site. The site also has a change order submittal and approval function for subcontractors.

For material suppliers, your shipping schedules, freight tracking and related communications can be effectively handled over the Internet. There can also include the posting of receiving forms, supplier invoicing and exception reports. Of course, in the other direction, you can also use your website, or perhaps the website of your supplier, as a material ordering platform.

For the owners of your company, if they are not all officers or employees, you can also have a password protected section of your corporate website for monthly or quarterly reports including the posting of financial statements. In the case of a publicly owned company, any investor, current or prospective, should be able to access all SEC filings, news releases and other such information directly from your site.

All of these functions, however, are useless unless the appropriate person can find your site easily. For people without an existing relationship with your company, that effort often starts with an Internet search

using one or more key words. For those potential constituents, you need to be sure that your company is close to the top of the resulting list. In that regard, there are a large number of consultants who specialize in search engine optimization (SEO). Talk to several of these and determine if you can make changes to your corporate site that will move your search placement up.

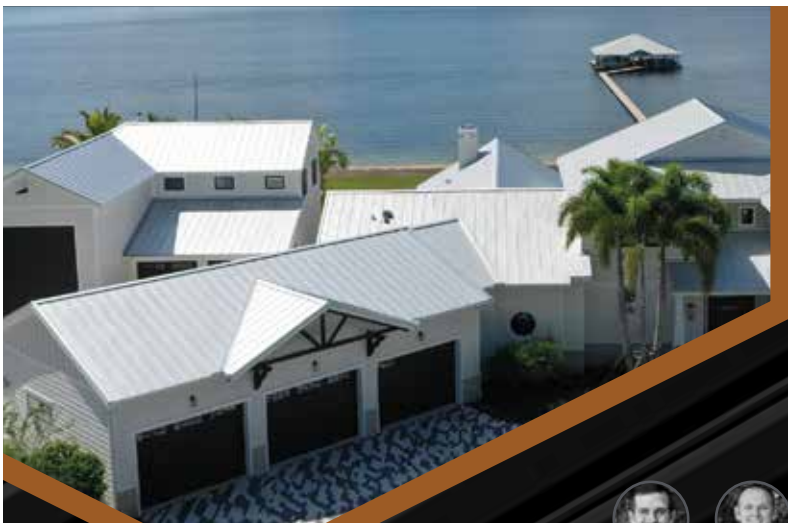
I recently had a client who manufactures scuba gear. A search for buoyancy compensators showed their company website but only on the second page of the Internet listings. With minor adjustments to their site, they moved to the third posting on the first page. Sales increased.

I have often heard that manufacturers of consumer products don't want to compete with their retailers by selling the same goods from their own website. I have a client who solved that problem by having a complete product sales function on their website. Each sale, however, was automatically routed to the retailer closest to the buyer. That product ordering function not only increased sales to consumers but was also a strong selling point for recruiting new retail outlets.

If you are not taking full advantage of the Internet and all of its capabilities, some of your competitors are. Look at their websites to see what functions you should copy. Use the various functions of your own website on a periodic basis to measure its ease of use and its application for each of your company's constituents. The Internet and your corporate website should be among your most important corporate communication tools.

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Lee Rust, Owner of Florida Corporate Finance, specializes in Mergers & Acquisitions, Corporate Sales, Strategic Planning, Financing and Operations Audits. He can be reached by phone at 407-841-5676 or by email at hleerust@att.net.



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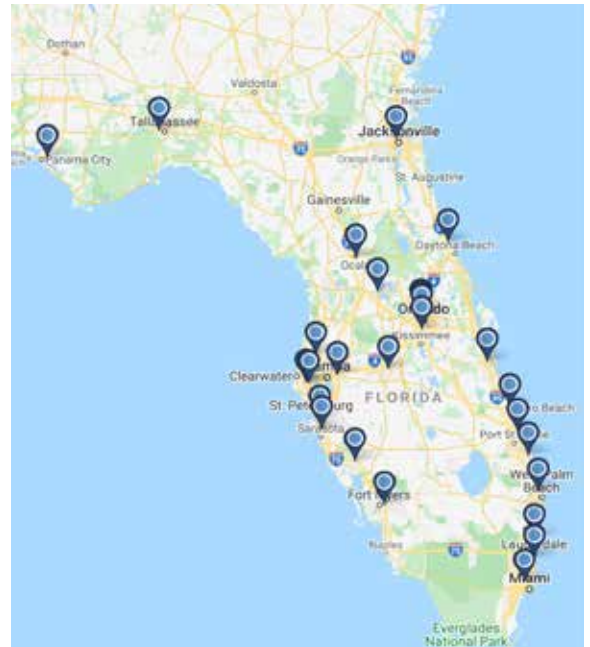
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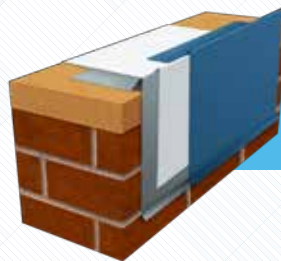
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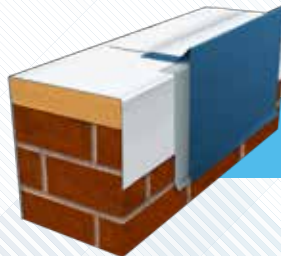
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