



2024-25



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.



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

Highlights from the Year:

June 1, 2024-May 31, 2025



We sent Portillo's famous chocolate cakes to all new members who joined during the 2025 International Roofing Expo!®



80 schools are using Training for Roof Application Careers with more than **575** students enrolled

36 students are participating in the new Future Executives Institute class, FEI-12, and 37 students in FEI-11 are heading into their final year





6,170

English and **4,215** Spanish suicide prevention hard hat stickers have been ordered



360

 NRCA Qualified Trainers are in the industry

QUALIFIED TRAINER

260

participants from **38** states participated in Roofing Day in D.C. 2025; the top states were Texas, Florida, Virginia, California, Pennsylvania and Ohio

ROOFING DAY IN D.C.



41,824

Training for Roof Application Careers modules have been completed



24,505

E-News subscribers

12

CERTA Train-the-trainer classes held by NRCA, authorizing and reauthorizing **200** new and existing trainers



871,787

visits to nrca.net



CERTA added more than
4,500 torch applicators



430,184

active users visited NRCA's website





11

states sent competitors
to SkillsUSA



NRCA held **23** webinars



NRCA
UNIVERSITY



NRCA held its first Foreman Management Training Course in conjunction with the Foreman PROCertification® Exam for the Virginia Association of Roofing Professionals in Portsmouth, Va.



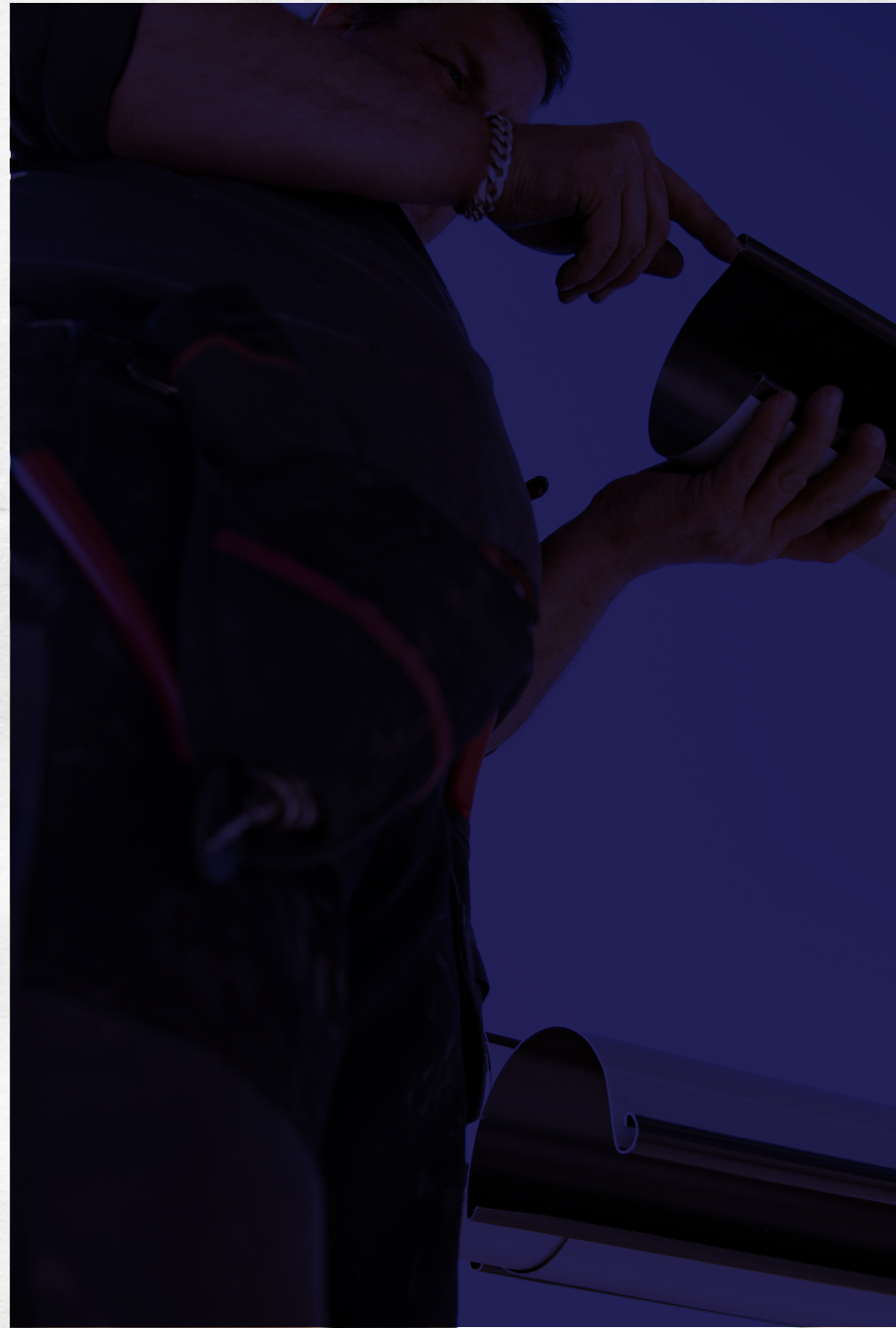
385 member companies are participating in NRCA's ES-1/GT-1 certification program for contractor-fabricated edge metal and gutters

NRCA's membership social media campaign ran during January and February and generated

627,717 impressions

7,931 clicks

416 leads



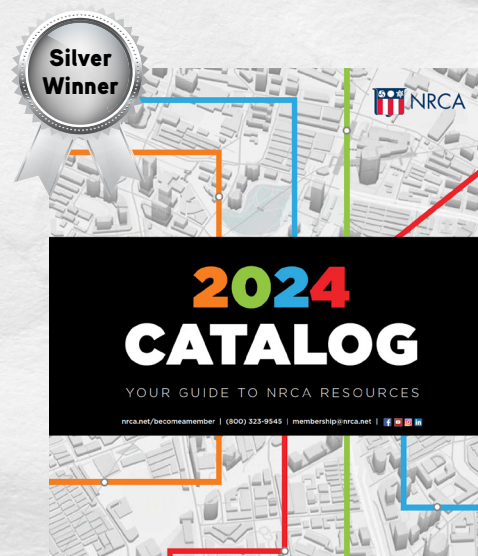


The NRCA Roofing Manual: Steep-slope Roof Systems—2025 was finalized and published



NRCA's Technical Services department responded to more than **2,500** calls for technical assistance and problem analysis

NRCA won **two TRENDY Awards**—the silver medal for the 2024 NRCA Catalog, which recognizes the best book/manual/catalog, and the bronze medal for the May 2024 *Professional Roofing* issue, which recognizes the best magazine or journal





More than **1,500** visitors stopped by NRCA's booth at the 2025 International Roofing Expo®

A Year in Photos



Winners at NRCA's booth at the 2025 International Roofing Expo® in San Antonio

ROOFPAC's An Evening of Boots, Bids & Buckles event in San Antonio





Eleven individuals competed in the SkillsUSA national commercial roofing competition held June 24-28, 2024, during SkillsUSA's National Leadership & Skills Conference in Atlanta



The Career and Technical Education Committee and Workforce Development Committee met during NRCA's Fall Committee Meetings in Austin, Texas



A behind-the-scenes look at NRCA's Industry Awards and Reception in San Antonio during the 2025 International Roofing Expo®



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



NRCA's board of directors meeting during NRCA's Midyear Committee Meetings in Chicago

NRCA's new director orientation



260

roofing professionals visited **181**
congressional offices during Roofing
Day in D.C. 2025 held April 8-9 in
Washington, D.C.



NRCA Chairman of the Board Doug Duncan
and NRCA members met with Secretary of
Labor Lori Chavez-DeRemer during Roofing
Day in D.C 2025 to discuss workforce
challenges in the roofing industry



The Roofing Alliance hosted its 11th Construction Management Student Competition, and 10 teams participated



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

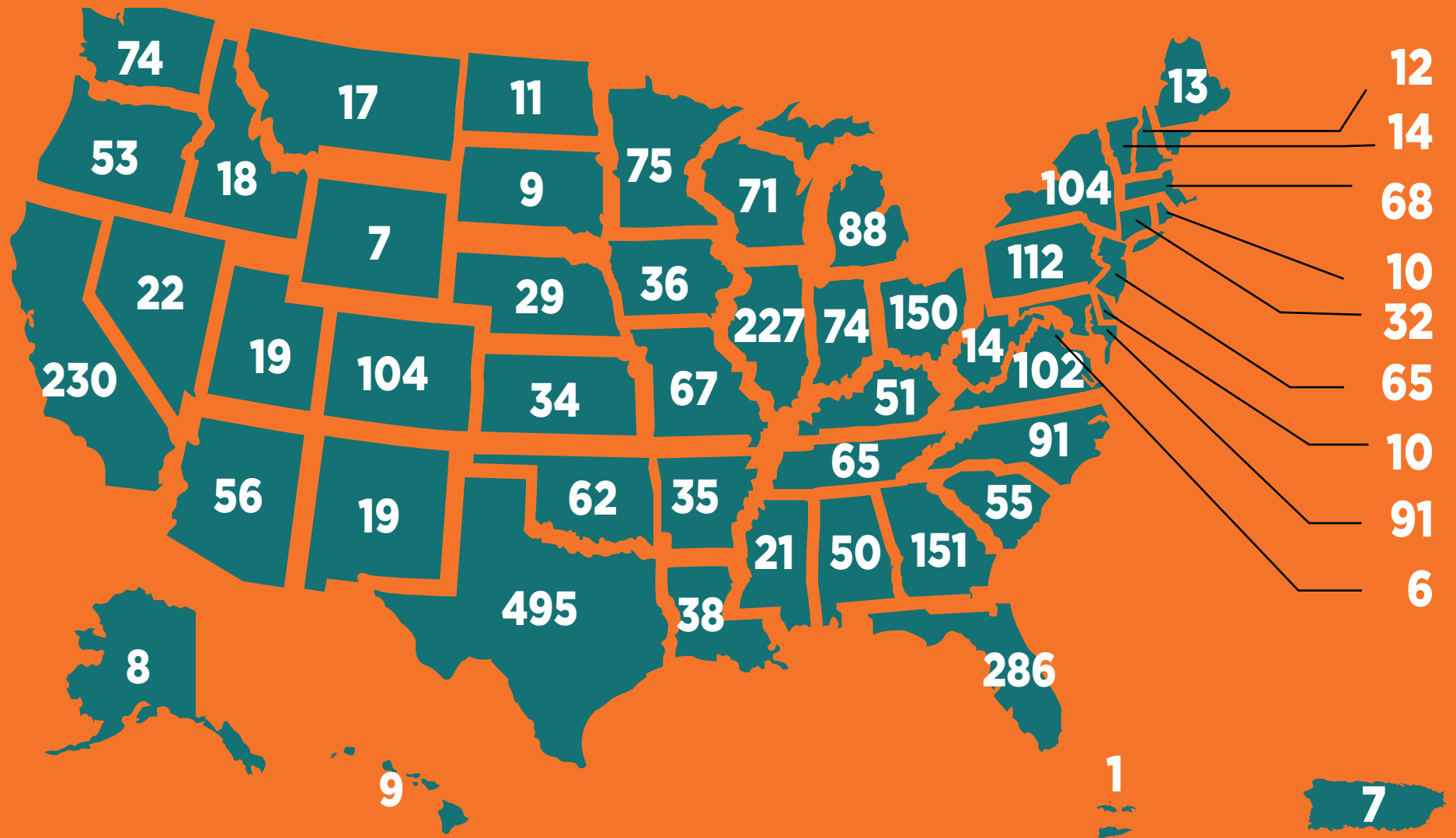
The 2025 CNA/NRCA Community Involvement Award first-place winner Four Seasons Kanga Roof raised **\$250,000** to fund the Evan Vaillancourt, Army Specialist, Legacy Fund Scholarship



NRCA held the second annual safety leadership workshop at the 2025 International Roofing Expo® in San Antonio

Finance/Membership

View NRCA's complete financial statements for fiscal year ending May 31, 2025, and the independent auditor's report.



3,720 members



796 new members



As the foundation for the roofing industry, the Roofing Alliance focuses advancing the roofing industry through education and training, technology, sustainability and philanthropic outreach.

The Roofing Alliance welcomed six new members:

**Frost Roofing,
Wapakoneta, Ohio**

**Progressive Roofing,
Phoenix**

**Prusak Roofing,
Bridgeview, Ill.**

**Sales Transformation Group,
Dallas**

**Houck Group Inc.,
Harrisburg, Pa.**

**Foam Sales Group,
Austin, Texas**

As part of a three-year **\$150,000** commitment, the Roofing Alliance continues to support SkillsUSA to ensure roofing is represented as a trade at SkillsUSA's national competition



The Roofing Alliance awarded **24** new and renewal Melvin Kruger Endowed Scholarships totaling more than **\$100,000** for the 2024-25 academic year to support students from roofing industry families and those pursuing degrees in construction management



The Roofing Alliance has been involved with more than 20 reroofing and expansion projects through its partnership with Ronald McDonald House Charities® with more than **\$3 million** of labor and materials donated since 2018



The Roofing Alliance/Clemson University Certificate Programs continue to grow and include Roofing Fundamentals; Roofing Management; and Roofing Business Principles and Leadership



The Roofing Alliance's Center for Roofing Innovation and Leadership is underway. The top three areas of focus are Workforce Development and Training, Sustainability and Emerging Technologies, and **\$1.5 million** in grants have been submitted



The Roofing Alliance hosted its 11th annual Construction Management Student Competition during the 2025 International Roofing Expo.® Texas A&M University won first place followed by Auburn University in second and Clemson University in third

NRCA Social Media



NATIONAL ROOFING CONTRACTORS ASSOCIATION

National Roofing Week

National Roofing Week 2024:

401,193 impressions

3,243 engagements

336 new followers



NRCA social media platforms (Facebook, Instagram, LinkedIn and TikTok)

Impressions: 11.4 million—up 117.5%

Engagements: 78,747

Total followers across all platforms:
69,486—up 9.4%

NRCA en Español social media platforms (Facebook, Instagram and TikTok)

Impressions: 1,914,661—up 1,569%

Engagements: 52,432—up 540.4%

Total followers across all platforms:
9,132—up 61.8%

Advocacy for the Roofing Industry

NRCA successfully advocated for changes to the Corporate Transparency Act, which resulted in narrowing the scope of beneficial ownership reporting rules to foreign reporting companies only

Advocacy events raised nearly **\$450,000** in funding to benefit ROOFPAC, the voice of the roofing industry in Washington, D.C.



NRCA has successfully advocated for an overall increase of **\$310 million** for Perkins Career and Technical Education State Grants since fiscal year 2018, bringing the total to nearly **\$1.5 billion** or a **25%** increase, for workforce training.

What Members Say About NRCA!

“Being a part of NRCA has been an incredible experience. It’s an amazing community built to support and empower businesses in the roofing industry. I’ve gained so much knowledge and support through NRCA. I’m truly grateful to be part of this organization.”

**-Amparo Sancen,
Latinos En Roofing**



“Being involved with NRCA is an incredible way to give back to the industry that has given so much to each of us. I have built lifelong friendships through my involvement with NRCA. I could not recommend a better resource and way to dive in.”

**-Geoff Mitchell, Mid-South
Roof Systems**

“I love that we can collaborate with people across the country—sharing success stories, learning from one another and growing together to build a stronger, better industry.

Being a part of NRCA is absolutely worth it—the training resources alone make it invaluable. The wealth of information and support they provide helps keep us current, compliant and competitive in the industry.”

-Paige Harvill, Nations Roof



