



# CATALOG 2020

YOUR GUIDE  
TO NRCA  
RESOURCES

**NATIONAL ROOFING CONTRACTORS ASSOCIATION**

■ INFORMATION ■ EDUCATION ■ TECHNOLOGY ■ ADVOCACY

[nrca.net/becomeamember](https://nrca.net/becomeamember) | (800) 323-9545 | [membership@nrca.net](mailto:membership@nrca.net) | [f](#) [t](#) [v](#) [i](#)

To really shine in the sun, you have to  
weather some storms



**GAF** **TimberlineHD**  
High Definition® Lifetime Shingles



Beach life is more than sunscreen and sand. But you and your family can rest easy under a roof built with Timberline HD® Shingles. Engineered to endure hurricane-force winds,\* and look great doing it, it's no wonder North America's best-selling shingle is Timberline HD.®

To learn more visit [gaf.com/timberline](http://gaf.com/timberline)

\*Warranted to withstand winds up to 130 mph with special installation. See GAF Shingle & Accessory Limited Warranty for details, coverage, and restrictions.

**GAF**

We protect what matters most™

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# INFORMATION

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NRCA provides you with all the resources you need to build, sustain and successfully manage your business.





# Simple rules keep little slips from becoming big falls.

CNA Risk Control experts know that roofing fatalities occur at nearly twice the rate of other construction trades. That's why as part of our fall protection program, we recommend a 100% tie off with fall exposures over six feet. It's a guideline that helps limit injuries to bruises and scrapes, and helps our clients avoid financial disaster.

Learn more about how our risk control programs help NRCA members operate more safely. Contact your independent agent or visit [cna.com/nrca](https://cna.com/nrca).

## NRCA AND INDUSTRY NEWS

NRCA is a tremendous asset to have when you need to respond to the unique challenges you face—on job sites and in your business. When the latest news and information about late-breaking developments are what you need, you can rely on the following comprehensive print and electronic resources to keep you informed:

- **NRCA E-News** is NRCA's electronic newsletter, delivered three times per week, that keeps you up to date with roofing industry developments.
- **For Members Only** is NRCA's members-only monthly newsletter that communicates the latest roofing industry developments and NRCA activities from the perspective of NRCA COO McKay Daniels.
- NRCA's consumer website, **everybodyneedsarooft.com**, provides homeowners and building owners with important information such as how to select a professional roofing contractor, buying a new roof, how to cope with natural disasters and much more.
- NRCA's website, **nrca.net**, contains more than 23,000 pages of information about NRCA and the roofing industry pertaining to members, roofing professionals and consumers. It is the No. 1 destination for roofing industry information.
- **Professional Roofing** magazine is the roofing industry's leading publication. For information about subscriptions and advertising, visit **professionalroofing.net**.
- **NRCA's Digital Library** provides members with free electronic access to all NRCA publications via the NRCA Bookstore at **nrca.net/shop**.





# HEALTH AND SAFETY TRAINING PROGRAMS

Safety training is essential to help employees understand all the workplace dangers they face and the safety processes they need to follow. NRCA's health and safety training programs help your company lower its accident rate, which results in less down time from injuries, reduced workers' compensation claims and increased profitability.

## NRCA's Fall-protection Compliance Program—Serving Up Safety: A Recipe for Avoiding Falls on the Job



In one program, you get everything you need to ensure your employees know how to prevent falls and comply with OSHA's fall-protection requirements, including:

- An interactive DVD explaining all the fall-protection rules pertaining to each state
- Printable PDFs of an instructors guide, student workbook and student handout
- Regulatory excerpts from federal and state agencies; examinations tailored to specific states
- A customizable certificate of completion

Item # 3216 | Spanish version, Item # 3217

Member: ~~\$250~~ **SALE \$99** | Nonmember: ~~\$495~~ **SALE \$199**

**NRCA offers quantity discounts for the purchase of multiple copies of its publications.**  
**Call NRCA customer service at (866) 275-6722 to find out more.**



## NRCA Material Handling Program: Overhead and Understood

This five-module program provides you with everything you need to train your workers so you are in compliance with OSHA's requirements for crane and hoist operations, signal person qualifications, qualified riggers, forklift operations and working with rooftop-powered equipment, including:

- Five DVD training modules
- Supplementary handbooks: Rigging Handbook, 4th Edition by Jerry Klink and J. Keller's The Forklift Workshop, Operators Handbook
- Helmet decals
- Printable PDFs of an instructors guide, learners manual, test and answer key, tailored assessment and training tools
- Customizable wallet card and certificate of completion



Additional rigging handbooks, forklift operators handbooks and helmet decals also are available.

Item # C3217 | Spanish version, Item # C3218

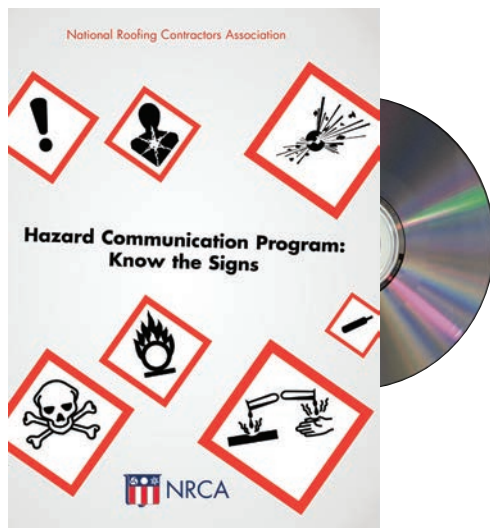
Member: \$395 | Nonmember: \$790

## NRCA's Hazard Communication Program: Know the Signs

This comprehensive program will assist you in delivering the training required under OSHA's Hazard Communication Standard, including the revised Globally Harmonized System and HCS training requirements. The program gives you all the tools you need, including:

- DVD with 20 minutes of video content
- Printable PDFs of an instructors guide, student manual, test and answer key, examination and training tools
- PowerPoint® presentation suitable for use by a company trainer
- Sample hazard communication program, chemical inventory list template and safety data sheet request letter
- Customizable certificate of completion

Program includes English and Spanish videos and supplementary materials!



Item # 3228

Member: \$195 | Nonmember: \$395

**NRCA members receive exclusive access to risk management experts.**  
**Ask any question, anytime.**  
**Visit [nrca.net/benefits](https://nrca.net/benefits) to learn more.**

# HEALTH AND SAFETY PUBLICATIONS

## The NRCA Safety Manual, Third Edition

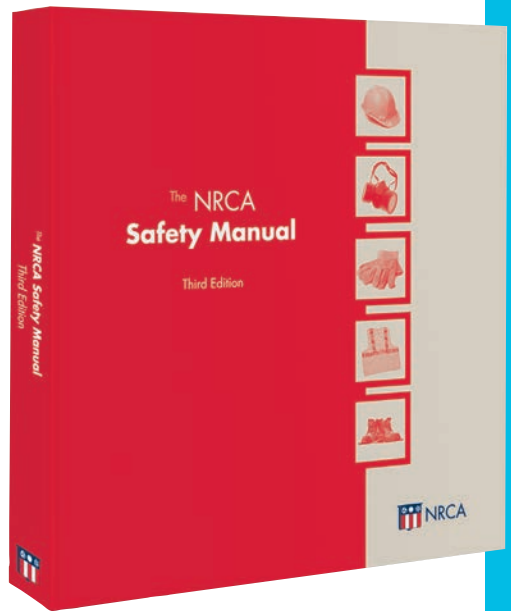
Implement and maintain a state-of-the-art safety program that achieves results.

Item # C3215

Member: \$195 | Nonmember: \$395

Electronic item # C3215e

Member: Free | Nonmember: \$395



## NRCA Pocket Guide to Safety

Put a wealth of safety and health information in your employees' pockets.

Item # 3234

Spanish version, Item # 3214

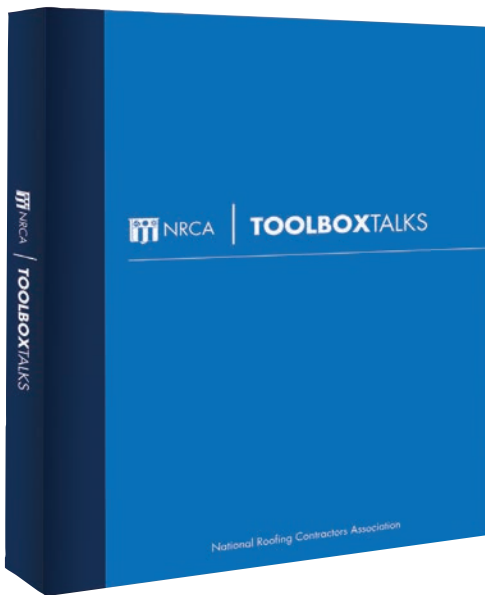
Member: \$15 | Nonmember: \$25

Electronic item # 3234e

Spanish version, electronic item # 3214e

Member: Free | Nonmember: \$25





## Toolbox Talks

Teaching safety never has been this easy. NRCA Toolbox Talks is designed specifically for foremen and trainers to review an important safety lesson with their crews each week. Each lesson includes safety-training tips with illustrations detailing key points and questions to stimulate discussion.

Item # P2016

Spanish version, Item # P2107

Member: \$95 | Nonmember: \$195

Electronic item # P2016e

Spanish version, electronic item # P2017e

Member: Free | Nonmember: \$195



## Spanish in a Pinch Package

Includes more than 1,800 roofing, business and safety-related words and phrases!

Item # P2106

Member: \$130 | Nonmember: \$260

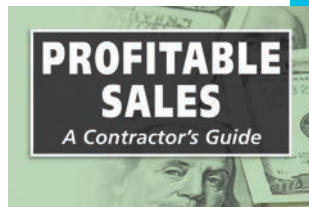
# BUSINESS MANAGEMENT PUBLICATIONS

Ensure a healthy profit on every job with these business operation must-haves!

## Profitable Sales: A Contractor's Guide

Item # 3436

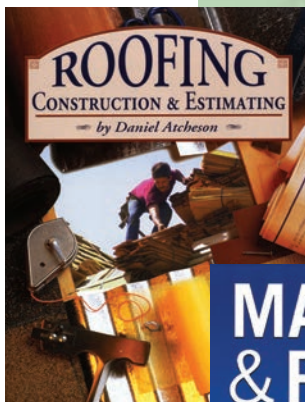
Member: \$30 | Nonmember: \$60



## Roofing Construction and Estimating

Item # 3746

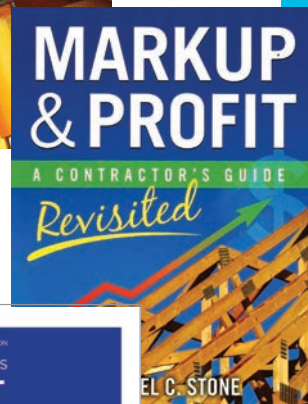
Member: \$30 | Nonmember: \$60



## Markup & Profit Revisited: A Contractor's Guide

Item # 3435

Member: \$40 | Nonmember: \$80



## Roofing Contractors Equipment Cost Schedule

Electronic Item # 3439e

Member: Free | Nonmember: \$80



## Business Fundamentals for Roofing Contractors

Electronic item # 3443e

Member: Free | Nonmember: \$95



## 2017 NRCA Wage & Benefits Survey

Item # 3903

Member: \$45 | Nonmember: \$95

Electronic item # 3903e

Member: Free | Nonmember: \$95



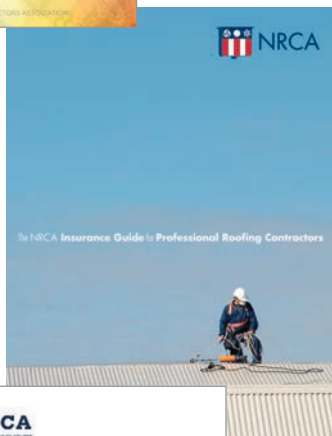
## The NRCA Insurance Guide for Professional Roofing Contractors, Third Edition

Item # 3444

Member: \$95 | Nonmember: \$195

Electronic item # 3444e

Member: Free | Nonmember: \$195



**NEW!**

## A Roofing Contractor's Guide to Insurance Coverage and Claims

Electronic item # 5300e

Member: Free | Nonmember: \$95



# LEGAL RESOURCES

## NRCA Legal Resource Center

The NRCA Legal Resource Center is the leading legal advocate for roofing contractors throughout the U.S. All NRCA member contractors have free access to legal counsel and a wide range of legal publications and resources as a part of their NRCA memberships to help them address their toughest legal, business and employment issues. Contractor members can save time and substantial legal fees by visiting [nrca.net/legal](https://nrca.net/legal) and accessing the comprehensive legal database of more than 400 articles, court decisions, special reports, past seminar materials and much more. Contractor members also can submit legal questions to NRCA's Legal Help Line, which helps them obtain information about legal issues encountered in their day-to-day businesses.

## Legal Publications

### OSHA Citation Defense Manual— NEWLY UPDATED AND EXPANDED!

Coming in

early 2020

Electronic item # 4020e

Member: Free | Nonmember: \$495

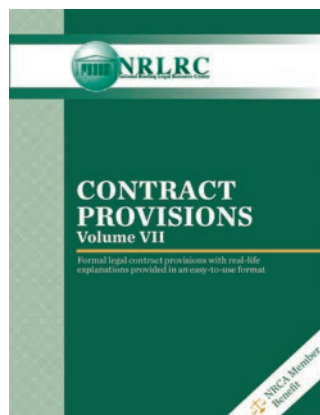
### Contract Provisions, Volumes I, II, III, IV, V, VI and VII

Item # 9202, 9206, 9211, 9213, 9214

Member: \$195 each | Nonmember: \$395 each

Electronic item # 9202e, 9206e, 9211e, 9213e, 9214e,  
9216e, 9217e

Member: Free | Nonmember: \$395 each





## Comprehensive Guide to Wage and Hour Regulations Affecting Roofing Contractors

Item # 9204

Member: \$75 | Nonmember: \$325

Electronic item # 9204e

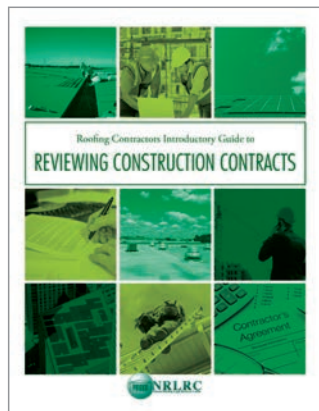
Member: Free | Nonmember: \$325



## Roofing Contractors Introductory Guide to Reviewing Construction Contracts

Item # 9215e

Member: Free | Nonmember: \$325



## A Roofing Contractor's Guide to Bidding

Item # 9209

Member: \$75 | Nonmember: \$325

Electronic item # 9209e

Member: Free | Nonmember: \$325



## MARKETING RESOURCES

Differentiate your company as an NRCA member and show prospective customers you are a professional with these useful consumer-focused handouts.

### F.Y.I. Buying a New Roof and Getting Your Money's Worth (100 copies)

Item # 4021

Member: \$50 | Nonmember: \$100

Electronic item # 4021e

Spanish version, electronic item # 4022e

Member: Free | Nonmember: \$100

**NEW!**

**F.Y.I.**

BUYING A  
NEW ROOF  
AND  
GETTING YOUR  
MONEY'S WORTH

**PARA SU  
FORMACIÓN**

CÓMO COMPRAR  
UN NUEVO  
TECHO  
Y  
SACARLE  
EL MAYOR  
PROVECHO  
A SU DINERO

### Insist on an NRCA Roofing Professional

Electronic item # 3537e

Spanish version, electronic item # 3547e

Member: Free | Nonmember: \$100

### NRCA Member Foil Labels

Item # 3508, Roll of 100

Member: \$20



### NRCA Member Embroidered Patches

Item # 3796

Member: 5 iron-on patches for \$10



### NRCA Member Window Decal

Item # 3797

Member: \$5 (1-4) \$4 (5 or more)

## **Consumer Advisory Bulletins (100 copies)**

Provide your customers with information to make more educated decisions about their roof system repairs or long-term maintenance.



### **Consumer Advisory Bulletin, Issue 1—Roof System Warranties**

Item # 3542

Member: \$20 | Nonmember: \$40

Electronic item # 3542e

Member: Free | Nonmember: \$40

### **Consumer Advisory Bulletin, Issue 2—Selecting An NRCA Professional Roofing Contractor (Steep-slope Residential)**

Electronic item # 3544e

Member: Free | Nonmember: \$40

### **Consumer Advisory Bulletin, Issue 3—Selecting An NRCA Professional Roofing Contractor (Low-slope Commercial)**

Item # 3545

Member: \$20 | Nonmember: \$40

Electronic item # 3545e

Member: Free | Nonmember: \$40

### **Consumer Advisory Bulletin, Issue 4—Maintenance: The Key to Long-term Roof System Performance**

Electronic item # 3543e

Member: Free | Nonmember: \$40

## Homeowners Guide to Asphalt Shingle Roof Systems

Item # 3792, packages of 10

Member: \$20 | Nonmember: \$40

Electronic item # 3792e

Member: Free | Nonmember: \$40



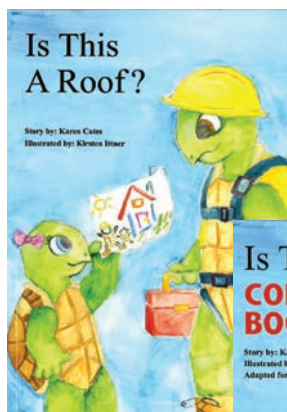
## Is This A Roof? Children's Book

Item # 3900

Member: \$6 | Nonmember: \$12

Spanish version item # 3901

Member: \$6 | Nonmember: \$12



## Is This a Roof? Children's Coloring Book

Item # 3907

Member: \$6 | Nonmember: \$12



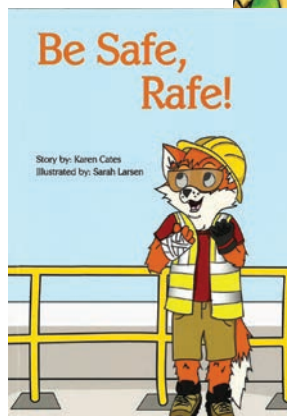
## Be Safe, Rafe! Children's Book

Item # 3902

Member: \$6 | Nonmember: \$12

Spanish version item #3904

Member: \$6 | Nonmember: \$12



# WORKER TRAINING PROGRAMS ON DVD

## NRCA's Roof Application Training Programs on DVD

Train your employees in-house at your convenience.

This DVD-based training package provides all the tools you need to conduct effective training for your roofing workers and helps explain the basics of low- and steep-slope roofing, as well as roofing equipment, setup and tear-off procedures, and techniques for low- and steep-slope roofing work.

### Package includes:

- Roof Application Training Program:  
Foundations of Roofing
- Roof Application Training Program:  
Equipment, Setup and Tear-off

Item # C1299

Member: \$325 | Nonmember: \$650



**There are 500+ resources—electronic versions are free for members—in NRCA's bookstore.**  
**Shop online at [nrca.net/shop](https://nrca.net/shop).**

# EDUCATION

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NRCA provides essential training opportunities for you and your employees that address leadership development, roofing technology, safety and more.







Latrobe Elementary School, Latrobe, PA    Installing Contractor: Pennsylvania Roofing Systems    Architect: Axis Architecture  
 Distributor: Brock Associates    Owner: Greater Latrobe School District    Photographer: hortonphotoinc.com  
 Profiles: Tite-Loc Plus, PAC-750 Soffit    Color: Custom Marquis Orange



#### TITE-LOC PLUS METAL ROOFING SYSTEM

Custom color: Marquis Orange

## Bright Future

Petersen's Tite-Loc Plus metal roofing system in a distinctive Marquis Orange finish brightens the vision of the new Latrobe Elementary School. The 22-gauge panels complement the classic terra cotta-toned brick that clads the upper two-thirds of the school's façade.

For more information visit [PAC-CLAD.COM/LATROBE](http://PAC-CLAD.COM/LATROBE)

[PAC-CLAD.COM](http://PAC-CLAD.COM) | [INFO@PAC-CLAD.COM](mailto:INFO@PAC-CLAD.COM)

IL: 800 PAC CLAD    MD: 800 344 1400    TX: 800 441 8661  
 GA: 800 272 4482    MN: 877 571 2025    AZ: 833 750 1935





# NRCA PROCERTIFICATION™

Looking for a way to establish a career path for your most dedicated workers while gaining a competitive advantage?

NRCA ProCertification is designed to create a competent, sustainable and high-performing roofing industry workforce. Experienced roofing workers can demonstrate their skills and knowledge to become ProCertified roof system installers or ProCertified roofing foremen in specific roof system disciplines.



**NRCA**  
PROCertification®

NRCA ProCertification Qualified Assessors serve as the performance exam proctors for those seeking installation certifications. Qualified Assessors evaluate and verify NRCA ProCertification participants' hands-on skills.

Through a series of assessments, NRCA will certify workers who have met all the requirements for each type of roof system installation, allowing them to earn professional certifications.

## The goals of NRCA ProCertification are to:

- Create a career path for industry field workers making the roofing industry more appealing
- Elevate the public's perception of the roofing industry to be on par with other trades that currently offer national certifications
- Protect consumers by providing national, professional certifications for those doing work on their homes or buildings
- Increase consumer confidence that workers have the knowledge and skills to do the job well



## Company benefits include:

- Strengthened customer and supplier confidence
- Increased productivity and profitability
- Consistency of installation (fewer problems and callbacks)

- Improved safety
- Enhanced reputation and position in your local market(s)

### **Employee benefits include:**

- National, professional achievement and recognition
- Certifications and badges stay with workers throughout their careers
- Increased knowledge and confidence
- Expertise and skills independently validated by NRCA
- Increased employer confidence and potentially pay

Ultimately, certifications will be available in English and Spanish for all major roof, waterproofing and rooftop photovoltaic system installations plus roof system repair and maintenance.

For more information, visit **[nrca.net/procertification](https://nrca.net/procertification)** or call (866) ASK-NRCA (275-6722) and ask for NRCA's Certification Department.

# INSTALLATION TRAINING

Training is a critical component of improving employee quality, performance and productivity.

## NRCA's Training for Roof Application Careers

TRAC is a comprehensive online and hands-on blended training program you can use to turn your new and inexperienced employees into quality roof system installers. Your one-time purchase gives you unlimited use of all the training materials so you can train your employees whenever it's best for you! Additionally, you receive all content in Spanish as soon as it is made available.

### TRAC Thermoplastic Roof Membrane Installation Package

This package provides roof system installers—and potential installers—with the knowledge necessary to become productive members of a thermoplastic roof membrane installation crew.

There are three components to the Thermoplastic Roof Membrane Installation Package:

- **Essentials:** This course is great way to expose new roofing workers to important information all field employees need to know. It is composed of 15 modules and an exam covering safety, rooftop access, roof tear-off and much more.
- **Low-slope Core:** This collection of four courses and one exam provides participants with the concepts of low-slope roofing and prepares them to learn about installing low-slope roof systems.
- **Thermoplastic Roof Membrane Installation:** This component includes four courses, a series of hands-on activities and an exam that provide roof system installers (or potential installers) with the knowledge necessary to work on a thermoplastic roof system installation crew.

Item # TRAC-SPTHERMPKG-OCEN

Member: \$1,499 | Nonmember: \$2,999

## TRAC Asphalt Shingle Installation Package

This package provides roof system installers—and potential installers—with the knowledge necessary to become productive members of an asphalt shingle roof system installation crew.

There are three components to the Asphalt Shingle Installation Package:

- **Essentials:** This course is great way to expose new roofing workers to important information all field employees need to know. It is composed of 15 modules and an exam covering safety, rooftop access, roof tear-off and much more.
- **Steep-slope Core:** This collection of three courses and one exam provides participants with the concepts of steep-slope roofing and prepares them to learn about installing steep-slope roof systems.
- **Asphalt Shingle Installation:** This component includes two courses, a series of hands-on activities and an exam that provide roof system installers (or potential installers) with the knowledge necessary to work on an asphalt shingle roof system installation crew.

Item # TRAC-ASPKG-OCEN

Member: \$1,499 | Nonmember: \$2,999

Learn more at [nrca.net/trac](https://nrca.net/trac).

**Having an NRCA Qualified Trainer  
on your staff will increase the  
effectiveness of your in-house training.  
See page 27 for more information.**

## NRCA's Qualified Trainer Conference

NRCA Qualified Trainers are effective trainers and coaches for your team. When they complete NRCA's Qualified Trainer Conference and become recognized NRCA Qualified Trainers, they gain access to training resources for NRCA's Training for Roof Application Careers program. They also will possess the focus, dedication and knowledge to:

- Train new employees, getting them onboarded faster and more efficiently
- Provide guidance to midlevel employees looking to further their careers
- Assist seasoned employees who are pursuing NRCA ProCertification™

NRCA Qualified Trainers are a must-have for any roofing company. They provide leadership and consistent direction to your employees; the result is increased pride of workmanship, quality, worker retention and, subsequently, your bottom line.

Member: \$2,400 | Nonmember: \$4,800

For more information, visit [\*\*nrca.net/training\*\*](https://nrca.net/training).

## ONLINE EDUCATION

Stay up to date with the latest roofing information and best practices from the convenience of your computer.

### Explorer

Explorer offers insight into life as a roofing worker. The program's goal is to show there are great career opportunities in the roofing trade and viable ways to build and support an excellent life. The program also explains basic roof safety and potential career path progressions (25 minutes).

Member: FREE | Nonmember: FREE

### NRCA Webinars

Don't miss out on these opportunities to stay up to date with industry issues and topics affecting your business, such as:

- Technical updates
- Building code issues
- Economic updates
- OSHA compliance
- Health care concerns and more

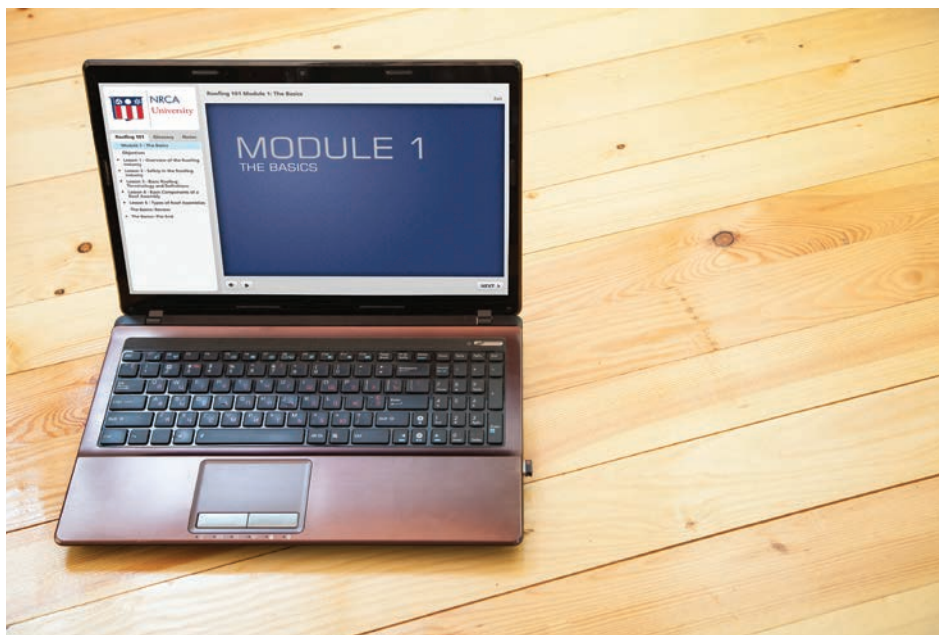


Member: Free | Nonmember: \$55

# Roofing101 | online

## Five complete programs!

NRCA's popular online program provides an easy, affordable way to learn about roofing fundamentals from the convenience of a computer.



- Module 1: The Basics
- Module 2: Roof System Basics
- Module 3: Low-slope Roof Systems
- Module 4: Steep-slope Roof Systems
- Module 5: Roof System Flashings and Accessories

Item # R101-ALL

Member: \$195 | Nonmember: \$295



# Design Essentials for Roof Performance Online programs

## Design Essentials for Roof Performance: Codes Package

Find out more about what codes are, how they are developed and enforced, and how they affect roofing work.

### Package includes:

- Design Essentials for Roof Performance: Introduction to Codes (27 minutes)
- Design Essentials for Roof Performance: Code Provisions for Roofing (41 minutes)

Item # MR\_DERPPKG

Member: \$130 | Nonmember: \$260



## Design Essentials for Roof Performance: Low-slope Package

Learn about the differences between various low-slope roof system types, various issues and concerns common to low-slope roofing design and installation, how to specify and explain considerations for each, and more (113 minutes).

### Package includes:

- Design Essentials for Roof Performance: Overview of Low-slope Roofing (80 minutes)
- Design Essentials for Roof Performance: Low-slope Roof Decks (33 minutes)

Item # MR DERP-LSPKG

Member: \$130 | Nonmember: \$260

## Design Essentials for Roof Performance: Single-ply Roof Membranes

Learn about single-ply roof systems, including comparisons, installation methods, and common types and characteristics with this introductory online module (29 minutes).

Item # MR\_DERP-SPMEM

Member: \$95 | Nonmember: \$195

## Design Essentials for Roof Performance: Rigid Board Insulation

Learn about rigid board insulation, including comparisons, installation methods and common characteristics with this online module (52 minutes).

Item # MR\_DERP-RBRI

Member: \$95 | Nonmember: \$195

## Design Essentials for Roof Performance: Liquid-applied Roof Membranes

Learn about liquid-applied roof membranes, including components, installation methods and common advantages and disadvantages with this online module (12 minutes).

Item # MR\_DERP-LARM

Member: \$45 | Nonmember: \$95

**NRCA's online educational programs offer cost-effective, self-paced learning experiences for new employees and experienced workers.**

## IN-PERSON SAFETY EDUCATION

NRCA offers in-person programs for small, medium and large companies. For information about upcoming programs, visit NRCA's calendar of events. To schedule a custom contract class with NRCA, contact Jeff Jarvis, vice president of membership, sales and business development, at [jjjarvis@nrca.net](mailto:jjjarvis@nrca.net).

### CERTA AUTHORIZED TRAINER PROGRAM

During a CERTA train-the-trainer workshop, participants complete a 10-hour accreditation program that teaches them to train others about torch safety. Through classroom instruction and hands-on torching activities, participants review the latest industry best safety practices for torch-applied roof systems. After successfully completing this program, participants will be authorized to conduct CERTA certification training for roofing workers.



### CERTA Train-the-trainer Authorization

Member: \$695 | Nonmember: \$995

### CERTA Train-the-trainer Reauthorization

Member: \$595 | Nonmember: \$895

### Roofing Industry Fall Protection from A to Z

Make sure you are complying with OSHA's fall-protection regulations applicable to your employees. Roofing Industry Fall Protection from A to Z is a comprehensive program that reviews various fall-protection systems and current OSHA federal and state-plan requirements. Featuring hands-on equipment demonstrations and techniques for self-rescue and relief of suspension trauma, your workers learn how to recognize fall hazards; appropriate use of controls for low- and steep-slope roofing; and strategies and techniques for rescue and self-rescue operations.



Member: \$595 | Nonmember: \$895

## OSHA Roofing Safety

### OSHA 10-hour\*

This two-day hands-on program is the only OSHA 10-hour construction program specifically designed to help roofing workers identify and avoid hazards likely to be encountered every day on roofing jobs. The class discusses job-site scenarios with typical hazards and their remedies, which is essential for complying with current OSHA requirements. Upon completion, participants receive OSHA 10-hour safety training completion cards.

Member: \$795 | Nonmember: \$1,195

\* This class is offered occasionally in conjunction with the International Roofing Expo but is otherwise offered only on a contract basis.

### OSHA 30-hour\*

Topics addressed in this four-day, roofing-specific training program are more in-depth than NRCA's OSHA 10-hour training. In addition to discussing the safety hazards that occur during all phases of roofing work, the program will also highlight the four most serious safety hazards in construction work according to OSHA: electrical, struck-by, caught-between and fall-related hazards. Upon completion, participants receive OSHA 30-hour safety training completion cards.

\* This class is offered only on a contract basis.

**To schedule a contract class tailored for your company, call NRCA customer service at (866) ASK-NRCA (275-6722).**

# LEADERSHIP

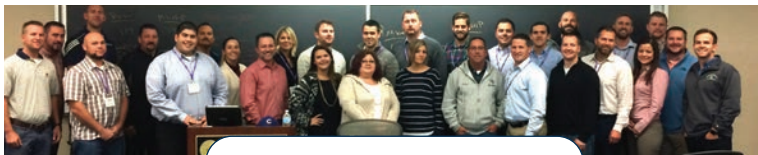
## Future Executives Institute

NRCA University's FEI is a comprehensive and powerful learning experience focused on leading and managing a thriving roofing business. This three-year program offers current and up-and-coming company leaders:

- An in-depth look at leadership and management theory and practice
- Unique industry networking opportunities
- An opportunity to develop their leadership skills

FEI is built on 10 core areas essential to roofing businesses:

1. Leadership
2. Management
3. Strategic planning
4. Human resources
5. Financial management
6. Sales and marketing
7. Roofing industry issues
8. Enterprise risk management/Legal
9. Family relationships and succession
10. Personal and professional development skills



Learn more at **[nrca.net/FEI](http://nrca.net/FEI)**.

**FEI courses are held at Northwestern University's Kellogg School of Management in Chicago and during the International Roofing Expo. They are taught by Northwestern University professors and roofing industry experts.**

## NRCA's Leadership Development and Training Series

This series includes customized, roofing-specific programs focused on providing the best leadership training to build, advance and sustain your business for generations. It is composed of individual training events aimed at three tiers in your organization: owners, senior leaders, and superintendents and foremen. NRCA recommends conducting the programs in tier order. To schedule a contract class tailored for your company, call NRCA customer service at (866) ASK-NRCA (275-6722).

### Tier 1: Owner Leadership Training

When leaders inspire others, build trust, and drive individual and team performance, organizations thrive. To be an effective owner, you need to be confident in your direction and know how to share your company's message with others. In this program, participants will engage in confidential personal and candid conversations and learn about the following topics:

- Vision and mission statements
- Long-term objectives
- Decision and value alignment
- Culture shaping
- Emotional intelligence
- Communication styles
- Influence and discipline

\* This class only is offered on a contract basis.

### Tier 2: Senior Leadership Training, Levels 1 and 2

Senior leaders and managers have unique issues that can challenge their skill sets. Frustration can set in when expectations from owners/customers and the realities of the job site clash because of time frames, workforce obstacles and quality expectations.

These programs build on each other and not only provide the framework for how to lead and manage effectively but more importantly show the value of understanding your company's organizational culture and vision in effecting outcomes of teams.

The following concepts are discussed throughout these interactive learning programs. NRCA recommends they be taken at least six months apart.

- Understanding your company's core values
- Impact of effective leaders
- Training effectiveness
- Understanding teams
- Effective discipline techniques
- Communication preferences
- Effective communication
- Managing resistance
- Coaching effectiveness

\* This class only is offered on a contract basis.

### **Tier 3: Foreman Leadership Training (previously For Foreman Only), Level 1**

Foremen and superintendents often have excellent roof system installation skills but may lack strong communication and leadership abilities that would help them lead more effectively. This course teaches them how to communicate effectively and work well with all types of people. Your field managers will learn how to handle tough situations tactfully, especially when disciplinary action is needed. They also will learn how to establish credibility, build rapport with crew members and motivate workers to improve job-site productivity.

Member: \$595 | Nonmember : \$895

### **Tier 3: Foreman Leadership Training (previously For Foreman Only), Level 2**

The next level of communication and leadership training for field managers reviews communication and leadership techniques learned in Level 1 with increased attention to disciplinary conversations and intervention. Level 2 further develops ways to build relationships with customers and handle customer complaints. The program also includes exercises and conversations to develop leadership skills for these key company leaders.

Member: \$595 | Nonmember: \$895

**You can tailor NRCA educational programs and bring NRCA trainers to your place of business. Learn more at [nrca.net/customeducation](https://nrca.net/customeducation).**



# TECHNOLOGY

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NRCA is the industry leader in providing technical resources and advice to promote professionalism and help your business thrive.





**NRCA**  
UNIVERSITY



## **TRAINING for ROOF APPLICATION CAREERS**

**NRCA's award-winning** Training for Roof Application Careers is a blend of online and hands-on training your company can use to give new and inexperienced field workers the information and skills they need to become quality roof system installers.

**Your one-time TRAC purchase** provides you with unlimited use of the training materials—in English and Spanish—so you can train your employees whenever it's best for you.

**Now available: Thermoplastic Roof Membrane Installation  
Asphalt Shingle Installation**

**Coming in 2020: EPDM and Foremen**

**Reap the benefits** of having a well-trained crew.  
Visit **[nrca.net/trac](http://nrca.net/trac)** to purchase your TRAC package today!

# TECHNICAL PUBLICATIONS

## The NRCA Roofing Manual

### Your No. 1 roofing resource!

NRCA's premier technical publication gives you the most current and useful technical information in the roofing industry. This boxed set includes the following four volumes:

- The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2020
- The NRCA Roofing Manual: Membrane Roof Systems—2019
- The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2018
- The NRCA Roofing Manual: Steep-Slope Roof Systems—2017

Item # RoofMan20

Member: \$495 | Nonmember: \$895

Electronic item # RoofMan20e

Member: Free | Nonmember: \$895

**NRCA roofing manuals and other publications are offered in Spanish. Visit [nrca.net/spanish](http://nrca.net/spanish) for availability.**



## The NRCA Construction Details: CAD Files—2020

Save time with 630 customizable details from the complete NRCA roofing manual. Download and use with AutoCAD® software to customize plans to fit your specific project needs.

Item # 5002e

Member: Free | Nonmember: \$395



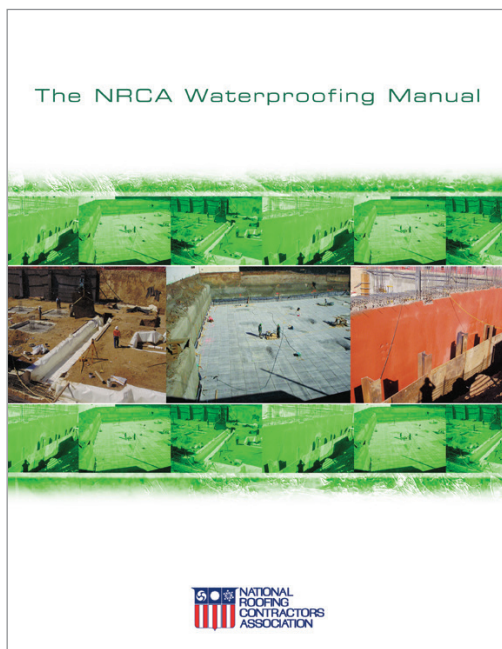
## The NRCA Waterproofing Manual

Item # 3740

Member: \$95 | Nonmember: \$195

Electronic item # 3740e

Member: Free | Nonmember: \$195



## Repair Manual for Low-slope Membrane Roof Systems, 2nd Edition

Item # 3905

Member: \$195 | Nonmember: \$395

Electronic item # 3905e

Member: Free | Nonmember: \$395



## NRCA Guidelines for Condensation and Air Leakage Control

Electronic item # 4000e

Member: Free | Nonmember: \$195



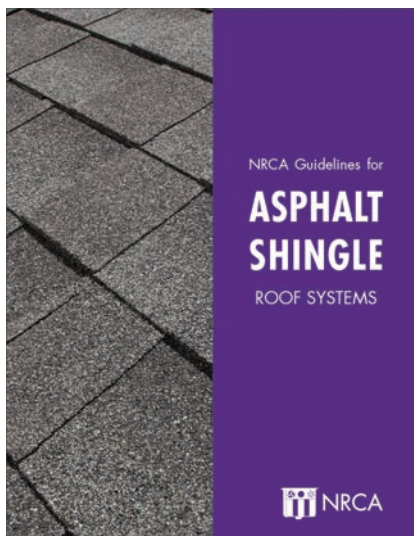
## NRCA Guidelines for Asphalt Shingle Roof Systems

Item # 3790

Member: \$95 | Nonmember: \$195

Electronic item # 3790e

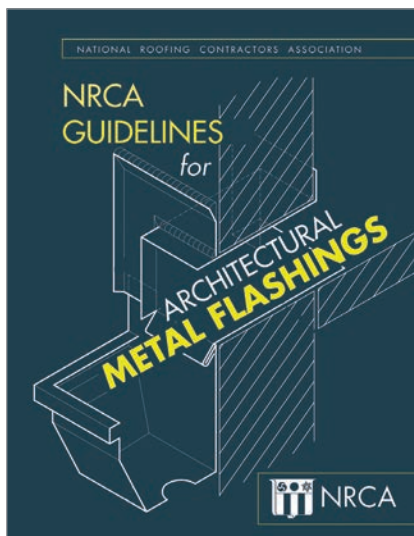
Member: Free | Nonmember: \$195



## NRCA Guidelines for Architectural Metal Flashings

Electronic item # 4001e

Member: Free | Nonmember: \$195



## NRCA Guidelines for Single-ply Membrane Roof Systems

Coming

Soon!

Electronic item # 4002e

Member: Free | Nonmember: \$195

## NRCA Guidelines for Air Retarders in Roof Assemblies

Item # 3789

Member: \$95 | Nonmember: \$195

Electronic item # 3789e

Member: Free | Nonmember: \$195

## NRCA's Technical Glossary

Available in three formats: Spanish, English-to-Spanish and Spanish-to-English. Visit [nrca.net/technical/glossary-espanol](https://nrca.net/technical/glossary-espanol).

Member: Free | Nonmember: Free



## BUILDING CODES PUBLICATIONS

Ensure compliance with the latest building and energy codes applicable to roof assemblies.

**Co-branded with ICC.**

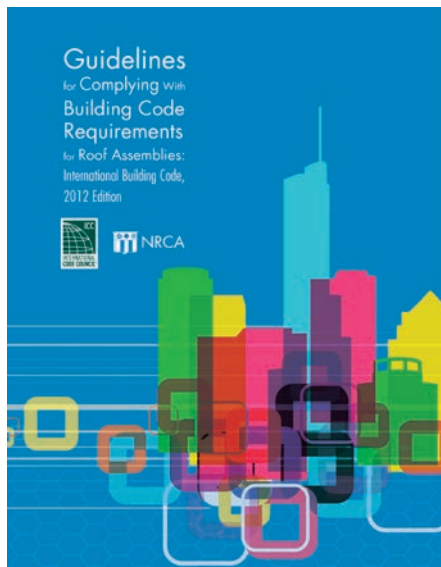
### Guidelines for Complying With Building Code Requirements for Roof Assemblies: International Building Code, 2012 Edition

Item # 3773

Member: \$65 | Nonmember: \$125

Electronic item # 3773e

Member: Free | Nonmember: \$125



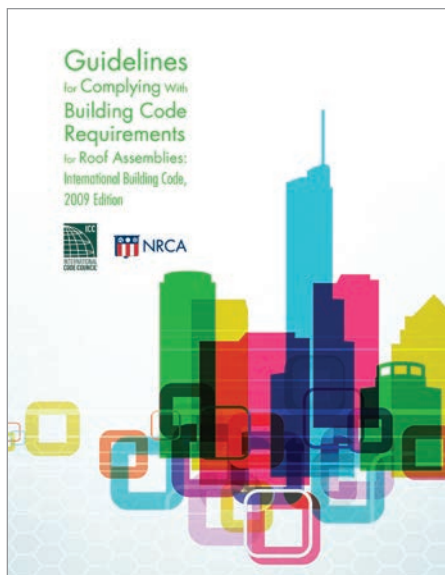
### Guidelines for Complying With Building Code Requirements for Roof Assemblies: International Building Code, 2009 Edition

Item # 3772

Member: \$65 | Nonmember: \$125

Electronic item # 3772e

Member: Free | Nonmember: \$125





## Guidelines for Complying With Energy Code Requirements for Roof Assemblies: International Energy Conservation Code, 2009 and 2012 Editions

Item # 3768

Member: \$65 | Nonmember: \$125

Electronic item # 3768e

Member: Free | Nonmember: \$125



## Guidelines for Complying With Building Codes Using ANSI/SPRI ES-1

Item # 3779

Member: \$35 | Nonmember: \$65

Electronic item # 3779e

Member: Free | Nonmember: \$65



# SUSTAINABLE DESIGN AND ENERGY EFFICIENCY PUBLICATIONS

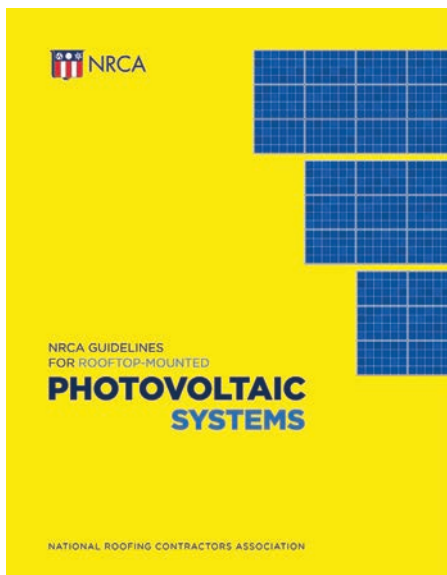
## NRCA Guidelines for Rooftop-mounted Photovoltaic Systems, Second Edition

Item # 3906

Member: \$95 | Nonmember: \$195

Electronic item # 3906e

Member: Free | Nonmember: \$195



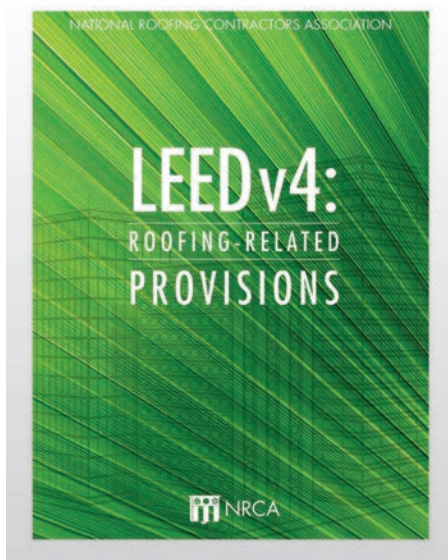
## LEED v4: Roofing-related Provisions

Item # 3778

Member: \$35 | Nonmember: \$65

Electronic item # 3778e

Member: Free | Nonmember: \$65



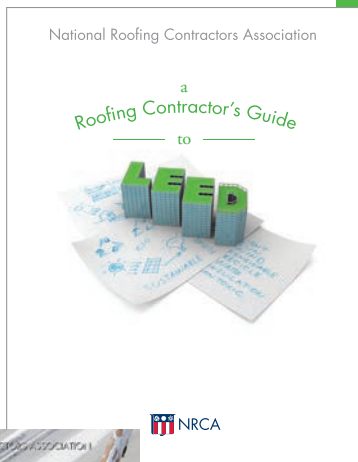
## A Roofing Contractor's Guide to LEED®

Item # 3777

Member: \$35 | Nonmember: \$65

Electronic item # 3777e

Member: Free | Nonmember: \$65



## NRCA Guidelines for Roof Coatings

Item # 3786

Member: \$95 | Nonmember: \$195

Electronic item # 3786e

Member: Free | Nonmember: \$195



## The NRCA Vegetative Roof Systems Manual, Third Edition

Item # 3791

Member: \$95 | Nonmember: \$195

Electronic item # 3791e

Member: Free | Nonmember: \$195



# INSPECTION AND MAINTENANCE MANUALS

These great leave-behinds for building owners and facility managers outline the importance of implementing scheduled roof system inspection and maintenance programs.

**SALE! SAVE 20%** when you buy five or more.

Five or more: Member: \$12 each (Regular price \$15 each)

Nonmember: \$24 each (Regular price: \$30 each)

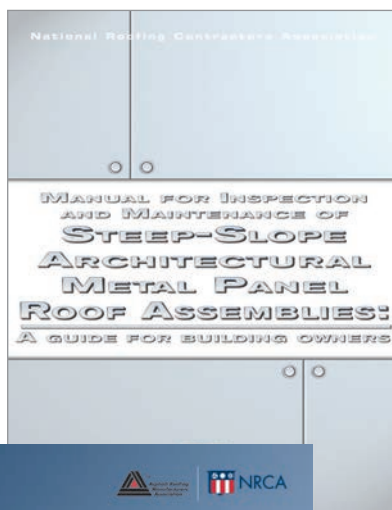
## Manual for Inspection and Maintenance of Steep-slope Architectural Metal Panel Roof Assemblies: A Guide for Building Owners

Item # 3735

Member: \$15 | Nonmember: \$30

Electronic item # 3735e

Member: Free | Nonmember: \$30



## Manual for Inspection and Maintenance of Built-up and Polymer-modified Bitumen Roof Systems: A Guide for Building Owners

Item # 3703

Member: \$15 | Nonmember: \$30

Electronic item # 3703e

Member: Free | Nonmember: \$30



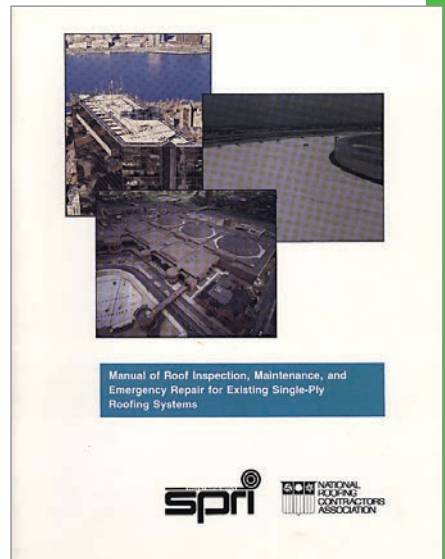
## **SPRI/NRCA Manual of Roof Inspection, Maintenance and Emergency Repair for Existing Single-ply Roofing Systems**

Item # 3702

Member: \$15 | Nonmember: \$30

Electronic item # 3702e

Member: Free | Nonmember: \$30



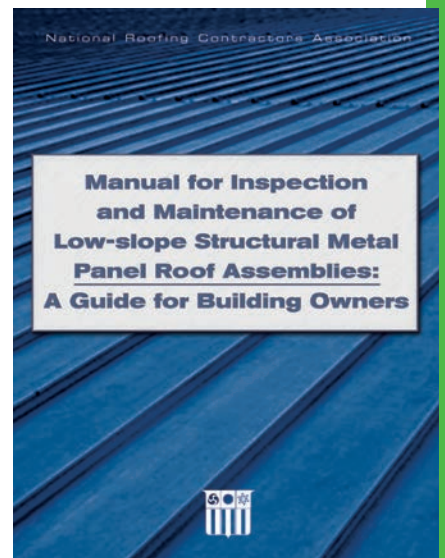
## **Manual for Inspection and Maintenance of Low-slope Structural Metal Panel Roof Assemblies: A Guide for Building Owners**

Item # 3730

Member: \$15 | Nonmember: \$30

Electronic item # 3730e

Member: Free | Nonmember: \$30



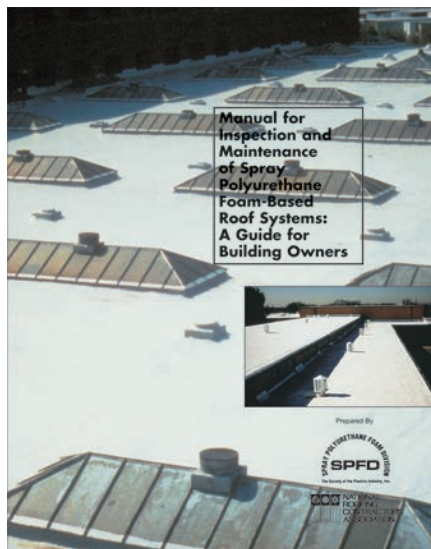
## Manual for Inspection and Maintenance of Spray Polyurethane Foam-based Roof Systems: A Guide for Building Owners

Item # 3704

Member: \$15 | Nonmember: \$30

Electronic item # 3704e

Member: Free | Nonmember: \$30



**Members can access NRCA's team of experts to ask any technical question. Learn more at [nrca.net/consulting](https://nrca.net/consulting).**

# QUALITY CONTROL GUIDELINES

## Quality Control and Quality-assurance Guidelines for the Application of Membrane Roof Systems

Item # 3621

Member: \$45 | Nonmember: \$95

Electronic item # 3621e

Member: Free | Nonmember: \$95

## Quality Control Guidelines for the Application of Spray Polyurethane Foam-based Roofing

Item # 3617

Member: \$10 | Nonmember: \$20

Electronic item # 3617e

Member: Free | Nonmember: \$20

## Quality Control Guidelines for the Application of Asphalt Shingle Roof Systems

Item # 3620

Member: \$10 | Nonmember: \$20

Electronic item # 3620e

Member: Free | Nonmember: \$20





# ONLINE TECHNICAL RESOURCES

## Roof Wind Designer

Roof Wind Designer is a free, online tool intended to provide users with an easy-to-use means for determining roof systems' design wind loads for many commonly encountered building types that are subject to building code compliance.

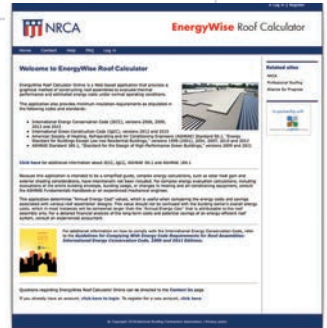
Visit **roofwinddesigner.com** for more information.



## EnergyWise

EnergyWise Roof Calculator is a free, web-based application that provides a graphical method of constructing roof assemblies to evaluate thermal performance and estimated energy costs under normal operating conditions.

Visit **energywise.nrca.net** for more information.





# ADVOCACY

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Acting as the industry's steward, NRCA represents the best interests of roofing professionals and continually strives to enhance every aspect of the roofing industry.





**NRCA**  
PROCertification®

# PROFESSIONALISM. PRECISION. PRIDE.

NRCA ProCertification™ is changing the roofing industry forever. Will you lead the way—or be left behind?

Visit [nrca.net/procertification](http://nrca.net/procertification) to learn more.



■ INFORMATION ■ EDUCATION ■ TECHNOLOGY ■ ADVOCACY



## GRASSROOTS ADVOCACY

NRCA's Washington, D.C., office serves as NRCA's full-time advocate in our nation's capital and works to advance the roofing industry's public policy agenda in the following areas: tax policy, energy efficiency, labor and workplace regulation, education and workforce training, immigration, regulatory reform and health care. NRCA works closely with legislators and officials from the federal government and produces congressional testimony, legislative and regulatory advocacy materials, articles and information for *Professional Roofing* magazine and NRCA's website, and regular updates to NRCA members.

The NRCA Grassroots Advocacy Network is a platform that allows you to follow current issues, locate your legislators, take action on specific proposed legislation and access NRCA's Grassroots Advocacy Toolkit. NRCA encourages you to visit **roofingadvocacy.nrca.net** to participate in the legislative process.

## ROOFING DAY IN D.C. 2020, APRIL 21-22

All segments of the roofing industry will gather in Washington, D.C., April 21-22, 2020 to converge on Capitol Hill, share our message and collectively make our voice heard with members of Congress. The event will bring together roofing contractors, manufacturers, distributors, service providers and other industry participants from across the U.S. to communicate our message to lawmakers on Capitol Hill. Roofing Day in D.C. 2020 will be the largest advocacy event of its kind dedicated solely to the roofing industry. NRCA's goal is to have every state in the nation represented and make sure Congress hears the roofing industry's voice loud and clear.

Bring your standout crew members to be a part of this unique and exciting event! Registration is only \$95 for company representatives and \$35 for roof system installers and students if you register by Feb. 29, 2020. NRCA will schedule meetings with your Congressional representatives and prepare you for visiting them. All you need to do is show up and join the roofing industry in speaking with one voice!

For more information, visit **nrca.net/roofingday** or call NRCA's Washington, D.C., office at (800) 338-5765.

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 NRCA

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### ROOFING DAY IN D.C.

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2020

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## ROOFPAC

ROOFPAC, NRCA's political action committee, is the voice of the roofing industry in Washington, D.C. ROOFPAC is dedicated to supporting pro-business candidates for the U.S. Senate and House of Representatives who support NRCA's agenda of pro-growth economic policies, workforce policy, regulatory reform and other critical issues. ROOFPAC protects you, your business and the roofing industry from legislation and regulations that could harm your business.



All members may contribute to ROOFPAC. Being invested at an amount that makes sense for you, whether it is \$25 or \$5,000, will help maximize NRCA's voice in our nation's capital.

For more information about ROOFPAC, visit **[nrca.net/roofpac](https://nrca.net/roofpac)** or call NRCA's Washington, D.C., office at (800) 338-5765.

**NRCA represents your interests in Washington, D.C., and lobbies to protect your business and advance the roofing industry! Visit [nrca.net/advocacy](https://nrca.net/advocacy) to learn more.**

# NATIONAL ROOFING CONTRACTORS ASSOCIATION

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## *National Roofing Week*

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June 7-13, 2020

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The roof is one of the most important components of a home or business, yet it is often taken for granted until it falls into disrepair.



National Roofing Week's mission is to increase awareness across the U.S. about the significance of roofs to every home and building and share the good deeds of the industry. National Roofing Week also promotes the importance of hiring a professional roofing contractor and making informed decisions about maintaining or replacing a roof system.



Help spread the word about the importance of roofs and professional roofing contractors by informing the public about the essential role roofs and professional roofing contractors play in every community.



During this week, make a difference by giving back to your community and share your story with NRCA. Together, we can shape the image of the roofing industry.

Learn more about how you can be a part of National Roofing Week and share your charitable story by visiting [nrca.net/nationalroofingweek](http://nrca.net/nationalroofingweek).

# ROOFING ALLIANCE

Members of the Roofing Alliance, the foundation of the NRCA, represent extraordinary leaders from the contracting, manufacturing, distribution and service provider communities. These individuals have committed more than \$13 million to enhance the performance and long-term viability of the industry to current and future workers.



The Roofing Alliance has allocated more than \$5 million to fund 50 high-quality research, educational, technical and philanthropic programs and projects to ensure forward-thinking responses to economic and technological issues. It is committed to enhancing the long-term viability and attractiveness to the roofing industry to current and future workers. Current projects include the following:

## Education and Training

1. Support of NRCA ProCertification,<sup>™</sup> NRCA's national certification initiative. NRCA Pro-Certification is designed to create a competent, sustainable and high-performing roofing industry workforce.
2. Partnerships with top construction management schools, vocational and technical schools and our annual Construction Management Student Design Competition to enhance students' experiences by exposing them academically and experientially to roofing as a potential career choice.
3. Scholarships to educate the industry's youth; \$55,000 is distributed annually through the Melvin Kruger Endowed Scholarship program. To date, \$845,000 in scholarships has been awarded to 130 students.

## Philanthropy

1. Ronald McDonald House Charities National Partnership maintains the roofing needs of all 165 standalone Ronald McDonald houses in the U.S.
2. MVP and Gold Circle Awards Programs honor exceptional roofing workers who demonstrate excellence, dedication, enthusiasm and philanthropic efforts in their communities and recognizes Roofing Alliance and NRCA members for outstanding contributions to the roofing industry in outstanding workmanship, innovative solutions, and safety preparedness and performance.
3. Colorado State University CM Cares Program promotes service learning by infusing leadership traits, team building and ethics through community service activities.
4. National Women in Roofing provides opportunities for women to excel in the industry.

## Research

1. A comprehensive study of the U.S. roofing industry and its workforce is in progress; the research will quantify the economic impact of the roofing industry and measure the size, age, racial background and gender of its workforce.
2. Moisture Release in Concrete Roof Decks Study will determine and provide construction industry guidance about the amount of moisture content that is safely allowable in concrete roof decks before roofing work commences.
3. NRCA Silica Objective Data Collection; NRCA is conducting air monitoring on select roofing job sites to catalog details of roofing tasks and processes that could form the basis for industrywide objective data and possibly reduce the burden of the OSHA standards on employers regarding worker exposure to silica.

Please visit **[roofingalliance.net](https://roofingalliance.net)** for more information.

## INTERNATIONAL PRESENCE

NRCA works to increase global awareness of the association, its mission and expertise through its involvement in international meetings, industry events, conventions and trade shows, as well as by promoting worldwide use of NRCA's educational and technical resources and customized training opportunities. Through its Global Strategy Committee, NRCA is engaged globally and developing informed strategies and approaches to successfully navigate opportunities and challenges abroad. NRCA participates in international conferences, such as the International Roofing Expo, China Roofing & Waterproofing Expo, and Dach & Holz (Roof & Timber) International trade show in Germany.

## NRCA MEMBERSHIP

Join us! The benefits are great; the mission is even greater!

Since 1886, NRCA has been the leading authority in the roofing industry, providing information, education, technology and advocacy. Join the more than 3,500 NRCA members who represent the top tier of professionals in the roofing industry.

Consider NRCA a business partner—providing you with up-to-date news, industry information and exclusive benefits that help your company gain a competitive edge. Now is the time to join with thousands of roofing professionals to advance the roofing industry and experience all NRCA has to offer. Please visit [nrca.net/becomeamember](http://nrca.net/becomeamember).



**\*BUILD\* magazine has named NRCA the Most Trusted Construction Trade Association as part of its Construction & Engineering Awards 2019.**

**According to \*BUILD\* magazine, the Construction & Engineering Awards honor companies and organizations in the construction and engineering sector who form the backbone of the industry, working daily to build a better future for all.**

**To learn more about these prestigious awards or view \*BUILD\* magazine's full winners list, go to [build-review.com/winners-list/?award=82000-2019](http://build-review.com/winners-list/?award=82000-2019).**





## NRCA'S ONE VOICE INITIATIVE

NRCA's One Voice initiative incorporates a transformational approach to addressing the roofing industry's most critical issues and concerns—with one voice—to secure its future.

This NRCA initiative focuses on one simple idea: unite the roofing industry and speak with one voice about matters critical to the roofing industry's continued success. NRCA believes the roofing industry has matured to the point where the views and concerns of contractors, manufacturers, distributors and other industry professionals align on the vast majority of issues they face. There is a clear consensus to move the industry forward together, and NRCA is reaching out to manufacturers, distributors, architects, engineers, consultants and service providers with the goal of having them become fully engaged with NRCA as partners. We invite you to join us!

Please visit [nrca.net/onevoice](https://nrca.net/onevoice) for more information.



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