

2023- 24

ANNUAL REPORT

Mission Statement

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

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 an industry with respected professionals, attracting and empowering individuals and stakeholders unified toward this shared goal.

Vision



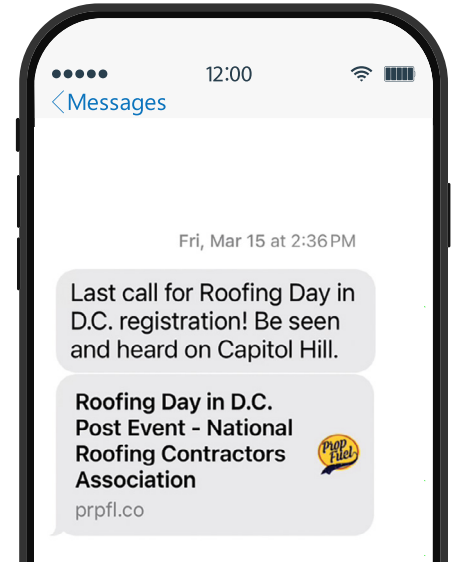
Highlights from the Year

June 1, 2023, to May 31, 2024



NRCA sold a record number of National Roofing Week T-shirts—more than

1,500



NRCA introduced a new method of outreach with SMS campaigns



37

students are participating in the new Future Executives Institute, Class 11, heading into year two



39 states were represented during Roofing Day in D.C. 2024; the top five states were

**Ohio, Florida, Texas,
Virginia and California**



NRCA's LEGALCon Virtual and
LEGALCon Live had more than

170 participants

355

NRCA Qualified Trainers
are in the industry



19

schools are using Training for
Roof Application Careers with
more than 200 students enrolled



9,300

employees enrolled in
Training for Roof Application
Careers courses



NRCA held nine CERTA
Train-the-trainer classes
authorizing and reauthorizing

141

new and existing trainers

The number of new volunteers
getting involved in the committee
process increased

10%

CERTA added more than

4,700

torch applicators



245,000

new users visited NRCA's website

849,000

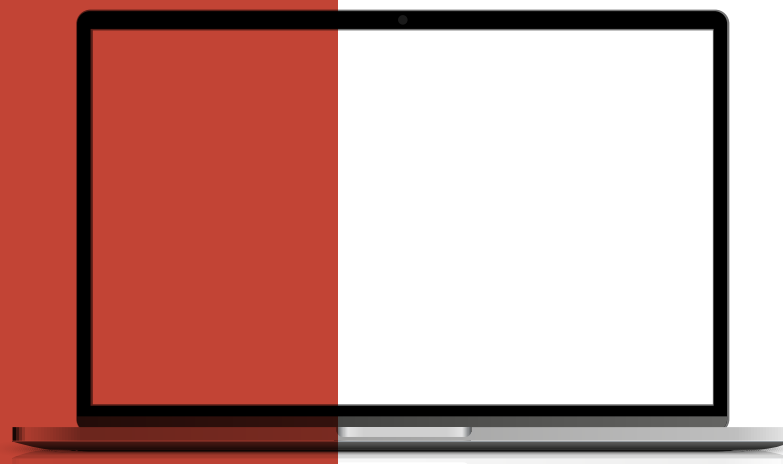
visits to nrca.net

209,000

visits to *Professional Roofing* magazine's website

34,265

E-News subscribers



NRCA

Professional Roofing

E-NEWS



This Week in D.C.

Congress passes surveillance reauthorization and foreign assistance legislation. Also, the Department of Labor releases its final overtime rule. [Read more](#)

Advertisement

FlashCo

NEW

TOTAL GRIP
Horizontal Lifeline System



Five common causes of ladder incidents

It is crucial contractors and workers know the common causes of ladder incidents and how to prevent them. [Read more](#)

10 states

held SkillsUSA student
roofing contests



352

member companies are participating
in NRCA's ES-1/GT-1 certification
program for contractor-fabricated
edge metal

*The NRCA Roofing Manual: Metal
Panel and SPF Roof Systems—2024*
was finalized and published



31

state roofing contractors, also
known as technical chairs,
volunteered to engage with
SkillsUSA

NRCA's Technical Services department
responded to more than

2,500

calls for technical assistance and
problem analysis

More than **1,400**
visitors stopped by NRCA's booth at
the 2024 International Roofing Expo®



NRCA won the **TRENDY** silver medal for its Technical Catalog, which recognizes the best Book/Manual/Catalog

Roof Wind Designer was updated to include

ASCE 7-22





NRCA exhibited at **14** events



NRCA was a Premier Partner with the Occupational Safety and Health Administration for the 2024 National Stand-Down to Prevent Falls in Construction



NRCA signed formal partnerships with the Association for Career and Technical Education and the Correctional Education Association to help reach more people



NRCA partnered with 1Life to launch the NRCA Safety Excellence Program





A Year in Photos



NRCA's LEGALCon Live, a three-day legal conference, held Oct. 11-13 in Chicago



ROOFPAC's "An Elegant Extravaganza on the Strip" event in Las Vegas



Winners at NRCA's booth at the 2024 International Roofing Expo® in Las Vegas



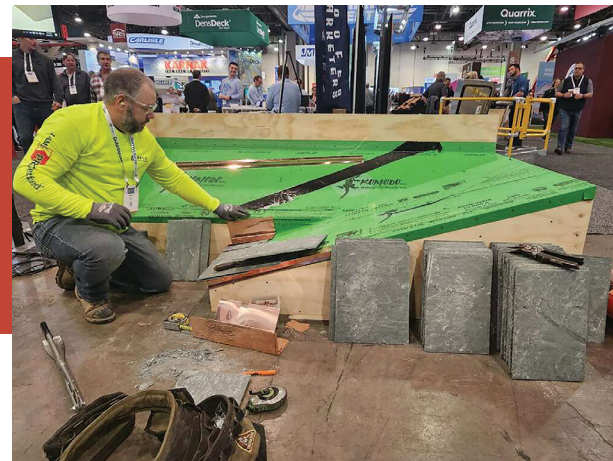
The PAC Advisory Committee during NRCA's Fall Committee Meetings in Nashville, Tenn.



The four participants for the SkillsUSA national commercial roofing competition held June 21-22 during SkillsUSA's National Leadership & Skills Conference in Atlanta



A behind-the-scenes look at NRCA's Industry Awards Ceremony and Cocktail Reception in Las Vegas during the 2024 International Roofing Expo®



The NRCA ProCertification® Slate Systems installer assessment demonstration on the show floor during the 2024 International Roofing Expo®

A CERTA Train-the-trainer course held at the Building and Fire Code Academy in Elgin, Ill.



NRCA's Diversity + Inclusion Committee during NRCA's Midyear Committee Meetings in Chicago



NRCA's new director orientation



Nearly **250** roofing professionals visited **225** congressional offices during Roofing Day in D.C. 2024 held April 16-17 in Washington, D.C.

NRCA Florida members met with Rep. Byron Donalds (R-Fla.) during Roofing Day in D.C. 2024



The Roofing Alliance hosted its 10th Construction Management Student Competition, and a record **10** teams participated

The 2024 CNA/NRCA Community Involvement Award first-place winner Turner Roofing Services supported three Green Country Habitat for Humanity projects in 2023 by donating materials and labor for roofs



A two-day Fall-Protection Trainer Course for Roofing in Elgin, Ill.



NRCA held the first safety leadership workshop at the 2024 International Roofing Expo® in Las Vegas

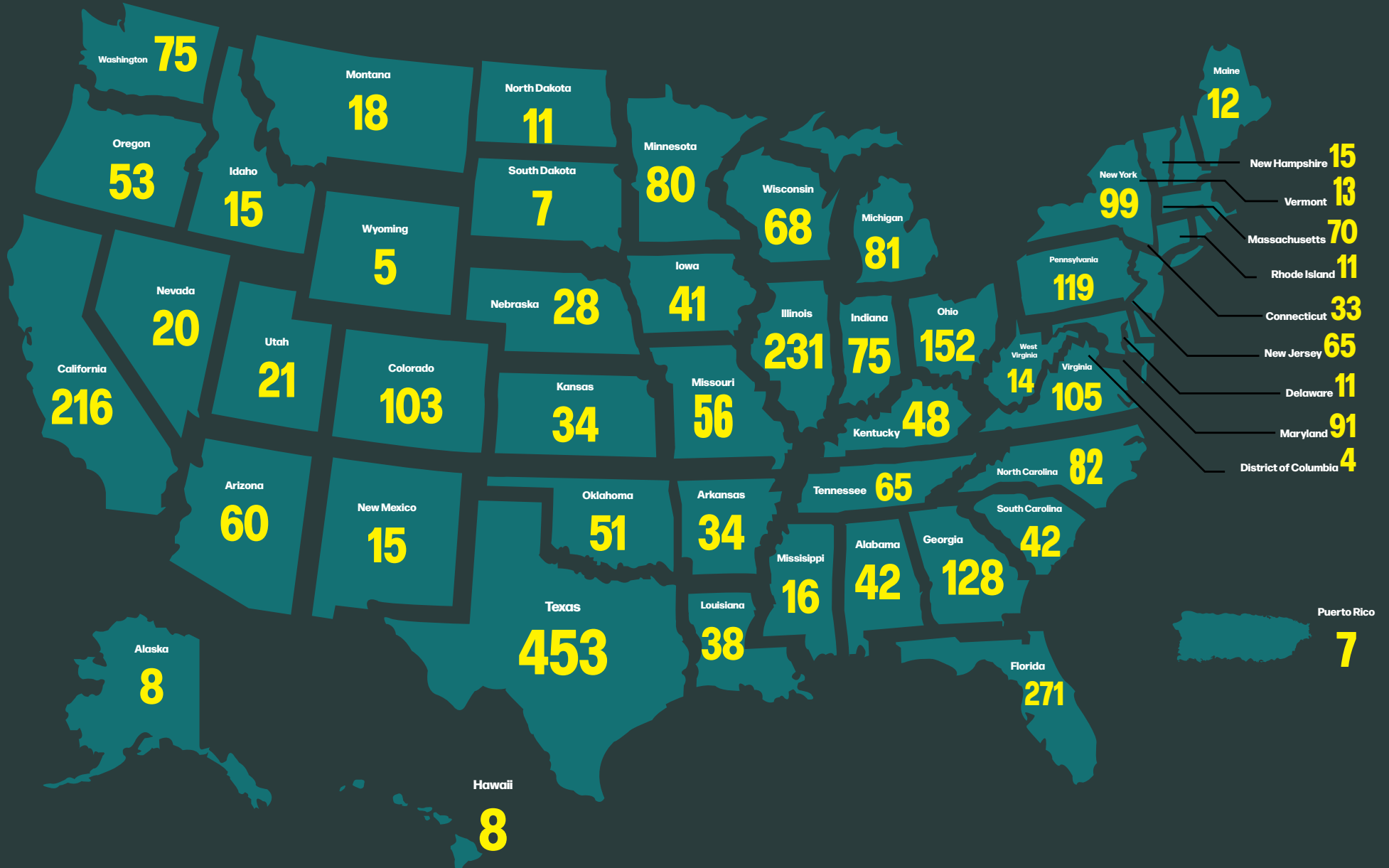


Finance/Membership

[View](#) NRCA's complete financial statements for fiscal year ending May 31, 2024, and the independent auditor's report.



Membership recruitment was at an all-time high with an average of **55 members** joining each month, the equivalent of 12 or more per week from June 1, 2023, to May 31, 2024.



Membership revenues were up

\$30,000

for a total of more than

\$9.6 million

3,609

total memberships

667

new members

Roofing Alliance

As the foundation for the roofing industry, the Roofing Alliance focuses on four core values: education and training; technology and research; sustainability; and philanthropy.



The Roofing Alliance welcomed **eight new members:**

- Division 7 Roofing, Galena, Ohio
- General Coatings Manufacturing Corp., Fresno, Calif.
- Informa Exhibitions, Dallas
- McCormack Partners, South Lanarkshire, United Kingdom
- Mid-Atlantic Roofing Supply, Stanley, N.C.
- Omnia Exterior Solutions, Columbus, Ohio
- RoofersCoffeeShop, Sisters, Ore.
- *Roofing Contractor* magazine, Birmingham, Mich.

Roofing Alliance members donated **\$500,000** in material and labor to the Ronald McDonald House Charities® initiative and more than **\$3 million** since 2018



The Roofing Alliance approved
\$150,000

in funding over three years to support and advance its presence at SkillsUSA

The Roofing Alliance unveiled three online Roofing Alliance/Clemson University Certificate Programs, including Roofing Fundamentals; Roofing Management; and Roofing Business Principles and Leadership



The Roofing Alliance approved

\$1 million

in funding over four years to develop a Roofing Industry Center that aims to create robust workforce development programs to develop and train our future workforce at all levels of education



The Roofing Alliance awarded 23 new and renewal Melvin Kruger Endowed Scholarships (**\$108,000**) and raised **\$194,000** for the scholarship program through a matching scholarship campaign—**\$50,000** of which was donated by former Roofing Alliance President Rob Therrien

NRCA Social Media

NATIONAL ROOFING CONTRACTORS ASSOCIATION

National Roofing Week

2023

Impressions

67,833

Engagements

3,616

Engagement rate

5.3%

New followers

361



NRCA developed unique paid social media ad campaigns that resulted in more than 2.1 million impressions

NRCA social media platforms



Impressions

**5.3 million—
up 106%**

Engagement

**104,387—
up 23%**

Total followers across all platforms

66,704—up 9%

NRCA -Ruferos de los buenos **Facebook** page and NRCA en español **Instagram** feed:

Impressions

**115,725—
up 29%**

Engagement

**8,223—
up 40%**

Total followers across both platforms

5,744—up 10%

NRCA PROCertification®



640

installers and foremen are
in the process of or have already
earned one or more certifications

The number of PROCertified®
foremen increased

200%

Clay and Concrete Tile, Modified Bitumen,
Thermoplastic, Asphalt Shingles and EPDM
certification exams can be submitted by
video for evaluation



NRCA launched a PROCertified
Service and Maintenance
Technician program

Advocacy for the Roofing Industry



Advocacy events raised nearly **\$400,000** 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 Congress approved more than

\$1.4 billion

for fiscal year 2024—an increase of \$10 million compared with the 2023 funding level

NRCA succeeded in passage of the **Tax Relief for American Families and Workers Act** by the House

NRCA succeeded in getting bipartisan workforce training legislation—**A Stronger Workforce for America Act**—passed by the House



What Members Say About NRCA!



“Our favorite part about NRCA is the online education programs, in-person safety training and manuals. These aspects of NRCA set our company up for success, and we recommend them to everyone in the industry! NRCA leads the way in education!”

**—Rachna Butani Bhatt,
HRGM Corp.**



“NRCA’s educational offerings are like a crash course in roofing brilliance—they’ve helped me onboard, educate and certify my workforce faster than you can say ‘FEI.’ Thanks to NRCA, my team is proud, confident and ready to tackle any challenge that comes our way.”

**—J.J. Smithey,
Frost Roofing Inc.**



“I love the connections I’ve made with other like-minded business owners from around the country. We share best practices and, in conjunction with NRCA, design programs to address needs and lift up the industry as a whole and as individual companies.”

**—Sherri Miles,
J.D. Miles & Sons**



NRCA