

NRCA
 ANNUAL
 REPORT
 2020-21

NRCA

WHAT'S INSIDE

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FINANCE / MEMBERSHIP

ROOFING ALLIANCE

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NRCA PROCERTIFICATION®

NEW OFFERINGS

ADVOCACY FOR THE ROOFING INDUSTRY

WHAT MEMBERS ARE SAYING ABOUT NRCA



STATEMENT FROM THE CHAIRMAN OF THE BOARD:

"We continue to navigate through unprecedented times. During 2020, we worked through a global pandemic, and this year, we face a materials and supply chain crisis of unrivaled magnitude. NRCA remains focused on helping its members every day and providing the tools to emerge from these challenges stronger than ever."

> NRCA CHAIRMAN OF THE BOARD ROD PETRICK, RIDGEWORTH ROOFING CO. INC., FRANKFORT, ILL.



2020-2

WORKING HARD

NRCA

WORKING TOGETHERROOFING THROUGH IT ALL

VISION

Since 1886, the National Roofing Contractors Association has been the home for generations of entrepreneurial craftsmen and enterprises, who shelter and protect America's families and businesses and each other. Our vision is the recognition of our members as professionals and to unite the industry to that purpose.

MISSION STATEMENT

NRCA values its members and staff, safety, integrity, hard work and quality. It will advance toward its vision by ensuring consensus decisions are determined through active deliberation inside the committee process.



HIGHLIGHTS FROM THE YEAR: JUNE 1, 2020-MAY 31, 2021 •





Ya sea que esté solicitando un trabajador no inmigran tratando de ajustar su estado migratorio, comprender odmo enviar documentos a USCIS es un paso crucial para una solicitud exitosa. <u>4.eer más</u>



¿Cuáles son los cuatro problemas que del abordar la industria de la construcción? NEWS lavo. ±Leor más

NRCA launched E-News en Español

NRCA launched a Spanish landing page on its website

that provides membership, training, marketing and technical information





JRCA



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TOP THREE NRCA WEBSITE SECTIONS VISITED:

Education: 229,773 page views

News/Events: 116,877 page views

Technical: 86,886 page views



visits to nrca.net



211,944

new users visited

NRCA's website

visits to *Professional Roofing* magazine's website

190

participated in National

Roofing Week 2020



NRCA held

32

virtual classes with

5/5 participants



NRCA processed more than 100 new roof system installers applications for NRCA ProCertification®





COVID-19

23,653 visits to NRCA's COVID-19 resource page

3 ()

16,639 visits to NRCA's Supply Chain Shortage Information page

> **NRCA** UNIVERSITY



NRCA held

28 webinars with 2,327 participants

TRAINING FOR ROOF APPLICATION CAREERS

More than 2,000 people were actively engaged with TRAC



NRCA's partner Vault Health Strategies launched the NRCA Health Care Program

NRCA introduced a new series of health and safety webinars,

NRCA's Targeted Health and Safety Training, which offers 13 custom one-hour classes delivered virtually when and where members need them

4 new One Voice members

10hr

3Ohr

ONE VOICE

DUPONT, WILMINGTON, DEL. GEORGIA-PACIFIC GYPSUM, ATLANTA IB ROOF SYSTEMS, GRAPEVINE, TEXAS NARDINI S.P.A., TREVISO, ITALY



Resources



NRCA ACCEPTED

39 STUDENTS FUTURE EXECUTIVES INSTITUTE, CLASS 10

31 STUDENTS FUTURE EXECUTIVES INSTITUTE, CLASS 9



NRCA partnered with SkillsUSA to introduce roofing to its TeamWorks competition for the **first time in SkillsUSA's 55-year history**





NRCA's Technical Services section responded to more than

1,600

requests for technical assistance and problem analyses NRCA partnered with the National Center for Construction Education and Research to update industrywide roofing curriculum



NRCA's Legal Resource Center held a record-setting virtual annual legal conference with

225 participants



The number of new volunteers in NRCA's committee process increased



MEMBERSHIP COMPOSITION

76% Contractors

12% Architects, engineers, consultants

6% International

2%

Manufacturers

1% or < Industrial/Institutional, service providers, distributors, manufacturer representatives, raw materials providers

FINANCE

For NRCA's complete financial statements for fiscal year ending May 31, 2021, and the independent auditor's report, click here.

MEMBERSHIP

Despite the challenges 2020 presented for all associations, total membership numbers increased during the year. Membership grew at a rate of more than

11 new members per week

from June 1, 2020, to May 31, 2021.



ROOFING ALLIANCE

In 2021, the Roofing Alliance began celebrating its 25th anniversary. The Roofing Alliance also has been highlighting new initiatives and funding that will continue to support research, education and philanthropy during the next 25 years and beyond.

THE ROOFING ALLIANCE WELCOMED THREE NEW MEMBERS:

Complete Building Maintenance Co. Lombard, III.

Insurance Institute for Business & Home Safety Tampa, Fla.

Peck Brothers LLC (d/b/a PB Roofing) Elmwood Park, N.J.

ALLIANCE HE FOUNDATION OF NRCA

Clemson University's phase two initiative will develop two new online roofing courses and convert the first course into an online format. Once all courses are complete, there will be a formal Roofing Certificate nine-credit-hour program for university students and corporate-level industry professionals

An approved total of **\$138,769**

in new project funding

With this funding, 50 projects have been funded to date for a total of nearly \$5.8 million

NRCA SOCIAL MEDIA

National Roofing Week 2020 We are Family Raffle winners:

Bliss Roofing Inc., Clackamas, Ore.

Nations Roof, Dallas

TEMA Roofing Services LLC, Girard, Ohio



NATIONAL ROOFING CONTRACTORS ASSOCIATION

Mational Roofing Week

👫 NRCA 🗕

383,613

impressions

National Roofing Week 2020:

12,775

engagements

384

new followers gained

NRCA SOCIAL MEDIA PLATFORMS

(Facebook, Twitter, LinkedIn and Instagram) Impressions: **9,135,289** Engagement: **215,010** Total followers across all platforms: **48,601**

RUFEROS DE LOS BUENOS (Facebook and Instagram) Impressions: **818,384** Engagement: **32,752** Total followers across both platforms: **4,988**



NRCA ProCertification

NRCA PROCertification[°] Streamlined the ProCertification program development process, creating capacity to develop two to three programs annually

PROCertified[®]

SYSTEMS INSTALLER

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Launched the ProCertified Clay and Concrete Tile Systems Installer program

In a **partnership** with the Metal Construction Association, NRCA

began work on ProCertification for metal roof system installers



Launched new low- and steep-slo<u>pe online exams</u>

These exams are free to members and available in **English** and **Spanish** on NRCA's website

NEW OFFERINGS



NRCA Guidelines for the Application of Roof Coatings



The NRCA Waterproofing Manual—2nd Edition



NRCA Construction Details: CAD Files—2021

Advocacy for the Roofing Industry



Advocacy events raised nearly



in funding to benefit ROOFPAC, the voice of the roofing industry in Washington, D.C.



NRCA advocated for increased funding for Perkins Career and Technical Education Grants, and in December 2020, Congress approved

\$1.3 billion for fiscal

year 2021—an increase of **\$52 million** compared with the 2020 funding level

NRCA supported the CARES Act, which provided an estimated \$1.49 billion in funding through the Paycheck Protection Program to help roofing companies navigate the challenges of the COVID-19 pandemic

NRCA successfully advocated for the Energy Savings and Industrial Competitiveness Act, bipartisan legislation to promote the adoption of energy-efficient technologies in the residential, commercial and industrial building sectors, which Congress approved in 2020

NEW OFFERINGS



The NRCA Roofing Manual: Steep-slope Roof Systems—2021



Asphalt Shingle Roof Systems A Homeowner's Guide for Inspection laintenance, and Repail

WHAT MEMBERS ARE SAYING ABOUT NRCA



"Relationships with other roofing companies have added a huge value to Shell Roofing Solutions; NRCA members share the ins and outs of what it's like to run a roofing business and have experienced many of the same highs and lows. NRCA members are a great sounding board for exploring new ideas, working through challenges and helping us grow our business."

> - Rudy Gutierrez, Shell Roofing Solutions, Chino, Calif.



"Being an active member enhances the professionalism of our company. I've also made a lot of great friends. And because we're not competitors, we can share our successes and failures and learn a lot from each other."

- Kyle Thomas, Thomas Roofing, Mobile, Ala.



"My NRCA membership is an integral part of my everyday business. NRCA's programs and services help make me a better leader, and the opportunities to serve the organization have allowed me to build long-lasting relationships with innovative and caring roofing professionals who I learn from and can share ideas with to improve my operations."

- Erica Jackson, CYE Enterprises Inc., Jacksonville, Fla.



"My involvement with NRCA provides opportunities to learn and to grow professionally, as well as give back to an industry and community that have been so good to our family."

- Kelly B. Van Winkle, King of Texas Roofing Company LP, Grand Prairie, Texas

