

ANNUAL REPORT



A VISION STATEMENT A VISION 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.

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.

HIGHLIGHTS FROM THE YEAR **JUNE 1, 2022** MAY 31, 2023

40

students are participating in the Future Executives Institute, Class 11, which is the largest class yet

NRCA launched a **new**

FALL-PROTECTION

Trainer Course for Roofing





NRCA sold a record number of National Roofing Week T-shirts—more than **1,400** generating more than

\$7,000 in revenue



34 states and Washington, D.C., were represented during Roofing Day in D.C. 2023; the top five states were

OHIO, FLORIDA, TEXAS, VIRGINIA AND CALIFORNIA

NRCA added **46** new Qualified Trainers for a total of





NRCA held 25 webinars with

1092
participants

Training for Roof Application Careers modules have been completed



NRCA held **13** CERTA Train-the-trainer classes, authorizing or reauthorizing

238

new and existing trainers

CERTA added an estimated

4500 torch applicators



NRCA's **LEGALCon Virtual 2023** had more than

100 participants

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

150/0



218,699

new users visited NRCA's website







Tips for recruiting and retaining women in construction

Three best practices can help construction companies make the industry more equitable. +Read more

27,468

subscribers received NRCA/Professional Roofing E-News



There were

506,694
visits to nrca.net

There were

177,618

visits to *Professional Roofing* magazine's website



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

335

member companies are participating in NRCA's ES-1 certification program for contractorfabricated edge metal

The NRCA Roofing Manual:

Membrane Roof Systems

2023

The NRCA Roofing Manual: Membrane Roof Systems—

2023

was finalized and published

NRCA launched a new

GT-1 CERTIFICATION

program for contractor-fabricated gutters



More than

1,200

visitors stopped by NRCA's booth at the 2023 International Roofing Expo®

NRCA's Technical Services department responded to more than

2,000

calls for technical assistance and problem analysis

NRCA won

2



TRENDY awards, which recognize the best and most unique communications and marketing pieces from nonprofit organizations

A YEAR IN PHOTOS



NRCA welcomed **85 attendees** to its three-day legal conference, Roofing Issues: Decks to Dockets, Oct. 27-29 in Austin, Texas



A winner at NRCA's booth at the 2023 International Roofing Expo® in Dallas



ROOFPAC's "A Lone Star Evening!" cocktail reception and live auction



A behind-the-scenes look at NRCA's **Industry Awards Ceremony** and Cocktail Reception in Dallas during the 2023 International Roofing Expo®



NRCA's Roofing Day Advisory
Committee during NRCA's Fall
Committee Meetings



The Metal Panel ProCertification® hands-on assessment demonstration on the trade show floor during the 2023 International Roofing Expo®



Foreman Leadership Training, Level 1 at NRCA headquarters in Rosemont, III.



NRCA's new director orientation



NRCA's **PAC Advisory Committee** during NRCA's
Midyear Meetings in Chicago



More than 220 roofing professionals attended 173 congressional meetings during Roofing Day in D.C. 2023 April 18-19 in Washington, D.C.



NRCA Virginia members **met with Rep. Jennifer McClellan** during
Roofing Day in D.C. 2023



The Roofing Alliance hosted its ninth Construction Management Student Competition and six teams participated



The Roofing Alliance held its second Roofing Industry Faculty Retreat to educate professors about the roofing industry and opportunities available

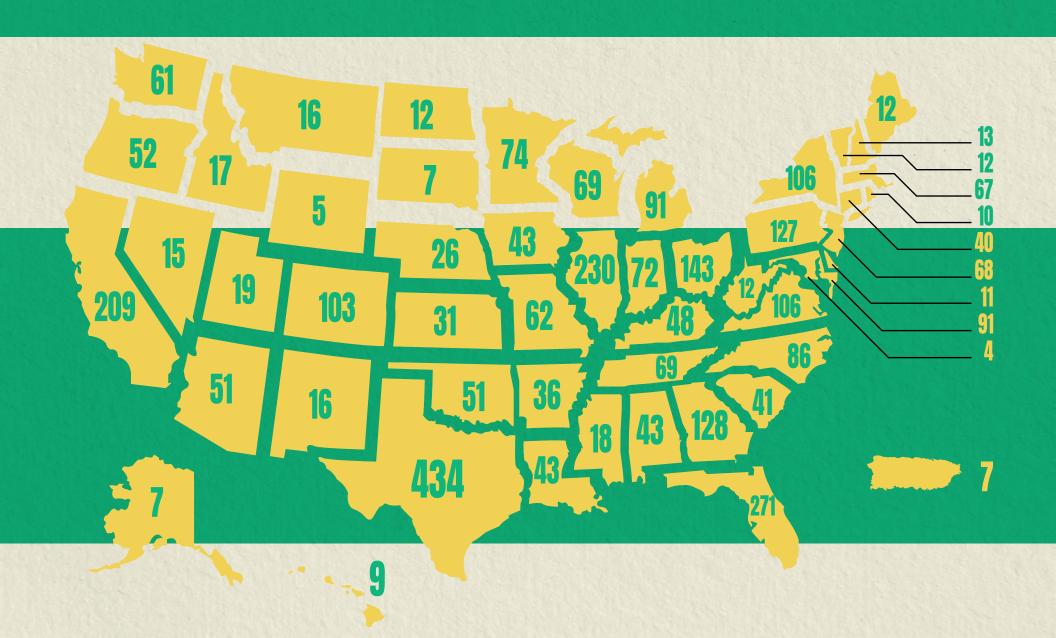


The 2023 CNA/NRCA Community Involvement Award first-place winner Bliss Roofing Inc. supporting the Metro Portland Housing Industry Foundation, d/b/a Home Builders Foundation

FINANCE / MEMBERSHIP

For NRCA's complete financial statements for fiscal year ending May 31, 2023, and the independent auditor's report, **click here**.

Membership grew at a rate of **11 new members** per week from June 1, 2022, to May 31, 2023.



Membership revenues were up



for a total of more than \$8.9 million

NRCA membership was down

overall compared with the 2021-22 fiscal year—the average is **2.4%** year over year

3557 total membership 592

new members

ROOFING ALLIANGE

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

ALLIANCE THE FOUNDATION OF NRCA

The Roofing Alliance welcomed

new members:

- All-Weather Insulated Panels/ Kingspan Group, Vacaville, Calif.
- Beck Roofing Corporation, Norfolk, Va.
- Eagle Roofing Products, Rialto, Calif.
- Fry Roofing, San Antonio
- Global Roofing Group, Phoenix
- Kodiak Roofing & Waterproofing, Roseville, Calif.
- Madsen Roofing & Waterproofing, Sacramento, Calif.
- Mid-South Roof Systems, Forest Park, Ga.
- Showalter Roofing Services, Naperville, III.
- Sterling Commercial Roofing, Sterling, Ill.
- The Durable Slate Company, Columbus, Ohio

The Roofing Alliance approved

\$165,000

in new project funding over three years

With this funding,

projects have been funded to date for a total of nearly \$6 million The Roofing Alliance awarded

\$80,000

in annual scholarships

Since its inception, the Roofing Alliance has awarded

\$1.2

million to 165 students

Roofing Alliance members donated

\$250,000

in material and labor to the Ronald McDonald House Charities initiative for six projects



The Roofing Alliance introduced the

ROOFING ALLIANCE/ CLEMSON UNIVERSITY ROOFING CERTIFICATE PROGRAM

which includes three courses—the first of which became available in February through Clemson Online. The Roofing Professional Management Certificate is designed to provide a **comprehensive understanding and study of essential elements** that are critical to professional roof construction.



NRCA SOCIAL MEDIA



NRCA developed 15
unique paid social media
ad campaigns that
resulted in more than

10
million
impressions



NATIONAL ROOFING WEEK 2022:

333,975 impressions

10,972 engagements

1 1 1 0 0 member posts were shared

NRGA SOCIAL MEDIA PLATFORMS

FACEBOOK, TWITTER, LINKEDIN & INSTAGRAM

26
million
impressions

97,329engagements

61,351
total followers across all platforms

NRCA SPANISH SOCIAL MEDIA

NRCA-RUFEROS DE LOS BUENOS FACEBOOK PAGE AND NRCA EN ESPAÑOL INSTAGRAM FEED

00 247 impressions

5,699
engagements

total followers across both platforms



93%

of certified installers have remained with their companies since earning their certifications 489

installers and foremen are in the process of or already have earned one or more certifications In a partnership with the Metal Construction Association and Metal Roofing Alliance, NRCA launched its

METAL SHINGLE SYSTEMS INSTALLER CERTIFICATION

In a partnership with the Asphalt Roofing Manufacturers Association, NRCA launched its



NRCA

PROCertified

MODIFIED BITUMEN SYSTEMS INSTALLER CERTIFICATION

In a partnership with the Slate Roofing Contractors Association and National Slate Association, NRCA launched its

SLATE INSTALLER SYSTEMS CERTIFICATION



ADVOCACY FOR THE ROOFING INDUSTRY

Advocacy events raised more than

\$450,000

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

NRCA succeeded in

BLOCKING HISTORIC TAX INCREASES

including proposed increases on corporations, pass-through businesses and changes in the estate tax

NRCA succeeded in preventing



from being deemed a hazardous material by the Environmental Protection Agency

NRCA advocated for increased funding for Perkins Career and Technical Education Grants, and in December 2022, Congress approved more than



billion

for fiscal year 2023—an increase of **\$50 million** compared with the 2022 funding level

MEMBERS SAY ABOUT



"I've met so many wonderful people and made

AMAZING FRIENDSHIPS

through NRCA and the industry."

Diana Peterson, Red Pointe Roofing LP, Orange, Calif.



"NRCA has provided me with some of my **lifetime mentors** and best friends. It is a

SECOND FAMILY

to me, and it is aligned with my personal and professional values."

Tupac de la Cruz, Roofing Solutions LLC, Prairieville, La.,



"I love the **educational options and benefits** but what I value most is my access to and interactions

WITH GIANTS

who are willing to share their 'secrets' with me. I discovered these secrets because I didn't just sign up; I engaged with this amazing NRCA community."

Wendy Marvin,
Matrix Roof & Home Solutions,
Vancouver, Wash.



"We rely on NRCA as the industry's

FOREMOST AUTHORITY

on all technical issues. We often use details directly from the manual in our own proposals."

> Alex Hernandez, Clark Roofing Co., Broadview, III.

