



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

What skills are required?
If you are on a roof, you will need to be detail-oriented and have a keen eye for potential leaks plus the precision of a fine craftsman. If you are interested in sales and estimating, you will make use of your strong math and people skills.

Is the work engaging?
Your work will entail repairing, replacing and installing roofing on many types of properties. Almost all roofing positions involve traveling to different workites, so you will never be bored. You will work in different weather conditions and at different heights.

Where is the career potential?
Opportunities for success can be found on the roof and office. Plus, manufacturers and distributors need individuals with advanced degrees in engineering and materials science to run their innovations labs and rely on skilled labor at every point in the supply chain.

Is a roofing career rewarding?
Roofing work isn't always easy, it demands physical stamina and mental toughness. But how many people can say they've saved a family's home or fixed a hospital's roof so patients can remain safe and dry? Only roofing workers can.

How can you advance?
The median entry-level roofing worker salary in 2018 was \$39,970 per year, according to the U.S. Bureau of Labor Statistics. Foremen make around \$65,000 per year, and project managers and roofing estimators can make well into the six figures. And if you are a hard worker with a great attitude, you will likely advance quickly.

Is it a career with job stability?
According to the Bureau of Labor Statistics, the roofing industry is expected to grow 11 percent between 2016 and 2026, which is faster than the national average. And the roofing industry experiences fewer downturns compared with other trades. Roofs need to be replaced every 15-25 years and need to be maintained by repairs or replacements. This means there's always a demand for quality work, and you can be sure to provide for your family.

Why roofing?
See how a career in roofing can work for you! | nrca.net

Why Roofing?

THE ROOFING INDUSTRY IS HIRING!

THE NATIONAL AVERAGE SALARY WITH BONUS OF AN NRCA MEMBER COMPANY...

President/CEO	\$239,248
Vice president	\$184,894
Controller/CFO	\$107,639
Sales representative	\$100,865
Estimator	\$91,803
Superintendent	\$84,006
Project manager	\$82,794
Service manager	\$82,585
Safety director	\$72,139
Foreman	\$63,257
Office manager	\$61,648
Service technician	\$48,288
Driver	\$48,185
Journeyman	\$47,852

The average construction wages for U.S. workers are more than \$30 per hour.

A roofing career provides real world hands-on experience with no education loans to pay off.

There is more to the roofing industry than working on a roof. There are opportunities in manufacturing, distribution, sales, consulting, office management and warehouse staff. There is something for everyone!

Source: 2017 NRCA Wage and Benefits Survey. To learn more, visit nrca.net.

The Roofing Industry is Hiring!



Explore worker training and PROCertification®



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 hands-on training resources for NRCA's Training for Roof Application Careers program.

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



QUALIFIED TRAINER CONFERENCE



NRCA
PROCertification®

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 workplace—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;® 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.

GET THE SECURITY YOU NEED TODAY

+5'45

NRCA's
**CYBER LIABILITY
INSURANCE PROGRAM**

NRCA.NET/CYBERPOLICY



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.



