

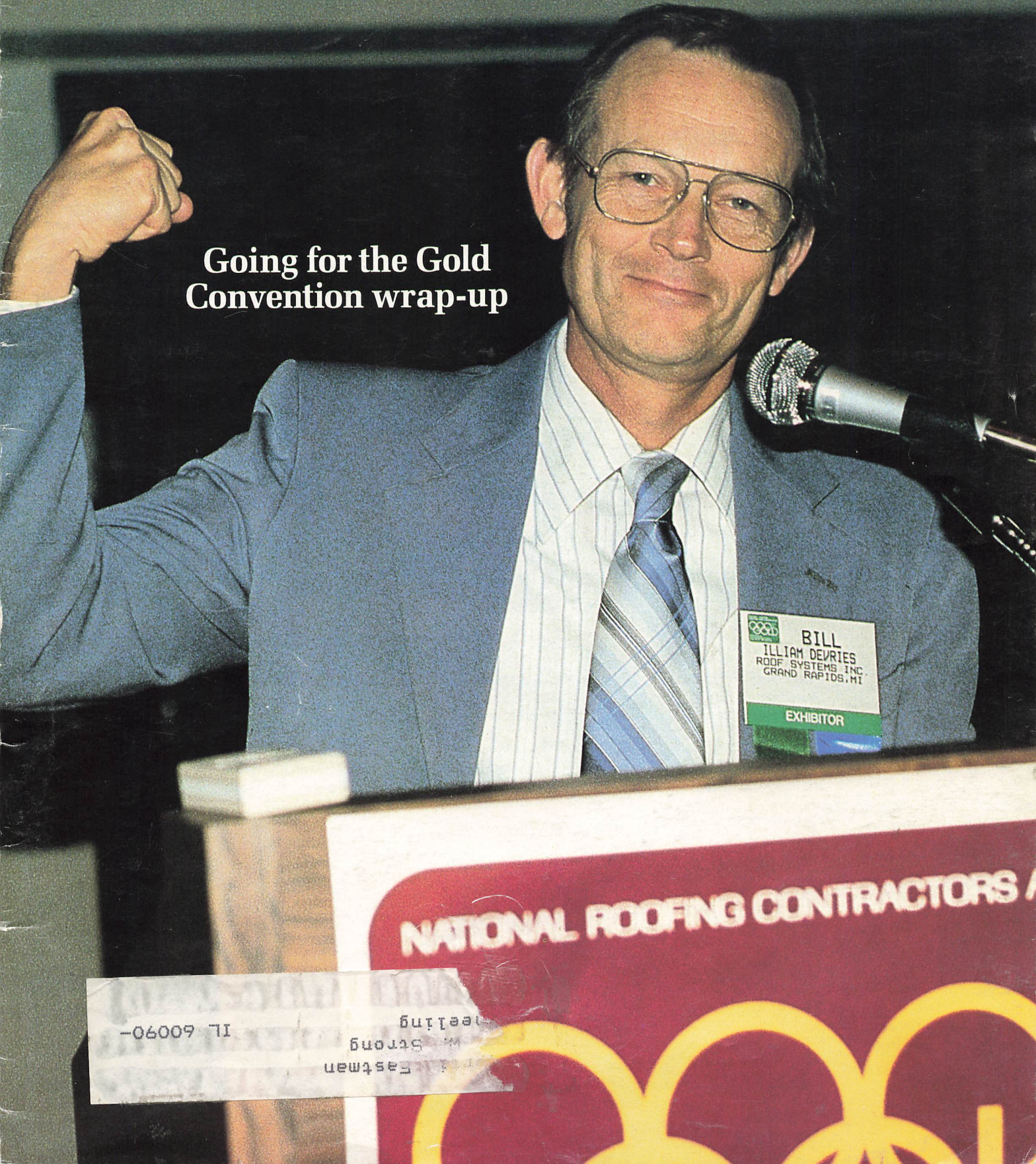
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National Roofing Contractors Association

April 1984

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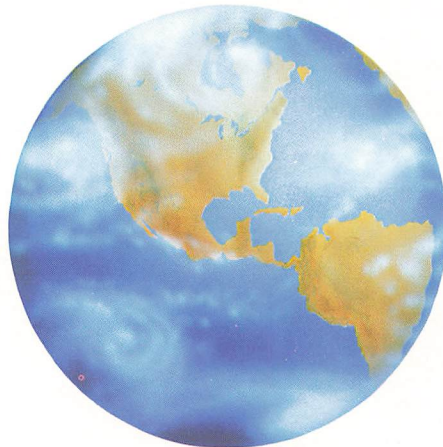
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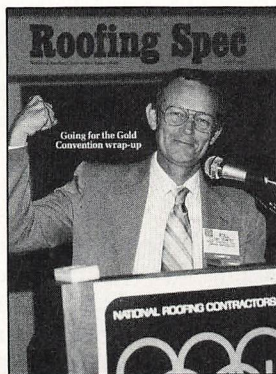
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Bill Devries of Roof Systems, Inc. displays winning form at NRCA's 97th Annual Convention and Exhibit.



NATIONAL ROOFING CONTRACTORS ASSOCIATION

8600 Bryn Mawr Avenue
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(312) 693-0700

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Ideas, notes and random thoughts

One-hour and 37 minutes—that's all it took to put down a roof in California, from start to finish, reports *Western Roofing Insulation & Siding*. "We wanted to show what can be accomplished by complete cooperation," said Building Industry Association (BIA) President Ray Jessen. BIA sponsored the program. Four houses were built as part of a South Bay area project. Each house was built by a team of 300 volunteers. Workers for the roofing installation came from about 10 companies and consisted of 12 roofing mechanics, five loaders and three supervisors. About half the team was from NRCA contractor member firm Scott Roofing Co., Inc., Ocean-side, Calif. The roofing system was fiber glass composition shingles donated by the GAF Corp.

Latest government statistics show that the 15-month recovery just may continue, says *U.S. News & World Report*. Industrial output rose 1.1 percent in January (best since September) and personal income is outpacing prices, increasing retail sales 2.2 percent.

"Horsefeathers" is a roofing term, according to Charles Earle Funk's book of the same name. Funk said the term originated with the use of tapered board laid on wood shingle roofs to provide a flat surface for asphalt shingles in a reroofing job. Use of the word as slang began around the 1920s in New England, probably because the process looked like feathering and the size of the boards were fit for a horse.

The national accounting firm of Price Waterhouse recommends five

National Roofing Foundation Update

The third annual National Roofing Foundation Reconvene meeting was a sell-out for the second year in a row. Fifty-two attendees met at the Rose Hall Beach and Country Club in Montego Bay, Jamaica, February 18-22. Glenn Langer, Langer Roofing & S/M, Inc., Milwaukee, Wis., gave a "Roofing Industry Update" and Douglas Jones, South Side Roofing Co., Inc., St. Louis, Mo., spoke on "Legal Dos and Don'ts." Next year the Foundation will reconvene in Cancun, Mexico, February 14-19, 1985. For additional information, contact Carl Good at the Foundation, 312/693-0700.

You, too, can become a Friend of the Foundation. Your tax-deductible donations help provide scholarships and aid in the development of educational programs. For additional information on the Foundation, contact NRF at 8600 W. Bryn Mawr Ave., Chicago, Ill. 60631.

steps for evaluating contractors' bids, according to *Crain's Chicago Business*: "technical understanding of the project including anticipation of problems that may develop; the bid itself and the completeness of information supplied; compliance with specifications, work schedules and technical

measures; specific experience—a track record on similar jobs, and management qualifications including quality assurance and who would fill in if the assigned manager leaves the project."

Pay cuts or freezes showed up in about one-third of all contract settlements negotiated in 1983, a dramatic rise from the previous year, according to an annual survey conducted by the Collective Bargaining Negotiations and Contracts service of The Bureau of National Affairs, Inc. Based on a databank of 1,500 contracts, the study indicates that 6 percent of all contracts called for pay cuts, 22 percent froze pay for at least one year and slightly over 5 percent froze pay initially but increased it before the end of the first contract year. The construction industry lead in wage restraints with 14 percent of the 1983 settlements reducing pay and another 48 percent calling for wage freezes.

Deliberate rumors? Persistent reports that Reagan had suffered a heart attack or other serious illnesses are more than gossip, White House officials have concluded, according to *U.S. News & World Report*. "They (White House sources) suspect that sharp traders plant the false reports at carefully-timed intervals in order to clean up in the stock markets."

"The difficult we do right now; the impossible will take a little longer."
Motto of the Naval Civil Engineering Corps (Seabees) of WW II.

The NRCA Roofing & Waterproofing Manual answers questions.

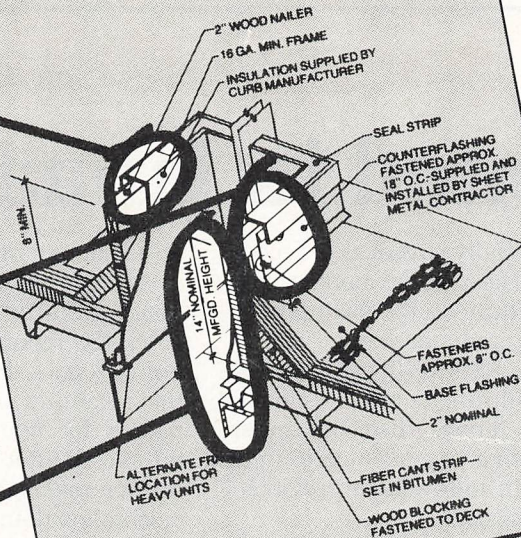
Prepared by the National Roofing Contractors Association, **The NRCA Roofing & Waterproofing Manual** is a 450 page compilation of accepted industry standards and practices.

In a single volume are 8 complete sections on:

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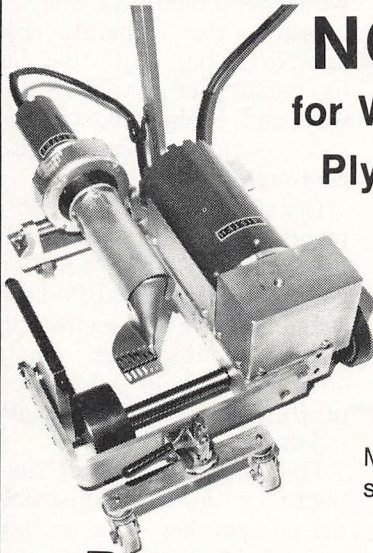
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ARCHITECT:
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NATIONAL NEWS

Contracts rebound in January

January construction contracts rebounded sharply, erasing December's weather-related setback, according to the F. W. Dodge Division of McGraw-Hill Information Systems Company.

A total of \$13.8 billion of newly started construction lifted January's seasonally adjusted Dodge Index to 150 (1977=100), a 12 percent improvement over December's weak 134.

"January's 12 percent rebound of construction contracting seemed to confirm that the unusually severe weather early in the winter had upset the seasonal rhythm of the construction business," said George A. Christie, vice president and chief economist for F. W. Dodge. "It now appears that some of the work planned for December was delayed until January."

"Taken together, the Dodge Index values for the two months averaged 142. That is right where it has been hovering since last summer, when interest rates stabilized. Whether con-

struction activity advances or recedes from this plateau in the months ahead depends mostly on the next development in the credit market."

January's \$5.3 billion of nonresidential building contracts showed the "good January/bad December" pattern, with a 14 percent gain in the latest month following a previous 8 percent decline.

Commercial and industrial building was responsible for the recent volatility in nonresidential contracting. In particular, construction of factories, warehouses and offices bounced back sharply in January. Contracting for institutional buildings—schools, health care facilities and public administration—was unchanged between December and January.

The value of contracts for total residential building—one-family homes, apartments and condos, hotels and motels—was a strong \$6.6 billion in January. After seasonal adjustment, the latest month's contract value was

up 16 percent from December's rate.

"January's 1.9 million unit rate of housing starts was one of the best since the recovery began," Christie pointed out. "However, considering the instability of seasonal adjustment factors for housing activity in the winter months, January's strong 1.9 million rate was no more a cause for celebration than December's weak 1.7 million rate was a cause for concern. The two-month average of 1.8 million units is a better indication of the current strength of housing demand at prevailing mortgage rates and makes a useful forecast for all of 1984 unless interest rates are driven up."

"For reasons having more to do with a budgetary 'freeze' than with the wind-chill factor, contracting for non-building construction declined in January. Although the decline was a negligible 1 percent, it followed an 11 percent dip in December.

"What has been missing for the past two months is some \$5 billion of federal highway disbursements, which were held back due to a technicality when Congress adjourned last November. Now that Congress has reconvened, it is likely that highway and bridge construction will soon regain its former high rate of contracting."

Construction of electric power plants remained at a low level in January, but the start of a \$155 million gas pipeline in Texas lifted the utility category above its December value.

Total nonbuilding construction contracts for both public works and utilities were valued at \$1.9 billion in January.

For the first month of 1984, contract value for total construction led the comparable 1983 period by 21 percent. However, because January's high rate of housing activity is not considered sustainable at current interest rates, 1984's full-year gain over 1983 is expected to be closer to 10 percent.

MONTHLY SUMMARY OF CONSTRUCTION CONTRACT VALUE
Prepared by F. W. Dodge Division
McGraw-Hill Information Systems Company

	January, 1984 Construction Contract Value (000,000)	Seasonally Adjusted Percent Change From Previous Month
Nonresidential Building	\$ 5,300.1	+14
Residential Building	6,599.7	+16
Nonbuilding Construction	1,851.4	- 1
Total Construction	\$13,751.2	+12

	1 Mo. 1984 (000,000)	1 Mo. 1983 (000,000)	Cumulative Percent Change
Nonresidential Building	\$ 5,300.1	\$ 4,349.7	+22
Residential Building	6,599.7	5,080.2	+30
Nonbuilding Construction	1,851.4	1,927.9	- 4
Total Construction	\$13,751.2	\$11,357.8	+21

DODGE INDEX
(1977=100, SEASONALLY ADJUSTED)

November 1983	145
December 1983	134
January 1984	150

Staple booklet describes proper application

The Asphalt Roofing Manufacturers Association (ARMA) and the International Staple, Nail and Tool Association (ISANTA) have jointly published a booklet demonstrating the proper application of asphalt shingles with staples.

Using diagrams and text, the booklet shows the proper positioning of the pneumatically driven staples. Safety tips and a glossary are also included.

Power driven staples have been approved by the model building code agencies and Factory Mutual for use with shingles in both new and reroofing.

ISANTA and ARMA are not-for-

profit organizations representing the major manufacturers of building fastener systems and asphalt roofing materials.

Complimentary single copies of the booklet may be obtained from

either association; ISANTA, 435 N. Michigan Ave., Chicago, Ill. 60611; ARMA, 6288 Montrose Road, Rockville, Md. 20852.

continued on following page

Dow offers prize vacation

Dow Chemical Co., manufacturer of Styrofoam brand foam insulation, is offering a Caribbean vacation to winners in its contractor awards program.

The new program is exclusively for Dow licensed roofing contractors. The awards will be made based on the amount of Styrofoam insulation purchased between Jan. 1 and Oct. 31, 1984.

To determine winners, four contractor categories have been established. Contractors are placed in categories based on their previous purchases of Styrofoam from January through October of 1982 and 1983.

Contractors who furthest exceed their bases will be awarded prizes based on their categories. Prizes for groups I, II and III are trips to Casa de Campo. Winners in category IV receive their choice of \$1,000 merchandise awards.

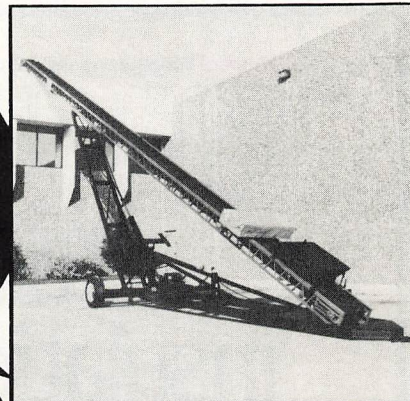
The 7,000-acre Casa de Campo Hotel, Villas and Country Club are located in Costasur, Dominican Republic. Winners will be flown to Santo Domingo, about 50 miles east of Costasur. Some planned activities are on the itinerary but visitors will be given plenty of leisure time to explore the area.

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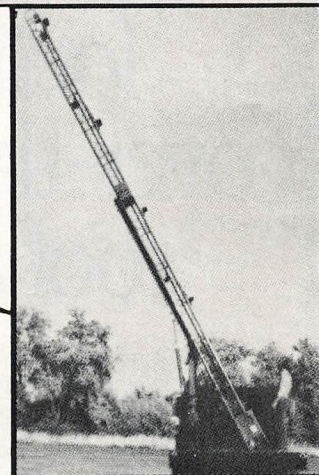
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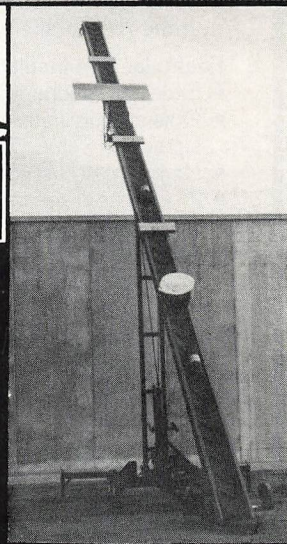
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MBMA reports 1983 metal building sales up

The Metal Building Manufacturers Association (MBMA) reported that metal building system sales and steel tonnage increased in 1983.

A strong fourth quarter was responsible for much of the increase.

Steel shipments to MBMA's 30 member manufacturers were up 22.7 percent over the same period last year. Fourth quarter sales were 21.7 percent higher than last year.

MBMA's share of the low-rise, non-

residential, F. W. Dodge construction market for one- and two-story commercial, community and industrial buildings rose from 51 percent to 55.1 percent in 1983. This continues a trend which began in 1981, according to the Association.

Industry sales should continue to increase at a modest pace in 1984, according to Talmage G. Rogers, Jr., MBMA chairman.

"A solid upturn in housing starts normally spurs an increase in demand for shopping centers, stores and light-industrial building," Rogers said.

The Association chairman believes more and more owners are turning to metal buildings because they cost less and take less time to erect.

MBMA manufacturer members account for more than 90 percent of all metal building system sales in the United States, according to the Association.

Britain hosts flat-roof conference

The Bituminous Roofing Council in Great Britain is sponsoring a three-day International Flat Roof Conference in Brighton, England. The conference is scheduled for August 29-31.

According to a conference announcement, the main theme of the meeting is "the development and future of the integrated system approach to flat roof design." Another session devoted to maintenance and refurbishment is also planned.

A number of roofing experts from the United States, Canada and Europe, including NRCA Research Associate William C. Cullen, will be presenting information at the conference.

Copies of the conference announcement are available from NRCA. A full conference program and application form may be obtained from the Bituminous Roofing Council, P.O. Box 125, Haywards Heath, West Sussex, RH163TJ, United Kingdom, phone (0444) 416681/2

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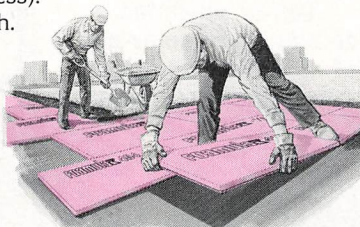
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GSA ignores subs' protests and eliminates bid-listing rule

Despite subcontractors' protests, the General Services Administration issued a final rule Feb. 15 to eliminate the practice of bid listing, according to Ken Nyquist, NRCA's director of Government Relations.

Subcontractors feared elimination of the bid-listing rule would allow general contractors to shop for lower bids from subcontractors after the general contractors are awarded a government contract.

The GSA, in its ruling, commented that it had found no evidence that rescinding the rule would encourage prime contractor bid shopping.

The fight for some bid-listing requirement may not be completely dead, however. Congress authorized the Office of Federal Procurement Policy to study competition in subcontracting by federal prime contractors. The investigation is just now beginning.

Other government action concerns alleged anti-competitive practices by utilities.

In a meeting between the Federal Trade Commission (FTC) and members of the Alliance for Fair Competition (AFC), AFC representatives presented documented reports of questionable utility practices in the sale, service, installation and rental of products and materials.

The FTC told the coalition of small business people affected by utility practices that the agency was comparing rates charged by diversified and undiversified utilities across the United States and seeking the best five or 10 states in which to pursue the problem more aggressively.

The FTC is requesting more data and cases to examine, specifically evidence showing that a utility's intent is to drive out competition or drive up prices.

continued, page 11

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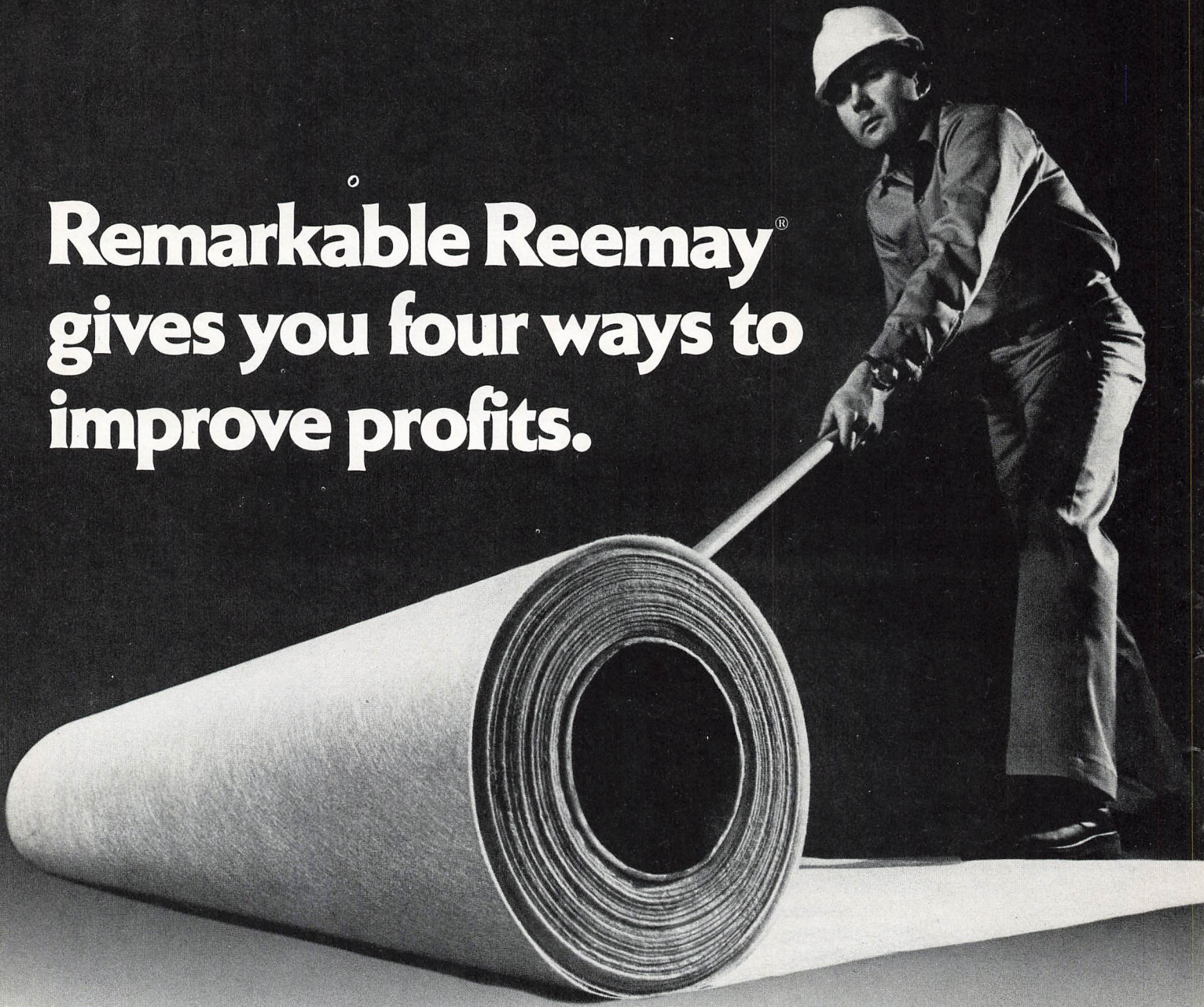
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2 Weight, pounds/100,000 sq. ft.	45,000	36,000	4,050
3 Elongation, percent	1.5	1.8	43
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All materials tested in 3 plies in asphalt.

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NATIONAL NEWS

continued from page 9

Blaze no cause for alarm until it's blown out of proportion

Sometimes, you just can't fight city hall—even when you're trying to save it.

Roofing contractor Paul L. Morris, president of Sellers & Marquis Roofing Co., Kansas City, Mo., discovered this when his company was reroofing KC's 46-year-old City Hall.

Morris told the Kansas City Star that the missteps of a city employee turned what could have been a minor mishap into the worst fire in the City Hall's history.

The fire apparently occurred when a spark from a torch being used to cut off pipe stubs ignited a small fire in the building's ventilation ducts.

According to Morris, this minor conflagration should have been no cause for alarm. Two of Morris' men were standing by with fire extinguishers to prevent any possible fires. However, when the men smelled

smoke, a city employee overseeing the work refused to let them spray their water-based fire extinguishers into the ductwork, fearing the water would damage furnishings in the City Council chambers below.

The problem was blown all out of proportion, in a manner of speaking, when the city employee turned on a huge fan, apparently in an effort to check the amount of smoke. According to Morris, the blower spread flames throughout the ductwork on the top five floors.

About 45 minutes after the torch had been shut off, smoke began billowing onto the roof. The crew left rapidly and the city employee called the fire department.

The cause of the fire is still under investigation and liability for the damages has yet to be determined, according to the newspaper report.

MCAA president Monier gives members bargaining tips

Kurt A.J. Monier, president of the Mechanical Contractors Association of America, Inc. (MCAA), gave Association members a plan to help local bargaining groups increase productivity and cost effectiveness.

He outlined his game plan at the opening session of MCAA's 95th Annual Convention held February in Beverly Hills, Calif.

The points of the plan include:

- comparing union and nonunion sectors' competitive positions;
- nonadversarial bargaining;
- recognizing semi-skilled workers and wage rates;
- training workers;
- contract planning and bidding;
- educating workers concerning competition;
- gaining assistance from MCAA

- and United Association;
- contractor commitment and
- a public relations program.

MCAA has established a Labor Liaison Committee to advise local groups on procedures to make union contractors competitive, according to Monier.

New officers were also elected at the Association's convention. John F. Dillon, CCI Mechanical, Inc., Salt Lake City, Utah, was made president; Herbert R. Jacobson, A.D. Jacobson Co., Inc., Kansas City, Mo., was voted president elect and Jerome Reyer, AFGO Engineering Corp., Great Neck, N.Y., was elected treasurer. Clifford L. Elling, Elling Bros., Somerville, N.J. won MCAA's Distinguished Service Award.

continued on following page

NATIONAL NEWS

continued

Latest edition of NRCA's *Guide* now available

The most recent edition of the NRCA *Roofing Materials Reference & Guide* is now available from the National Roofing Contractors Association (NRCA). The *Guide* is a comprehensive, single-source document list-

ing product characteristics for built-up and single-ply roofing membranes.

"More than 400 built-up roofing specifications and single-ply products are contained in the *Guide*," said Norm Bullock, director of Listing

Services at NRCA. "This information is presented in a format that allows the reader to compare products based on standard reporting procedures."

The single-ply section includes separate reports on modified bitumen, PVC, EPDM and other sheet-applied materials.

The *Guide* also contains comparative test data obtained by independent laboratory testing.

In August 1984, the *Guide* will be expanded to include roof insulation board materials. All insulation board manufacturers are invited to supply data on their products for inclusion in the *Guide*. There is no fee required for a listing in the publication.

The *Guide* is updated and published twice a year. The annual subscription cost is \$85. To obtain a subscription contact NRCA, 8600 W. Bryn Mawr Ave., Chicago, Ill. 60631, 312/693-0700.

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Way cleared for Davis-Bacon Act changes

The United States Supreme Court has cleared the way for implementing Davis-Bacon Act changes.

The Act was originally passed in 1931. It requires that workers on federally financed projects be paid at least as much as the prevailing wage for construction workers in a geographical area.

In May 1982, Secretary of Labor Raymond J. Donovan issued revised regulations. The revisions redefine prevailing wage, exclude wage data from urban counties when determining prevailing wages in nearby rural counties, prevent other Davis-Bacon projects in an area from affecting prevailing wage determinations and expand the use of semiskilled "helpers" on federal projects.

The changes drew immediate criti-

cism and legal challenges from the AFL-CIO Building and Construction Trades Department.

In December 1982, Judge Harold Greene of the U.S. District Court for the District of Columbia struck down most of the changes. That ruling was

partially reversed in the U.S. Court of Appeals, allowing the changes to take place. The Supreme Court, by declining to review that decision has allowed the Appeals Court ruling to stand.

continued on following page

Nord Bitumi sites plant in Macon, Ga.

Italian-based Nord Bitumi has announced the location of a new manufacturing plant in Macon, Ga. The firm has purchased a building in Macon's Allied Industrial Park to manufacture prefabricated bituminous roofing board.

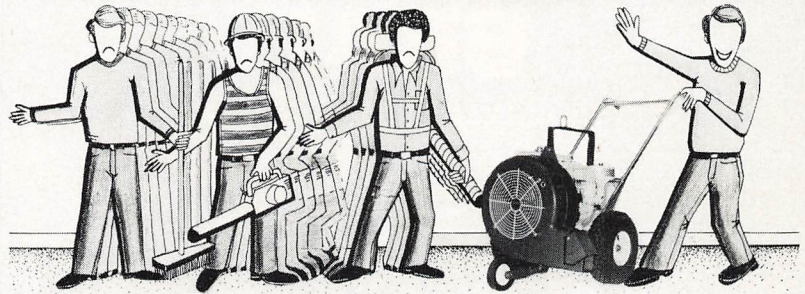
"It was important for us to be an hour's drive from the Atlanta airport and in close proximity to an interstate highway system to move products quickly in all directions to cover several states in the Southeast," said Marco Danese, president of Nord Bitumi.

The Macon plant will produce a Poly-4 Bitumen Roofing System. According to the company, the system is used in 95 percent of the new construction in Italy.

Nord Bitumi expects to employ 15 people at its Macon plant initially. Operations will be expanded to 25 employees in the near future.

The company, which has two manufacturing plants in Italy, has another plant in Plattsburgh, N.Y. and a U.S. sales office in Springfield, N.J.

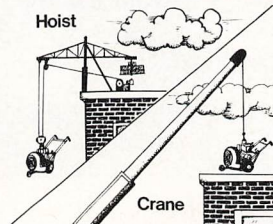
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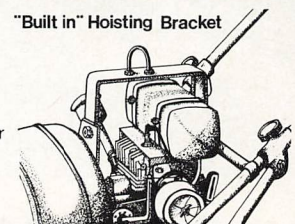
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NATIONAL NEWS

continued

Two manufacturers announce EPDM price hikes

Two single-ply membrane manufacturers have announced price increases for their products.

General Tire Building Products, an operating unit of The General Tire

& Rubber Co., is increasing the price of its GenFlex EPDM and GenSeal PVC membranes. The 8 percent price boost went into effect Feb. 26. The new base price net to contractors will

result in an increase of 3 cents per square foot of 45-mil and 60-mil EPDM and 45-mil PVC in truck load quantities.

A 3-cent-per-square-foot increase was also announced by Firestone Industrial Products Co. for its 45-mil and 60-mil RubberGard EPDM membrane. The higher prices, which amount to a 7 percent increase, went into effect March 1. In addition, Firestone has increased its prices for accessory products, including adhesives, flashing, sealants and fasteners.

Both companies said the price increases were necessary because of higher material and operating costs.



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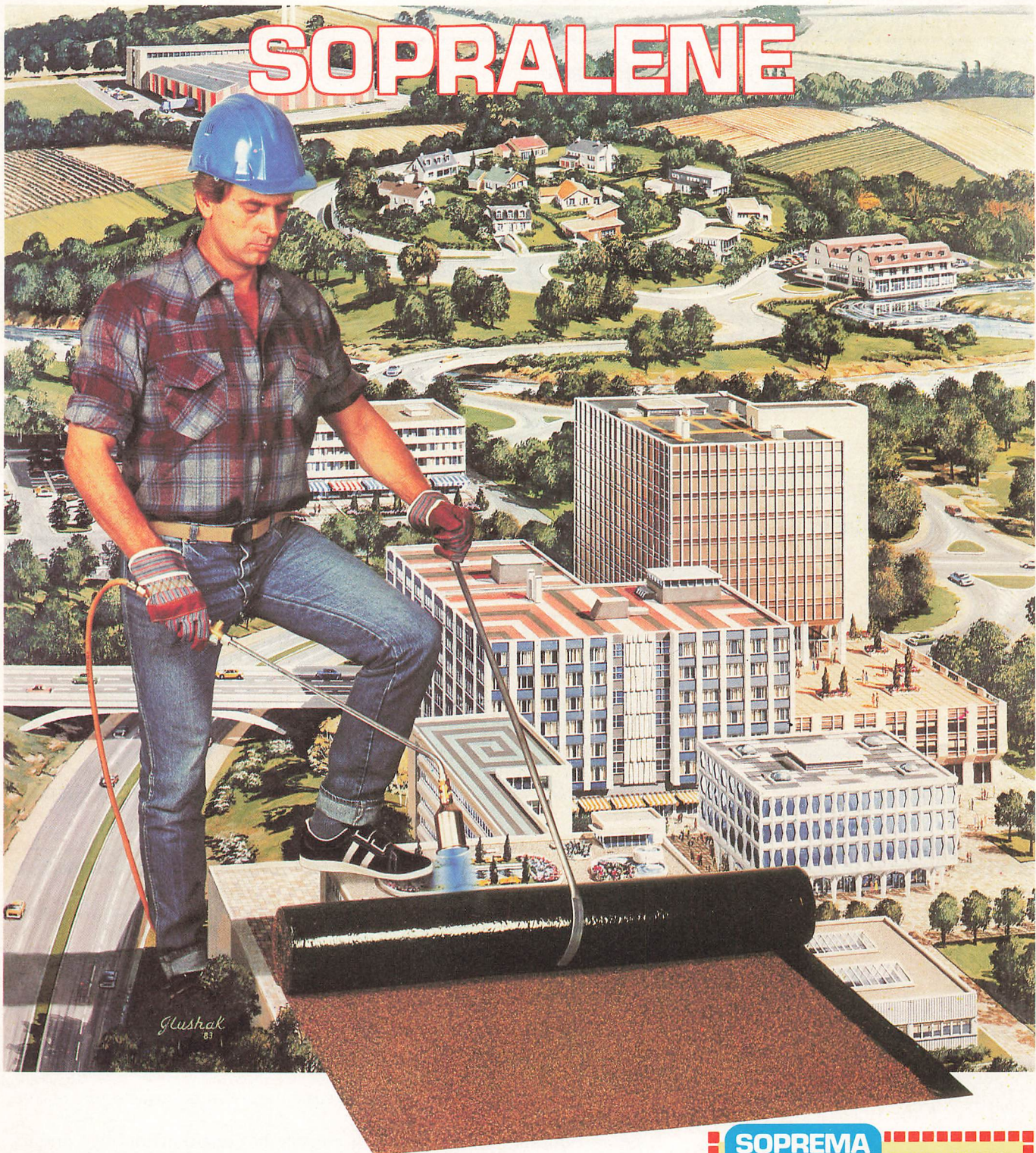


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Affiliate News

Sherard wins McCawley Award

Wallace L. Sherard, John A. Dalsin & Son, Inc., Minneapolis, Minn., was named the 15th recipient of the James Q. McCawley Award presented by the Midwest Roofing Contractors Association (MRCA).

Until Sherard's appointment, the award was given to roofing firm owners only. In Sherard's case, the judges recognized the valuable contribution an employee can make to the success of a roofing company.

Sherard joined Dalsin in 1951. He developed a popular, comprehensive manual of practical roofing and sheet metal details and recommendations for industry use. Sherard is also the MRCA representative and chairman of the Factory Mutual MRCA-NRCA Joint Task Force.

In addition, he is an active member of The Construction Specifications Institute, the National Roofing Contractors Association and the Midwest Roofing Contractors Association. Sherard is a past member of the MRCA Board of Directors.

Rustad tapped for SMARCA presidency

Gordon B. Rustad was elected president of the Sheet Metal, Air Conditioning & Roofing Contractors Association (SMARCA), effective in March.

Rustad, president and part owner of Modern Heating & Air Conditioning, Inc., Minneapolis, Minn., is currently serving his second year on the Board of Directors as vice president.

NEFRSA announces new slate

The Northeast Florida Roofing & Sheet Metal Contractors Association (NEFRSA) recently installed its new officers and directors for the 1983-84 year.

Those elected include: Rick Damato of J.P. Benjamin Equipment Co., Jacksonville, president; Ray Stephens of Stephens Roofing & Sheet Metal, Jacksonville, vice president; Ray Norton of Norton Roofing, Jacksonville, treasurer and Todd Ford of Ford Sheet Metal, Jacksonville, secretary.

Joe Brooks, Sr., George Ferber and John Burger were named to director positions.

SWFRSA elects officers

The Southwest Florida Roofing & Sheet Metal Contractors Association (SWFRSA) recently announced its officers for the coming year.

Installed as officers were: Curtis Sakes, president; Carroll Copping, vice president; Debbie Currier, treasurer and Mildred Skates, secretary.

SWFRSA represents contractors and companies in the Ft. Myers/Naples area of Florida.

Canadians plan May conference

The Canadian Roofing Contractors Association (CRCA) will hold its 25th Annual Meeting and National Conference in Calgary, Alberta, Canada, April 29-May 2.

A trade show, technical and business sessions and numerous social activities are planned for the four-day event.

For more information on the meeting, contact the Canadian Roofing Contractors Association, Suite 710, 116 Albert St., Ottawa, Ontario, Canada, K1P 5G3.

FRSA certifies two

Two more contractors have qualified for the Certified Professional Roofing Contractor (CPRC) program sponsored by the Florida Roofing, Sheet Metal & Air Conditioning Contractors Association (FRSA).

Robert Hilson, Bob Hilson & Co., Miami and Richard Pepin, Ray Roofing Co., W. Palm Beach, met CPRC's stringent requirements and were honored at the April FRSA Board of Directors meeting.

Since 1972, 70 contractors have met the qualifications of the certification program.

NERCA elects officers

The North/East Roofing Contractors Association (NERCA) has elected the following slate of officers and directors for the 1984-85 year.

Officers include: President James A. "Gus" McBrady, Jr., James A. McBrady, Inc., Scarborough, Maine; Vice President James L. Dahill, F.J. Dahill Co., Inc., New Haven, Conn.; Secretary/Treasurer Brian C. Hurley, Hurley Construction & Roofing Co., Inc., Somerville, Mass.; and Immediate Past-President Robert W. Therrien, Al Melanson Co., Keene, N.H.

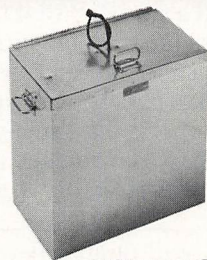
Elected to the Board of Directors for three terms were: Ronald Therrien, A.W. Therrien Co., Inc., Manchester, N.H.; Peter F. Wall, Manville Corp., Framingham, Mass.; Leonard Cohn, Joyce & Kramer, Inc., Albany, N.Y.; and Issac B. Thomas, Bridgeport Restoration Co., Bridgeport, Conn.

Jon T. Caseault, J.T. Caseault & Sons, Inc., E. Weymouth, Mass., and F. Scott Hall, Valley Wholesale Building Products, Inc., W. Springfield, Mass. will fill two-year vacancies.

Advisory Committee appointees include: Burton J. Karp, Eagle Moisture Protection Corp., W. Hartford, Conn.; Sidney I. Sontz, Max Sontz Co., Inc., Lynn, Mass.; Theodore R. Hoponick, Shelton Roofing Co., Inc., Derby, Conn.; C. Edward Belanger, Bell Industries, Inc., Cambridge, Mass.; A. Abbey Kotler, Avon Sheet Metal & Roofing Co., Newark, N.J.; Martin E. Keller, Martin E. Keller Roofing, Inc., Schenectady, N.Y.; and Donald E. Swansburg, Jr., Beacon Sales Co., Somerville, Mass.



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Associate News

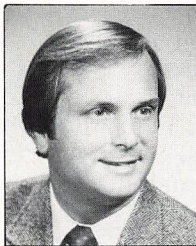
GAF challenges Werner's contract

GAF Corp. will challenge a five-year, multi-million-dollar employment contract given to former chairman Jesse Werner just prior to his scheduled retirement at age 65.

An independent committee of outside directors of the new GAF Board concluded that the agreement constituted "a waste of corporate assets" and recommended that GAF examine other possible areas of corporate waste during the 20-year period Werner was chairman.

According to GAF, Werner's employment agreement provided for an annual base salary of \$425,000 with increases of \$25,000 a year after 1982 and substantial fringe benefits. Werner's contract also gave lifetime medical and dental benefits to Werner and his wife and increased his retirement and death benefits each year through 1986.

Koppers taps Bachman



Koppers Co., Inc., Pittsburgh, Penn. recently promoted Drew H. Bachman to sales manager for its Building Materials Department.

Bachman is responsible for Koppers sales to the roofing and waterproofing industry, including coal tar bitumen roofing and waterproofing systems, Exeltherm Xtra® phenolic foam insulation, KMM® Membrane single-ply roofing and maintenance coatings, fabrics and roof cements.

Bachman has worked in various marketing and sales management positions for Koppers since 1966.

Changes at Georgia Pacific

The Georgia-Pacific Corp. Board of Directors recently announced the election of a new chairman, director and treasurer and approval of two capital-improvement programs.

T. Marshall Hahn, Jr. succeeded Robert E. Flowerree as president and chief executive officer. Richard V. Giordano, group managing director and chief executive officer of the London-based BOC group, was elected to the Board of Directors. Marion L. Talmadge, vice president and treasurer, became vice president of executive affairs and Wayne I. Tamblin, assistant treasurer, was elected to succeed Talmadge as treasurer.

The Board also approved a study of a \$170-million program to improve the product mix at one of the company's existing pulp mills by installing a fine paper machine and associated equipment. The project would increase production of higher-margin fine papers, utilizing the pulp produced at the mill.

In addition, the Board approved a three-year, \$45-million expansion and modernization program for five corrugated container operations and a study of and site procurement for a new facility in southern Georgia.

SYenergy builds plant near Dallas

SYenergy Methods, Inc. will open a new plant near Dallas in Langhorn, Texas in May 1984.

The 20,000-square-foot structure will be used for manufacturing and warehousing the company's products.

"Steady growth over the past two years and exceptionally strong demand from markets in the Southwest are the primary reasons for the expansion," according to Joseph Vuono, SYenergy president.

Phelan named Monsey VP

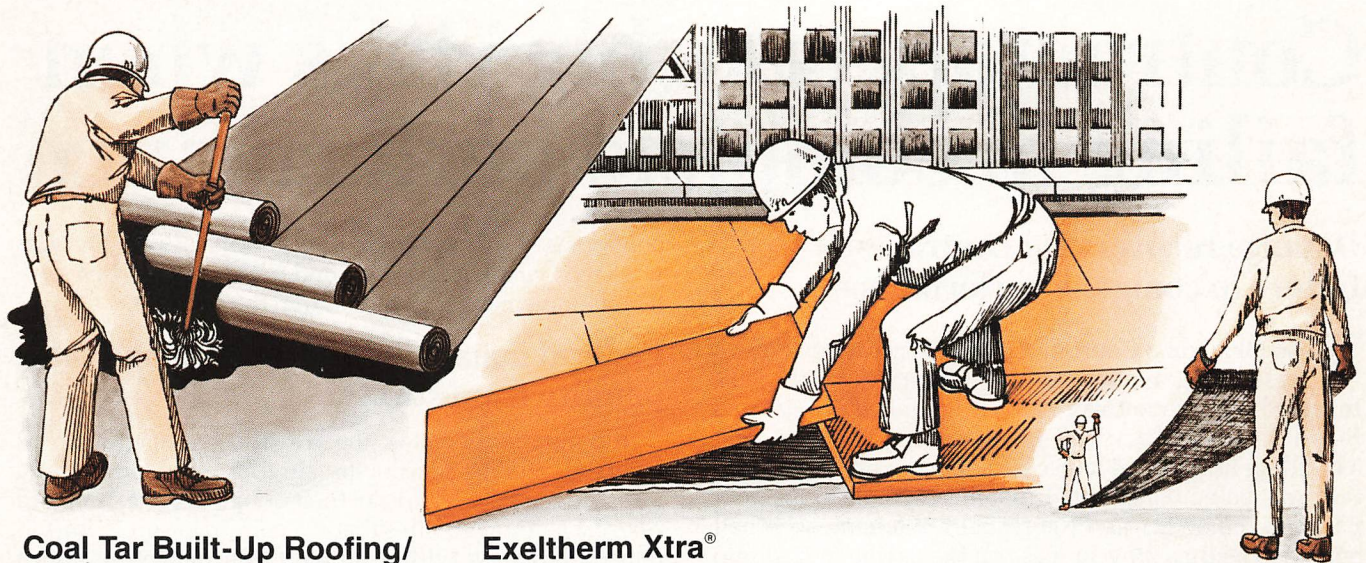


Paul V. Phelan was named vice president, sales for the Monsey Products Co., Kimberton, Penn.

He will be responsible for all corporate sales of the multi-state manufacturing and marketing company. Phelan was previously vice president and general manager of Horace T. Potts, Inc., Philadelphia, Penn.

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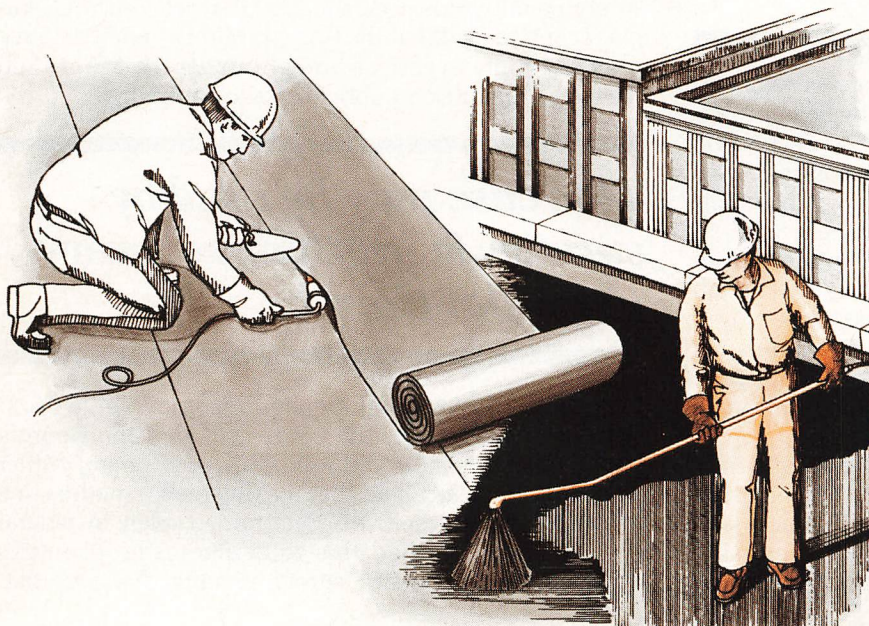
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Contractors take big risks when failing to complete performance

Damage recovery for contractor's failure to complete performance

The Oklahoma Court of Appeals recently decided a case that demonstrates the substantial risks involved when a contractor fails to complete a project. In *Ralph D. Nelson Co. v. Beil*, the owner contracted to erect a building he planned to use for a restaurant. The restaurant was being constructed under a separate agreement between the owner and the restaurant tenant, who had agreed to begin a 25-year lease on the day he moved into the completed building.

When the owner refused to make the last progress payment on the construction contract (approximately \$47,000 out of a total contract of about \$260,000), the general contractor stopped work. The contractor sued to recover the balance due and to foreclose on a mechanic's lien. The owner counterclaimed, seeking damages including his actual completion cost, lost rent for the time construction was delayed beyond the original completion date and other "consequential" owner damages.

The Georgia statute did not apply in the federal case.

The court determined that the contractor was responsible for the late progress payment because he had not submitted lien releases and other required documents. He had no justification for not completing the contract. As a result of this breach, the court allowed the owner a set-off against most of the balance owed the contractor.

This case shows the potentially disastrous consequences of a contractor wrongfully walking off the job and forcing the owner to complete performance. First, the owner may be entitled to set-off against any amounts he owes the contractor and the actual costs of completion, subtracting only any amounts the contractor can prove are incorrect, unreasonable or unnecessary.

Second, the contractor may be held liable for any incidental or consequential damages the owner incurred resulting from the contractor's failure to complete performance. Any economic loss the owner suffers as a result of delay in project completion can be passed to the

contractor, if a court finds that such losses or damages were reasonably foreseeable and within the parties' contemplation when they entered into the contract.

Federal court bars recovery of bad faith penalty from surety

In a number of states, the law allows penalties to be assessed against corporate sureties that wrongfully refuse to remedy defaults of their obligors. For example, a Georgia statute provides that if a corporate surety fails to remedy a default within 60 days after receiving notice from the obligee, and finds that refusal to act was in bad faith, the surety will be liable for 1) the amount of the claim, 2) a penalty equal to 25 percent of the liability and 3) all reasonable attorney's fees for prosecution against the surety. Such laws come into play when a contractor who is an obligee or beneficiary under a payment or performance bond demands payment from a surety, and the surety refuses to pay even though its obligor has no genuine defense to the contractor's default claim. Any damages the contractor recovers from the surety will be increased by the penalty amount.

The federal government and most states require all general contractors on government construction projects to get payment bonds. If a default occurs and is not remedied by the obligor or the surety, the claimant can assert a surety penalty. However, a federal district court in Georgia recently ruled that the Georgia surety penalty statute does not apply to actions brought under the Miller Act, the federal statute on public works job bonding.

This case may be used by sureties to preclude recovery of similar claims.

In *United States ex rel. General Electric Supply Co. v. Minority Electric Co.*, the court held that the Georgia surety penalty statute did not apply in a federal Miller Act case. The court held that the obligee's remedies in a federal Miller Act claim are determined solely by federal law. The court applied this principle to the plaintiff's claim for a 25 percent surety penalty, finding that,



because the surety penalty was a state remedy, it could not be applied in a federal Miller Act case. Thus, a claimant in a Georgia case would be precluded from recovering the 25 percent penalty from the surety if his or her claim is against a bond under the federal Miller Act, rather than the state version of that law, or a bond on a private project. Even under federal law, recovery of an attorney's fees would be allowed if the defendant has acted "in bad faith, vexatiously, wantonly or for oppressive reasons," but recovery of the additional 25 percent penalty would not be permitted.

The court may have overlooked an important aspect of this issue. The surety penalty statutes apparently set up an additional "cause of action" under state law: a penalty against the surety for bad-faith refusal to pay in addition to the separate payment claim under the Miller Act. Thus, a claim for the surety penalty is a separate claim under state law that may be brought as part of a federal

Any economic loss the owner suffers . . . can be passed to the contractor.

lawsuit. The court thought the statute provided only a remedy, but arguably the better interpretation is that it provides a separate cause of action in addition to the Miller Act claim. This case may be used by sureties to preclude recovery of similar claims in other jurisdictions. It may warrant modification of the statutes at the state level to make them clearer, and/or legislative action at the federal level to open the door to this kind of relief under the Miller Act.



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A record number of exhibitors dazzled convention visitors with a profusion of roofing products at NRCA's 97th Annual Convention and Exhibit.

Record-breaking convention makes everyone a winner

The NRCA's Feb. 14-17 convention in Atlanta was the occasion of many Association firsts. A spirit of adventure and optimism pervaded the meeting as new programs were unveiled and records for attendance and exhibit space were broken.

More than 6,000 people registered for the event, and 651 booths were sold. A total of 150 international guests were present, including representatives from Sweden, Finland, Italy, Belgium, Ireland, Japan and the Philippines.

Newsweek columnist George Will gave a sobering speech on the federal deficit to 1,500 people at the Feb. 15 Opening Luncheon. Economist Barry Asmus sketched a brighter picture during the Feb. 17 Recognition Luncheon and Norman Vincent Peale demonstrated his positive speaking power at the Member Breakfast Friday.

Metal roof systems, application tolerances, maintenance programs,

union news, marketing strategies and an Academy of Roofing Contractors update were some of the topics on a relevant slate of business sessions. The question-and-answer periods were lively, and the fact that the rotational schedule did not permit contractors to attend all of the sessions was the complaint heard most frequently.

The Association kicked off a public relations campaign before 1,000 people the afternoon of Feb. 15. The program will use a number of marketing methods, urging the public to "Insist on a Professional Roofing Contractor." The NRCA centennial celebration in 1986 will mark the height of the contractors' public exposure.

A Night at the Races (a Political Action Committee fundraiser), a Circus Revelry and the Annual Dinner Dance provided attendees opportunities to relax in the evenings. The Feb. 17 Dinner Dance featured the presen-

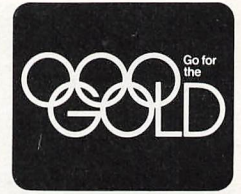
tation of the J. A. Piper Award to Johnny Zamrzla of Lancaster, Calif. in an emotional ceremony.

"NRCA TV Today," the convention's daily cable television broadcast, covered the meeting's highlights. The show's hosts conducted on-the-spot interviews with convention registrants, and discussions with industry leaders and speakers offered different perspectives on their formal presentations.

In the political arena, Country Harrison, Greenville, S.C. was elected senior vice president at the Member Breakfast, to serve with President Wayne Mullis of Phoenix for 1984-85.

By all accounts, the 1984 convention and trade show was a valuable experience for those who gathered in Atlanta. Plans are already underway for the 1985 convention in New Orleans, Feb. 10-13.

Please join us.



Early Bird Program

Metal roofing opens sessions

By arriving early Feb. 14, over 500 convention-goers got a taste of something new as they were introduced to metal roofing at this year's Early Bird Program.

Titled "Another Alternative in Metal Roof Systems," the program was moderated by Tom Manson, Western Roofing Co. The session featured a panel of four metal system manufacturers' representatives: Tom Chaney, Armco Building Systems; Kenneth Cole, Binkley Co.; William DeVries, Roof Systems, Inc. and Paul Nimitz, Butler Mfg. Co.

With the help of slide presentations, the panelists acquainted the audience with the art of metal roofing, leaving enough time in their programs to hawk their own companies' wares, of course.

After sketching a brief history of the Butler Co., Nimitz gave his audience tips on selling standing seam roof systems. Water-tightness, durability, energy efficiency and competitive cost were all benefits he mentioned that make metal an attractive and valid roofing solution.

Cole spoke on the development of the standing seam roof. He explained that the first real commercial breakthrough for standing seam roof systems came in 1934 when the Armco Co. roofed its first building. Another significant development, according to Cole, was the introduction of seam

forming machines in the late 60s.

DeVries showed a series of slides demonstrating a metal roof application. The photos gave the contractors in the audience a feel for the materials, equipment and work metal systems require.

Moving quickly through the slides, DeVries demonstrated how metal roofing systems handle common roofing designs and problems. "The standing seam will fit any slope, slant configuration and yes, even a barrel roof," he said.

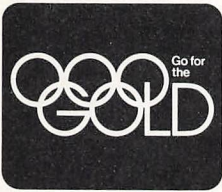
Chaney finished the program by showing how flashings are made on a metal roof. He emphasized the need for flashing compatibility with the configuration and materials of the roof system being used. In addition, he said, flashings must provide a watershed on the upslope side of the penetration.

During the session's question-and-answer period, one contractor who expressed an interest in becoming a metal system installer asked why roofing contractors were not being allowed to enter the market in some areas.

Two of the panelists explained that it's up to their established dealer/contractors to perform the roofing work in their areas or sub-contract it out. The other two panelists received laughter and applause when they invited the gentleman to their booths to see their systems.

Political columnist George Will (right) delivers a sobering message during the opening luncheon. Dr. Norman Vincent Peale (far right) greets contractors after delivering a more positive talk at the member breakfast.





General Session

With exotic new membranes grabbing the headlines, it's easy to forget that conventional built-up roofing is still the membrane of choice for most roofing jobs.

"What's Happening with BUR?," a convention general session, reminded contractors that there's still plenty of life in the BUR trade.

Four panelists, representing built-up roofing manufacturers, testified to BUR's vitality with presentations ranging from the status of BUR performance criteria documents to BUR promotion to the roofing industry.

Speaking to session attendees were: Richard Snyder, Asphalt Roofing Manufacturers Association (ARMA); Roger Bengtson, Manville Corp.; Ack Blocher, CertainTeed Corp. and Robert Heddens, Trumbull Asphalt.

The image of BUR has taken a beating in recent years from competing systems, according to Blocher. To combat this, ARMA has created an advertising and public relations campaign designed to increase awareness of BUR's qualities.

Blocher said that BUR promotion last year spoke to architects and specifiers. This year's efforts would be aimed at contractors and distributors. Advertisements ARMA placed in trade magazines have already generated over 5,000 responses, according to Association statistics.

In the coming year, 50 ad placements are planned to reach building owners, contractors, distributors and architects, Blocher added.

Also, a new logo, appearing on bumper stickers and buttons, and press releases featured in industry publications have been created to advance the BUR industry.

Bengtson described progress in establishing performance criteria for built-up roofing. "Our goal is zero defects in roofing performance," he said.

To date, performance data has been collected and a technical writer has prepared an initial draft of a criteria document. A rough draft was presented at the convention business session "NRCA Recommended Application Tolerances."

Heddens spoke on asphalt quality control. "Built-up roofing asphalt is better than it ever has been," he asserted.

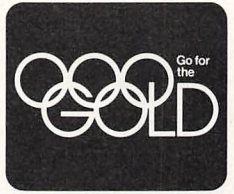
One of the reasons roofing asphalt is criticized, according to Heddens, is the proliferation of substandard roofing asphalt "bought on price and blind faith alone."

Heddens believes the image of roofing asphalt and the BUR industry could be enhanced if contractors would demand top quality asphalt and apply it according to manufacturers' specifications.

Experts explain BUR's role in the industry



A convention visitor's harried glance sums up the sometimes frustrating process of registering record crowds.



Business Sessions

“Sell value” Joel Weldon advises

Joel Weldon struck with hurricane force, pummeling his audience with selling ideas, whipping up enthusiasm and leaving behind a roomful of energized attendees during the business session, “Go for the Gold—Sharpen Your Sales Skills to Increase Profits” on Feb. 16.

Quickly building up to top speed, Weldon of Joel H. Weldon & Associates, Inc., Scottsdale, Ariz. prepared his audience for his high-velocity performance.

“I can talk fast—150 words a minute—and I go up to gusts of 250,” he explained.

Weldon moves quickly as well. He flipped the overhead projector on and off repeatedly, walked up and down the aisles and passed out information sheets and his business cards—containers with the label, “Success comes in cans, not cannots.”

Weldon focused on one theme: “sell value, not price.”

He cited a survey conducted by the firm of NRCA Senior Vice President Wayne Mullis, Universal Roofers and Builders, Inc. in Phoenix. The survey revealed that price ranked fourth in importance to a customer after: 1) a company with integrity and stability, 2) complete clean-up after the job and 3) a guarantee.

According to Weldon, the client often has the idea that a roofing contractor “arrives 15 minutes late and a bit rushed, quickly estimates the job, works out the lowest possible price,

mails the proposal or leaves it in a mailbox, hopes that the prospect calls back with a ‘yes’ and if there’s no call in a few weeks, the salesperson will write off the prospect as a shopper, flake or worse.”

What the professional roofing contractor needs to do is “promise a lot and deliver even more,” said Weldon.

The professional “confirms the time and location before leaving, arrives at the prospect’s location five minutes early looking sharp, qualifies in depth before selling the job, service, value and company, anticipates the price objection, estimates the job carefully and at a fair profit, submits—in person—a professional and complete proposal and keeps following through until a sale is made.”

Weldon stressed the importance of remembering that the customer is the boss. “Everything you now own or will ever own, will be paid for by ‘the boss,’ the customer.”

He suggested that contractors ask themselves a few questions: “What can you do to increase your service? How can you give them more? What will you do to sell them value, not price?”

The fury calmed down for only a few minutes between sessions. Soon Weldon was back up to full force, electrifying the next group of eager participants and encouraging them to go for the gold (and the green) by making their customers top priority.

NRCA President Burton Karp is interviewed by NRCA TV Today’s Liza Burgess as he prepares to cut the ribbon opening the record-breaking exhibit hall.



"Tolerance" is an ironic term when used to define standards for roof system applications. Some participants in the Feb. 16 workshop on NRCA's recommended application tolerances seemed to lose their patience with the topic.

The Association's four tolerance task forces and their chairmen are: built-up roofing, Dick Baxter, Carolina Roofing Service, Inc.; elastomeric, Kurt Carlson, Roofing Systems, Inc.; thermoplastic, Andrew Adler, Eagle Roofing Systems Corp. and modified bitumen, Zach Ellis, Z. Ellis Roofing Co., Inc. These members were part of a panel discussion on the task force recommendations. Cy Tilsen, Tilsen Roofing Co., moderated the presentation; NRCA Research Associate Bill Cullen provided an introduction.

"Contractors are in the best position to define application tolerances," Cullen said. They can determine standards better than "some labora-

tory technician who tests one sample and is often thousands of miles away from the roofing job," he added.

"We are the ones who will be there to be judged by these tolerances," Baxter concurred.

Panel members described their research and listed the recommended tolerances for each of the four roofing systems.

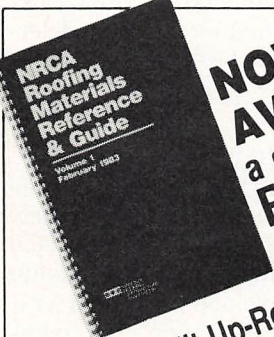
The question-and-answer session that followed elicited responses from consultants, manufacturers' representatives, contractors and engineers. Definitions of voids, seam widths and overrun amounts were the occasions of some debate, as were the contractor's responsibility and liability in various situations.

Local, state and regional associations are asked to study the recommendations, and members are urged to provide feedback. The NRCA Executive Committee will file its report with the Board of Directors in May.

Tolerances for roof systems progressing

"Professional programs were excellent."

"Longer exhibit hours, please!"



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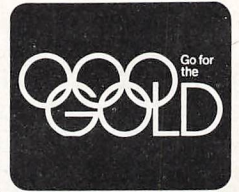
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Business Sessions continued

Phillips tells the beauty and danger of bonds

A bond can be either a safety net or a snare depending on its language. Getting the most out of bonds without becoming enmeshed in legal difficulties was the topic of the Feb. 16 convention business session "Bidding and Construction Bonds." Attorney Steve Phillips of Hendrick, Spanos & Phillips and contractor Doug Jones, South Side Roofing Co., Inc. led the discussion.

Phillips' first suggestion to bond holders was to make sure the company rather than an individual was liable for any losses the bonding company might incur. It's common practice for bonding companies to require someone just starting in business to indemnify him or herself. As the company becomes more secure, this arrangement should be updated, according to Phillips.

The construction attorney then summarized three different types of bonds: the labor and material payment bond, the performance bond

and the bid bond.

A labor and material payment bond is a bond that assures that suppliers and sub-contractors get paid for work performed or materials delivered. A performance bond is an agreement that the work will be performed satisfactorily and a bid bond is money put up with a bond that will be forfeited if a contract is not entered into after the bid is let.

Using standard bid documents from the American Institute of Architects (AIA), Phillips reviewed the good and bad points about bonds. He pointed out clauses to watch for and provisions that contractors or sub-contractors should demand before signing. Time limits and claiming requirements that commonly occur in bond language were also discussed.

Jones explained how his company develops bids on reroofing work, showing the audience a useful checklist for examining a rooftop to determine the work to be done.

Maintenance is necessary for long roof life

"A car needs more than just gas to run properly. It needs yearly maintenance, and so it is with a roof," said John Bradford, Bradford Roofing & Insulation Co., Billings, Mont.

Bradford joined panelists John Van Wagoner, Prospect Industries, Inc., McLean, Va. and Gaylord Blue, Blue's Roofing Co., San Jose, Calif. for the business session, "How to Establish a Roof Maintenance Program" Feb. 16.

"People need to be reminded that it's hotter, wetter, colder and windier up there than anywhere else," Bradford said.

He advised that inspections be conducted at regular intervals and immediate corrective action taken once a problem is discovered.

"The benefits of a preventive maintenance plan are leak-free buildings and longer-lasting roof systems," Bradford said.

He described three types of popular preventive maintenance programs.

In the self-administered type, the owner develops the plan and assigns follow-up responsibility to a staff member; in the contracted service method, the owner hires an outside firm and in the self-administered with consultant service type, the owner maintains control over the program but hires a specialist to do the work.

Van Wagoner used material from his own successful maintenance program to explain the details that must be considered when designing programs.

Blue offered suggestions on marketing a maintenance program. He also explained what happens when you market too well—his company can no longer accommodate additional clients due to the program's popularity.

All three emphasized that preventive maintenance programs are not meant to be cure-alls.

"You can only make the roof last for its designed life," Bradford concluded.

Professionalism, the key word of this year's convention, starts on the roof with capable and healthy field workers, according to Roy Johnson, president of the United Union of Roofers, Waterproofers & Allied Workers (RW&A).

At the business session, "The United Union—What We're All About," Feb. 16, contractors were introduced to Union programs designed to educate, protect and improve the Union member on the roof.

Johnson moderated the meeting. He was joined by vice presidents Joseph Wiederkehr and John Amie as well as Adele Hazel, Robert Krul, John Barnhard and Dr. Andrew Molchon.

Apprenticeship Coordinator Robert Krul emphasized the importance of the Union's goal of proper training for its members. "The information necessary to accomplish this goal," he said, "must be administered where it's going to do the most good. And that's down at the level of the workforce."

John Barnhard of the Union's safety and health department outlined RW&A's most recent health investigations. According to Barnhard, the

Union is working with the National Institute of Occupational Safety and Health (NIOSH) to evaluate the risks associated with chemical solvents and single-ply membranes.

As information is collected, the Union will be distributing material data sheets and safe handling recommendations to local unions and contractors.

The Union-produced movie "High Risk" was also screened, giving contractors a look at some of the Union's safety concerns.

The rest of the panel presented the Union's Roofers' Assistance Program (RAP). The program offers assistance to Union members with drug or alcohol problems. Davis told the contractors that the RAP program demonstrates the Union's responsibility "to provide you with healthy roofers and waterproofers who are also alcohol- and drug-free."

In response to a question from the audience, Johnson assured the contractors that the Union wants to work with them to make them more competitive with nonunion employers. "We've got to put aside what happened in the past and go on from here," he said.

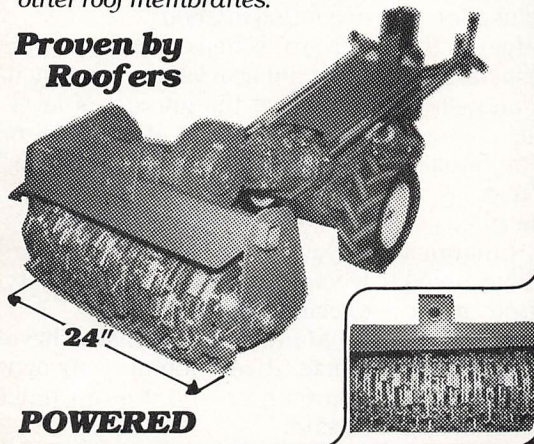
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Rap Sessions

NRCA execs urge affiliate cooperation

"Partners in Progress," the title of the affiliate rap session on Feb. 17, accurately sums up NRCA's relations with affiliate groups, according to session panelists.

"We can have a greater impact on the roofing industry if we join forces than if we work alone," said NRCA Executive Vice President Fred Good.

Good joined NRCA President Burton Karp, The Eagle Group, West Hartford, Conn. and former president John Zamrzla, Western Pacific Roofing Corp., Lancaster, Calif. in a lively session.

"We're not looking for blind support from affiliates, but we want them to know the facts behind our programs—they're well-researched and beneficial," Good said.

Karp added, "If we're going to be professional roofing contractors, we've got to assist our members in fulfilling this goal. And the best way to do this is through the affiliates."

The panelists outlined four areas where cooperation would further professionalism in the industry—education, promotion, government involvement and technical services.

Professionalism through education

Education is the key to improved workmanship, according to Karp. NRCA's seminars and worker training programs offer contractors, supervisors and field workers the chance to gain a thorough knowledge of the industry. And, the Association's Academy of Roofing Contractors (ARC) Program recognizes contractors committed to education, professionalism and quality roofing.

The question of competition between NRCA's education programs and the Roofing Industry Educational Institute's (RIEI) was raised at the session.

"NRCA was in the education business prior to RIEI," Good said. "And there is a very strong feeling among our educational committees and our membership that it is important that NRCA continues to express the opinions of the contractor group."

"There is room for both of us to tell the story," Zamrzla said.

Promotion benefits everyone

Promotion is another vital area of concern for both the Association and the affiliates. The Professional Roofing Contractor program, a promotional project planned to celebrate NRCA's centennial, is designed to benefit everyone from the Association to the individual contractor.

One of the project's first tasks is to promote the industry to the contractors themselves. "Our workers have to start feeling good about themselves and take pride in their profession," Karp said. "Be proud of being a roofing contractor."

"Once we get our image, our excitement and our pride up, then we can convince the public."

Some objections to the program were raised by session attendees. "Isn't NRCA an association that caters to the 'big boys' of the industry, and doesn't the public relations campaign illustrate the point?" one asked.

Not so, insists Good. "We are interested in the professionalism of all roofing contractors, big and small."

Advertisements that proclaim, "Insist on a *Professional Roofing Contractor*" present the opportunity for an affiliate designation, while emphasizing the roofing industry as a whole, according to Good.

Karp echoes Good's sentiments. "The public relations program has got to start at the grassroots level if it's going to succeed. We're going to need a lot of support and cooperation."

Politicking opens doors

Government relations, the third area where cooperation is necessary, was explained by Zamrzla.

"Many of you (affiliates) have done a magnificent job on your own, but join with us—do it as an industry," he said.

"Even if there isn't an axe to grind, by politicking, we'll open doors so that if we have a problem, we've got some people to talk to."

Technical Services works for all

In the technical area, NRCA's Technical Services Department and Technical Operating Committee continue to develop documents, bulletins and specifications affecting every roofing contractor.

In particular, Karp cited the origination of application tolerances as an important task of the Association.

"The (U.S.) Air Force manual came out with tolerances and we couldn't live with them, and the manufacturers themselves have manuals without tolerances," Karp said.

"There is no such thing as zero tolerances in the roofing business."

As a result, NRCA undertook the job. Karp explained that in two years, the tolerances have gone from committee to committee and back again to get 100 percent agreement.

"We're hearing that some members still are not happy, so now we're going to the affiliates," he said.

"We want the best for everyone."

Better communications suggested

Among the suggestions emerging from the lengthy affiliate session was the publication of an affiliate handbook.

"The development of a handbook for affiliates would explain NRCA functions, programs, publications

and staff responsibilities," Good said. "This is a good way to increase communication with one another."

Other ways of spreading Association news to the affiliates were also discussed. At a meeting held last summer, also titled "Partners in Progress," affiliate presidents and executive staff members from 23 states and Canada discussed ways of strengthening the relationship between NRCA and the affiliates.

Because of the positive response to this meeting, Good would like to see more, several times a year, if affiliates can pay their own way.

Affiliates also asked for NRCA representation at their local meetings. Good suggested that this be done by sending an NRCA Board member to a session to answer questions informally.

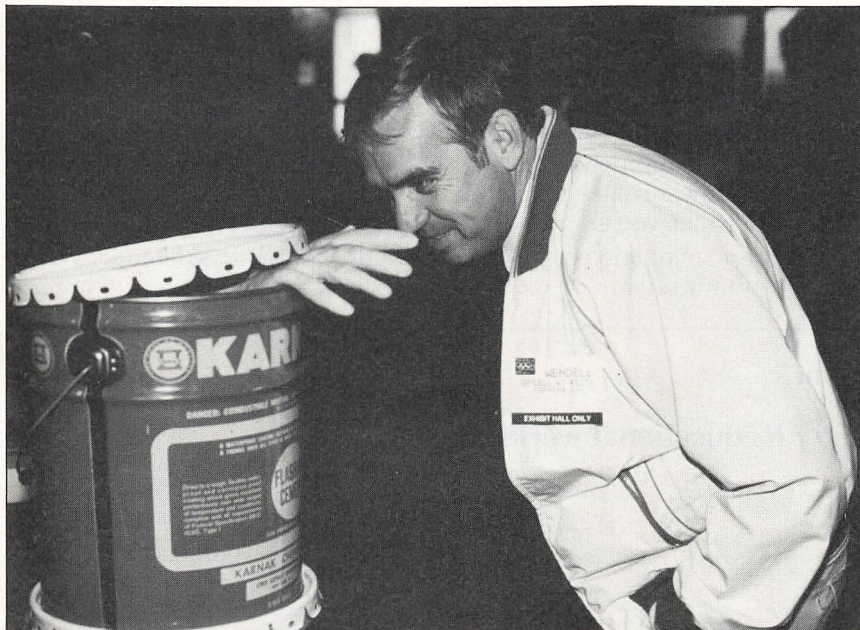
Zamrzla believes both sides need to participate. "We need to put forth a team effort for the roofing industry," he said.

Patricia Appelhans, director of Member Services, is the staff contact for affiliates, Zamrzla mentioned.

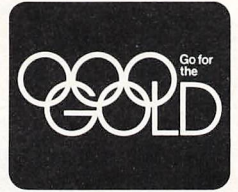
These industry leaders are convinced that by exchanging information and pooling resources roofing professionalism will increase. Cooperation and communication are the keys. Good summed up the sentiment of the meeting when he said, "We're not pulling each other apart; we're partners."

Affiliates

continued



Convention visitor Wendell Keith (left) gets his nose tweaked by the mysterious moving hand at the Karnak Chemical Corp. booth on the exhibit floor. Brightly dressed clowns (right) add a festive touch to the circus revelry theme party.



Rap Sessions Continued

The bitumen's modified but safe handling is still a must

Modified bitumen membranes have changed the look of the roofing work-site, replacing the smoking kettle with a hand-held torch spewing gas-fired flame.

But one thing remains the same even for modified bitumen operations: the need for a safe workplace. In fact, modified bitumens and the equipment used to install them have brought their own dangers to the rooftop.

At the "Modified Bitumen" rap session Feb. 17, four contractors outlined their methods for working safely with this membrane that incorporates bitumen and reinforcement in a single sheet.

The four panelists were moderator Tom Manson, Western Roofing Co.; Harold Biebel, Biebel Bros., Inc.; Zach Ellis, Z. Ellis Roofing Co. and Bill Kugler, United Materials, Inc.

The contractors outlined a long list of safety considerations for working with modified bitumen. Because the membrane must be heated with a torch to adhere it to the substrate, extra precautions must be taken, according to the panelists.

Ellis stressed the importance of a safety attitude among employees. In addition, he laid out several safety points that, in his words, "have kept me out of trouble."

Ellis recommends:

- Know your materials and equipment; check the proper gauge settings and be aware of the temperatures with which you are working.
- Examine and maintain equipment in safe working order.

- Use a torch with a pilot light and a safety stand.
- Never torch directly to wood, cant strips, plastic insulation or other flammable materials.
- Wear proper clothing—long-sleeve shirts and high top shoes.
- Keep a fire extinguisher handy at all times.
- Double-check a job before you leave, making sure there are no smoldering areas that can burst into flame later.

Kugler added his own points to Ellis' list, emphasizing the need for writing a safety program, training field workers and maintaining equipment.

Biebel, who works with hot-mopped modified bitumen, added safe kettle operating procedures to the list.

Following the prepared presentations, members of the audience requested clarification of some safety points. One person asked about the danger from fumes as the roll is torched. Some fumes may be given off, it was conceded, and for this reason Kugler recommends torches that will allow the workers to stand up as they apply the roll.

Kugler told the audience that the session wasn't intended to discourage anyone from using modified bitumen. "I've presented some of the bad side here so that it's an awakening process," he said. "If we address it properly there really isn't a big concern."

"The shuttle buses were very convenient."

"Change the schedule so we can attend *all* educational workshops."

"Keep up the good work"

"Hot peanut soup and fried robins?"

Is it better to lease or purchase equipment? Convention goers received sound advice on the subject at a Feb. 17 NRCA rap session.

Panelists were: moderator Donald McNamara, F.J.A. Christiansen Roofing Co., Inc.; Robert Taylor IV, CPA, Ernst & Whinney; Mel Stephenson, Liquid Asphalt Systems and John Harper, CPA, Harper & Co.

"Generally speaking, it is better to purchase than to lease," said Harper. "The contractor may be able to acquire the equipment at a cost lower than the lessor has calculated into the lease payment, the interest rate the lessor has used to calculate the lease payment may be higher than the contractor can borrow funds for and the contractor will retain the tax advantages of purchasing the equipment."

There is also a misconception con-

cerning the tax advantages to leasing. "It is less tax advantageous (to lease) because the contractor gives up the investment tax credit and accelerated depreciation deduction," Harper explained.

There are situations, however, where leasing equipment is the better choice "if purchasing the equipment would use borrowing power the company needed for other purposes, or where the ability to borrow is severely limited," according to Harper.

The panelists urged roofing contractors to look closely at their businesses and consider all variables before making a decision. The right answer in one situation may be the wrong answer in another case.

Both Harper and Taylor provided attendees with helpful handouts, detailing the pros and cons of equipment purchasing and leasing.

Usually, buying's the better buy

At its 1983 convention, the National Roofing Contractors Association (NRCA) unveiled the Accredited Roofing Contractor (ARC) program.

In the year since then, the program's name has been changed to the Academy of Roofing Contractors—its acronym has remained the same—and 126 contractors have become ARC candidates. Two contractors have already received their ARC certification.

At a Feb. 17 rap session, five panelists brought their audience up to date on the program. Moderating the session was Robert T. "Country" Harrison, Greenville Roofing Co. Presenting information on the ARC program were Charles Griffiths, Jr., Binghamton Slag Roofing Co., Inc.; Michael Promen, Clark Roofing Co.; Marlin Potteiger, Mueller-Potteiger, Inc. and Alan Grayson, NRCA.

The ARC program, according to Griffiths, concentrates on proper installation of the roof membrane. "Without proper installation, no matter how good the design is, no matter how good the materials, we have problems," he said.

By encouraging education, the program attempts to improve workmanship, Griffiths explained.

Alan Grayson, director of NRCA's Education Department, outlined program requirements. An ARC candidacy is good for a period of two years, Grayson said. Within this time, a contractor and his or her employees

must participate in a certain number of hours of education.

"Upon attainment of the requirements, a plaque is issued," Grayson said. "And it is issued for a period of two years. At the end of the two years, the company must requalify on an annual basis."

Potteiger described some of the changes made to the program during the last year. The name change was necessary, he said, because "we are not accrediting anybody, we are establishing a learning process for roofing contractors and their people."

The grandfather clause that allowed credit for education received prior to the beginning of the program has also been extended, according to Potteiger. The clause will now be in effect until Jan. 1, 1984 and will apply to courses taken as early as March 1, 1982 or, in the case of Roofing Industry Education Institute (RIEI) courses, Jan. 1, 1982.

Promen, whose company has received its ARC certification, told the audience how he went about educating his employees.

"We talked about workmanship an awful lot," he said. The company relied heavily on prepared educational materials, bringing workers in on weekends to view them.

Several questions were raised about what educational materials might qualify for ARC credit. Potteiger said, "Really, any training that you're giving your men that applies toward making them better at their profession."

ARC program is updated



Rap Sessions Continued

Good marketing not always the most expensive

Marketing does not live by bread alone. According to Wayne Mullis, Mike Beldon, Chris Cronin and Bennett Hutchison, big bucks do not necessarily mean a successful advertising program.

These four roofing contractors were part of a panel presentation on "Contractor Marketing Strategy" Feb. 17 during the NRCA annual convention.

Although the panelists' business operations and geographic areas varied widely, their message was consistent: before spending any money on advertising, the contractor should research the marketplace and determine a plan of action.

"Don't go out and start spending money on TV ads," Wayne Mullis of Universal Roofers in Phoenix said. "Find out what your market is. Decide whom you want to reach. And hire a good agency."

"If you want long-term effects, if you want to build an image, there's a lot of ways to do it," Mike Beldon commented. "If you decide you want to make the phone ring tomorrow—that's different."

Beldon is president of Beldon Roofing and Remodeling in San Antonio.

Chris Cronin agrees with the importance of selecting the right mate-

rial for the right contact. Cronin is with Knickerbocker Roofing/Paving Co., Inc. in Harvey, Ill. "We do a lot of analysis on who is making the decision. Who's buying this? We concentrate our efforts on those people," he said. Cronin favors the one-on-one approach, or, as he puts it, "quality and service with a personal touch."

"We feel we garner a share of the market just by having our people in our customers' offices, asking about their needs," Bennett Hutchison III, Tip Top Roofers, Inc. in Atlanta concurs. "Do you always buy the lowest priced product?" he asked. "Our company doesn't. We buy from the people who are in our offices, the people who call on us."

The panelists fielded questions from a cost-conscious audience on economic ways of gaining recognition in the community and the percentages of company sales that should be plowed back into advertising. The panelists suggested more inexpensive forms of exposure, such as radio ads, job-site signs and free informational literature for homeowners.

"Once again, it depends on your market," Beldon reiterated. "My most expensive ad was not my most successful."

Cold-applied good but not a miracle in a can

Its detractors often refer to it sarcastically as the "miracle in a can," while its supporters point to its role in roofing systems that last past the 10-year mark.

Many of the pros and cons of cold-applied liquid systems were discussed during a convention rap session on Feb. 17 with four contractors and one materials supplier. The panelists presented slides of successful roofing jobs, depicting various materials and proper installation practices.

The five panelists were: moderator Richard Yohe, Maco Coatings and Technicote Corp.; Ron Cammel, Consolidated Enterprises, Inc.; Dick Freudenthal, Stanislaus Roofing, Inc.; Don McCord, Phillips Fibers Corp. and John Rice, Allstate Roofing Co., Inc.

"It's a good alternative," Yohe said, reporting on the economics of using cold-applied. He provided a chart that listed cost differences between various roofing systems' materials.

Cammel briefly outlined the procedure his firm follows for resaturation jobs. "We inspect the roof and take core samples, then we clean off loose gravel, patch with a good mastic and membrane, flash, spray or brush on the coating and apply clean gravel."

When the durability of the system was challenged by the audience, the panelists responded that all materials, whether single-ply, BUR or cold-applied, are only as good as the workers that install them and the company that backs the system.

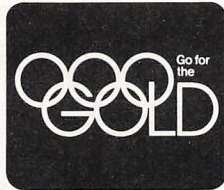
"We do not sell a miracle in a can," Cammel said.

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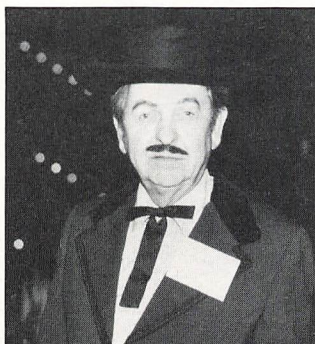


Officers and Directors

Mullis, Harrison head 84-85 officers slate



NRCA Senior Vice President Wayne Mullis and wife Janie.



Senior Vice President Elect Robert T. "Country" Harrison.

Wayne I. Mullis of Universal Roofers and Builders, Phoenix, Ariz. will become the 94th president of the National Roofing Contractors Association (NRCA).

The 1984-85 slate of officers and directors was elected at NRCA's 97th Annual Convention & Exhibit in Atlanta, Ga., February 14-17.

Mullis, who is presently serving as senior vice president to the Association, will assume NRCA's top position for a one-year term starting June 1, 1984.

Mullis was the vice president liaison for the Education Service Group and served on the following committees: Audit, Budget and Finance, Education Operating, Roofing Systems Technical and the Industry Liaison Group.

He is a member of the Associated General Contractors, Midwest Roofing Contractors Association, Arizona Roofers Association and the Western States Roofing Association.

Elected to the position of senior vice president was Robert T. Harrison of Greenville Roofing Co., Greenville, S.C. Harrison recently completed one year of a two-year term as vice president.

As a vice president, Harrison served on the Executive Committee and was responsible for overseeing NRCA's educational program.

Harrison is a past president of the Carolinas Roofing & Sheet Metal Contractors Association and a member of the Construction Specifications Institute and Associated General Contractors.

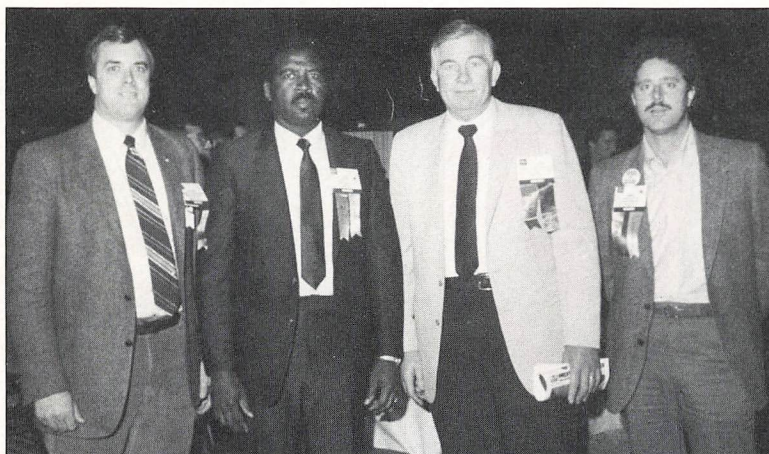
Elected to vice presidential positions for two-year terms were Larry Carlson of Carlson Roofing Co., Inc., Rockford, Ill.; Charles Griffiths, Jr. of Binghamton Slag Roofing Co., Inc., Binghamton, N.Y. and Donald McNamara of F.J.A. Christiansen, Milwaukee, Wis.

Zach Ellis of Z. Ellis Roofing Co., Inc., Kenner, La. will replace Harrison as vice president for one year.

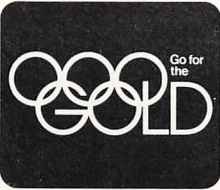
Continuing as vice presidents are: John Carruth, Jr. of Carruth Roofing Co., Inc., Miami, Fla. and Michael Promen of Clark Roofing Co., Broadview, Ill.

NRCA also elected one-third of its 48 board directors to serve three-year terms: Michael Beldon, Beldon Roofing & Remodeling Co., San Antonio, Texas; Bob Bellitt, Arapahoe Roofing & S/M, Inc., Broomfield, Colo.; Michael Bowling, Joseph S. Bowling Co., Inc., Louisville, Ky.; John L. Brown, Jr., Robertson Roofing Co., Inc., Delray Beach, Fla.; William Hamlin, Jr., The Hamlin Companies, Garner, N.C.; Bennett Hutchison III, Tip Top Roofers, Inc., Atlanta, Ga.; John Jarvi, Henry Reuter & Sons, Inc., Kankakee, Ill.; Vernon Larson, Ettel and Franz Co., St. Paul, Minnesota; John Lloyd, L.R. Lloyd Co., Uniontown, Penn.; Bruce Martin, AN-CO Roofing, Inc., Woodinville, Wash.; William Steed, Tip Top Roofing & S/M, Inc., Huntsville, Ala.; Anthony Taresco, Liberty Roofing Co., Inc., Baltimore, Md.; Robert Therrien, Al Melanson Co., Inc., Keen, N.H.; Cyril Tilsen, Tilsen Roofing Co., Madison, Wis.; John Van Wagoner, Prospect Industries, Inc., McLean, Va.; John Wright, John L. Wright Co., Albuquerque, N.M.

Elected to a two-year term was Joseph Becker, Modern Roof & Insulation Co., Pocatello, Idaho.



Newly elected NRCA vice presidents (from left) Charles Griffiths, Jr., Zach Ellis, Donald McNamara and Larry Carlson.



J.A. Piper Award

Johnny Zamrzla, president of Western Pacific Roofing Corp. in Lancaster, Calif. and a powerful force behind the National Roofing Contractors Association, captured NRCA's most prestigious prize at its annual convention in Atlanta. Zamrzla accepted the J. A. Piper Award for outstanding service to the profession before 1,500 of his colleagues and their guests at the NRCA dinner dance Feb. 17.

Sam Piper, J. A. Piper Roofing Co., Greenville, S.C., made the presentation. Piper is the son of the late J. A. and the 1983 award recipient.

Piper highlighted Zamrzla's business and civic career against a backdrop of historical events. Beginning in 1960, Zamrzla's first year as a contractor, Piper described the political, social and economic factors that influenced his work.

Zamrzla served as NRCA president in 1981-82. Throughout the last 15 years, he has been involved in virtually every area of Association con-

cern, including labor, technical operations, safety, budget and finance and affiliate relations. Most recently, he has concentrated his efforts on the Association's upcoming centennial celebration in 1986 and the NRCA Political Action Committee. Citing Zamrzla's "driving need to keep his commitments," Piper said, "This list of activities and committees, however impressive, is not the real measure of this man. It is important that he has consistently given the extra effort, even though there might have been personal or financial sacrifice."

The Piper Award was established in 1947. J. A. Piper was president of NRCA in 1932-33 and is credited with holding the Association together during the difficult Depression years.

"Next year, when I present the award, I may be able to talk about what it was like to receive it," Zamrzla commented following the ceremony. "Right now, it's just too much for me."

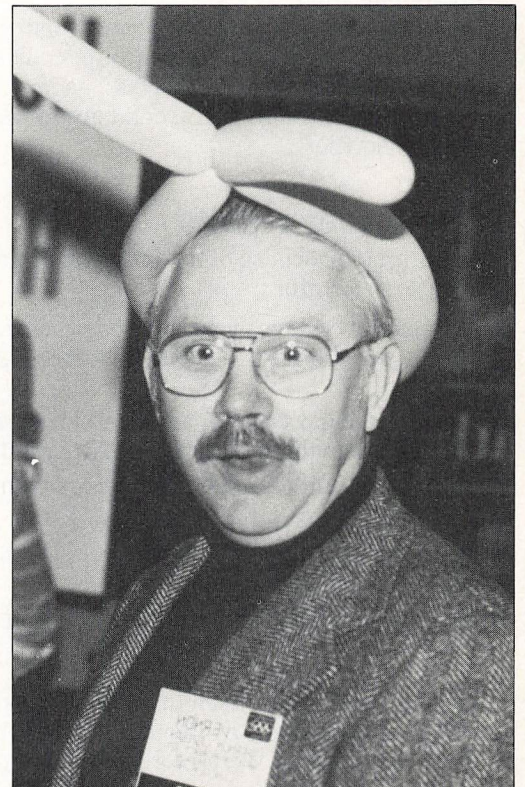
Zamrzla captures Piper Award



Former NRCA president and J.A. Piper Award winner Johnny Zamrzla and wife Pam.



Arnie Schmutz and his wife get acquainted with their new purchase, an appaloosa stud colt named Chinook's Roofer. Schmutz submitted the winning bid for the horse at the NRCA PAC party auction.



Convention visitor Vernon Levisay gets into the spirit of things at the theme party.

Can we talk?

Building pros, homeowners tell us what they think of roofing contractors

By Christine Nolen Taylor

As Larry Sachnowitz, president of Gulf State Advertising Agency in Houston, says, "It's not what you think people think that's important. It's what they think." I think.

As part of the groundwork for its new public relations campaign, NRCA decided to stop guessing about its public image and find out for sure. Gulf State, the agency handling the campaign, contracted with Strategic Planners, Inc. of Houston to design, conduct and analyze a survey of building professionals and consumers. The results were reported at a general session during the NRCA's Feb. 14-17 annual convention in Atlanta. The session served as a kickoff for the public relations program, which will tie in with the Association's centennial celebration in 1986.

Two distinct groups were surveyed, using two different questionnaires. The first group consisted of 421 building professionals—architects, general contractors and developer/builders. The second group was composed of 400 homeowners.

Trade survey results

The primary purpose of the building professional survey was to determine:

- the general image of various contractor groups, including mechanical, electrical, plumbing, roofing and painting;
- the professional's awareness level of trade associations affiliated with the roofing business, particularly NRCA;
- the Association's image, as perceived by trade groups;
- a roofing association name preference;
- the trade and business publications read most frequently by the group surveyed and
- the degree of interest in a toll-free roofing information service.

Roofing contractors came in dead last among the various types of contractors evaluated, although the variance in the 1 to 5 (best to worst) ratings—2.20 to 2.97—was minimal.

"The contractor's image is more negative with building owners and developers (2.49) and architects (2.50) than with general contractors (2.21)," the research report stated. "On a national basis, roofing contractors are best described as having a neutral image. The important point is that they have the poorest image of the types of contractors evaluated.

"In a relative sense, they were last."

The researchers found that the building professionals had a low level of awareness of NRCA. Only 12.4 percent of the respondents could remember and mention the Association without prompting from the interviewer.

"Architects had by far the highest level of unaided recall of NRCA, with 23 percent," the researchers said. Gulf State Advertising Agency added, "The overall level of unaided awareness is below what would be desirable, especially if the NRCA name is to contribute indirectly to the local roofing contractor's marketing effort."

A total of 37.8 percent of the survey respondents recalled hearing about the Association when prompted by the interviewer; the image these people had of NRCA was essentially neutral. Once again, the image was more positive among architects than among building owners/developers and general contractors.

On a brighter note, the name "National Roofing Contractors Association" was chosen by 48.7 percent of the trade professionals as the term that best conveys "trust, quality and integrity."

"There is no compelling reason to consider changing the organization's name," the agency commented. "This is especially true as the name will be 100 years old in three years." Judging by the level of response to the other names, however, the agency suggested using the words "professional" and "America" in campaign-supporting roles.

An astonishing 84.4 percent of architects were at least "very interested" in a toll-free roofing information line. Overall, 62 percent of the building professionals expressed interest. *The Wall Street Journal* was the business publication mentioned most consistently by this group, which is an important statistic in view of potential advertising vehicles for the public relations program.

Consumer survey results

The interviews conducted with 400 homeowners were designed to reveal the public's perception of roofing contractors and to target specific sectors on which the Association should concentrate its public relations efforts. The stated purpose of the survey was to:

- assess the roof repair/replacement rate for owner-occupied houses in the U.S.;
- determine where homeowners typically hear about roofing contractors;
- assess what factors influence a homeowner's decision to use a specific contractor;
- estimate the consumers' awareness level of the NRCA;
- determine the level of interest in a toll-free roofing information number and
- evaluate the preference for an association name.

Perhaps the most startling statistic was that more than 20 percent of the respondents had either repaired or replaced their homes' roofs within the last year; an additional 15.8 percent had done so within the last three years.

"This level of home roofing activity translates into a significant market potential," Gulf State commented.

"Considering the number of single-family, owner-occupied homes in the U.S., this represents an annual nationwide potential of about 9.8 million roof repair or replacement jobs. Within a three-year period, this potential expands to 17.1 million American homes that will have some form of roof work performed."

Before you get too excited, you should take note of a second surprising statistic revealed in the interviewing process. A total of 22.5 percent of those questioned said they did their own roofing work. Not to be discouraged, Gulf State comments: "These responses are probably concentrated in roof repair. This consumer attitude means that significant market potential exists for a type of service that is different from what roofing contractors have traditionally supplied. Two things are required: roofing materials and helpful advice.

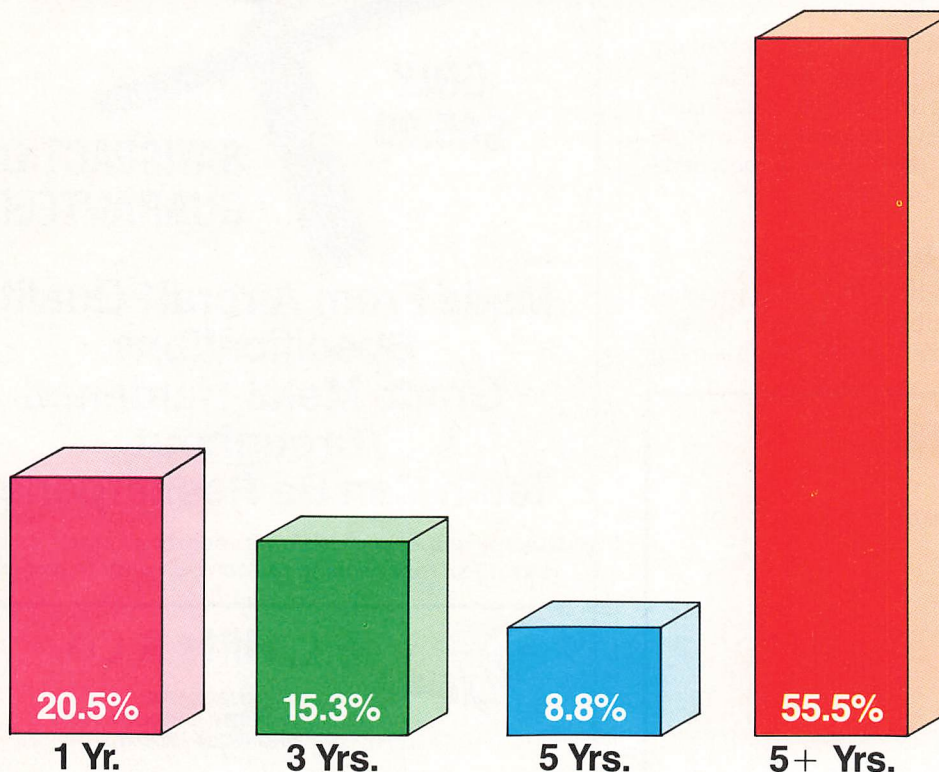
"The do-it-yourself market is not for all contractors," the Agency continued. "But it presents an opportunity for some who are willing to develop a new segment for their businesses."

For homeowners who did work with a contractor, a whopping 57.3 percent depended on referrals from friends or relatives in making their choices.

"Reliance on strong word-of-mouth promotion is not

continued on following page

REPAIR/REPLACE FREQUENCY



The survey of homeowners revealed that more than 20 percent had repaired or replaced roofs within the last year.

What they think

continued

unusual for service markets," the report said. Discounting those who did their own work, the next most frequently used source was builders with 6.2 percent. Newspaper, yellow page and radio advertising netted only 5 percent combined. "Advertising played only a minor information role," the researchers concluded.

When questioned about the factors that contributed to their decision to use particular contractors, 21.3 percent of the consumers mentioned "best price."

"While price must be considered to be important, it is not the dominant factor in selecting a specific contractor," researchers commented. "Several of the individual responses can be considered different dimensions of a single factor—the roofing contractor's image or reputation. For example, quality of workmanship (18 percent), friend's or relative's recommendation (12.4) and technical knowledge (10 percent) all combine to form an image in the consumer's mind.

"In total, these factors were mentioned by about 45 percent of the survey respondents," the researchers pointed out.

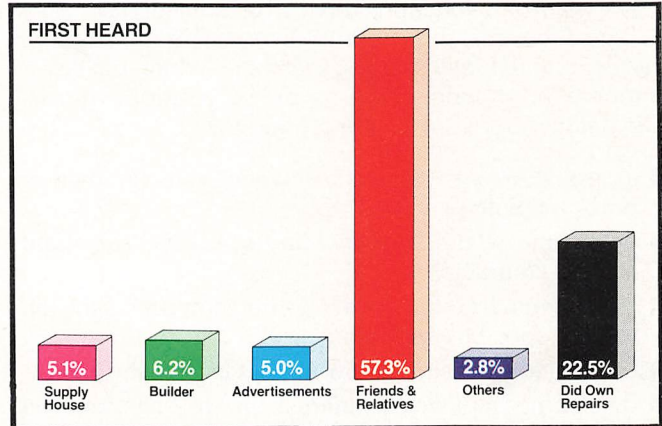
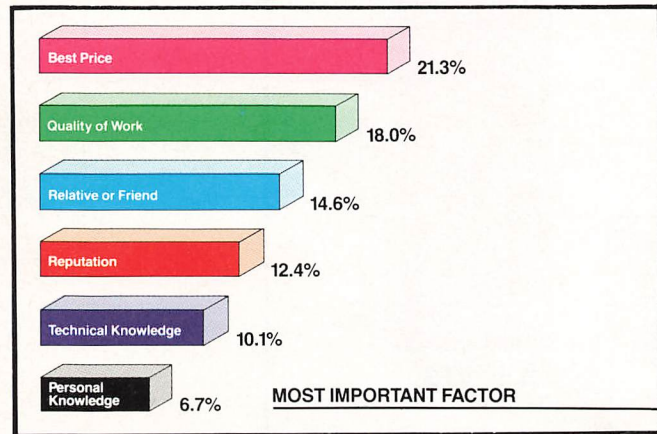
The respondents had no strong opinion about what NRCA should be called. More than 90 percent had never heard of the Association.

"The implication of this response is that NRCA has no special image with American homeowners," Gulf State said, undaunted. "The advantage of a neutral position is that NRCA can build the level of awareness any way the Association desires."

Almost 44 percent of the homeowners had "absolutely no interest" in a toll-free roofing information line. The advertising agency suggests that this idea be re-evaluated after the roofing profession receives some exposure from its national campaign, stating that "the homeowners' perception of this service might be altered."

We can get there from here

The results of this market study will be used in determining the direction of the public relations program. Advertising placed in various media will encourage the



Word-of-mouth (above) and low price (below) both contribute to the homeowner's decision in selecting a contractor.

public to "Insist on a professional roofing contractor." For a summary of the market research survey and analysis, contact the NRCA office.



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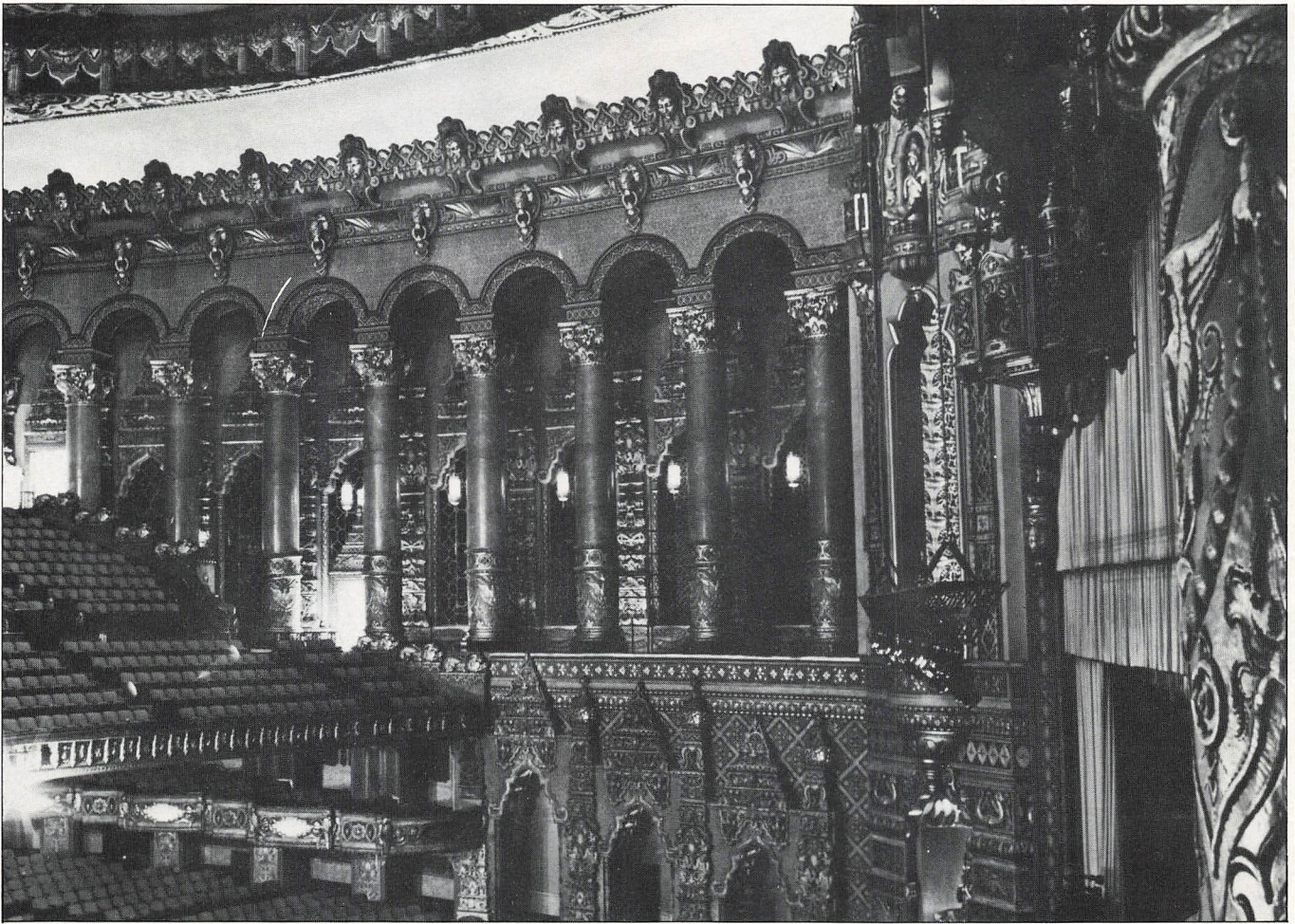
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Biebel Bros. reroof the fabulous Fox; movie palace's original grandeur restored

Roofing the famous Fox Theatre in St. Louis is a family tradition for NRCA member Biebel Bros., Inc. Roofing Contractors.

The Fox Theatre stands as an opulent memorial to changing American habits. Its carefully restored details and appointments remind us of the glitter and glamour of our movie-going past, while its state-of-the-art roof shows us how far our industry has come.

The Biebels have been a vital part of the landmark theatre's history. The company put the original tar and asphalt roof on the Fox when it was built in 1928; they used asbestos to reroof it in 1963 and chose a modified bitumen system when they were selected for the Theatre restoration in 1982.

Playing the palace

The Theatre was built by William Fox, owner of Fox Films (now Twentieth Century Fox) and the Fox Theatre chain. Fox made his fortune from the development of the Movietone process, which was the first feasible sound system for films. He owned hundreds of theatres in the U.S. and Europe and the most powerful studio in the 1920s.

Aronberg & Fried Contractors began construction on the St. Louis Fox in 1927. Christmas Day, 1928 was the targeted opening date, but there were delays and the Theatre actually opened January 31, 1929. Even with the delays, the structure took less than two years to complete.

The cost: a cool \$6 million, a price virtually unheard of in the 20s. (It is estimated that the same project would cost more than \$60 million today.) The Fox is one of the most expensive movie palaces ever built. A comment attributed to Marcus Loew, another theatre mogul, was the prevailing sentiment of the day: "We don't sell tickets to movies; we sell tickets to theatres."

C. Howard Crane, one of the leading movie palace architects of the period, designed the structure. Eve Leo Fox, wife of the movie tycoon, traveled the world studying architectural styles and worked with Crane on the final plans. She spent an additional \$700,000 to decorate the Theatre's interior. The style is called "Siamese Byzantine," which basically means a mass confusion of Indian, Moorish, Egyptian, Babylonian and Far Eastern motifs, with a healthy dose of Eve Leo's weird imagination thrown in.

Visiting the bizarre

Elaborate paintings, sculpture and furnishings once adorned the main room and the lobby. One of the crowning features is the 13-foot-diameter, 2,000-pound chandelier, enhanced by 1,244 pieces of jeweled glass and 159 light bulbs. The plaster finishes on surfaces simulate marble, the walls are hand-stenciled, the bathroom fixtures marble, the elevators leather-lined, the chairs velvet; gilt paint is everywhere.

The jeweled grand lobby of the Fox was designed to recall ancient Indian buildings. The 90-foot room with rows of flanking columns is reminiscent of the rock-cut Buddhist monastery halls built in India between 200 B.C. and 200 A.D. The grand staircase is flanked by lions and sea monsters and the terrazzo lobby floor originally was covered with a crimson and gold chenille carpet imported from Czechoslovakia. The giant Wurlitzer organ was one of five of its type ever constructed, with 2,700 pipes. It was called a "Jesse Crawford" after the musician who revolutionized the style of theatre organ music in the 20s.

For 50 cents each, more than 5,000 people could lose themselves in the splendor and enchantment of a regal edifice, complete with live entertainment, music from two organs and a complete symphony orchestra, Fox Movietone News and of course the talkie.

The Fox was one of the first theatres built with full "talkie" equipment for the Movietone process. The Theatre was also one of the first to be fully air-conditioned and offer two passenger elevators to the upper levels.

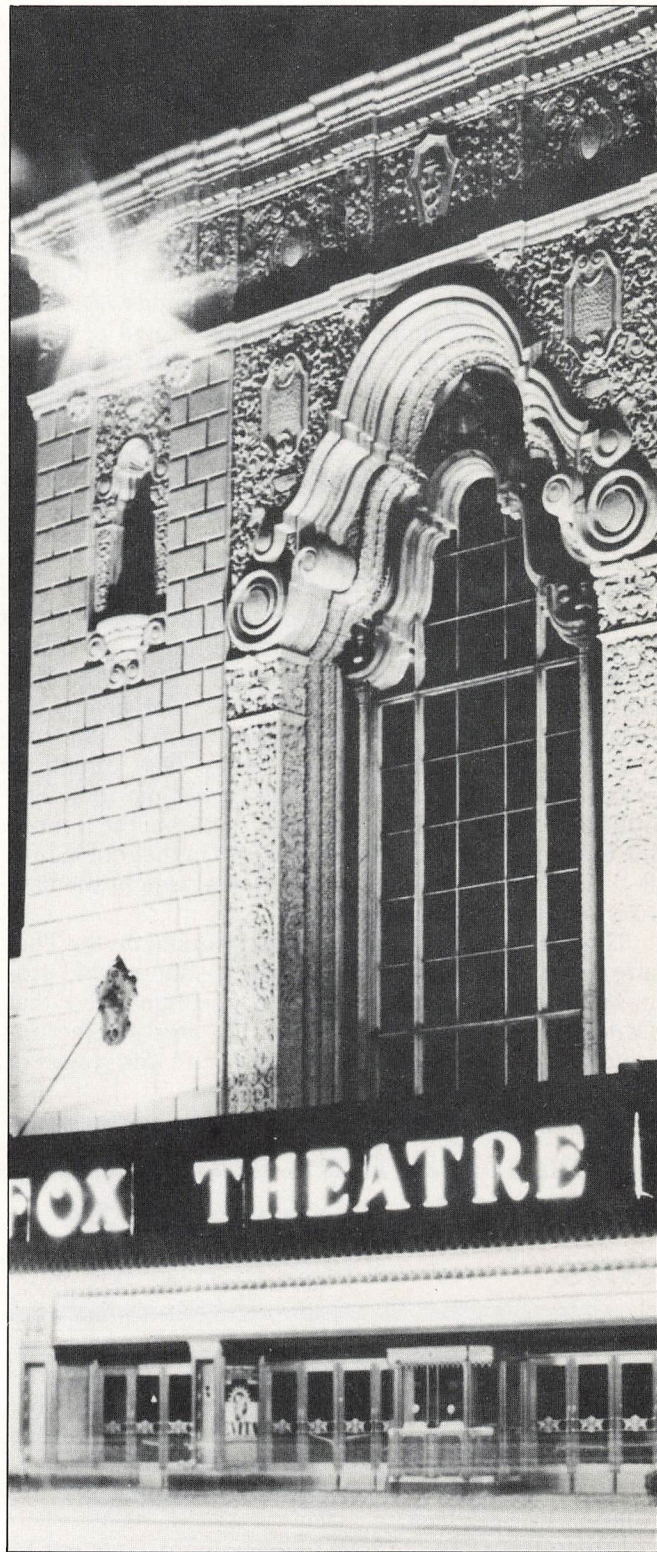
On October 8, 1976, the Fox's historic relevance was recognized when it was accepted into the National Register of Historic Places.

Unfortunately, this did not prevent the continued waning of its glory days. The Arthur family, who had purchased the Theatre from Fox in 1934, closed it March 1, 1978 for economic reasons after it had been devastated by patrons who came to see such culturally enriching productions as "The Cabbage That Ate Minneapolis-St. Paul."

Years of neglect turned the once-grand Theatre into a sad ruin. The ravages of time took their toll on the roof as well. The old roofing system, left untended, began leaking quite badly, causing even further damage to the interior.

Making a comeback

Things began looking up for the Theatre in June 1981. Robert Baudendistel, Harvey Harris, Dennis McDaniel and Leon Strauss formed an investment group called Fox Associates and bought the building with the hope of restoring its past glory. Strauss' wife, Mary, supervised the renovation.



Left and above: no detail was overlooked when Fox Associates renovated the old Theatre. Patrons stepped back in time when the doors opened again in September 1982.

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Fox Theatre

continued

"In an era when government price guarantees and cost-plus contracts seem de rigueur for the lowliest of projects, the Fox renovation has been decidedly free enterprise," Jon Sawyer, *St. Louis Post-Dispatch* staffer, said. "Apart from one heavily collateralized \$250,000 loan from the city's Planned Industrial Expansion Authority, the group has raised privately all of the \$3.6 million spent on refurbishing the Theatre."

The restoration is still not complete; Fox Associates estimates that it will take about 10 years to finish. But the fabulous Fox re-opened its doors on September 7, 1982 as a performing arts center. The capacity crowd of 4,500 people gave St. Louis' newest showplace a standing ovation. Leon and Mary Strauss received a Preservation Honor Award from the National Trust for Historic Preservation.

Today, the Fox hosts such celebrities as Bob Hope, Shirley MacLaine, Ella Fitzgerald, Sammy Davis, Jr. and Ann-Margret.

Working from the top down

The first priority in renovating the 50-year-old structure was the roof, according to Harold Biebel, president of Biebel Bros. and an NRCA Director. "We had to stop the damage being caused by the old roof before the expensive interior work could begin," he said. The project included covering 50,000 square feet, 31,000 of which had a slope in excess of 12 inches per foot. The building is 10 stories high (it is 106 feet from the floor to the top of the dome inside), and access to the roof is limited. "Another factor was the additional weight the new roof would add," Biebel said.

Though the roofing company had worked on the Theatre in the past, it was still required to submit a bid proposal. In the bid, Harold Biebel recommended that Derbigum HPS modified bitumen be used for the unusual application; he had had success with this system in the past.

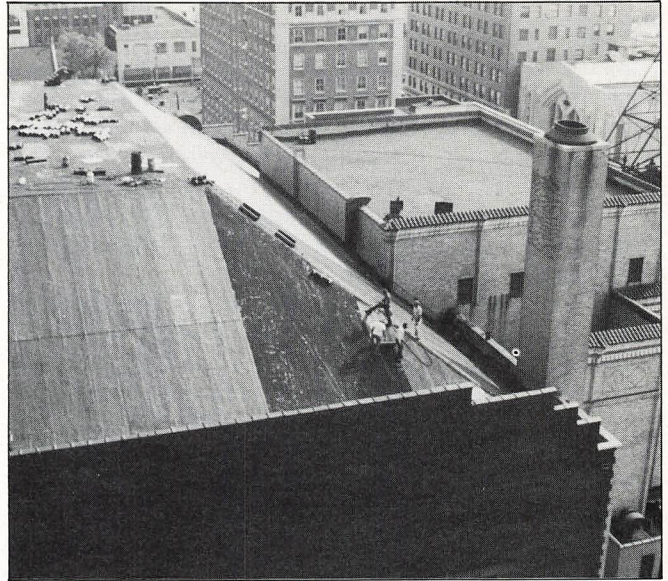
Using safety lines and ladders, Biebel finished the job in 34 days.

The investors were impressed with the proposal and the reasoning behind it. They accepted the recommendation and asked that Biebel Bros. start work immediately.

Using safety lines and perching on ladders serving as work platforms, the company finished the job in 34 days.

"With Derbigum, no mechanical fastening was required," Biebel added.

Bringing new life to a famous landmark may not be an everyday occurrence for any contractor, but with the help of the Biebel family one old theatre is being well preserved.

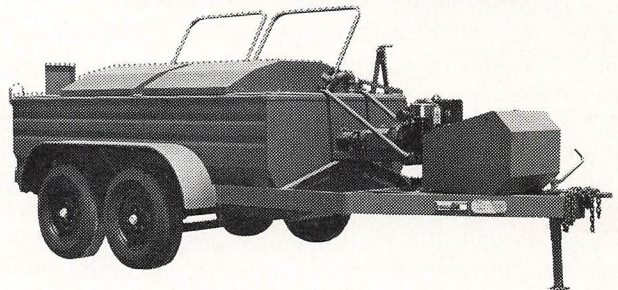


Reroofing the 10-story Fox proved to be hazardous duty for Biebel Bros.

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Letters

Lightweight argument

In the "National News" section of the February 1984 *Roofing Spec*, there is a summary of a technical bulletin on the subject of roofing over lightweight insulating concrete decks, evidently prepared by the Roofing Systems Technical Committee.

Not having an actual copy of the document or ever having had an opportunity to provide information on our recommendations for roofing over perlite insulating concrete, I am suspicious that the RSTC has apparently lumped all insulating concretes into one category. No differentiation is made between the distinctly different:

- perlite insulating concrete;
- vermiculite insulating concrete and
- foam generated insulating concrete.

The basis for this article apparently is concern over moisture in insulating concrete potentially causing membrane problems. Because each of the different insulating concretes have different mixing-water requirements and drying characteristics, this should be so stated.

Perlite insulating concrete is typically mixed with only 55-60 gallons of water per cubic yard. This is about half that of other insulating concretes. The dimensional stability of perlite concrete is superior to others and is far less prone to cracking.

Millions of square feet of perlite concrete decks have been successfully installed in recent years on all kinds of structures and in a variety of different climatic conditions.

Because perlite concrete is stronger, drier and more insulative, it can be

roofed over days and weeks faster, without fear of moisture problems when application is properly done.

As chairman of the Perlite Institute's Concrete and Applicators Committee and technical representative of one of the country's largest perlite processors, I would request that the NRCA consider industry input before distributing "technical documents" which unfairly burden certain products with the shortcomings of others.

Walter F. Pruter
Redco, Inc.
North Hollywood, Calif.

NRCA Executive Director William Good Replies:

The technical bulletin to which you refer in your letter of Feb. 17 was developed by the Roofing Systems Technical Committee (RSTC) and issued last December. RSTC is composed of representatives of NRCA and the Asphalt Roofing Manufacturers Association.

The bulletin was developed in response to reports of problems both organizations have received with regard to roof membrane performance over lightweight insulating concrete decks. The reports that we receive do include problems over perlite concrete decks, though I am confident that your assessment of the successful performance of millions of square feet of the material is accurate.

Finally, I must add that the bulletin strikes me as a very reasonable one; the application practices we recommend should only enhance the performance of the roof system, and we'll all benefit from that.

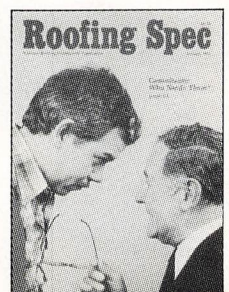
Trading consults

Re: "Consultants: Who Needs Them? Maybe You," January 1984 *Roofing Spec*. In the 23 years I have been associated with the roofing industry, there have been a great number of new roofing systems and near "miracles" being offered the buying public as a cure for their roofing needs. To partially solve that problem, it would appear "consultants" are now taking up the challenge to straighten out many of the industry's problems. In theory, not a bad idea, but ironic how contributors to your article mention the need for "hands-on roofing knowledge" and the possible tie-in between consultants and certain manufacturers.

Relative to problems in the industry, there is probably enough blame to be shared by manufacturers, contractors, specifying authorities and yes, even by consultants.

It would be interesting to see contributors set the needed examples by listing their own credentials and developing strategies to police their own segment of the industry.

Robert C. Lantz
Regional Manager
Tremco, Inc.
Atlanta, Ga.



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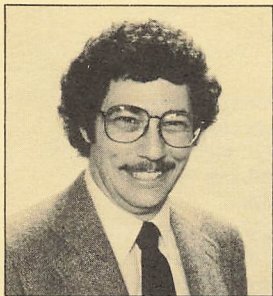
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Member Supplement



Mike Beldon

Conference of Christians and Jews cites Beldon for brotherhood

Mike Beldon, president of Beldon Roofing and Remodeling Co. in San Antonio, Texas has been honored by the National Conference of Christians and Jews' San Antonio chapter for his efforts in "promoting understanding and cooperation among people of all faiths." He accepted the chapter's Brotherhood Award in front of 800 people at a testimonial dinner on Feb. 23.

Beldon is an NRCA vice president, and has served as president of the San Antonio Jewish Community Center, San Antonio Jewish Federation and general chairman of the San Antonio Combined Jewish Appeal. He has been on the Board of the National Conference of Christians

and Jews.

"The award was particularly exciting because my father has received it in the past," Beldon said.

"You know, I'm a roofing contractor, but I'm also a good corporate citizen," he commented. "It's important that contractors see themselves as business people who have a lot to contribute. Our communities are only as good as we make them."

Beldon was in impressive company on Feb. 23. Edith McAllister, San Antonio civic leader and Patrick Flores, archbishop of San Antonio, were also honored.

Convention booth draws 45 new members

The 97th Annual Convention & Exhibit in Atlanta this past month proved to be a big success for the Membership Committee. The booth, located directly adjacent to the exhibit entrance and across from registration, was busy at all hours. Membership sales broke records, recruiting 45 new company members during the four days of the show.

George Moeller of A.J. Shirk Roofing Co., Kansas City, Mo. coordinated the Committee's effort in staffing the booth with volunteer members of the 2000 CLUB, NRCA's premier membership recruitment group. Assisting Moeller were Frank Hackney, Carolinas Roofing & S/M Contractors Association, Raleigh, N.C.; Billy Fort, Fort Roofing & S/M Works, Sumter, S.C. and Bennett Hutchison III, Tip Top Roofers, Inc., Atlanta, Ga.

"With their help, we were able to answer the many questions prospective members ask," commented Anna Leonhardt, Member Services manager. "Prospects learn *first hand* what NRCA can do for them from members of the 2000 CLUB."

A \$100 convention discount on new member dues enticed many people to join NRCA.

The Association also offered a \$10 discount on NRCA *Materials Reference & Guide* subscriptions at the booth, and NRCA *Roofing & Waterproofing Manual*, *Roofing Spec* and *Reference & Guide* subscriptions were awarded at hourly drawings.

Richard Broerman of Construction Fasteners, Inc., Atlanta, Ga. was the lucky winner of the video recorder given away by the National Roofing Legal Resource Center.



Anna Leonhardt, Member Services manager, helps a booth visitor order Association publications.

New Members

The following have been approved for NRCA membership between February 3 and March 7, 1984.

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- ABC Sandron Corp.
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Plano, Texas 75023
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Construction, Inc.
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Ft. Wayne, Ind. 46825
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- Hugh G. Brooks Ind.
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Circle Drive
Sneedville, Tenn. 37869
Hugh G. Brooks
- Bunde Roofing, Inc.
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Redwood City, Calif. 94061
David Bunde
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Co., Inc.
303 N. Wilson Ave.
Metairie, La. 70003
Ronald Wimprine
- Cardinal Roofing, Inc.
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Road #315
Arlington, Texas 76011
Robert Fulton
- Carfell Co.
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Thomas J. Saffell
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Ron Case
- Central Mass. Roofing Co.
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Worcester, Mass. 01608
William Klein
- Champion Roofing, Inc.
One Codington Ave.
North Plainfield, N.J. 07061
Carey Dulbier
- Dennis Roofing Co.
110 Switzler
Centralia, Mo. 65240
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- DeBruhl Construction Co.
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A.E. DeBruhl
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Oregon, Inc.
4341 N.E. 148th
Portland, Ore. 97230
Vicki Mylan
- Excelsior Roofing
300 St. Francis Blvd.
Daly City, Calif. 94014
William Powers
- Fidelity Roofing
2046 McDonald Ave.
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David Hock
- Four Seasons Roofing
1007 Bob Smith Road
Baytown, Texas 77521
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5657 Miriam Road
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- Intermountain Roofing
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Now available from NRCA is a worker training program — **Kettles, Tankers and Bitumen Heating**. This four-part audiovisual program covers everything workers need to know for correct bitumen heating and operation and maintenance of heating equipment.

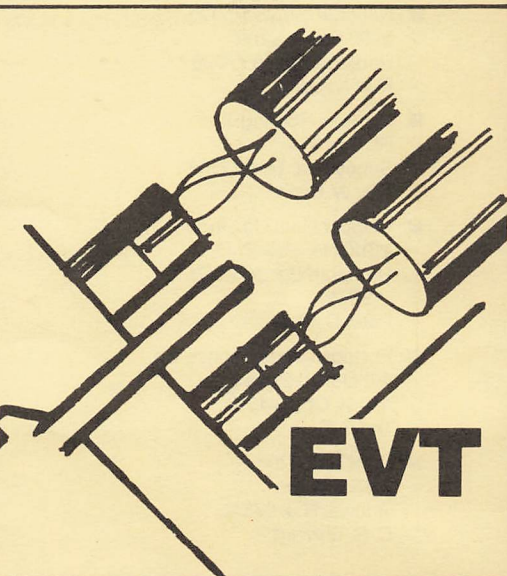
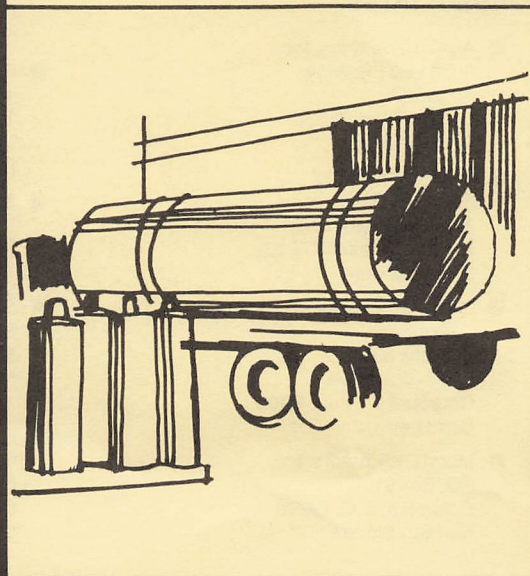
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The program can be used for earning field worker credit in NRCA's Accredited Roofing Contractor program, good for up to five-hours credit.

For more information on **Kettles, Tankers and Bitumen Heating**, contact Alan Grayson, NRCA Director of Education, 8600 Bryn Mawr Ave., Chicago, Ill. 60631.

Kettles, Tankers, and Bitumen Heating



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New Products, Ideas, & Publications

Evode adds grey finish tape to its line of flashings

Evode, Inc. has added a grey finish waterproofing tape to its Flashband line of peel 'n stick flashings.

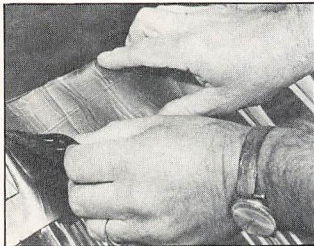
The grey vinyl coating covering the aluminum facing on Evode's Special Grey Flashband® has the appearance of lead and blends well with most backgrounds.

Both the grey Flashband and the original bright aluminum-faced Flashband have a thick layer of pliable contact-sealing asphalt. The tape may be formed to any contour to make waterproof patches and flashings. Hand pressure is all that is required for installation.

The Flashband products may be left exposed or painted with any exterior grade water-base paint.

More information may be obtained from Evode.

Check #154 on Reader Service Card



Firestone's anchor is non-penetrating

Firestone has introduced a non-penetrating anchor system, called FasTrac, for its EPDM single-ply roofing system.

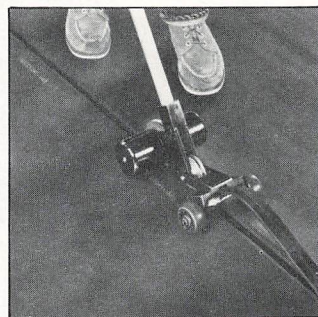
The system features a three-step, "tuck and lock" process. A retainer track of galvanized metal is screwed directly to the substrate. The EPDM sheets are laid over this track and a polymer insert is pushed into the track to lock the sheets in place.

A special tool was designed by Firestone to position the insert into the track. The tool tucks the sheets down and then feeds and locks the insert strip in.

The advantages of the FasTrac system are the speed of installation and the reduced number of membrane penetrations.

For more information on FasTrac contact Firestone Industrial Products, Roofing Products Dept.

Check #155 on Reader Service Card



Panels monitor delinquent accounts

A system developed by the Methods Research Corp. helps keep track of delinquent accounts.

The Rotate-a-Panel Delinquent Account Follow-Up System uses 12-inch by 24-inch panels to show at a glance the length of time invoices have been overdue.

The three panels in the system are labelled 30, 60 and 90 days. Invoices are placed on the corresponding panel with magnets, and the panels are rotated as the accounts on them age. The labels are then changed on the panels to correspond to the age of the invoices.

The panels lift out easily so that new information may be added to them. Four sizes are available and may be used in combination to create various size systems.

For more information on this and other scheduling aids, contact Methods Research Corp.

Check #156 on Reader Service Card

Reeves introduces new power broom and large kettle

Reeves Roofing Equipment Co., Inc. has begun production of their new #195 Power Broom.

The broom is self-propelled in both forward and reverse. It sweeps a 36-inch path either right, left or straight ahead. A metal guard on top protects the crew from flying rock. The machine is powered by a four-horsepower Briggs & Stratton engine.

Reeves also recently introduced a 1500-gallon kettle. According to the manufacturer, the large kettle holds enough bitumen to eliminate the need for a crew member on the ground to reload while work is in progress.

More information on both these products may be obtained from the manufacturer.

Check #157 on Reader Service Card

New H25 hack saw from Parker gets into close quarters

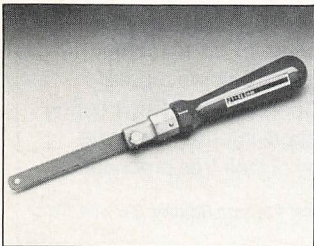
The new H25 Close Quarter Hack Saw from Parker Mfg. Co accepts both hack and reciprocating saw blades for use on either wood or metal.

The tool takes either broken or whole blades, which slide into the plastic handle and are held in place by the metal frame and tightening screw. The H25 comes packaged with a hack blade.

The design of the tool makes it suitable for professional work in areas where a standard saw could not reach.

For further information on the H25 saw, contact Parker or a Parker sales representative.

Check #158 on Reader Service Card



Tactec offers line of mobile radios

Tactec Systems, Inc. has introduced six new mobile and portable two-way radio and telephone products suitable for use in the construction industry.

The new systems include:

TAC810TSX, a synthesized 20-channel, CMS trunked mobile radio with dispatch privacy and quick channel access;

TACTEL 810TSX, a frequency-synthesized, trunked 20-channel radio/telephone with a trim, multi-function telephone-style handset. The system features a full duplex telephone interconnected service and simplex mobile two-way capability;

TAC810SX, a synthesized, five-channel, conventional 800 MHz mobile radio;

TAC310SX, a 16-channel, synthesized UHF or VHF mobile radio with 30 or 40 watts of power respectively, small enough for dash mounting and

TAC110SX, a 12-channel handheld portable with channel scan capability and advanced standard features at a modest price.

More information is available from Tactec Systems, Inc.

Check #159 on Reader Service Card

ABS plastic vents offered by Leigh

A new ABS plastic residential roof ventilator from Leigh Products provides light weight, weather resistance and easy installation.

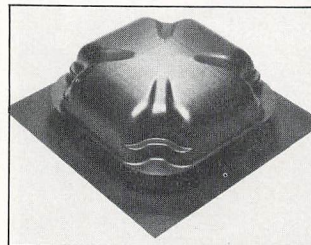
The static-type ventilator is positioned by sliding it underneath the roof shingles. The unit is held in place with roofing cement.

The vent is thermo-formed from a Royalite R87/59 ABS sheet supplied by Uniroyal. The finished product is 35 percent lighter than conventional galvanized steel units. The plastic offers impact and weather resistance and meets many flammability requirements.

Two sizes of vents are available. The 9-inch-square unit ventilates 94 square feet and the 11 1/2-inch-square unit ventilates 146 square feet. Both are available in colonial black or rustic brown.

For more information contact Leigh Products.

Check #160 on Reader Service Card



Goodrich redesigns its Lexsuco clips for tighter hold

BFGoodrich has redesigned its Lexsuco® insulation clips to offer the same fastening rates as screws. The clips have been tested by Factory Mutual and will hold over 400 pounds when pulled in tension.

Insulation may be attached to 18-, 20- or 22-gauge painted, galvanized or aluminized steel roof decks, using clips locked to the underside of the deck. The clips float when the insulation is compressed, reducing the risk of puncturing the membrane.

Five sizes of Lexsuco clips handle insulation boards from 7/16 inch to 6 1/2 inches. Clips may be installed either manually or with the Lexsuco clip driver.

Contact the BFGoodrich Co. for more information.

Check #161 on Reader Service Card

Management course on eight cassettes offered by MDI

A management course titled "Improve Your Earnings" is being offered by Management Dynamics, Inc.

The course, available on eight cassette tapes, offers fresh approaches to small business management as well as new and proven problem solving techniques. A 64-page workbook is included.

The training series carries a full, money-back guarantee. Members of the National Roofing Contractors Association will receive a special 5 percent discount by mentioning this announcement when ordering.

A brochure describing the course is available from Management Dynamics, Inc.

Check #162 on Reader Service Card

Buildex introduces stand-up fastener

Buildex has introduced its improved second-generation, stand-up fastening tool, Accudrive XL.

The Accudrive XL may be used to drive all roofgrip screws from 1 $\frac{5}{8}$ inches to 12 inches long. The tool fits both plastic and metal roofgrip plates.

The bits used by the driver are standard power screwdriver bits. They may be changed quickly with no drive shaft damage. The feed tube easily detaches from the tool.

The tool comes pre-assembled with a Black & Decker electric screwgun.

More information on the Accudrive XL may be obtained from Buildex, a division of Illinois Tool Works, Inc.

Check #163 on Reader Service Card



Accessories from Mills Metals now made by Trion, Inc.

Trion, Inc. has purchased a line of metal flashing products formerly manufactured and distributed by Mills Metal Products.

The numerous accessories in the Trion line are available in a variety of metals, finishes and gauges for both single-ply and conventional roofing.

The company is also capable of manufacturing flashings for custom specifications.

Products previously offered by Mills will be available through Trion's Special Metals Group. A technical catalog describing the complete line of special metal products may be obtained from the company.

Check #164 on Reader Service Card

Flame Engineering offers brochure on Red Dragon Torches

A new brochure, released by Flame Engineering, Inc., describes the manufacturer's line of Red Dragon torches and equipment for modified bitumen application.

Listed in the brochure is the company's new SPA-530L modified bitumen applicator. The machine has the same features as the Red Dragon model SPA-520 applicator but uses liquid propane as the fuel.

Both the vapor propane model SPA 520 and the 530L have all-steel construction, side shields and a single-handle design. Individual torches and torch-to-roll distance may be adjusted on both models.

Contact Flame Engineering for more information and a copy of their free brochure.

Check #165 on Reader Service Card

WHITE

General Tire's white EPDM roofing system starts white and stays white. Year after year. It never needs repainting to maintain its appearance or thermal reflective ability. When the aesthetics of the roof matter as much as the performance, the right EPDM is the white EPDM from General Tire. Call or write us for full details and the name of your nearest authorized General Tire roofing contractor.

EPDM



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Sweets: 71 Geb

Check #668 on Reader Service Card

Classified Ads

Place a classified ad in *Roofing Spec* for 50 cents per word. There is a minimum charge of \$20. Boxed or display advertisements are available in the classified section for \$40 per inch (one inch minimum). Ads using blind boxes available at no additional charge to NRCA members; non-members add \$10 to total order. Send ad copy and payment to: Advertising Manager, *Roofing Spec*, 8600 Bryn Mawr Ave., Chicago, Ill., 60631.

PERSONNEL WANTED

Wish to hire experienced single-ply roofing superintendent. Will be based out of Birmingham or Mobile, Ala. Must be willing to travel throughout the Southeast weekly. Guaranteed salary and good benefits. Call 205/836-8111 or write All-South Subcontractors, Inc., P.O. Box 54, Alton, Ala. 35015.

ROOFING—S/M COMPANIES WANTED

We have cash to buy roofing and sheet metal companies in the Sunbelt. They must have minimum sales of \$1,000,000 and some profit. Will tailor buyout to suit seller. Send replies to box number 3A, *Roofing Spec*, 8600 Bryn Mawr, Chicago, Ill. 60631.

SALESMAN WANTED

Southern California roofing company located in Los Angeles County, established in 1926, is in need of a roofing salesman thoroughly experienced and successful in commercial, industrial and public works re-roofing sales. Only energetic self-starters who are interested in a profitable and successful future through hard work should apply. Please send resume to: **Harold R. Provin, C.E.O., Southern California Roofing Company, 9623 Imperial Highway, P.O. Box 158, Downey, Calif. 90241 213/803-5583.**

FOR SALE

Roofing and sheet metal business in tenth year of operation. One of the industry leaders in booming Colorado community. Volume of \$1 million plus. Available with or without office, warehouse and yard. Send replies to Box 4A, *Roofing Spec*, 8600 Bryn Mawr, Chicago, Ill. 60631.

DISTRIBUTORS/SALES REPS

Progressive national company seeking representation for a unique emergency roof (flat—built-up/single-ply) patch material. Inquiries to: Bill Reid, Arrow Supply, Inc., 4235 Stafford, S.W., Wyoming, Mich. 49506.

ROOF VACUUM HOSE FOR SALE

Flexible, lightweight hoses, for roof vacuum applications. Hoses are a proven success in the removal of pea gravel from the roof. Hose for vacuum machine to the roof is available in 4-in., 5-in. & 6-in. I.D. x 100 ft. lengths. Styles 180AR, 220RS & 110CL. Whip Hoses 4-in. I.D. x 100 ft. lengths. Styles #180BL or 155 Gray. Hose is in stock for immediate delivery. We ship anywhere. For more information and pricing call 414/272-2141. Milwaukee Rubber Products, Inc., 1117 N. Water St., P.O. Box 92896, Milwaukee, Wis. 53202.

ROOFING CONTRACTORS

Reputable roofing manufacturer interested in competent dealer-installer for a superior, reinforced, thermo-plastic, UL/FM approved single-ply roofing system. Send company history, etc. to Dan Hayes, Technical Services Director, **Bond Cote Systems**, 38 Third St., Pulaski, Va. 24301.

PERSONNEL WANTED

Roofing field superintendents, foremen, estimators wanted for built-up and single-ply roofing. Minimum five years experience. Must be willing to relocate to east coast Florida. Send resume to P.O. Box 2646, Youngstown, Ohio 44507.

ENGINEER

PRODUCT DEVELOPMENT ENGINEER

CertainTeed Corporation, a leading manufacturer of building materials has an opening at its Technical Center in Blue Bell (suburban Philadelphia) for a Product Development Engineer with experience in commercial roofing systems and materials.

Degree should be in Material Science or Engineering. 5 years' experience in the development and testing of conventional and advanced commercial roofing systems is essential.

You must be able to plan, direct and carry out your own projects. Excellent communication skills, oral and written are a must.

We offer an excellent compensation and benefits package. Please respond with resume including salary requirements to: Nancy DiBattista.

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ROOFING MANAGER

Successful roofing contractor wants to communicate only with the best in the business. Candidates must have a very successful experience in industrial and commercial reroofing sales. Opportunities available on West Coast that are unique and lucrative. Send work history and objectives to Speranza Management Consultants Co., 12 Johns Canyon Road, Rolling Hills, Calif. 90274.

BRANCH MANAGER WANTED

Wish to hire individual as branch manager for large Arizona contractor. Must have roofing and strong business or marketing experience. Applicant must be willing to relocate to sunny Tucson, Ariz. Good salary, incentive comp plan, auto and company benefits. Send resume or call Universal Roofers, P.O. Box 20627, Phoenix, Ariz. 85036.

FOR SALE

Large variety of truck-mounted cranes. Used and in good condition; call collect for further information. 312/447-3169.

ROOF VACUUM FOR SALE

Roof vacuum powered by Perkins engine, 200 hours. Two Swartzter Blowers give you the capacity to run two hoses at same time. Large capacity dump box at rear; no costly dumpsters needed. Truck not included. \$10,500.00. 312/640-7775. Ready-Vac, Inc., 2333 Hamilton Road, Arlington Heights, Ill. 60005.

CRANE FOR SALE

NATIONAL CRANE, 8 ton Model 94-ft. sheave height, high speed winch, 1980 Int'l 1824 truck, 16-ft. bed, Ideal ROOFERS CRANE. \$46,000, 312/447-3169.

REPS WANTED

Distributor of highest quality inorganic silicone-fiber glass single-ply roofing system requires manufacturers representative. OTTO Single-Ply® is competitively priced and offers energy saving benefits to the customer. Preference will be given to individuals having direct sales experience in the field of roofing materials or other related phases of construction. Selling incentives include: liberal commission, national advertising, qualified leads, company support. Local interview by appointment only. Send resume to: OTTO® Distributors P.O. Box 18361 Wichita, Kan. 67218.

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AND
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Wanted for urethane foam operation. Location between Pennsylvania and the Carolinas. All new equipment, first-class company. Reply to Gemini Associates, Inc., P.O. Box 9501, Pittsburgh, Penn. 15223.

CRANE FOR SALE

\$36,900—Roofing 10 wheeler, 72 GMC w/671 Detroit 6 cyl., 18 ft. flat bed, new tires and brakes, engine rebuilt. 1976 Pitman Boom with 56 ft. reach with jib, 8-ton capacity. Call Ed or Jack at 518/370-7961.

FOR SALE

1975 50-ton Taurus Bulk Asphalt Tank. The unit is currently in operation and is in excellent condition. 15 HP electric motor with a 200 GPM discharge line. Send reply to Eagle Cornice Co., Inc., 89 Pettaconsett Ave., Cranston, R.I. 02920, 401/781-5978.

CRANE FOR SALE

Roofer Special Hydraulic Truck Crane, 1983 National Series 4, 8-ton hydraulic truck crane, 94-ft. boom, hydraulic clam bucket, Roof Top Hopper, pallet fork, Humpty Dumper, nylon belts and many extras mounted on a 1983 IHC truck with 16-ft. body, 3000 miles. Want to sell fast! I will rent on a lease-purchase to qualified buyer. \$59,500. Call Don at 414/761-2300.

ROOF CORE

Roof Core Sampler "C.R.R.E.L." type, 17/8-in. core, hardened steel jaws, compact weight less than 6 pounds. \$135 plus \$8 shipping and handling. For details contact Autrey Steel & Machine, P.O. Box 40304, Tucson, Ariz. 85717. Phone 602/623-3444.

RESIDENTIAL SALESPERSON WANTED

Wish to hire top sales personnel for residential reroofing. Must have experience and willingness to relocate to sunny Arizona. Top compensation plus auto and company benefits provided. Send resumes or call Universal Roofers, P.O. Box 20627, Phoenix, Ariz. 85036.

ROOF TILE MACHINES FOR SALE

Two Duntile roof tile machines, Model HP81 with one contemporary and two Spanish attachments, 6,000 contemporary pallets, 12,000 Spanish pallets, one Duntile trim machine, one Duntile 16-skid mixer with cleated belt elevator, one 3-brick Dunbrick machine, 2,000 steel pallets, 3 loading racks. General Electric Credit Corp., P.O. Box 38, Southfield, Mich. 48037. 3138275-5140.

COMMERCIAL/INDUSTRIAL SALESPERSON WANTED

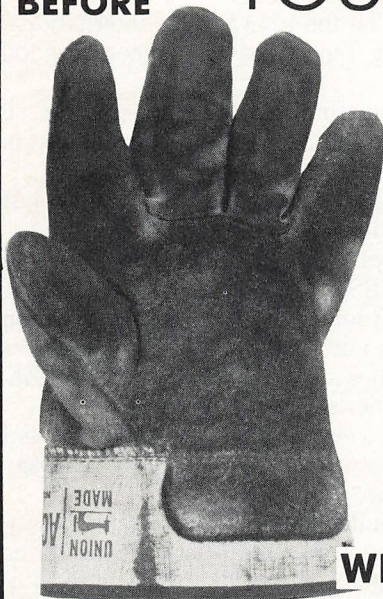
Wish to hire experienced commercial/industrial reroofing salesman. Applicants must be willing to relocate to sunny Arizona. Good salary, auto and company benefits furnished. Send resumes or call Universal Roofers, P.O. Box 20627, Phoenix, Ariz. 85036.

GRAVEL REMOVAL

Power Vacuum removes your roof gravel and dirt into a sealed unit. Prepares your roof for recover, foam or tear-off. Fully insured. References. For Southern California locations and prices—CALL DALE'S ROOF VACUUMING, 714/961-1855.

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TECH TALK

By Bob LaCosse, CAE
Director of Technical Services

List and papers explain the ABC's of roofing

Organization names decoded

We live in a world of abbreviations, numbers and signs used to save time and space.

This article lists some of the most familiar roofing organizations and their acronyms. The list is not complete but covers the majority of the groups involved with NRCA and its members.

- AGC** – Associated General Contractors of America
- AHA** – American Hardboard Association
- AIA** – American Institute of Architects
- ANSI** – American National Standards Institute
- APA** – American Plywood Association
- ARI** – Air Conditioning & Refrigeration Institute
- ARMA** – Asphalt Roofing Manufacturers Association
- ASAE** – American Society of Association Executives
- ASHRAE** – American Society of Heating, Refrigerating and Air-Conditioning Engineers
- ASTM** – American Society For Testing and Materials
- BOCA** – Building Officials & Code Administrators, International
- CABO** – Council of American Building Officials
- CGSB** – Canadian General Standards Board
- CIB** – International Council of Building Research Studies and Documentation (Europe)
- CSI** – Construction Specifications Institute
- CSTB** – Center for Science and Technology of Building (Europe)
- DOE** – United States Department of Energy
- FM** – Factory Mutual System or Laboratory
- GSA** – General Services Administration
- HUD** – United States Department of Housing and Urban Development
- ICBO** – International Conference of Building Officials
- IRWC** – Institute of Roofing & Waterproofing Consultants
- IWA** – International Waterproofing Association (Europe)
- NAHB** – National Association of Home Builders

- NBS** – National Bureau of Standards
- NFPA** – National Forest Products Association and also National Fire Protection Association
- NIBS** – National Institute of Building Sciences
- NIOSH** – National Institute of Occupational Safety and Health
- NPA** – National Particleboard Association
- NRC** – National Research Council of Canada
- OSHA** – Occupational Safety and Health Administration
- PBS** – Public Buildings Service
- PCA** – Portland Cement Association
- RIC/TIMA** – Roof Insulation Committee of the Thermal Insulation Manufacturers Association
- RIEI** – The Roofing Industry Educational Institute
- RILEM** – International Union of Testing and Research Laboratories for Materials and Structurers (Europe)
- SBCC** – Southern Building Code Congress, International
- SDI** – Steel Deck Institute
- SMACNA** – Sheet Metal and Air Conditioning Contractors National Association
- SPI** – The Society of the Plastics Industry, Inc.
- SPRI** – Single Ply Roofing Institute
- UFCA** – Urethane Foam Contractors Association
- UL** – Underwriters Laboratories

If an NRCA member needs the address or phone number of one of the preceding groups, contact NRCA's Technical Services Department.

International Symposium preparation is continuing

The "Call for Papers" for the 1985 Second International Symposium on Roofing Technology has received good response.

Three abstracts and one final paper have been received already. A total of 30 people have expressed an interest in submitting papers.

The Symposium's theme will be "Roofing Materials and Practices—A Decade of Change and Future Trends." It is scheduled for Sept. 18-20, 1985 at the National Bureau of Standards (NBS) at Gaithersburg, Md.

NBS, the National Roofing Contractors Association (NRCA) and the Reunion Internationale des Laboratoires d'Essais et de Recherches sur les Matériaux et les Constructions (RILEM) are sponsoring the meeting.

Participants from all over the world are being invited to exchange information on the science and technology of roofing performance.

Papers have been solicited for presentation at the Symposium and for publication in a hard-bound copy of the Symposium proceedings. The deadline for abstracts of all papers is May 1, 1984. Complete manuscripts are due no later than Oct. 1, 1984.

A program announcement will be prepared and circulated later in 1984. Current information and questions on the Symposium should be directed to Bob LaCosse at NRCA, 312/693-0700 or Bob Mathey at NBS, 301/921-2629.



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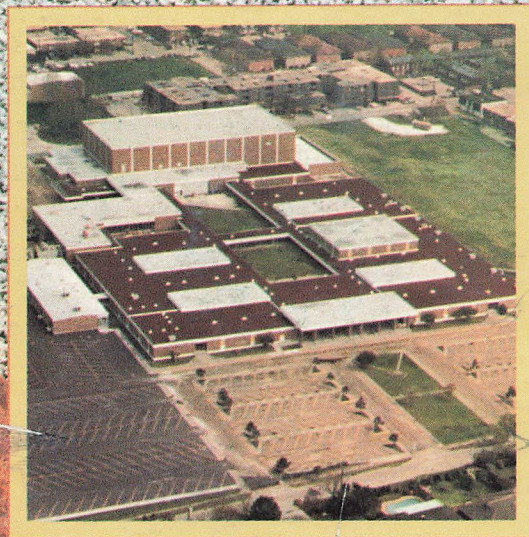


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Paradiene's multi-ply design provides double protection. Its durable top ply has a factory-applied granular surface, available in a variety of colors. The system can be applied conventionally with hot asphalt or with cold adhesive.



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Dear Reader:

This is your copy of **Roofing Spec**, the only monthly magazine devoted exclusively to the roofing and waterproofing industry. We hope you find it useful and interesting. If you'd like an additional subscription for this publication, simply complete and return the postpaid card provided below. If you are currently receiving **Roofing Spec** on a complimentary basis, please return the enclosed card with payment to ensure that you will continue receiving this valuable roofing resource.

In future months we have articles planned on:

- Design considerations for BUR
- Single-ply roofing systems
- Solar installations

Recent issues have featured stories on:

- Architect-Contractor relations
- Problem survey results
- NRCA programs and meetings
- Fiberglass roofing felts
- European roofing experience
- BUR performance tests
- Sprayed-in-place urethane foam roof insulation
- Steep roofing
- Health and Safety

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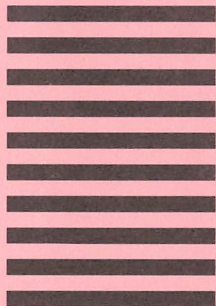
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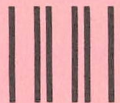
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