

The Roofing Industry **ALLIANCE** for Progress

SHAPING THE FUTURE



The Roofing Industry **ALLIANCE** for Progress

We're committed to securing the
roofing industry's future excellence.

Please join us.

WHO WE ARE



The Roofing Industry Alliance for Progress is a diverse, thoughtful and dedicated forum of roofing contractors, manufacturers, distributors, service providers and industry professionals united to shape, improve and advance the roofing industry. At 155 members strong, this group of committed leaders has attracted some of the industry's best and brightest roofing professionals.

Established within the National Roofing Foundation in 1996 to create a permanent endowment fund, the Alliance has committed more than \$12 million to help preserve and enhance the U.S. roofing industry's success and performance and more than \$4 million to 40 research, education and technical programs and projects. And as the Alliance embarks on its 20th year, the organization is growing at a rapid pace and proving itself to be stronger than ever.



1996

The Roofing Industry Alliance for Progress is formed



1997

Funding is approved for a Gallup study on worker satisfaction and the development of NRCA's Roof Application Training Programs

WHAT WE DO



"Collaborating, learning from and networking with such an influential group of roofing professionals whose focus is the same as mine—giving back to the industry that has given so much to me and my company—how could you not belong?"

Marc Cameron, president
Diamond Roofing
Manhattan, Kan.



Broadly speaking, the Alliance is charged with:

- Supporting high-quality educational programs
- Ensuring timely and forward-thinking industry responses to major economic and technological issues
- Enhancing the long-term viability and attractiveness of the roofing industry to current and future workers

In response, the Alliance has allocated millions in funding within the past two decades to support a wide variety of programs, including a new, national training program to attract and keep workers and enhance the professionalism of the industry; a comprehensive set of roof application training programs; a future trends study to think more strategically and proactively about the future; an ergonomics study to identify and document best practices to prevent repetitive-stress and strain injuries; a cultural leadership training program to address the industry's labor challenges; and roof reflectivity and field performance studies to monitor roof system performance.

The Alliance also has partnered with top U.S. construction management schools to incorporate roofing-specific curriculum into undergraduate programs and sponsors an annual Construction Management Student Design competition to expose students to roofing and raise awareness about careers in the industry.

1998

Most Valuable Player Awards Program is created

2002

Funding is approved for Best Employment Practices for the Roofing Industry study

2003

Identification and Management of Musculoskeletal Disorders in the Roofing Industry is published



WHY WE DO IT



"We joined the Alliance because we wanted to give back to the industry that has given us so much during the past 35 years, and we found the mission and vision statements of the Alliance closely align with our company's core values."

Suzan Boyd, vice president
Academy Roofing Inc.
Aurora, Colo.



Mission

The Roofing Industry Alliance for Progress serves as a collective forum of roofing contractors, manufacturers, distributors, service providers and industry professionals who select and provide oversight of programs and funding for progressive research that contributes to the ongoing advancement of the roofing industry.

Vision

The Roofing Industry Alliance for Progress creates the impetus to excel as a valuable, effective and influential organization that shapes, improves and advances the future of the roofing industry.

Together, members set the Alliance's agenda; meet twice annually; and select, recommend and provide oversight for projects and programs to fund research. Members provide forward-thinking responses to major economic and technological issues; advance education; and honor workers to fulfill its mission and vision. The Alliance also provides members with business and social networking opportunities to connect at meetings and receptions and through committee work to learn and deepen existing relationships among colleagues throughout the industry.

2005

The Roofing Industry in 2025 was published



2006

The National Roofing Foundation combined with The Roofing Industry Alliance for Progress and began conducting business as The Roofing Industry Alliance for Progress

WHY WE GIVE BACK



Throughout the years, the Alliance also has invested time and funding not only to educate the roofing industry but also to educate the industry's youth through the **Melvin Kruger Endowed Scholarship Program**. Named for Melvin Kruger, Alliance founder, former Alliance and NRCA president, and former CEO of L.E. Schwartz & Son Inc., Macon, Ga., the program has distributed \$680,000 in scholarship funds to more than 117 students.



Melvin Kruger
Alliance founder

The Alliance identifies and honors exceptional roofing workers who demonstrate excellence, dedication, enthusiasm and teamwork through its **Most Valuable Player (MVP) Awards Program**. Since its inception, more than 500 employees have been nominated and more than 200 have been honored as winners or finalists.

The Alliance also understands the importance of supporting funding initiatives for charitable causes and strives to enrich the well-being of the roofing community through philanthropic outreach, including:

- **Helping Our Own Program** – To create sustainable solutions for individuals or families in need who have experienced life-altering events
- **CM Cares** – To collaborate on construction-related projects for people with special needs and local community service agencies
- **Rebuilding Together** – To provide critical home repairs, energy-efficient updates, and numerous health and safety modifications to rejuvenate a community space and clean up neighboring homes
- **Women in Roofing** – To assist in providing opportunities for women and men to excel and find ongoing success working together in the roofing industry.

2007

Helping Our Own Program is developed and the National Roofing Foundation Scholarship Program is revamped and renamed the Melvin Kruger Endowed Scholarship Program

2008

Best of the Best Program is developed and co-sponsored by *Professional Roofing* magazine and OMG Roofing Products



WHERE WE'RE HEADED



"The level of investment and commitment from our members speaks volumes about their generosity, commitment and dedication to the industry, which will allow the Alliance to move forward with an even more aggressive campaign to shape, advance and improve the future of the roofing industry."

Rob McNamara, president
F.J.A. Christiansen Roofing,
a Tecta America Co.
Milwaukee



As the Alliance continues to advance education, invest in technology and research, and expand its initiatives to include additional philanthropic causes, it remains steadfast in its ongoing commitment to secure the future excellence of the roofing industry for the next 20 years and beyond through such programs as:

- Assisting in the development of a nationally recognized worker training program that will include 30 trainings topics and a series of "microcredentials" that students may earn
- Broadening its outreach within the **Construction Management School** community
- Providing startup funding for **National Women in Roofing** so women in the roofing industry can excel and find ongoing success working together
- Partnering with **Rebuilding Together** to provide critical home repairs and clean up neighboring homes and the community
- Exploring partnership opportunities with **Ronald McDonald House Charities Inc.** to help maintain the 180+ Ronald McDonald Houses nationwide

Since its inception, the Alliance has been bringing together roofing contractors, manufacturers, suppliers, service providers and industry professionals who are devoted to the roofing industry. And by working together, we will continue to add to an already impressive list of achievements that reaffirm our ongoing commitment to roofing industry excellence. Please join us.

2009

Research funding approved to study the field performance of PV roofs, as well as the scientific and regulatory implications of asphalt fumes.



2011

The Alliance Mission-Vision-Core Values Statement is developed

HOW TO GET INVOLVED



The good work of the Alliance is fundamental to the transformation of the roofing industry. It funds important scholarships, sponsors innovative research to advance the roofing industry and partners with members from all walks of the industry who care deeply about what the future holds. Who wouldn't want to be a part of that?"

Tom Saelli
CEO
Duro-Last Roofing Inc.
Saginaw, Mich.



Membership

The Alliance is the only group within the industry that unites roofing contractors, manufacturers, suppliers, service providers and industry professionals. Alliance members discuss issues affecting the roofing industry and the people who work in it, and every Alliance firm has an equal vote and voice on all Alliance matters. From these discussions, Alliance members decide to fund research and programs that advance and shape our industry.

Scholarship

The Melvin Kruger Endowed Scholarship Program assists NRCA contractor and supplier members, their immediate family members, and members' full-time employees and/or their immediate family to further their education to pursue careers in the roofing or building construction industries.

Named after one of our industry's greatest leaders, Melvin Kruger of L.E. Schwartz & Son Inc., Macon, Ga., our campaign goal is to raise more than \$500,000 in gifts so we can distribute 25 \$5,000 scholarships annually. And when you make a significant commitment of \$50,000 or more, you can choose to name the scholarship and participate in the selection of the recipient each year.

Planned Giving

Planned giving is an excellent way to realize your philanthropic, estate and financial plan goals, and the Alliance makes it easy for you participate. Deferred giving investments, such as bequests, gifts of real estate or appreciate stock, life insurance policies and retirement plan assets, and charitable trusts from individuals go a long way to fund research and programs that will advance and shape the roofing industry for years to come.

2013

Alliance launches Construction Management School initiative; EnergyWise Online Calculator Update is made available; Helping Our Own Program helps victims of the Boston Marathon bombing



2014

Bilingual America Cultural Training Program is introduced; Alliance awards first construction management faculty scholarship and first Construction Management Student Competition winner: Colorado State University

MEMBERSHIP CATEGORIES



"We have never wavered from our goal of being committed to securing and shaping the future of this fine industry. The Alliance provides us the opportunity to do just that, and we need more industry leaders involved."

Jim MacKimm, executive vice president
Beacon Roofing Supply
Herndon, Va.



Member participation is vital within the Alliance, and much of the organization's strength comes from its broad base of supportive contributors. For roofing professionals who would like to be involved with giving back to the industry that has given so much to them, the Alliance provides the perfect opportunity to do so.

The Alliance offers different levels of membership to encourage small-, medium- and large-sized firms to join and have a voice in determining the roofing industry's future. Commitments to the Alliance can be pledged for three- to five-year periods. Public recognition is given in accordance with donors' wishes and levels of commitment and include national public acknowledgement during NRCA's annual convention and other special events and programs. Alliance members also are invited to participate on task forces established to guide the Alliance's agenda and are invited to the semiannual meetings and networking events of the full Alliance.

Visionary Founder	\$1 million
Founder	\$500,000
Guarantor	\$250,000
Regent	\$100,000
Governor (contractors)	\$50,000
Service Provider	\$100,000 (\$30 million or more in annual sales) \$75,000 (\$10-\$30 million in annual sales) \$50,000 (Less than \$10 million in annual sales)
Local Distributor/Supplier	\$100,000 (\$30 million or more in annual sales) \$75,000 (\$15-\$30 million in annual sales) \$50,000 (Less than \$14 million in annual sales)

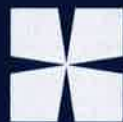
For more information about the Alliance, contact Bennett Judson, the Alliance's executive director, at (800) 323-9545, ext. 7513 or bjudson@roofingindustryalliance.net or visit www.roofingindustryalliance.net.

2015

Second faculty scholarship is awarded; the University of Florida is named second Alliance-sponsored Construction Management Student Competition winner; Alliance commits to Colorado State University's CM Cares Program

2016

Project funding is approved for National Women in Roofing; an industry-wide national training program and pilot project with Rebuilding Together is developed



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