



Suggested Topics from Attendees

General Business

- Leadership training for millennials
- Union workers
- How to recruit roofers
- Dealing with changes in the workplace; leadership
- Method of teaching
- More info. on dealing with the new generation employees
- Relationship building priority
- Service crews relationships with clients
- Explore roofing programs more "data forms"; time management; getting things done
- Educating and training your work force
- Cheap customers, naive customers
- Recruiting and developing a young, educated workforce
- How to talk to the older generation
- How to train workers for safety and training to improve production
- Survey all contractors on concerns of our government
- Progress on workforce recruitment
- Union involvement
- I think we need some training programs to keep our management up to date on the industry, from supervisors up
- More topics for facilities management- sometimes hard to find ones that aren't specific to contractors
- More content connected to insurance work; it's a big deal for roofers
- Sessions in Spanish so the Hispanic workers can attend
- How to manage business development employees (not estimators)
- What methods are available for capturing not for profit government industries
- Employee training and retention
- Middle and upper management oriented classes
- Finding new employees -residential roofing sales (highest turnover position)
- Small business management
- Project Management
- Small Company management, building your business
- Help small business survive high insurance rates in workers compensation and liability
- Roofing family business issues, open only to attendees in family business
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Software/Technology

- Suggested software
- New technology; sort of Intro to Roofing
- Roofing specific accounting software
- Commercial data sourcing
- Ideas for Accounting Programs (different ones- Pros/Cons)
- Automation in Roofing

Money Matters

- Managing your company with metrics- with an emphasis on production and operations
- Accounting software basics- do's and don'ts, comparing software
- Profit to be expected
- Succession

Marketing

- Reputation Management in the online world
- Marketing ideas, Branding in our marketplace
- Course that focuses solely on B to B marketing strategies
- A continuation on Internet marketing; what content to put on Social Media
- Mobile apps
- Include a workshop on online reputation
- Background checks; what to look for in the check; social media policy
- How to build successful relationships using modern technology (email, Facebook, twitter, social media)

Sales

- Upsell/Upgrade
- Sell service not price
- Upsells; building more values in upgrades

Technical

- Commercial roof applications
- How raw material suppliers like BASF, Dow, etc. discuss innovations developed to address compliance with VOC regulations while maintaining performance
- Air/vapor barrier specific for wall structures
- Vapor barrier wrap
- Metal roofing topics
- More steep slope emphasis
- Different manufacturers shingle tests
- Moisture in roofing
- "How to" for attic ventilation
- Ventilation primer
- Polymer modified asphalt shingles
- Low slope roofing options: Advantages of each construction: Mod. bit, EPDM, TPO

- Update on Relative Impact Resistance of New and Aged Roofing Materials (Tanya Brown)
- Detailed information WUFI Analysis/Findings in commercial design; ANSI, SPRI, ESI, wood attachment criteria
- Difference between TPO vs. other methods, not just between TPO's
- Water migration, vapor barriers
- PVC Membranes, Logicroof, Ecoplast
- Add more residential
- More details about a good preventative maintenance program
- Commercial Estimating
- More details on roofing segments; coatings, metal, film
- Maybe short presentation on specific aspects of codes; like R values or air barriers, roofing related topics
- Continue the code updates
- Focus on energy codes, ASHRAE 90.1 and related requirements
- Batt Insulation under roof deck (not above ceiling tile). Does it count?
- Venting
- Regulations by regulators
- Have adhesives manufacturers present
- Overview types of roofs; types of adhesives/sealants used (advantages/disadvantages)
- Follow up on the "Single Ply- Revolution: Advancing Attachments and Enhancements for Selection, Installation and Durability" session; follow up on the adhesive changes
- ASTM Issues
- Cost effectiveness by climate. Good, better, best design application for multiple structure deck types
- Continued updates of the single-ply market (trends and performance details)
- Industry updates on adhesives
- New products/details for single- ply roofing
- Uplifting values and NOA- products. Low VOC and cold temperatures
- Low VOC information
- Board to board adhesive review
- Structural vs. architectural metal roofs
- Mistake with small format roof tiles
- More edge detail presentations
- Expand on metal roofer problems session
- Metal roofing; all types. How do you save energy costs with metal roofing?
- Ventilation primer
- Science in the industry
- Presentation from new home builders
- Performance differences between single/double ply roofing constructions.
- Fiberglass facers causing static in presence of flammables.
- Managed repair programs (TPA's), First Choice Repair
- Roofing in the codes; distinguishing vapor barriers, air barriers, vapor retarders
- Perimeter closure, International roofing trends, not everything is done in the USA.
- More evaluation on single ply membranes and technological advances
- Insulation, Ventilation, & Condensation
- Changes in the Building code affecting UL & FM

- Ice Dam Repair Techniques
- Residential Metal Roofing Systems and Flashing details
- Residential Service & Maintenance
- ANSI Z-10 Standard
- More on commercial roofing issues; wind uplifts, failing membranes, etc.
- Installation Problem TPO
- Re-roof concerns
- TPO vs PVC
- Continual tracking of TPO
- Repair and maintenance
- Ice dams and prevention of water infiltration in cold climates
- Infra-red / moisture meters / nondestructive and destructive testing methods / wind uplift testing
- Installation instructions
- Metal building or Pre-engineered buildings
- More advanced tools for measuring
- More ventilation techniques and how to work with insurance to pay for code upgrades
- National roofing codes
- Regional Trends for Contractors
- Cost of use for different types of roof attachment- good objective analysis
- Vapor barrier wrap
- Development of technology for roof trade tools for making the work more efficient

Safety

- Safety cost vs. accident cost
- Ladder falls
- Re-roofing dangers; things to lookout for; legal concerns
- Steep slope roofing safety (asphalt). Steep slope roofing safety (metal). Ladder safety. Practical safety tips for walking on a roof (besides a harness)
- OSHA weather implications and regulations
- NCCO Training or other agencies of equipment use.
- Safety cost in a bid
- Leading edge permanent safety rail fall protection
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Legal

- Construction law

Green

- Green Building standards needs ongoing coverage- more in depth
- This subject matter should be presented in more frequency and depth in future IRE's. The roofing industry must develop a deeper understanding of sustainability subject matter and the metrics evolving, as well as increased engagement in the dialogue.
- Recycling/Sustainability/ventilation primer
- How to go solar