



# 2019-20

ANNUAL REPORT



“

By any measure, this year was a challenging one—not only for our association but also the nation and world. NRCA has navigated these challenging times with prudence and flexibility and is well-positioned to continue advocating and working for its members during the coming year.

”



**NICK SABINO,**  
CHAIRMAN OF THE BOARD



**A**s chairman of the board, I am pleased to report NRCA has continued to excel by maintaining focus on the important work at hand. By any measure, this year was a challenging one—not only for our association

but also the nation and world. NRCA has navigated these challenging times with prudence and flexibility and is well-positioned to continue advocating and working for its members during the coming year.

Despite the spending and staff resources required to develop NRCA ProCertification,<sup>®</sup> Qualified Trainer Conferences, new training and education packages, and a host of other initiatives, NRCA was able to avoid a deficit for the year amid the roller-coaster ride the economy has encountered.

I'm proud of how our industry and NRCA responded when COVID-19 arrived. NRCA's Washington, D.C., staff did yeoman's work to fight for our companies and the industry. Whether it was maintaining our designation as essential businesses, having access to Paycheck Protection Program funding, or navigating Occupational Safety and Health Administration

and Centers for Disease Control and Prevention guidelines, NRCA's team helped each of us through the uncertainty and difficulty COVID-19 brought. We would not be where we are without their tireless efforts.

One of the goals for my term was to focus on accelerating NRCA's efforts regarding workforce development and our outreach with trade schools and other pipelines for future workers. Every day, our members are affected by worker shortages; even as the country faces historic unemployment, we still need additional labor. I set out to identify partners, paths and policies to help bring the roofing industry to the attention of hundreds of thousands of young people throughout the U.S.



**480**

**NEW MEMBERS**

**3,425**

**TOTAL MEMBERSHIP**

We partnered with SkillsUSA and have roofing included in its annual skills competition for the first time in history. NRCA joined with the National Center for Construction Education & Research, a nationally recognized producer of education curriculum, to update its resources for the industry and convert NRCA's digital materials into textbook and classroom-based learning materials. SkillsUSA has 6,300 school chapters throughout the U.S., and NCCER's materials are in more than 6,000 accredited facilities, as well.

NRCA also produced resources for its members to better inform potential workers about careers in the industry and unveiled a new website ([careersinroofing.com](http://careersinroofing.com)) to help members with their recruitment efforts. By working together, I'm confident we can continue to advance and inform the public about the rewards and possibilities of careers in our trade.

As I depart my role as chairman of the board, I believe I have left NRCA in a better place and on solid footing for my successor, Rod Petrick, to continue our important work. There's a tremendous amount to be done, but I know working together we can continue to move our industry forward. I am grateful for the opportunity to serve and achieve success.

Best Regards,



**NICK SABINO,**  
Chairman of the Board



NRCA ProCertification®  
on-site testing at NRCA's  
133rd Annual Convention  
and the 2020 International  
Roofing Expo®

# A YEAR IN NUMBERS

JUNE 1, 2019 - MAY 31, 2020

## VISION STATEMENT:

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.



NRCA University added more than

# 80

NRCA Qualified Trainers to the roofing industry.

# 6 NEW

ONE VOICE  
MEMBERS

**A.C.T. Metal Deck Supply,**  
Aurora, Ill.

**TESLA,** Fremont, Calif.

**CNA,** Chicago

**ICP Building Solutions Group,**  
Andover, Mass.

**Construction Link Outsourcing,**  
San Jose, Costa Rica

**Tropical Products,**  
Hallandale, Fla.



NRCA  
EXHIBITED  
AT  
21  
INDUSTRY  
EVENTS



Nearly  
**1,300**  
attendees visited  
NRCA's booth, and  
**33**  
new members  
joined during the  
2020 International  
Roofing Expo®

NRCA ACCEPTED  
40 STUDENTS INTO  
THE NEXT FUTURE  
EXECUTIVES  
INSTITUTE,  
CLASS 10



NRCA ProCertification®  
applications received to date:

PROCertified

THERMOPL  
SYSTEMS INSTA

**208**

INSTALLER  
CERTIFICATIONS

NRCA

PROCertified

ASPHALT SHINGLE  
SYSTEMS INSTA

**72**

QUALIFIED  
ASSESSORS

**44**

FOREMAN  
CERTIFICATIONS



NRCA  
ProCertification®



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



A YEAR IN NUMBERS



24,513



E-NEWS SUBSCRIBERS

411,147



VISITS TO NRCA'S WEBSITE

111,672



VISITS TO PROFESSIONAL ROOFING MAGAZINE'S WEBSITE



806



POSTS USED #NATIONALROOFINGWEEK ON INSTAGRAM FROM JUNE 2-9, 2019

# A YEAR IN PHOTOS

ROOFPAC's  
"An Evening in the  
Lone Star State"







A YEAR IN PHOTOS

NRCA formed a business partnership with SkillsUSA in 2019 to increase the roofing industry's outreach and footprint in the career and technical fields.



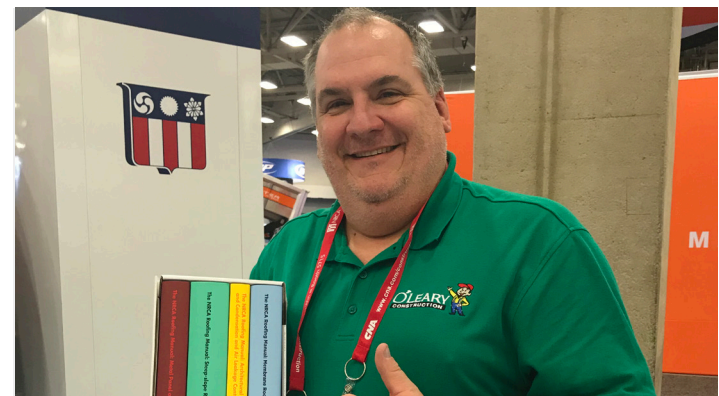
NRCA hosted its first "Experience Roofing" event on the last day of the International Roofing Expo® in Dallas for 10 local students from Dubiski Career High School.



NRCA hosted its inaugural LEGALCon 2020 conference March 12 in Rosemont, Ill., for 45 roofing professionals.



NRCA's Legal Resource Center hosted its 40th anniversary seminar in September 2019 and welcomed 100 attendees.



A winner at NRCA's booth at the 2020 International Roofing Expo®

National Roofing Week's We are Family Raffle winner Korellis Roofing Inc., Hammond, Ind.



Roofing Industry Fall Protection A to Z class at NRCA's 133rd Annual Convention and the 2020 International Roofing Expo®



National Roofing Week's We are Family Raffle winner L.E. Schwartz & Son Inc., Macon, Ga.



NRCA ProCertification® on-site testing at NRCA's 133rd Annual Convention and the 2020 International Roofing Expo®



National Roofing Week's We are Family Raffle winner Arkansas Roofing Kompany, Conway, Ark.



Nick Sabino, Rod Petrick, Jim Barr and Kent Schwickert at NRCA's Fall Committee Meetings



Kyle Thomas, J.J. Smithey and Bob Morgan at NRCA's Midyear Meetings



NRCA's Midyear Meetings



NRCA's Fall Committee Meetings



NRCA's Qualified Trainer Conference, Charlotte, N.C.



NRCA's Qualified Trainer Conference, Hayward, Calif.



NRCA's 133rd Annual Convention

## FINANCE

For NRCA's complete financial statements for fiscal year ending May 2020 and the independent auditor's report, visit [nrca.net/financials](http://nrca.net/financials).



## MEMBERSHIP

Membership continues to grow at a steady pace as NRCA added nearly 10 new members per week from June 1, 2019, to May 31, 2020.

## MEMBERSHIP COMPOSITION

**76%**  
CONTRACTORS

**12%**  
ARCHITECTS/  
ENGINEERS/  
CONSULTANTS

**6%**  
INTERNATIONAL

**2%**  
INDUSTRIAL/  
INSTITUTIONAL

**2%**  
MANUFACTURERS

**<1%**  
SERVICE  
PROVIDERS

**1%**  
DISTRIBUTORS

**<1%**  
MANUFACTURER  
REPRESENTATIVES

**<1%**  
RAW MATERIAL  
PROVIDERS

**<1%**

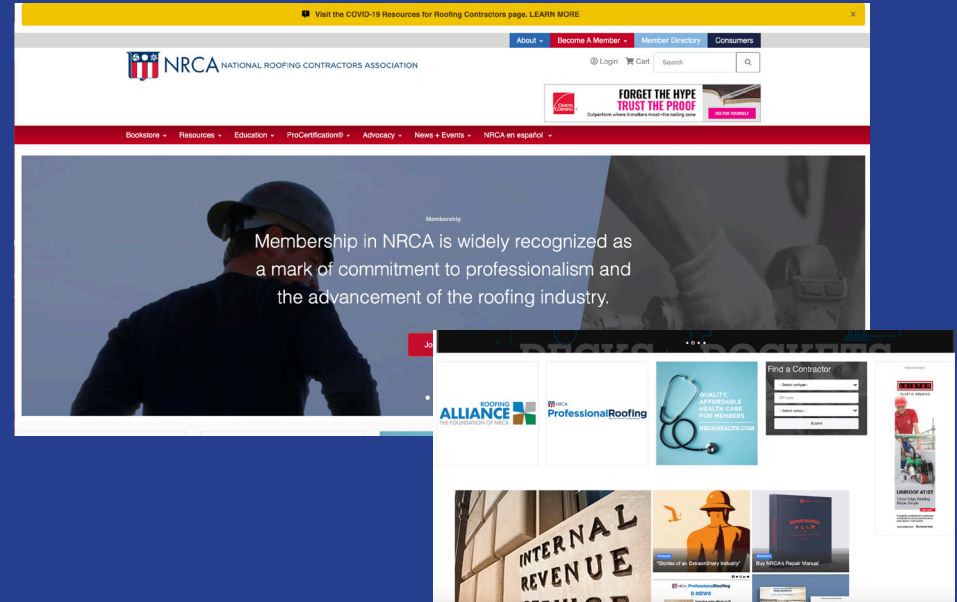
ROOFTOP PHOTOVOLTAIC MANUFACTURERS,  
UTILITIES AND SERVICE PROVIDERS

# ONLINE RESOURCES

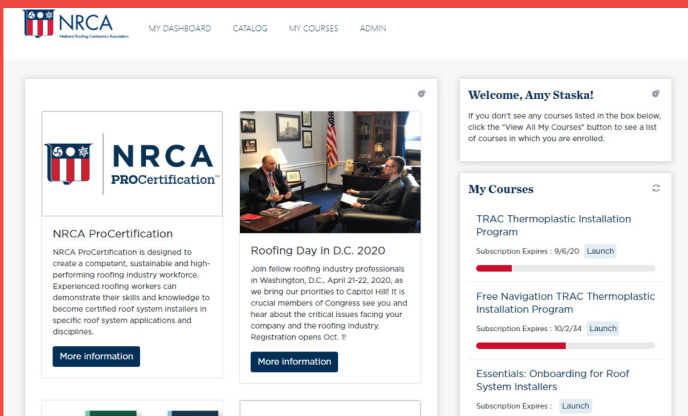
NRCA's newly updated website offers members an opportunity to update their company information in real time with an expanded directory presence and the ability to add company photos, video and social media links.



**MEMBERS CAN ACCESS THEIR ONLINE PROFILES TO VIEW A COMPANY ROSTER, UPCOMING EVENTS, COURSES, DOWNLOADS, CERTIFICATIONS AND MORE.**



ONLINE RESOURCES

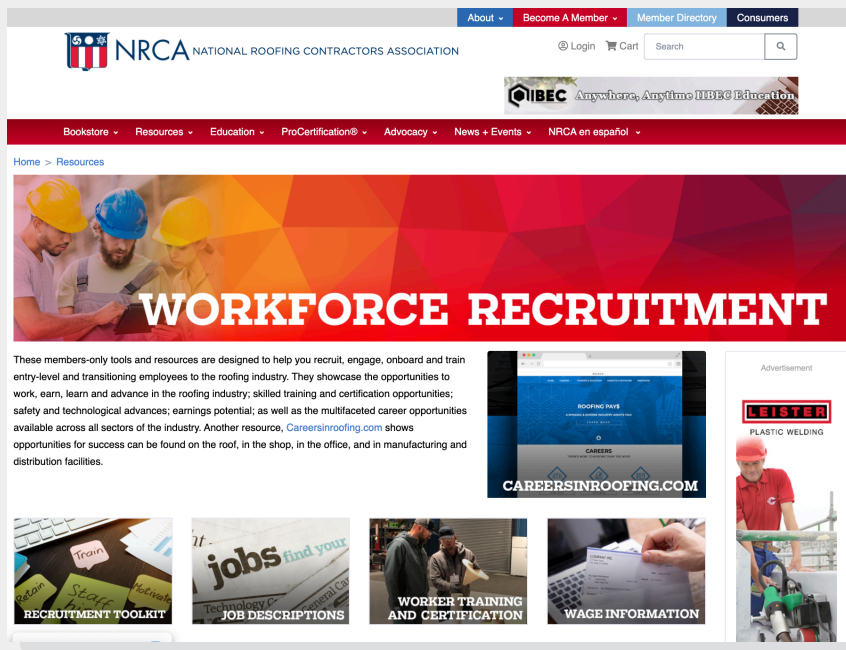


NRCA University launched Training for Roof Application Careers, which offers immediate training to novice field employees, providing those employees with a greater chance for success and motivation to stay at their companies and in the roofing industry.

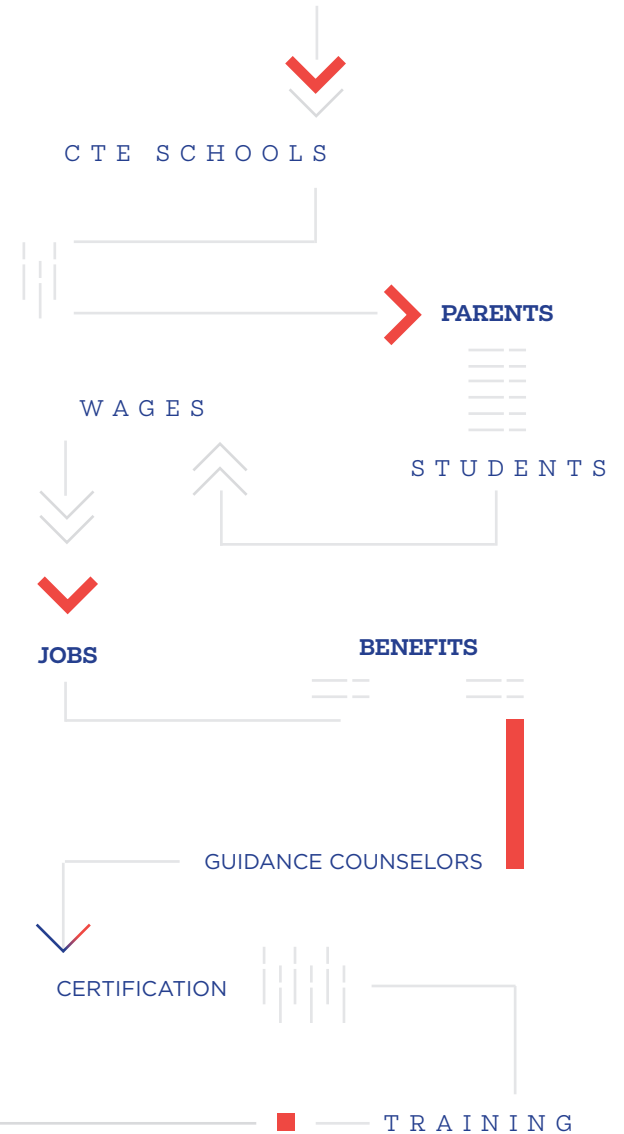


## WORKFORCE RECRUITMENT

NRCA launched its workforce recruitment web page at [www.nrca.net/workforce-recruitment](http://www.nrca.net/workforce-recruitment) to help members recruit entry-level and transitioning employees.



# RECRUITMENT RESOURCES



# ROOFING ALLIANCE

## THE ROOFING ALLIANCE WELCOMED SEVEN NEW MEMBERS:

**Cornell Roofing,**  
Kansas City, Kan. (Governor)

**Klein Contracting,**  
Doraville, Ga. (Governor)

**Horch Roofing Inc.,**  
Warren, Maine (Governor)

**North American Roofers Insurance IC (a Reciprocal),** Burlington, Va. (Service Provider)

**Robert and Kate McNamara,**  
Oconomowoc, Wis. (Governor)

**TRUFAST,**  
Bryan, Ohio (Regent)

**Deer Park Roofing,**  
Cincinnati (Governor)

The Roofing Alliance funded **A Study of the U.S. Roofing Industry and Its Workforce** to capture workforce demographics in support of programs to attract the next generation of the roofing workforce.



Research for **Moisture in New Concrete Roof Decks** was conducted between 2016 and 2019 with engineering researchers who conducted multiple experiments, measurements and computer simulations regarding new concrete roof test decks and roof systems installed over test decks.



## THE ROOFING ALLIANCE APPROVED

# \$73,600

## IN NEW PROJECT FUNDING

Principles of Roofing from **Design to Installation and Beyond**, a college-level course developed by Clemson University and implemented as part of its course offerings in January 2020

NRCA's partnership with **SkillsUSA** and career and technical education outreach



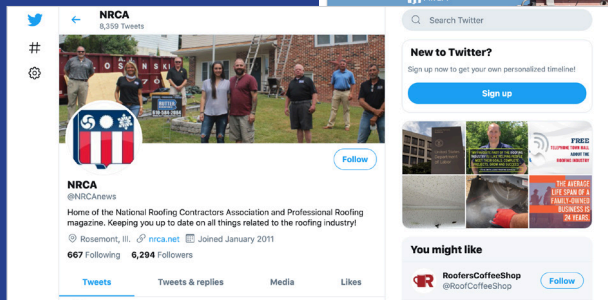
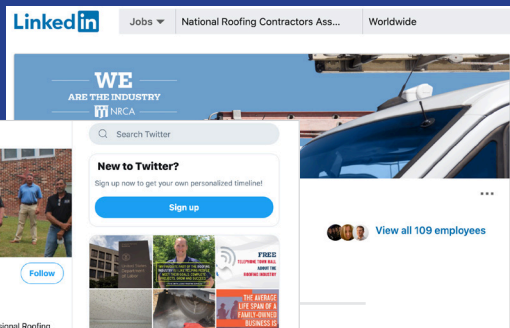
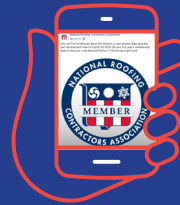
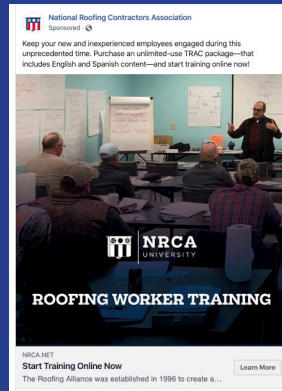
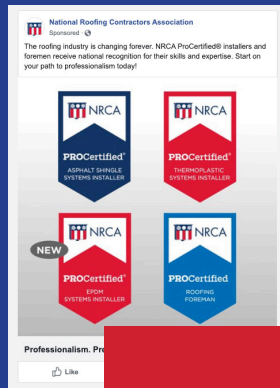
# NRCA SOCIAL MEDIA

785,000

IMPRESSIONS OF NRCA  
PROCERTIFICATION®  
SOCIAL MEDIA ADS

3,414,000

IMPRESSIONS  
OF ALL OTHER  
AD CAMPAIGNS



## NATIONAL ROOFING WEEK 2019

187,200 IMPRESSIONS

5,569

ENGAGEMENTS

679

LINK CLICKS

## NRCA SOCIAL MEDIA PLATFORMS

(Facebook, Twitter, LinkedIn and Instagram)

5,602,728 IMPRESSIONS

129,534

ENGAGEMENTS

39,699

TOTAL FOLLOWERS ACROSS  
ALL PLATFORMS

## RUFEROS DE LOS BUENOS

(FACEBOOK PAGE) | APRIL 15-MAY 31

531,877 IMPRESSIONS

12,380

ENGAGEMENTS

3,632

TOTAL FOLLOWERS

SOCIAL MEDIA



# NRCA ProCertification®

SYSTEM-SPECIFIC CERTIFICATION COMPONENTS WERE COMPLETED—OR ARE NEARLY COMPLETE—INCLUDING:

- Computer-based knowledge exams available locally to all workers
- Hands-on installer performance exams with scoring rubrics and standardized materials list
- Performance exam scheduling forms and systems
- Candidate experience evaluation forms
- Performance exam auditing systems



Trademark registrations for the NRCA ProCertification® logo, names and other materials with the U.S. Patent and Trademark Administration office were finalized.

**ESTABLISHED REMOTE PROCTORING SERVICES THAT ALLOW CERTIFICATION CANDIDATES TO TAKE THEIR COMPUTER-BASED EXAMS ANYWHERE—AT HOME OR IN AN EMPLOYER'S OFFICE.**

**THE EPDM SYSTEMS CERTIFICATION LAUNCHED IN ENGLISH AND SPANISH.**



# ADVOCACY

FOR THE ROOFING INDUSTRY

ADVOCACY  
EVENTS COMBINED  
RAISED MORE THAN

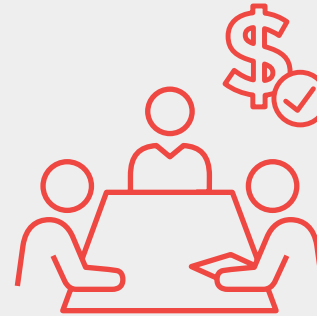
**\$300,000**

IN FUNDING TO  
BENEFIT ROOFPAC,  
THE VOICE OF THE  
ROOFING INDUSTRY IN  
WASHINGTON, D.C.



NRCA WORKED WITH  
COALITION ALLIES TO GET  
LEGISLATION APPROVED  
**TO REPEAL THE HEALTH  
INSURANCE TAX** AUTHORIZED

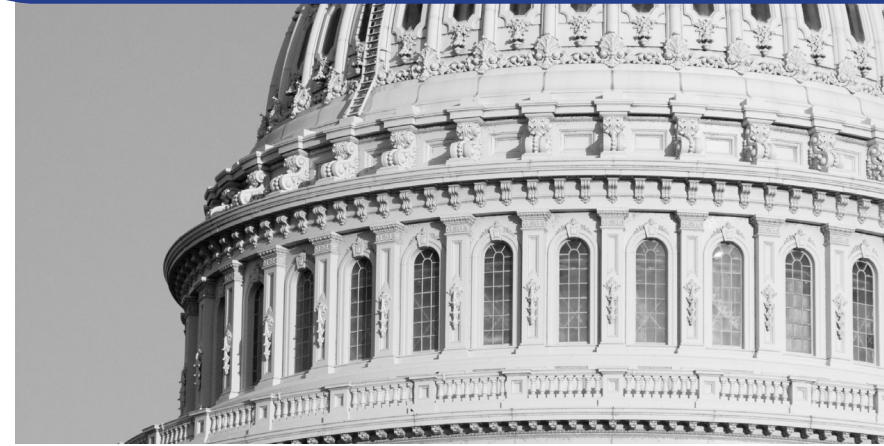
BY THE AFFORDABLE CARE ACT IN 2010  
AND IMPLEMENTED IN 2014.



NRCA advocated for increased funding for Perkins Career and Technical Education Act State Grants. In December 2019, Congress approved \$1.283 billion for fiscal year 2020, an increase

of \$20 million compared with the 2019 funding level.

**\$20 MILLION**



NRCA supported the **CARES Act**, which provided an estimated \$1.49 billion in funding through the Paycheck Protection Program to help roofing companies navigate the challenges of the COVID-19 pandemic.

**\$1.49 billion**

# COVID-19

ON MARCH 30, NRCA HELD ITS INAUGURAL TELEPHONE TOWN HALL TO DISCUSS THE LATEST DEVELOPMENTS REGARDING COVID-19 AND THE ROOFING INDUSTRY. THE TOWN HALL WAS MODERATED BY NRCA CEO REID RIBBLE. A SECOND ONE WAS HELD APRIL 14.



# 10,000+ VIEWS

NRCA's message of hope video lifted up those working in the roofing industry and reassured homeowners the industry is there for them during these challenging times. On Facebook, this video was viewed more than 6,000 times and had 160 shares.



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Professional Roofing's COVID-19 news page kept people up to date regarding how the roofing industry is taking steps to innovate and provide aid during the COVID-19 crisis.



# 84,650 VISITS FROM .com MARCH 1 TO OCT. 6

NRCA created a clearinghouse of information and resources addressing various issues companies may face while managing a business during the COVID-19 crisis.

## WHAT MEMBERS ARE SAYING ABOUT NRCA

“NRCA fosters a culture of selfless contributions from members and has a strategic intent to advance the prospects of the industry and its people.”

**SCOTT GIPSON,**  
FiberTite Roofing Systems

“I enjoy the camaraderie with the people in the industry. I can be part of the problem-solving and I get the ability to give back to the industry.”

**GEORGE PATTERSON,**  
Bennett & Brosseau Roofing Inc.

“Education continues to be front and center, and no one does a better job of providing the tools to have a team of knowledgeable installers and office personnel.”

**TAMMY HALL,**  
CFS Roofing Services



nrca.net