

pour a  
cup of  
coffee  
and enjoy

TOP 10



*Coffee  
Conversations*

**season 2**



# contents

<b>01</b>	<b>ABOUT</b>
<b>02</b>	<b>S2:E18   CAUGHT DOING GOOD IN ROOFING</b>
<b>03</b>	<b>S2:E11   ROOFING DAY 2021</b>
<b>04</b>	<b>S2:E2   NRCA'S NEW HEALTH CARE PROGRAM</b>
<b>05</b>	<b>S2:E6   GETTING TO KNOW RT3</b>
<b>06</b>	<b>S2:E8   GIVING BACK IN THE ROOFING INDUSTRY</b>
<b>07</b>	<b>S2:E16   ROOFING CEOs INDUSTRY OUTLOOK</b>
<b>08</b>	<b>S2:E15   LET'S TALK NON-TRADITIONAL RECRUITING</b>
<b>09</b>	<b>S2:E10   GEN Z TAKEOVER</b>
<b>10</b>	<b>S2:E5   CALLING ALL VETERANS</b>
<b>11</b>	<b>S2:E14   RECRUITING THE NEXT GENERATION</b>

# about

The Coffee Conversations podcast from RoofersCoffeeShop® invites you to pour a cup of coffee and sit with experts for conversations about what is top of mind for roofing contractors and the overall roofing industry right now.

Held every other Thursday morning (6 a.m. PT), the team at RCS video chats with leading professionals in the roofing industry in a Q&A format, welcoming you to pull up a chair and learn from a variety of business and industry experts.

This season saw a lot of interest in new recruiting strategies, specifically when it comes to the next generation. Three of our top five most listened to episodes focused on learning how to recruit, retain and capture the interest of the future workforce. Our most-listened-to podcast specifically addresses the importance of creating opportunities for women and minorities in roofing as a part of recruitment for the next generation of roofers.

A couple of the top ten episodes celebrate the good deeds done in the roofing industry, focusing on giving back through roofing foundations, veterans within the industry and highlighting how charity and care for others are at the core of the roofing industry.

In line with those values, a few episodes centered on topics like healthcare and meeting with congressional representatives for Roofing Day in D.C. to discuss top issues facing the roofing industry, including career and technical education, inclusion of buildings with infrastructure spending legislation and immigration reform.

You also won't want to miss out on insights from leaders of the industry and the invaluable advice that comes out of these conversations. If you didn't get a chance to listen to any of these episodes yet, we invite you to pour a cup of coffee and enjoy them on demand.

Don't forget to join us for Season 3 of Coffee Conversations starting September 9, 2021!

**RoofersCoffeeShop team**

# S2.E18

## Caught Doing Good in Roofing

RoofersCoffeeShop celebrates all the good deeds done in the roofing industry during this final episode of Season 2. Sponsored by ABC Supply, the Coffee Shop welcomes Lynne Johnston of Earl W. Johnston Roofing LLC.

Lynne has led efforts with the Roofing Contractors Association of South Florida (RCASF) to raise funds through their yearly fishing tournament for Make-A-Wish Foundation. Lynne is the tournament representative to Make-A-Wish and a long time RCASF member. She and friends share how they work with Make-A-Wish, run a local fishing tournament that has national appeal and continually get “Caught Doing Good” in the roofing industry.

ABC Supply sponsored this episode of Coffee Conversations and is a huge supporter of the Make-A-Wish Foundation as well as Home for Our Troops. ABC Supply is helping the Coffee Shop highlight just one of the many amazing events taking place in the roofing industry today.

Lynne works directly with Jackie Perl, one of the senior special events coordinators at Make-A-Wish Southern Florida. Jackie has worked with members of RCASF throughout her entire seven years with Make-A-Wish, which has held a partnership with RCASF for over 11 years.

“It honestly has evolved into a beautiful partnership where we work tirelessly with a wonderful group of committee members, such as Barry and Lynne, who are so passionate about changing lives of children in our community,” said Jackie. “It’s so inspirational to know that people who don’t work for the foundation are so passionate and work tirelessly. I mean, we are on these meetings every single month. Right when the tournament ends, we are right back again to start planning the next one.”

“It’s really full circle. It brings everybody back and she gets to stand in front of her sponsors and say five years ago, when you had this tournament, my wish was able to be granted. And I mean, I have chills just talking to you guys about it,” said Jackie. “I can only imagine that in group of over 375 people what that will be like.”

**Grab your coffee and listen to this inspirational last episode of Coffee Conversations Season 2 sponsored by our friends at ABC Supply.**



RoofersCoffeeShop hosted the National Roofing Contractors Association's (NRCA) government relations team to visit about Roofing Day in D.C. 2021. Heidi J. Ellsworth talked with Reid Ribble and Duane Musser from NRCA and Tammy Hall from CFS Roofing Services about a fully virtual visit to our nation's capital March 23 and 24.

They discussed how all roofing professionals should participate and meet with their congressional representatives about top issues facing the roofing industry, including career and technical education, inclusion of buildings with infrastructure spending legislation and immigration reform.

"I caught the political bug while I was in college," said Duane. "I'd been working as a congressional staffer for a member of the house of representatives for a number of years, which is how I got my start in D.C. and then worked in government relations consulting ever since."

Reid had a different track into the political world. He was a roofing contractor for 30 years before deciding to run for Congress in 2009. He served in the U.S. House of Representatives for six years before being asked to become NRCA's new CEO by long-time NRCA CEO Bill Good. Since he took over at NRCA, the organization has been undergoing a number of impressive changes, including a new health care program.

"Our team in D.C. has been doing yeoman's work for the last year. This entire COVID experience has dialed everything up," said Reid. "This team worked extraordinarily long hours and we're involved in virtually every single thing that you can imagine [in D.C.]. If it has anything to do with the U.S. roofing industry, we're there."

Tammy recently joined the RCS Influencer team and she is also a NRCA board member, serving on the ROOFPAC and National Roofing Day committees. She also serves on the Florida Roofing and Sheet Metal Contractors Association (FRSA) board and is the chair for their government affairs PAC. Remarkably, Tammy also has time to spare to represent FRSA for an affiliate council within the Florida Roofing Association.

"I stay busy," said Tammy. "I've got to tell you, once you start, it's hard to get out of this industry. There are an incredible amount of people from all walks of life who do great things... NRCA provides such a network of people and have been great mentors to me at I continue my career and I'm so appreciative."

**Read, Listen or Watch the entire Coffee Conversations to hear more from these hard-working members of the roofing community about why attending Roofing Day is important for the future of the industry.**



Heidi J. Ellsworth welcomed Tom Shanahan to visit about the new NRCA Health Care Program. Tom is recognized as an industry health and safety expert and represents NRCA at both industry and non-industry events on these issues. The U.S. Secretary of Labor appointed him to serve on the Occupational Safety and Health Administration's (OSHA's) Advisory Committee on Construction Safety and Health from 2007 to 2011.

He shared information and answered questions about the new NRCA Health Care Program that enables NRCA members of all categories and sizes to offer employer-sponsored health care options. This is an exciting podcast to listen to for all roofing companies who are members or want to become members of NRCA.

"Some [health programs] have worked well and some haven't," said Tom. "Throughout all of that, we've learned a whole lot about navigating the laws and regulations that have to do with having a national program."

Heidi also visited with Ted Ryan, the program manager for the NRCA health care program. Tom and Ted have been reaching out to contractors everywhere about this revolutionary health care program and have noticed a widespread lack of understanding about the differences between health insurance products and options that are available to roofing contractors now.

Ted explained that most contractors are insured by a traditional insurance company where they "write one check a month for all your employees that covers their claims." However, at Vault Health Strategies their approach to health insurance is through self-funding.

"We have products and services that will be a great fit for most members. And we can help save them a lot of money," said Ted. "I've even had instances where we've offered a very competitive offer and an employer has chosen to stay with their existing carrier because that carrier, while they were going to go up 10% on the employer, the insurer decided to lower the renewal cost of the existing health plan. I don't want people to shop us that way, but the fact of the matter is NRCA's effort still ends up as a member benefit, right? The more you shop and the more competitive folks are, and in sharing that information, you're naturally going to be the beneficiary."

**Listen to the full podcast to learn more about the NRCA health care program and the many insurance options available to you now.**



# S2.E6

## Getting to Know RT3

Roofing Technology Think Tank (RT3) roofing contractor member Wendy Marvin, Matrix Roofing & Home Solutions, and RT3 Executive Director Karen Edwards were Heidi J. Ellsworth's guests for a Coffee Conversation all about technology in roofing. RT3 has been leading the industry in thought leadership since 2016, bringing roofing professionals together to encourage the use of technology to increase productivity and professionalism in the roofing industry. Wendy and Karen shared successes they have seen through RT3, in their own businesses and insights on how contractors need to pivot using technology.

"[RT3] was started in 2016 by a group of forward-thinking industry leaders who recognized the need for the roofing industry to use technology more. The roofing industry is typically behind. This group of professionals said we need to get together, we need to study, we need to learn and we need to help get that message of technology out into the industry," said Karen.

Wendy agreed that part of RT3's mission was innovation and change. She joined RT3 to learn helpful information from some of the brightest minds in the industry to help continue to evolve and shape her business.

"Jumping on the RT3 Think Tank was a no brainer. It was a group of industry rock stars," said Wendy. "You guys don't give yourself enough credit. It was an opportunity [where I could] speak to our industry to help with advancements, to look at an industry that is predominantly conservative and try to help people move along through some scary things that are changing and growing. Love the group, love the people, love being plugged in. I've learned so many silly little things that I have helped my business with just by being around these people. So, it's been a great opportunity."

RT3 was built to be a resource for the industry. It was designed small on purpose and has a limit on memberships. This way the organization can make decisions and reach members quickly, which was especially helpful last March when the pandemic began to affect the way people were able to work. RT3 was able to respond quickly and hosted three webinars where members and guests from the industry put their heads together to figure out solutions.

**Read, Listen or Watch the full Coffee Conversations and learn more about RT3 and how they are accelerating technological innovation in the roofing industry.**



This Coffee Conversations hits the heart of the roofing industry: giving back through roofing foundations. Sponsored by Cotney Construction Law, Trent Cotney and foundation representatives including Kyle Thomas, president of the Roofing Alliance; Chuck Chapman, Chairman of Davis Memorial Foundation; Mike Silvers with the FRSA Educational & Research Foundation and Rod Petrick of the Chicago CRCA Foundation will be our guests.

In this installment of Coffee Conversations, Heidi and the panelists talked about the importance of giving back through foundation gifts that help with scholarships, research and education and how it is one of the best ways to help attract the next generation to roofing.

Trent and guests shared how important it is to give back to our industry in order to recruit the next generation of roofing contractors while helping current roofing professionals and companies grow professionally.

“I feel very blessed to be part of the roofing industry,” said Trent. “I was taught you give back your time, your talent and your treasure. The foundation’s that are set up do great work. They provide scholarships, they provide training, they provide an avenue to get new people into the industry, which I think is critical especially now with a lack of skilled labor. In addition to that, there’s a lot of great research projects that come up. So what I wanted to do is incentivize people to give.”

Chuck Chapman is the chairman of the Davis Memorial Foundation and he explained how they’ve been able to help fund student’s educations since 1996. “Since our inception, we had over 142 scholarships to the tune of over \$600,000. It’s really, really wonderful to be able to support the families and the students involved with our industry.”

Kyle Thomas is the president of the Roofing Alliance, a foundation created by the National Roofing Contractors Association (NRCA). The Roofing Alliance promotes the advancement of the roofing industry through research, education, technology and charitable programs. It was developed by forward thinking leaders in the early to mid 90s who felt there was a need to fund further developments in the roofing industry.

“At this point, we’ve handed out almost \$900,000 in scholarships to over 130 students to the Melvin Kruger Endowment Scholarship Fund. We’ve allocated almost \$6 million overall in projects that support our mission,” said Kyle.

Rod Petrick, a member of the Chicago Roofing Contractors Association (CRCA), NRCA and the Roofing Alliance, who was instrumental in launching the CRCA foundation also spoke about their scholarship options. And Mike Silvers, a founding member of the Florida Association of Roofing Professionals (FRSA), discussed scholarships and learning programs launched to help grow the industry.

**Tune into this Coffee Conversation to learn more about these amazing foundations and how you can support them.**





Heidi J. Ellsworth welcomed CEOs Adam Oaks of Estimating Edge, Deryl Kratzer from National Roofing Partners and Will Lorenz of General Coatings. These industry leaders shared in depth what the first quarter of 2021 truly looked like for the industry. Amid a pandemic with a light at the end of a dark tunnel, Heidi chatted with these CEOs on what they have seen so far and what they think is coming.

Adam started the conversation by pulling up some useful analytics for roofing bids from 2019, 2020 and the first quarter of 2021. His data showed promising results for the roofing industry overall, predicting strong growth throughout 2021.

“The bidding is pretty remarkable,” said Adam. “I think you’re going to start to see, or already are, probably more competitive bids, maybe more people bidding on the same project. That’s the kind of trend that we’re seeing.” Deryl agreed, sharing experiences he had while talking with some NRP partners on the West Coast, Midwest and East Coast.

“Without exception, all of their backlogs are bigger than ever,” said Deryl. “So, the confidence is just really roaring right now. There’s lots of activity going on, or as you’re starting to see some of the big box [stores] actually come out with more opportunities.”

Importantly, Will brought in what could affect industry growth and hamper roofing businesses from taking advantages of these market upswings. Specifically, the unavailability of labor and materials being the strongest deterrent for future growth.

“[Those are] the challenges that the roofing industry has been working through,” said Will. “I think we’re all optimistic that it’s going to continue to improve, and as we get to the third quarter it’s going to normalize and hopefully the market itself will find an equilibrium that can support better growth for the construction trade.”

**Read, Listen or Watch the entire Coffee Conversations to learn more about this exciting first quarter and what it means for the rest of the year.**

Adam Oaks

Will Lorenz

Deryl Kratzer



# S2.E15

## Let's Talk Non-Traditional Recruiting

Are you struggling with recruitment and retainment? You are not alone! This Coffee Conversations is dedicated to talking all about new and non-traditional ways to recruit employees for your company. Heidi J. Ellsworth, RCS president, Wendy Marvin, owner of Matrix Roofing, and other special guests brainstormed live on how to recruit and keep talent.

Wendy encouraged community involvement as a prime non-traditional recruitment strategy. "I can't tell you how many jobs that's brought to our company just because people know and will give us a try, because they've seen us out there," said Wendy. Connecting with the community is an excellent way to find opportunities for recruitment. "This all starts with the fact that we've been involved with our community," said Wendy. "It's just the opportunity to meet people."

Getting involved with the community leads you from one thing to the next, like becoming a member of an association. "Along with the community involvement is you've got to get involved in your associations, your local associations," Wendy shared.

"It's about, how do you give back to the organizations and the people and the community, and what can you plug in? Then, again, I'm volunteering on the Habitat team, and I met this woman who knows a bookkeeper. That's how I found my bookkeeper, you know what I mean? That's the kind of stuff that you never know what you're going to connect with." She highlighted that giving back to organizations, people and the community often results in more people learning about the industry and getting involved.

Brenna Driver, the chairperson for the recruiting committee on National Women in Roofing (NWIR), added, "There's so much opportunity out there [associations] and I think this just showcases just a sliver of what there is to be captured as far as opportunity."

Heidi and Wendy also spoke on retaining your workforce, discussing the importance of company culture in maintaining happy employees. "Make people want to stay with you. Give them a voice. Give the people in your organization the opportunity to weigh in on some of the things that you're doing. Ask your people what they want," said Wendy. "You've got to create a culture of people that you care about."

**Read, Listen or Watch the entire Coffee Conversations to learn more about engaging with the community and for more insight on keeping talent and non-traditional recruitment strategies.**



Wendy Marvin

Join Heidi and Megan Ellsworth for a Coffee Conversations — Gen Z style. Megan, a member of Gen Z and RoofersCoffeeShop podcast producer, welcomed fellow Gen Z'ers Xavier Carmona of Golden Group Roofing, Katya Khalimon of LTD Exteriors and Lexie Sutton of Cotney Construction Law. Megan and guests talked about the next generation of employees, who are well versed in technology and one of the most diversified generations yet. Learn how to recruit, retain and capture the interest of Gen Z, who represent the future workforce.

Many members of Generation Z are either in college or just entering their careers. With the Coronavirus complicating this generation's entrance into the workforce, it was no surprise that job security and a business that can function fully online are two enticing qualities this generation will be looking for in a company.

"I was looking for a job in the middle of a pandemic," said Lexie, a recent graduate from the University of Tennessee who now works for Cotney Consulting Group in sales operations. "So, the most important thing for me was job security and that a company can run even if it was all from home. . .and that's going to be something that I look for from this point forward."

They also mentioned a company that offers more than just a job, but a place where they can grow as an individual and that offers a career path. When Katya was looking for a job over a year and a half ago, she was drawn to LTD Exteriors because of their openness to train and encouraging company culture, which has helped her develop her career. She recently took over more office work within the company and is learning the position of project coordinator.

"My top thing to look for in an employer is that they're also interested in me and what I bring to a company," said Katya. "I want to know that they will invest their time into me, teach me and help me with my life progression."

Xavier was an athlete at Assumption College in Worcester and graduated in 2019. He brought up an inclination towards an engaging position. Similarly to Katya, he was interested in finding a position that would both challenge and encourage him to grow as an employee and person. He now works in sales for Golden Group Roofing.

"When I was looking for employment, I was looking for something a little out of the ordinary," said Xavier. "I had done sales before when I was in high school, and was looking for something in the same realm and roofing came up. When they started talking to me about the sales and marketing side and going out, bidding on jobs, meeting people, I liked that."

**Read, Listen or Watch the entire Coffee Conversations to learn more about how to recruit, retain and capture the interest of this exciting generation that represents the future workforce.**

Katya Khalimon

Xavier Carmona

Lexie Sutton



## Calling All Veterans

RoofersCoffeeShop celebrated all veterans who work in roofing. Listen to the great conversation with Justin Jennings of Main Street Roofing and Solar, and Casey and Meredith Marsh-Shaevitz of Pitch Perfect Roofing. We invited all military veterans in roofing to join the conversation on how to recruit more veterans into roofing, how to create a veteran-friendly culture and the opportunities that come from running veteran-owned roofing businesses.

We also celebrated how the roofing industry continues to give back to veterans in need. This Coffee Conversations was sponsored by TAMKO Building Products, which continually hires and supports veterans in the roofing industry and through generous donations to veterans' organizations.

Casey and Meredith decided to build their business together three years ago and are finding more ways they can give back to veterans. "We would like to implement scholarships for veterans who are really wanting to learn a specific trade. We'd love to be able to offer those types of things to our veterans," said Casey.

The third guest for this lively conversation, Justin Jennings, a Marine Corps veteran, said his main focus is giving back to veterans and raising money to put roofs over their heads, free of charge. "We're trying to just put a better roof over their head. We've only been able to do a few of them. We've been trying to push five or six this year, but of course, 2020 had its own path for everybody. We're trying to make the difference," said Justin.

Wayne Heironimus and Dave Winters joined the conversation to share what they're working on in Florida. Wayne has been with Delta Rep Group for 30 years and is on the Board of Directors for the Florida Roofing and Sheet Metal Contractors Association (FRSA). Years ago, Wayne felt the need to give

back to his community of veterans and met Dave Winters, who owns the non-profit Black Dagger Military Hunt Club, which provides hunting, fishing and other outdoor opportunities for wounded veterans.

"We connected the Black Dagger Military Hunt Club with the [Florida] West Coast Roofing Contractors Association and we've been putting on a lot of events to benefit both organizations, to promote what Black Dagger does for the veterans and what the West Coast Roofing Contractors Association does for our industry," said Wayne. "The big goal is to connect the veterans back to the community in our area. We're a small organization and we want to eliminate two of the big negative factors, which a lot of veterans face that come back. One is isolation and the other is loneliness, how they fit back into the community," said Wayne.

Dave is a retired Air Force veteran and worked for the United States Special Operations Command. He runs the volunteer-based, non-profit outdoor sports club and is passionate about getting veterans connected to their community. "That's the key," Dave said, "the connection is the cure."

**Listen to the entire Coffee Conversations on RoofersCoffeeShop® and be sure to join us for the next live session.**



Coffee Conversations dove into recruiting the next generation with Christee Holbrook, president and owner of Graham Roofing, and Jazmine Melton, Graham Roofing intern and the first African American female graduate from the Mississippi State University's (MSU) Building Construction and Science (BCS) program. Christee and Jazmine talked about the importance of creating opportunities for women and minorities in roofing and the benefits of working with vocational schools and university level construction management programs to recruit tomorrow's talent.

Graham Roofing is a commercial industrial roofing company out of West Point, Mississippi that has been in business since 1968. Christee and her partners bought Graham Roofing in 2018 and have been proactively recruiting people into their company, especially as their older employees are beginning to retire.

"We have had a lot of long-term time employees, been here 30 and 40 years, and starting to retire. We had one that had been here since 1978 and he retired, I believe, two years ago. We had one that has been here since 1971. So we're starting to lose some of our long-time employees to retirement," said Christee.

Jazmine Melton, senior at Mississippi State University works at Graham Roofing as a project manager and superintendent. Christee has been working closely with Jazmine as well as other new Graham Roofing employees.

"[Christee] is teaching me, basically, from proposals all the way to the start of the job," said Jazmine. "So I work on proposals when we get offered a job or if somebody needs a new job. I also help with materials, with purchase orders. I also help with some [communication work], as far as getting the information to our project managers and also letting our

customers know everything that's going to happen with their roof."

Jazmine's program, the Mississippi State Building Construction Science program, recently got accredited in February. This is an excellent step forward for the students in the program as more classes will be added and the degree itself will be more valuable after graduation. While the accreditation will allow students like Jazmine to increase their skill set in the classroom, Jazmine still recommends young people interested in roofing and construction to get an introductory job at a roofing company.

"[Working at Graham has] been a learning experience because instead of just being in school, this gives me a chance to brush up on my skills with project management, with organization, with paperwork," said Jazmine. "I'm learning the things that I want to do after graduation."

**Read, Listen or Watch the entire Coffee Conversations to learn more about how you can recruit tomorrow's top talent.**

Christee Holbrook

Jazmine Melton



 **ROOFERS**<sup>®</sup>  
= COFFEE SHOP =