



# TALKING POINTS



**NRCA**  
PROCertification™

Your experienced roofing installers and foremen can become certified by NRCA, proving to clients you have a workforce dedicated to providing high-quality roof systems installed by knowledgeable professionals. NRCA ProCertification not only enhances your company's performance, image and bottom line but also offers workers the opportunity to take pride in and be recognized for their skills and expertise. This program is for skilled workers; no additional training is necessary. The demand for skilled roof system installers is real, and the opportunities are limitless.



## ROOFING DAY IN D.C. 2020

Make our message heard. Join hundreds of roofing professionals April 21-22 for Roofing Day in D.C., NRCA's annual event that encourages roofing industry professionals to take a unified message to Capitol Hill. During the event, participants meet with members of Congress and their staffs to share stories and challenges facing the roofing industry. Roofing Day in D.C. is the largest advocacy event dedicated solely to the roofing industry and stands as one of the largest advocacy groups to visit Washington, D.C. As the event grows and we build relationships and trust, we will continue to make a difference for businesses and our industry by speaking with one voice.



## ONE VOICE MEMBER

NRCA encourages the roofing industry to unite and speak with one voice about matters critical to the roofing industry's continued success. NRCA has invited manufacturers, distributors, architects, engineers, consultants and service providers to fully engage with NRCA as partner members to address the industry's most pressing issues, including the need for qualified labor; effecting meaningful change in Washington, D.C.; representation for building code issues and insurance concerns; and increasing professionalism throughout all aspects of the roofing profession.

## National Roofing Week



A weeklong celebration of the roofing industry takes place the first week of June. Through a social media campaign, National Roofing Week aims to increase awareness across the U.S. about the significance of roofs to every home and business and share the good deeds of the industry. The campaign highlights NRCA members and their contributions to the industry, including charitable deeds, signature roofing projects, and employee appreciation and training.



## QUALIFIED TRAINER CONFERENCE

Properly training your workforce will improve employee quality and productivity while boosting employee retention. NRCA's Qualified Trainer Conference is a two-day classroom and hands-on educational program designed to instill in new trainers a strong foundation in critical training skills and in seasoned trainers best practices for delivering powerful workforce improvement presentations and effective hands-on training. The Qualified Trainer Conference is not a prerequisite for NRCA ProCertification; the two are mutually exclusive yet instrumental in your company's success.

The National Roofing Contractors Association 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.



Held during the International Roofing Expo,<sup>®</sup> NRCA's annual convention is the largest gathering of the roofing industry in North America and a networking opportunity for roofing professionals from around the world. Attendees can view the newest industry products, equipment and services and learn from leading industry experts. In addition, attendees acquire vital, practical information they can take back to their companies. IRE will be held Feb. 4-6, 2020, in Dallas and Feb. 24-26, 2021, in Las Vegas.

## ADVOCACY

NRCA advocates on behalf of the roofing industry in several ways.

In Washington, D.C., NRCA works closely with legislators and officials from federal government to advance public policies important to the roofing industry.

NRCA supports a wide range of policies that enable our members to start and grow their businesses, focusing on workforce, tax and regulatory issues. NRCA strongly supports providing for sufficient levels of legal immigration to meet workforce demand. According to A Study of the U.S. Roofing Industry and Its Workforce conducted by Arizona State University and the Roofing Alliance, the labor shortage has affected roofing contractors as follows:

- 76% have turned down work
- 90% have increased your costs
- 65% have subcontracted out work
- 42% have found alternative labor

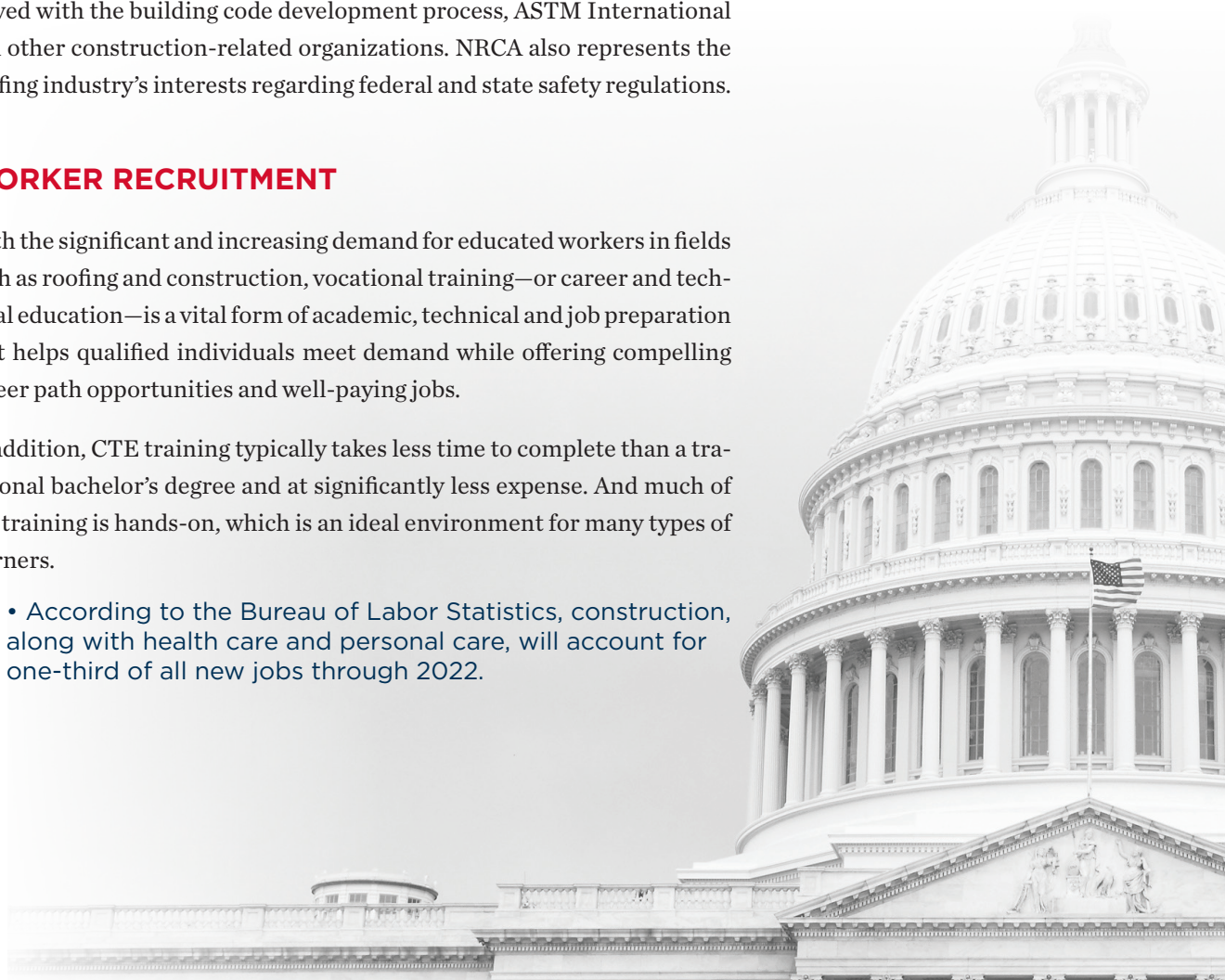
In addition, NRCA advocates for the roofing industry by being deeply involved with the building code development process, ASTM International and other construction-related organizations. NRCA also represents the roofing industry's interests regarding federal and state safety regulations.

## WORKER RECRUITMENT

With the significant and increasing demand for educated workers in fields such as roofing and construction, vocational training—or career and technical education—is a vital form of academic, technical and job preparation that helps qualified individuals meet demand while offering compelling career path opportunities and well-paying jobs.

In addition, CTE training typically takes less time to complete than a traditional bachelor's degree and at significantly less expense. And much of the training is hands-on, which is an ideal environment for many types of learners.

- According to the Bureau of Labor Statistics, construction, along with health care and personal care, will account for one-third of all new jobs through 2022.





- Indeed's 2018 list of the 25 best jobs in the U.S. with a base salary of at least \$75,000 per year includes nine construction positions—the most of any industry.
- According to Georgetown Center on Education and the Workforce, about 30 million jobs in the U.S. that pay an average of \$55,000 per year do not require a bachelor's degree.
- According to National Student Clearinghouse Nationwide, three out of 10 high school grads who go to four-year public universities have not earned degrees within six years.

To become more fully engaged with the CTE community, NRCA partnered with SkillsUSA as an Official Business Partner. SkillsUSA is a partnership of students, teachers and industries working together to ensure the U.S. has a skilled workforce. It provides educational programs, events and competitions that support career and technical education in U.S. classrooms. NRCA also is collaborating with the National Center for Construction Education and Research to update its roofing curriculum and contribute to building a safe, productive, sustainable workforce of craft professionals.





## NRCA FAST FACTS:

THERE ARE NRCA MEMBERS IN  
**50 STATES** AND  
**39 COUNTRIES**



**636**

new members  
in 2018-19

**32**

One Voice  
partners—combined  
they employ about  
**250,000-275,000**  
employees

NRCA

**ONE VOICE**  
MEMBER

ROOFING  
**ALLIANCE**  
THE FOUNDATION OF NRCA



**169** Members

**28** Committees

**180** Committee  
members



**\$120 billion**  
in global roofing  
sales expected  
in **2022**



**3,596**

members and growing

**80** affiliate  
organizations—  
65 of which are  
in the U.S.

