

# Leadership and Workforce

# Development Catalog

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**Check out our live links!** 

## WORKFORCE DEVELOPMENT

One way to find workers is to reach out to local schools and participate in job fairs to show prospective employees there are lucrative, satisfying career paths in the roofing industry with salaries and benefits to match. NRCA offers resources at nrca.net/workforce-recruitment and careersinroofing.com to help you attract talent for career opportunities on the roof, in the shop and in the office.



NRCA is a SkillsUSA Official Business Partner.

## **RECRUITMENT**



Why Roofing?



The Roofing Industry is Hiring!



**Explore worker training and PROCertifiation®** 



**Customizable sample job description templates** 

## **ONBOARDING**

**Onboard** new employees from day one. It's important to invest in new hires and show them the security of a workplace that will give them tools to develop skills, work safely and become professionals in a rewarding industry.

#### **ROOFING 101**



NRCA University's Roofing 101 provides a fundamental understanding of low- and steep-slope roofing systems.

#### NRCA'S ONBOARDING AND RE-RECRUITING PROGRAM



NRCA's Onboarding and Re-recruiting program helps you create a plan with intentionality in bringing on new employees and retaining the ones you have.



#### **TRAINING**

When you've **trained** your installers, they've gained experience and are good at their craft, consider helping them validate their skills by becoming **certified**.

And as your top managers take on more responsibility and leadership in the company, consider the **Future Executives Institute**.

## TRAINING FOR ROOF APPLICATION CAREERS

Developed to help novice roof system installers understand roof systems, tools and materials, TRAC's blend of online and hands-on training provides new and inexperienced field workers with information and skills to help them become quality roof system installers.

Priced at a one-time cost for unlimited use.

CLAY AND CONCRETE TILE INSTALLATION

Member price: \$299 | Nonmember: \$499

ASPHALT SHINGLE INSTALLATION

Member price: \$249 | Nonmember price: \$299

EPDM ROOF MEMBRANE INSTALLATION

Member price: \$299 | Nonmember price: \$349

THERMOPLASTIC ROOF MEMBRANE INSTALLATION

Member price: \$299 | Nonmember price: \$349

LOW-SLOPE ONBOARDING FOR ROOF SYSTEM INSTALLERS

Member price: \$149 | Nonmember price: \$199

STEEP-SLOPE ONBOARDING FOR ROOF SYSTEM INSTALLERS

Member price: \$149 | Nonmember price: \$199

**Explore all TRAC packages today!** 

## NRCA QUALIFIED TRAINER

Having a professionally trained, quality trainer in your company can be more important than the training you provide. With an NRCA Qualified Trainer, you can connect your field employees with a top-notch trainer who serves as a coach for your team. When you have a seasoned employee—or employees—complete NRCA's Virtual Qualified Trainer Conference and become a recognized NRCA Qualified Trainer(s), they will possess the focus, dedication and knowledge to:

- Properly train new employees and quickly and efficiently onboard them so they are productive crew members the first day on the roof
- Provide guidance and coaching to midlevel employees looking to further their careers
- Assist seasoned employees who are pursuing NRCA PROCertification®

Qualified trainers also gain access to all handson training resources for NRCA's Training for Roof Application Careers program.

Member price: \$1,295 | Nonmember price: \$1,795





#### QUALIFIED TRAINER CONFERENCE



## INSTALLER + FOREMAN CERTIFICATION

With NRCA PROCertification, you can establish a career path for your most dedicated workers, give them national, third-party recognition for their skills and expertise, and gain a competitive advantage for your company.

Through **NRCA PROCertification**, experienced roof system installers, foremen and service technicians can become certified in specific roof system designations. Current certifications include:

- Architectural Metal Flashings and Accessories
- Asphalt Shingle
- Clay and Concrete Tile
- EPDM
- Metal Panel
- Metal Shingle
- Modified Bitumen
- Service and Maintenance Technician
- Slate
- Thermoplastic
- Roofing Foreman

### **FOREMAN LEADERSHIP**

Foremen often have excellent roof system installation skills but have not received much training in communication and leadership skills to help them more effectively lead. These courses teach them how to communicate and work well with different types of personalities.

#### FOREMAN LEADERSHIP TRAINING, LEVEL 1

After completing Foreman Leadership Training, Level 1, participants will be able to:

- Improve leadership and crew communication styles
- Enhance team productivity
- Implement conflict resolution tools to manage and prevent workplace conflicts

**Member: \$645 | Nonmember: \$895** 

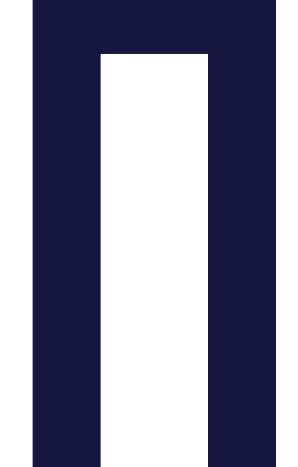
#### FOREMAN LEADERSHIP TRAINING, LEVEL 2

After completing Foreman Leadership Training, Level 2, participants will be able to:

- Identify aspects of emotional intelligence and explain why it matters to roofing field leaders
- · Identify one's drivers
- · Discuss aspects of managing oneself
- Demonstrate the ability to identify and work with the drivers of others

**Member: \$645 | Nonmember: \$895** 





## FOREMAN MANAGEMENT TRAINING

This online TRAC course helps prepare foremen for NRCA PROCertification® and lays the groundwork for workers **training to be foremen**.

Member price: \$499 | Nonmember price: \$699

## **ROOFING 101**

NRCA's best-selling 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 Systems Flashings and Accessories

Member price: \$195 | Nonmember price: \$295

# HEALTH + SAFETY

NRCA's health and safety training delivers convenient, effective training at your work-place—or wherever you choose—online and in person.

## TARGETED HEALTH + SAFETY TRAINING

NRCA delivers classes in a live webinar format when and where you want. Choose from a variety of health and safety topics, or request NRCA customize any webinar to your group's specific needs. Pricing varies per topic.

Training program topics include:

- Asbestos
- Driver safety
- Electrical safety
- Fall prevention and protection
  - Arrested fall rescue
  - Personal fall-arrest and fall-restraint systems
  - Warning-line and safety-monitoring systems
- Fire safety
- GHS hazard communication
- Heat illness
- Prevention
- Hot air welding safety
- Ladder safety
- Personal protective equipment
- Scaffold safety
- Silica
- Using job hazard analyses

Learn more about custom classes at nrca.net/course-catalog.

# ROOFING INDUSTRY FALL PROTECTION FROM A TO Z

This **one-day class** teaches participants how to comply with OSHA's fall-protection regulations that apply to your workplace and employees.

This program provides updates on fall-protection systems and includes current OSHA federal and state-plan requirements. Additionally, participants will learn and practice self-rescue techniques.



Member price: \$695 | Nonmember price: \$895

### **CUSTOM EDUCATION**

Maximize your business' success through customized educational programming

that empowers your team and enhances performance at all levels throughout your organization. Through ongoing training, you can help your employees boost performance, advance their careers and improve your company's bottom line.

Many of our instructors can teach at the location of your choice.

Contact Brad Martz at (847) 493-7574 or **bmartz@nrca.net** for more information.



#### **OSHA 10-HOUR**

Designed to help participants identify and avoid commonly encountered industry hazards, NRCA's OSHA 10-hour program is specific to roofing. The in-person class includes examples of real-world job-site scenarios that show typical hazards and their remedies.

Upon completion, participants receive OSHA 10-hour safety training completion cards.

Contact Brad Martz at (847) 493-7574 or **bmartz@nrca.net** for more information.



## CERTA TRAIN-THE-TRAINER

NRCA's **CERTA Train-the-trainer program** is essential for contractors whose work involves roof system applications where torches are used. The train-the-trainer 10-hour class is ideal for experienced torch-applied polymer-modified bitumen roofing product installers who want to become trainers.

Successful attendees become trainers authorized to teach the **CERTA** applicator class. Authorized trainers are provided with the skills, tools and materials to teach the CERTA applicator class to students wanting to learn proper roof system configuration design and fire-safe application techniques.



Authorization member price: \$725 | Nonmember price: \$1,025

Reauthorization member price: \$625 | Nonmember price: \$925

# FALL-PROTECTION TRAINER COURSE FOR ROOFING

Falls from heights continue to be the leading cause of death and injury in the roofing industry, and falls account for at least one-third of all deaths in construction.

Ensure your company can meet these demands and protect your workforce by attending NRCA's advanced two-day competent person training program. The course will prepare attendees to teach fall protection and provide a detailed understanding of:

- The role and responsibilities of the competent person for fall protection
- How to apply fall-protection knowledge as a competent person to prevent falls on job sites
- How to use turnkey training materials to train roofing workers in fall-protection and prevention requirements

Contact Rich Trewyn, NRCA's director of risk education and training, at (847) 493-7575 or **rtrewyn@nrca.net** for more information.



# EXECUTIVE EDUCATION

## SENIOR LEADERSHIP TRAINING, LEVELS 1 + 2

Senior leaders, managers and superintendents have unique issues that can be challenging.

NRCA **offers programs** that build on each other and explore the value of understanding your company's organizational culture and vision and how they affect your teams.

## OWNER LEADERSHIP TRAINING

When leaders inspire others, build trust and drive individual and team performance, organizations thrive.

With **this program**, participants engage in confidential, candid conversations about their companies and identify and understand vision and mission statements, long-term objectives, cultural shaping and more.

## FUTURE EXECUTIVES INSTITUTE

NRCA University's FEI is a comprehensive, powerful leadership development experience and one-of-a-kind industry networking opportunity.

FEI is built on 10 core areas essential to small-business operations: leadership, management, strategic planning, human resources, financial management, sales and marketing, roofing industry issues, risk management, family relationships/succession and personal-development skills.

The three-year program is held at Northwestern University's prestigious Kellogg School of Management in Chicago and in conjunction with the International Roofing Expo;<sup>®</sup> it offers participants an in-depth study of leadership and management theory and practice aimed at managing a thriving roofing business.





## OTHER EDUCATIONAL OPPORTUNITIES

#### **WEBINARS**

NRCA hosts live webinars led by NRCA and industry experts. Topics include roofing technology, legal issues, health and safety, business management, worker training and more. Webinars are recorded and can be accessed any time.

Visit NRCA's **course calendar** for the current webinar schedule.



## LEGAL CONFERENCES

NRCA hosts two **legal conferences** each year that provide in-depth information about current legal, contractual, safety, technical and business issues facing the roofing industry.

NRCA periodically adds or removes online courses.

Please visit nrca.net/education for the current schedule.

### **PODCASTS**

#### GROWING AMERICA'S ROOFING WORKFORCE

This podcast highlights workforce development activities in the roofing industry such as grant funding, connecting with local trade schools, recruiting women into the roofing industry and training currently available.



#### STORIES OF AN EXTRAORDINARY INDUSTRY

This podcast is meant to enlighten, educate and inspire. The roofing industry is made up of incredibly talented people; this is where we tell their stories.



## MENTAL HEALTH RESOURCES

#### **BREAK THE STIGMA**

As the suicide rate in the U.S. continues to rise, it is crucial the industry focuses on the mental health of its workforce. **NRCA's resources** will enhance your company's efforts to raise awareness, provide help, and give support to mental health and suicide prevention in the roofing industry.



## BENEFIT PROGRAMS

## BUSINESS INSURANCE

The NRCA-endorsed CNA Roofing Contractor Business Insurance Program

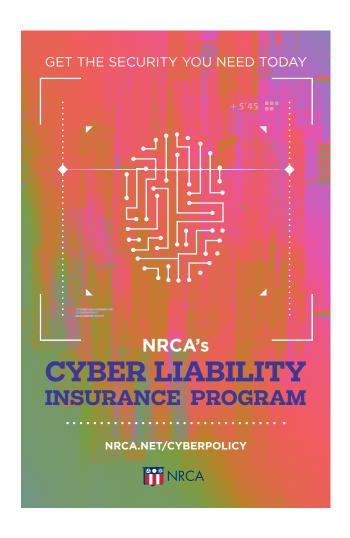
was designed specifically for roofing contractors to help them safeguard their businesses against property, liability, automobile and workers' compensation risks.

NRCA also offers other insurance options to help protect your business.

## CYBER LIABILITY INSURANCE PROGRAM

Did you know that cyber liability is a major threat to your company? If you use technology, you're at risk. In fact, 61% of cyber incidents target small and midsize businesses.

To help manage this risk, NRCA has partnered with BPM Insurance Services and Acrisure to offer the NRCA's Cyber Liability Insurance Program exclusively for NRCA members. It provides coverage to shield your organization from financial losses due to cyberattacks.



## RETIREMENT PROGRAM

NRCA offers members a **qualified retirement program** with a full range of flexible, competitive investment choices to meet their own—and their employees'—retirement program needs. The program includes legal, administrative and investment-management services at a cost that may be far less than an individually managed plan.

For more information about NRCA Retirement Program benefits, contact Krapf-Bonfim Group at (478) 471-4105 or jack\_krapf@ml.com.

## "NEW" SAFETY EXCELLENCE PROGRAM

NRCA has partnered with 1Life Software to launch the **Safety Excellence Program**. NRCA members can systemize and communicate safety standards while monitoring and coaching in real time to drive performance and safety outcomes.

Available via web and mobile applications, safety professionals and software developers created the safety management system framework to empower and protect NRCA members. The Safety Excellence Program can help you effectively reduce risk, increase workforce safety and grow your businesses.



