

# MARCA Roof Topics

The newsletter for the Mid Atlantic Roofing Contractors Association • Summer 2010



MARCA President Doug Fields of CRS Roofing Services

## From the President

Summer greetings to all MARCA members! It's that time of year again as we gear up for the bulk of our workload and have little time for anything besides roofing. Although the future may look somewhat bleak for many of us, it is important to have a positive attitude. We all have faced similar problems in the past and risen to the occasion. If there is one thing I have learned about the roofing industry, it is that we are a resilient, resourceful group. I am certain all of you will be able to create a backlog of work and install roof systems to the highest standards to represent our industry and association as professionals. This summer should offer a great opportunity to play catch-up—good luck and stay safe.

I would like to provide a brief summary of MARCA's spring events. MARCA's three-year anniversary dinner meeting was held April 15; attendance was good and everyone had a great time. Thank you to Up on the Roof for sponsoring the event.

MARCA recognized several outstanding employees of member companies at its May 15 dinner meeting, including:

Rick Honaker, Orndorff & Spaid, Beltsville, Md.  
 Greg Honkus, Battlefield Roofing Co., Gainesville, Va.  
 Matt Willis, Krupnik Brothers Inc., Glen Burnie, Md.  
 Catherine Honigsberg, Maggio Roofing, Tacoma Park, Md.

MARCA also presented scholarships to the following well-deserving students:

Julianne Capron, Bradco Supply, Baltimore  
 Jessica Garner, James Myers Co., Beltsville  
 Stephanie Menefee, Bollinger Roofing Co., Baltimore  
 Casey Porterfield, Orndorff & Spaid, Beltsville  
 Caitlin Canoles, Cole Roofing, Baltimore  
 Elisa Bohlen, CRS Roofing Services, Bladensburg, Md.

Congratulations to all recipients.

In addition, MARCA held its Spring Golf Outing June 22, which is a fundraiser that supports MARCA scholarships. We had one of our best turnouts ever with more than 100 golfers. I would like to thank all the prime sponsors and hold sponsors that made the tournament possible.

MARCA traditionally takes a summer hiatus, so we have no events planned until October. MARCA's Annual Crab Feast will take place Oct. 9 at the Kent Island Yacht Club in Chester, Md. MARCA's Annual Trip also will take place in October; the destination is Aruba. Additional details about these events will be available soon. Remember to check MARCA's website, [www.marcaroof.com](http://www.marcaroof.com), for updates and news.

Enjoy the rest of the summer, and we'll see you in the fall.

WD 

Doug Fields  
MARCA President

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# MARCA Officers and Directors

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### President

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### Vice president

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### Secretary

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Peter Salmon  
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### Immediate past president

Howard Willis  
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## Directors

### Associate members:

Bonnie Carroll  
Innovative Building Solutions  
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Krupnik Brothers Inc.  
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# MARCA Committee Members

### Finance Committee

Mike Maguire, Jeff Orndorff, Peter Salmon

### Education Committee

Ernie Giancola, Dean Jagusch, Peter Salmon

### Employee Recognition Committee

Dave Taylor

### Legal Committee

Frank Kollman

### Membership Committee

Bonnie Carroll, Jamie Fick, Jeff Orndorff, Dave Taylor

### Public Relations Committee

Dean Jagusch, Bryan White

### Scholarship Committee

Mike Maguire

### Speaker Committee

Bonnie Carroll, Steve Carroll, Dean Jagusch

### Annual Lecture Committee

Doug Fields, Dave Taylor II, Doris Taylor

### Bull & Oyster Roast Committee

Bonnie Carroll, Rachel Howell, Brendan Lynch

### Golf Committee

Mike Maguire, Jeff Orndorff, Peter Salmon

### Crab Feast Committee

Bonnie Carroll, Rachel Howell, Dave Taylor II

# MARCA Administration

## Headquarters

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## MARCA Notes

### ❑ New members

MARCA welcomes its newest member:

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## Get Wired!

If you currently are not receiving MARCA event notices and information via e-mail, please provide your e-mail address so we can inform you about MARCA happenings in the future. Send an e-mail to Bryan White at [bwhite@nrca.net](mailto:bwhite@nrca.net) with your name, company name and the e-mail address you would like on MARCA's communications list.

NRCA members and their staff members are eligible to register on NRCA's website to gain exclusive access to the Members Only section and receive NRCA's electronic communications, including NRCA E-News. Members will have access to the latest industry news, extensive technical information, educational programs and more. In addition, members can renew their memberships online, download NRCA's logo and view *Special Reports*. To register, visit [www.nrca.net/register.aspx](http://www.nrca.net/register.aspx).



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## Frankly Speaking

### **Be prepared when firing an employee**

by Frank L. Kollman

Firing an employee rarely is pleasant. Unless you are firing an employee while you are angry, which never is a good thing, you probably are uncomfortable having to tell a person that his or her source of income is about to end. Well, get over it! It is not your fault the employee failed to do a good job, refused to follow an instruction or violated a company rule.

Every time you fire an employee, you are setting yourself up for a lawsuit, especially if you fail to tell the employee in a manner that minimizes the potential for claims of discrimination and illegal discharge. With that in mind, you and your supervisors must approach each termination with the mindset that you are in the right and the employee is in the wrong. If you take pride in your work, you also should take pride in your decision to terminate an employee who deserves it.

Under no circumstances suggest to the employee that you are less than 100 percent confident in the decision; feel sorry or bad in any way; or that the reasons for termination are different than the actual reasons that led to the decision.

You need to choose your words carefully. "This is a difficult decision for me." "It's not my idea, but the Big Guy wants you out of here." "This is the toughest decision I've ever had to make." Comments like that, though they may make you feel better as you fire someone, can be used as weapons in cross-examination later by a plaintiff's lawyer: "You told Bill that firing him was a difficult decision, right? Difficult because you knew it was wrong to terminate Bill because of his disability, right?" Ouch. Better for the person doing the firing to say: "If it were up to me, I'd have you taken out in handcuffs." Well, maybe that's too strong, but you get the point.

"I feel awful about this." "I wish there was something else we could do." "I've been losing sleep over this." Comments like that are equally dangerous when presented to a plaintiff's attorney. Imagine the lawyer's argument to the jury: "Of course Mr. Jones felt awful. He knew he was breaking the law. He knew there was no good reason to fire this employee. He knew he would have to lie to defend the decision."

Finally, lying to an employee about the reason for termination is almost the worst thing an employer can do. Calling a discharge for misconduct a layoff, reorganization or job elimination always is a bad idea. When you hire a replacement, that becomes proof it was not a layoff or job elimination. Moreover, that same plaintiff's lawyer can prove you are a liar during cross-examination, basically asking: "So, you're saying you lied then but you're not lying now, correct?" The employer should

describe—in straightforward language—the conduct warranting termination.

It is better to describe the conduct than characterize it. Telling employees they are being fired for “insubordination” is not nearly as good as saying: “You’re being fired because the foreman told you to help unload a truckload of steel and you told him to kiss your ass.” Let the judge or jury decide what to call the misconduct. You can describe the employee’s conduct as “improper” or “unsatisfactory” but you also need to describe what he did, allowing the judge or jury to conclude that the labels you have used are correct.

A little preparation goes a long way. Start your preparations today. Make sure your supervisors know sentimentality is inappropriate once the termination decision is made.

## Industry News

### ❑ Maryland State Department plans training site

Maryland’s State Department is planning a 1,250-acre Foreign Affairs Security Training Center in Centreville, Md., according to the *Washington Business Journal*.

The department and the General Services Administration are spending \$70 million in stimulus funds to acquire the site in Queen Anne’s County; the overall cost estimate for the training center has not been disclosed. The training center will include classroom and office space, firing ranges, driving tracks, an explosives testing area and a 450-bed dormitory and will host about 10,000 students per year.

The project will take at least three to five years to build and is expected to create about 400 jobs during its construction phases. Similar training facilities reportedly have generated \$600 million per year in economic community benefits.

Some people in the surrounding community are concerned about the noise, location and effects of the development. The department is conducting an environmental assessment; it then will work toward breaking ground.

### ❑ Business park planned near Fort Belvoir

Corporate Office Properties Trust (COPT), Columbia, Md., has announced plans to develop a new business park in Springfield, Va., according to the *Washington Business Journal*. Nearly 1 million square feet of new construction is planned.

COPT hopes the project will benefit from the Base Realignment and Closure plan, which should send 12,900 military workers and defense contractors to the nearby Fort Belvoir military base.

The business park is adjacent to a new headquarters being built for the National Geospatial Intelligence Agency, which is part of the Pentagon’s intelligence community. COPT expects to start its first 240,000-square-foot building at Patriot Ridge during the fourth quarter of 2010.

COPT is building off a model it established at its National Business Park near Fort George G. Meade in Anne Arundel County, which also will benefit from the Base Realignment and Closure plan. COPT’s model will be established near military bases across the U.S.

### ❑ Montgomery County approves “Science City” plan

On May 4, the Montgomery County Council approved a scaled-down master plan for its “Science City” in Gaithersburg, Md., according to the *Washington Business Journal*.

The plan, which originally was 20 million square feet, was trimmed to 17.5 million square feet. The area currently is approved for 13 million square feet.

The project will be approached in multiple stages, starting with 11.1 million square feet of allowed commercial development and increasing to 13 million square feet in the second stage; 15.7 million square feet in the third stage; and 17.5 million square feet in the final stage. The plan allows a

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Councilman Marc Elrich (D-At large) switched his vote to support the proposal because of the scaled-down plan and the preference given to life science jobs, preventing the development from becoming “another office park.” However, he says funding will be a challenge.

“I have never seen such a disconnect between communities and a master plan,” Elrich says. “Neither we nor the state have a plan or a clue for how to fund the planned infrastructure. Without the infrastructure, none of the benefits touted for this plan will come to fruition.”

He says the likely cap on total development for the project will be closer to 15 million square feet, which he says is a more reasonable goal.

❑ **D.C. may cut back on funds for energy initiatives**

Washington, D.C., Mayor Adrian Fenty, in his fiscal 2011 budget proposal, has suggested cutting down to \$1 million a \$7.5 million contract meant to establish and operate the Sustainable Energy Utility, according to the *Washington Business Journal*. The Sustainable Energy Utility is a third-party private contractor position created by 2008 legislation to manage the city’s energy conservation program.

The proposal would cut almost \$13.1 million of \$22.9 million in energy-related initiatives planned for the next fiscal year in the Clean and Affordable Act.

The energy bill’s supporters believe the cutbacks will make the third-party contract less attractive to potential bidders and lessen the effectiveness of energy-saving programs.

“I find this deeply troubling and quite at odds with the mayor’s self-professed view of being the mayor of green,” says Councilwoman Mary Cheh (D-Ward 3). “It may, unless I can fix it, scuttle this new way of doing energy conservation in the district.”

The mayor’s office says the cuts and cash transfers—potentially \$3 million from the sustainable energy contractor’s fund to Washington, D.C.’s general fund—are meant to bridge its \$523 million deficit.

Once the district’s Department of the Environment releases the request for proposals, utilities and private companies can compete for the contractor position. Washington, D.C., will be the fourth jurisdiction (after California, Delaware and Vermont) to appoint a sustainability contractor, who will reduce overall energy consumption and move toward renewable sources.

However, Washington, D.C.’s \$1 million allowance may not be enough to appeal to potential contractors; in Vermont, the contractor began with a \$17.5 million fund in 2006 that increased to \$30.8 million in 2008. The district’s 2008 legislation detailed a five-year contract and was supposed to grow from \$7.5 million the first year to \$20 million by the fourth year. The money was supposed to come from a new Sustainable Energy Trust Fund, which was dedicated for energy-efficiency programs under the legislation.

❑ **Federal money will help restart stalled housing project**

Webster Gardens, the oldest garden-style apartment complex in Washington, D.C., will be renovated into affordable housing, according to *The Washington Post*. The renovations will be funded by federal money meant to help local and state agencies fund projects that stalled during the recession.

The district’s Housing Finance Agency reportedly is one of the first such agencies in the U.S. to close on a deal under the Treasury Department’s New Issue Bond Program, and Webster Gardens is the city’s first housing development to use the funds. Work on the 52-unit complex was set to begin during the week of May 17.

Webster Gardens is one of three multifamily rental properties that will benefit from the federal funds, which will create or preserve 232 units of affordable housing.



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Washington, D.C., needs more affordable housing; the D.C. Fiscal Policy Institute released a report earlier this year that found rents had increased more in Washington, D.C., than in most other major cities and that two in five households spent more than 30 percent of their income on rent.

#### ❑ Maryland receives federal money for unemployment fund

Maryland will receive \$126.8 million in federal money for its unemployment fund because it expanded the number of people eligible for unemployment benefits, according to *The Baltimore Sun*.

During the past session, Maryland legislators changed the program guidelines to help qualify for the incentive money, which will go toward the state's unemployment insurance trust fund. As a result of the recession, the fund was so depleted it required a short-term advance from the federal government to pay benefits earlier in the year.

Payments from businesses, which were due April 30, brought the fund's balance to almost \$390 million; the incentive money will be added to that.

U.S. Secretary of Labor Hilda Solis says offering unemployment checks to more jobless individuals is "the right thing to do."

#### ❑ Maryland lawmakers offer additional tax breaks for businesses

During the final hours of the Maryland General Assembly's 2010 session April 12, it passed bills that offer developers tax credits for historic renovations and require utilities to buy more solar energy, according to the *Washington Business Journal*. The bills were among those meant to spur business activity.

The tax credit bill renewed a program popular among developers but broadened it to include not only redevelopments of historic buildings but environmentally friendly developments.

The solar energy bill, which aims to encourage the arrival of more solar companies in Maryland, does not increase Maryland's ultimate goal of using solar power for 2 percent of its supply by 2022; however, it accelerates how gradually utilities and power generators will have to meet that goal.

## Raising the Roof!

### MARCA member is honored

William Robert Cole, vice president of MARCA member Cole Roofing Co. Inc., Baltimore, has received a Baltimore *SmartCEO* 2010 Circle of Excellence Award, which recognizes 10 Baltimore-area chief executive officers who have demonstrated

specific leadership attributes that have made them uniquely successful in the business community.

"We are honored that *SmartCEO* thought enough of our company, our history and myself to present us with this award," Cole says. "It truly is a reflection of our family's dedication to our values and our ability to find like-minded people to help us achieve our goals."

### NRCA issues statements about tax initiatives to Congress

NRCA has issued Congressional statements regarding energy tax initiatives driving the green job economy and tax initiatives that promote small-business growth.

NRCA submitted a statement for the hearing record to the House Committee on Ways and Means. The statement regarding energy tax initiatives addresses the importance of further developing green roofing technologies to provide more opportunities for economic growth and job creation while reducing energy consumption. It discusses NRCA's targeted proposal, which combines key components of the Green Roofing Energy Efficiency Tax Act (GREETA) and the Energy-Efficient Commercial Roofs Act of 2009.

In addition, NRCA Director Chad Collins, Bone Dry Roofing, Athens, Ga., testified on NRCA's behalf in May before the House Small Business Committee in support of GREETA and



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the Small Business Tax Relief and Job Growth Act. The statement regarding tax initiatives that promote small-business growth addresses the construction industry's high unemployment rate and emphasizes the need for job creation.

To view the statement regarding energy tax initiatives, visit [www.nrca.net/rp/government/update/0410\\_energy.aspx](http://www.nrca.net/rp/government/update/0410_energy.aspx). To view the statement regarding tax initiatives that promote small-business growth, visit [www.nrca.net/rp/government/update/0510\\_tax.aspx](http://www.nrca.net/rp/government/update/0510_tax.aspx).

### NRCA updates Roof Wind Designer

NRCA has updated its online wind-load calculator, Roof Wind Designer. Available at [www.roofwinddesigner.com](http://www.roofwinddesigner.com), Roof Wind Designer is a Web-based application intended to provide roofing professionals with an easy way to determine roof systems' design wind loads for many commonly encountered building types subject to building code compliance.

Roof Wind Designer is based on ASCE 7-05, "Minimum Design Loads for Buildings and Other Structures," a widely recognized consensus standard method for determining design wind loads on buildings and other structures.

Roof Wind Designer previously was limited to low-slope roof systems with slopes equal to or less than 1 1/2:12; the application has been updated to include buildings' roofs with slopes up to 12:12 and hip roofs with slopes up to 6:12. In addition, safety factors addressing steel or aluminum metal panel roof systems have been incorporated.

For more information about Roof Wind Designer, contact Joan P. Crowe, AIA, NRCA's director of technical services, at (800) 323-9545, ext. 7576 or [jcrowe@nrca.net](mailto:jcrowe@nrca.net). To view Roof Wind Designer, visit [www.roofwinddesigner.com](http://www.roofwinddesigner.com).

### NRCA releases employment law guide

NRCA has released *Employment Law: A Legal Guide for Roofing Contractors, Second Edition*, which provides an overview of the most pertinent federal employment laws applicable to your business.

The guide is organized according to the major stages of the employment relationship and addresses hiring, immigration issues, performance evaluations, disciplinary actions and employment terminations, union issues and personnel records.

For more information or to purchase *Employment Law: A Legal Guide for Roofing Contractors, Second Edition*, visit [shop.nrca.net](http://shop.nrca.net) or contact NRCA's Customer Service Department at (866) ASK-NRCA (275-6722) or [info@nrca.net](mailto:info@nrca.net).

### NRCA releases updated business publication

NRCA has released *Business Fundamentals for Roofing*

*Contractors*, an updated version of its *Building Blocks for a Better Business* that focuses on the major issues involved with operating a successful roofing contracting business.

The publication addresses business structure, contracts, risk management, insurance and bonds, marketing essentials, financial management, employee relations and government regulations.

For more information or to purchase *Business Fundamentals for Roofing Contractors*, visit [shop.nrca.net](http://shop.nrca.net) or contact NRCA's Customer Service Department at (866) ASK-NRCA (275-6722) or [info@nrca.net](mailto:info@nrca.net).

### Alliance announces new board

The Roofing Industry Alliance for Progress has announced the members of its 2010-11 board of trustees.

Geoff Craft, Roofing Supply Group LLC, Dallas, will serve as president; Will Fort, Fort Roofing & Sheet Metal Works, Sumter, S.C., is vice president; Dan Murphy, Longmeadow, Mass., is secretary/treasurer; and Alex Hernandez, Clark Roofing Co., Broadview, Ill., is NRCA's vice president liaison. Committee members include Vic Anthony, GAF Materials Corp., Wayne, N.J.; Dane Bradford, Bradford Roof Management, Billings, Mont.; Dennis Conway, Commercial Roofers Inc., Las Vegas; Bob Gardiner, CertainTeed Corp., Valley Forge, Pa.; Reed Gooding, GSM Roofing, Ephrata, Pa.; Molly Kwiatkowski, Owens Corning, Toledo, Ohio; Jim MacKimm, Beacon Roofing Supply Inc., Somerville, Mass.; Chip Martin, CRS Inc., College Park, Ga.; R. Bruce McCrory, Kiker Corp., Mobile, Ala.; James Patterson, CentiMark Corp., Canonsburg, Pa.; Nick Shears, Carlisle SynTec Inc., Carlisle, Pa.; Bill Taylor, D.C. Taylor Co., Cedar Rapids, Iowa; and Rob Therrien Jr., The Melanson Co. Inc., Keene, N.H.

To view a complete list of 2010-11 Alliance board members, visit [www.nrca.net/rp/related/nrf/board.aspx](http://www.nrca.net/rp/related/nrf/board.aspx). For more information about the Alliance, visit [www.nrca.net/rp/related/nrf/default.aspx](http://www.nrca.net/rp/related/nrf/default.aspx) or contact Bennett Judson, the Alliance's executive director, at (800) 323-9545, ext. 7513 or [bjudson@roofingindustryalliance.net](mailto:bjudson@roofingindustryalliance.net).

### NRLRC announces new board of trustees

The National Roofing Legal Resource Center (NRLRC) elected new officers and directors during NRCA's 123rd Annual Convention Feb. 20-24 in New Orleans. Their terms began June 1.

David Tilsen, Tilsen Roofing Co. Inc., Madison, Wis., has been elected NRLRC's 2010-11 president. Rob Therrien Jr., The Melanson Co. Inc., Keene, N.H., is NRLRC's vice president. NRLRC's directors are Bradford Beldon, Beldon Roofing Co., San Antonio; Tim Black, Black Roofing Inc., Boulder,

Colo.; Alex Hernandez, Clark Roofing Co., Broadview, Ill.; David Karel, Garlock-French Roofing Corp., Minneapolis; Scott Kawulok, B&M Roofing of Colorado Inc., Frederick, Colo.; Don Kennedy, Don Kennedy Roofing Co. Inc., Nashville, Tenn.; and MacDonald Sprague III, Mac Roofing

Inc., Brockton, Mass. Scott Baxter, CRS of Monroe Inc., Monroe, N.C., is NRLRC's immediate past president.

To view a complete list of NRLRC's 2010-11 board of directors, visit [www.nrlrc.net/about/directors.aspx](http://www.nrlrc.net/about/directors.aspx).

## Industry Events Calendar

For information about MARCA events, visit [www.marcaroof.com](http://www.marcaroof.com) or contact Bryan White, NRCA's manager of affiliate partnerships, at (877) 508-ROOF or [bwhite@nrca.net](mailto:bwhite@nrca.net).

### October

- 9 MARCA Annual Crab Feast  
Kent Island Yacht Club, Chester, Md.  
Additional details to come
- 14-21 MARCA Annual Lecture  
RIU Palace Aruba  
A four-night package (Oct. 15-19) or seven-night package (Oct. 14-21) is available.  
Additional details to come
- 26 MARCA/RCI educational seminar  
Holiday Inn Columbia, Columbia, Md.

### November

- 11 November Dinner Meeting  
Portalli's Restaurant, 8085 Main St., Elliott City, Md.  
Additional details to come

### December

- 9 MARCA Holiday Dinner Meeting  
Ruth's Chris Steak House, Baltimore  
Additional details to come

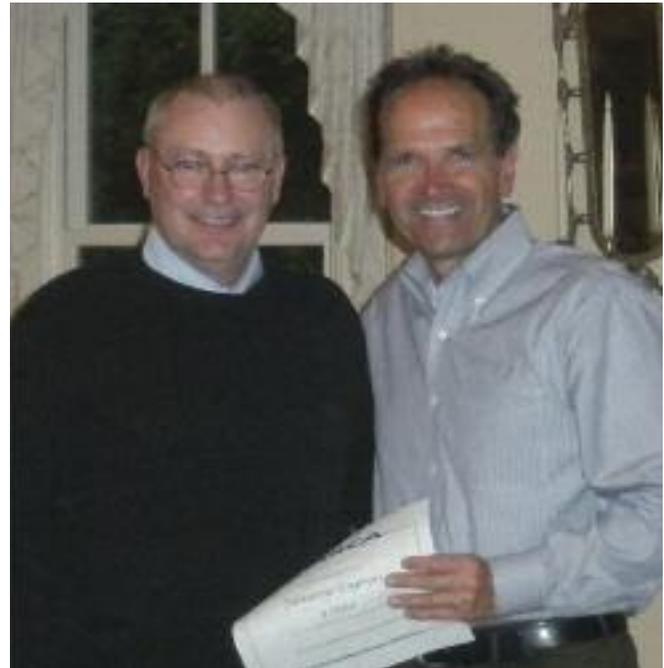
*Roof Topics* would like to take this opportunity to **THANK OUR ADVERTISERS**, and we encourage you to do the same by letting them know you saw their advertisements in your association publication.

## Photos—

### MARCA Annual Employee Recognition and Scholarship Awards dinner



*MARCA President Doug Fields recognizes scholarship recipient Jessica Garner, James Myers Co., Beltsville, Md., at MARCA's Annual Employee Recognition and Scholarship Awards dinner meeting May 15 at Savage Mill Manor House, Savage, Md.*



*John Jay (right), Bradco Supply, Hyattsville, Md., accepts a scholarship award from Fields for Julianne Capron, who was unable to attend.*

# Photos—

## MARCA Annual Employee Recognition and Scholarship Awards dinner



*Fields recognizes scholarship recipient Stephanie Menefee, Bollinger Roofing Co., Baltimore.*



*Fields recognizes scholarship recipient Casey Porterfield, Orndorff & Spaid, Beltsville.*



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# Photos—

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*Fields recognizes scholarship recipient Elisa Bohlen, CRS Roofing Services, Bladensburg, Md.*



*Fields recognizes outstanding employee Matt Willis, Krupnik Bros. Inc., Glen Burnie, Md.*

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