

# CRCA TODAY

SPRING 2024

The Magazine  
of Roofing and  
Waterproofing  
in Illinois  
and Beyond

Workplace Violence Programs  
Roof Deck Pedestal Systems  
Transportation Benefits Program Act



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**On the Cover:** Historic Chicago Wrigley Field Roof Replacement by CRCA Contractor Member Combined Roofing Services, LLC. The project included full removal of the old roof, wood deck, purlins and replaced with new steel purlins and decking by Epic Metals. CRCA Associate members Derbigum manufactured the new modified bitumen roof system which was supplied by Gulfeagle Supply.

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# The Roofing Season Is Heating Up . . . Are You Ready?

By CRCA Staff

Each year, roofing contractors flip that calendar page over from winter to all of a sudden, poof, it's "Roofing Season"! Depending on the climate where the business operates and the unpredictable weather for the year, the exact timing can vary and can easily be teased by Mother Nature.

"Roofing Season" is also the mantra of those that provide the materials, equipment, and services to roofing contractors too.

Most companies spend time in the pre-season, checking equipment, vehicles and providing safety, installation, product specific training and other key training but they need to ask themselves . . . are you *really* ready? Taking a cue from the May National Safety Stand-down, have you properly raised the bar on fall hazard awareness and other safety education as an effort to stop fall fatalities and reduce injuries? If your company did not participate in the national safety event, there is no time like the present to hold your own safety stand-down. What does this involve?

OSHA.gov has some great and easily accessible resources, both in English and Spanish, both in written and audio form. These include:

1. **Review your fall protection program.**
  - a. What types of falls could happen:
    - Falls from ladders
    - Falls from a roof
    - Falls from a scaffold
    - Falls down stairs
    - Falls through a floor or roof opening
    - Falls through a fragile roof surface, skylights, and other openings
  - b. What needs improvement? Is your program meeting its goals? Are you experiencing fatalities, injuries, or near misses? Are employees aware of the company's fall protection procedures?
    - c. What training have you previously provided to your employees? Any updates needed?
    - d. What equipment have you provided for your employees? Is better equipment available?
2. **Develop presentations or activities that will meet your needs.** Decide what information will be best for your workplace and employees. The meeting should provide information to employees about hazards, protective methods, and the company's safety policies, goals, and expectations. Hands-on exercises (a worksite walkaround, equipment checks, etc.) can increase retention.
3. **Decide when to hold the safety session and how long it will last.** Determine if to take place over a break, a lunch period, or some other time.
4. **Promote.** Try to make the session interesting to employees. Some employers find that serving snacks increases participation.
5. **Schedule session.** Try to make it positive and interactive. Let employees talk about their experiences and encourage them to make suggestions.
6. **Follow up.** If you learned something that could improve your fall prevention program, consider making changes.
7. **Get employee feedback.** Use as an opportunity to have a conversation with employees about other job hazards they face.
8. **Think about asking your subcontractors, owner, architects, engineers, or others** associated with your project to participate in the safety session.

For those employers of companies not on the roof or exposed to fall hazards, use this opportunity to have a conversation with employees about other job hazards they face. Does it involve powered-industrial lift truck safety? Fire prevention and egress? Driving company

vehicles? Be sure to have this be a two-way conversation with employees being comfortable discussing job hazards they see and practical solutions on how to prevent injury.

In conclusion, it is essential that those on and off the roof make safety a number one priority, with the focus on employees, management and all those involved in the roofing installation process. Take advantage of the many resources available through OSHA, safety specialists, product education and even CRCA, through its Health and Safety Committee with the goal of having the safest "Roofing Season" ever. 🏠



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# CalOSHA to Implement Workplace Violence Programs

## Is This a Sign of Things to Come . . .

By Frank Marino



Frank Marino

California OSHA is the first state OSHA Plan to now require businesses to develop and implement a workplace violence program. Currently, 22 states, including California, have their own OSHA Administrations. The remaining states, including Illinois, follow the federal

guidelines. Although this new workplace violence program requirement only affects companies doing business in the State of California, it would not be a surprise if the federal programs shortly follow suit. Outside of the requirement, many contractors in the Chicagoland area have shown a desire to create workplace violence programs as a proactive measure to protect their employees. This article will outline the requirements that need to be met to comply with the California law, which will go into effect on July 1, 2024.

According to the Occupational Safety and Health Administration (OSHA), workplace violence is the second leading cause of fatal occupational injuries in the United States, affecting nearly 2 million American workers annually. The new CalOSHA Workplace Violence Program requirement, (SB 553), addresses workplace violence by requiring employers to implement basic protections to protect employees while at work (CalOSHA, 2024).

### Creating a Workplace Violence Prevention Plan

California Labor Code section 6401.9 outlines the elements of a workplace violence prevention plan which includes that every covered employer is required to establish, implement, and maintain an effective workplace violence prevention plan. It needs to include the following:

1. The names of persons responsible for its implementation
2. Effective procedures for employee involvement in developing and implementing the plan
3. Methods to coordinate implementation of the plan with other employers, when applicable
4. Procedures for employers to handle and respond to reports of workplace violence, while ensuring no retaliation against the reporting employee
5. Procedures to ensure compliance from employees, including supervisors
6. Procedures to communicate with employees regarding workplace violence matters
7. Emergency response protocols
8. Training provisions
9. Procedures to identify and evaluate workplace violence hazards that include inspections with the following frequency:
  - When the plan is first set up
  - Periodically scheduled
  - After violent incidents
  - Whenever a new hazard becomes known
10. Procedures to timely correct workplace violence hazards identified and evaluated
11. Procedures for post-incident response and investigation
12. Procedures that allow for plan review
  - Annually
  - When a deficiency is observed or becomes apparent

- After a workplace violence incident?  
(CalOSHA, 2024)

- Opportunities for interactive discussions with someone knowledgeable about the employer’s plan.

## Training Employees on Workplace Violence

Employers must provide effective training and ensure that training materials are easy to understand and match the workers’ education, reading skills, and language. Employers must also provide employees with an initial training and annually thereafter. The training is required to cover various aspects, including the following:

- Familiarizing employees with the plan, how to obtain a copy, and how to participate in the development and implementation of the employer’s plan.
- Definitions and requirements of Labor Code section 6401.9.
- How to report workplace violence incidents without fear of retaliation.
- Understanding of job-specific violence hazards and preventive measures.
- Purpose of the violent incident log and how to obtain related records.

When new or previously unidentified workplace violence hazards are discovered, or changes are made to the plan, the employer must provide additional training that focuses on the specific hazard or plan modifications (CalOSHA, 2024).

Workplace violence continues to be a serious concern for businesses today, Including the Contractor and Associate Members of the CRCA. For those members looking to develop a program of their own, the highlights of the new CalOSHA workplace violence program requirement (SB 553) can be used as a guide in development of these programs. Watch for the more information in the CRCA Today Summer issue and feel free to reach out to the CRCA Health & Safety Committee. 

*Frank Marino is a Partner at Safety Check Inc., a safety consulting firm in the Chicago area and CRCA Associate Member. Marino has extensive experience in roofing safety and is a co-chair of the CRCA Health and Safety Committee. He is a member of the Occupational Environmental Safety & Health Advisory Board at the University of Wisconsin, working with faculty and safety professionals on curriculum development and industry updates. He can be reached at fmarino@safetycheckinc.com.*



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# The New Transportation Benefit Law Took Effect in January

By Trent Cotney



Trent Cotney

As you may be aware, last summer, Governor Pritzker signed the Transportation Benefits Program Act (TBPA, [Public Act 103-0291](#)), which went into effect on January 1, 2024. If you are not already complying, it is critical that you get up to speed.

According to the new law, certain employers in specific Illinois regions are required to provide covered employees with pre-tax commuter benefits.

## Who Is Impacted?

“Covered employees” are defined as those who work an average of 35 hours a week on a full-time basis. Such employees are eligible for the benefit after 120 days of employment.

Impacted employers are individuals, partnerships, associations, corporations, limited liability companies, government entities, nonprofit organizations, and business trusts that have at least 50 covered employees and control their working conditions. In addition, impacted employers must be located in specific areas ([see the list](#))<sup>1</sup> and “within one mile of fixed-route transit service.” Areas affected include all of Cook County and many townships in Will, DuPage, Lake, Kane, and McHenry Counties. Therefore, public sector employers and government agencies in those areas must provide those benefits to their applicable employees.

## What Does the Benefit Allow?

Employers meeting those conditions must provide their eligible workers with a pre-tax commuter benefit with which they can purchase transit passes. Employees can have the benefit deducted from wages and excluded from taxable compensation.

The terms of this benefit will be in keeping with federal tax law, per the fringe benefits section of 26 CFR 1.132-9,

[Qualified Transportation Fringe](#).<sup>2</sup> The monetary amount of this benefit is a maximum of \$315 per month, per the IRS publication [Employer’s Tax Guide to Fringe Benefits](#).<sup>3</sup>

Employers can achieve compliance by participating in Regional Transportation Authority or Chicago Transit Authority programs. It is interesting to note that, unlike federal regulations, this law does not provide fringe transportation benefits related to bicycling, vanpooling, and parking.

## What Else Should Employers Know?

Transit authorities are required to promote this benefit to their riders, and a searchable Regional Transit Authority map is available for employees to determine locations within the designated transit service one-mile radius.

The law is not designed to alter employees’ rights to collectively bargain, and nothing in the law should change existing collective bargaining agreements (CBA). Upon renewal of any CBA, Union representatives and signatory contractors may offer the benefit, negotiate transportation benefits that exceed the limits of the TBPA, or expressly waive the TBPA.

## Final Advice

If you are an employer impacted by this new law, make sure you have the benefit in place for your covered employees and update your employee manuals accordingly. Make sure to review the FAQ provisions of the TBPA as well. 

## Endnotes

1. <https://www.ilga.gov/legislation/publicacts/fulltext.asp?Name=103-0291>
2. <https://www.irs.gov/pub/irs-drop/rr-14-32.pdf>
3. <https://www.irs.gov/publications/p15b>

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*Trent Cotney is a partner and Construction Practice Group Leader at the law firm of Adams and Reese, LLP and CRCA General Counsel. You can reach him at [trent.cotney@arlaw.com](mailto:trent.cotney@arlaw.com) or call 866.303.5868.*



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# Enhancing Rooftop Living: Exploring Adjustable Pedestal Systems and Material Options for Roof Decks

By Daniel Wood



Daniel Wood

## Introduction

Roof decks have become an integral part of modern architecture, offering a versatile space for outdoor living, entertainment, and relaxation. To create a functional and aesthetically pleasing rooftop environment, architects and homeowners are increasingly turning to adjustable pedestal systems and a variety of roof

deck materials. In this article, we'll delve into the benefits of adjustable pedestal systems and explore the diverse material options available for rooftop decks.

## Adjustable Pedestal Systems

Adjustable pedestal systems revolutionize rooftop deck construction by providing a level and stable surface for various materials while allowing for easy installation and maintenance. These systems consist of adjustable supports that can be customized to achieve precise deck heights. Here are some key advantages of using adjustable pedestal systems:

- **Versatility:** Adjustable pedestal systems accommodate a wide range of slope variations and can be used on uneven surfaces. This flexibility makes them suitable for various rooftop configurations and eliminates the need for extensive leveling preparations.
- **Drainage:** Elevating the deck with pedestal systems facilitates proper water drainage and decreases potential damage to the roof structure. This is crucial for the longevity of both the deck and the underlying roofing material.
- **Accessibility:** Pedestal systems simplify accessibility for maintenance and inspection of the roof membrane. Also, they create a gap between the deck and the roof, allowing accessories and utilities to run underneath the deck and to allow access to them. In addition, these installations facilitate air circulation, which can contribute to the longevity of the roofing system and if a light colored decking material is used, they can lower the urban heat island effect. Employing a higher solar reflective index material (light colored) would help the building to operate more efficiently and with less cooling costs in warmer weather.

Now, let's explore the diverse range of roof deck materials that can be utilized with adjustable pedestal systems.

## Roof Deck Material Options

### Wood Decking:

Tropical hardwoods such as: Ipe and Cumaru: These exotic hardwoods are known for their durability, resistance to decay, and natural beauty. They require minimal maintenance and provide a luxurious aesthetic. In addition, there are wind uplift accessories to utilize with wood tiles.

### Concrete Pavers

Concrete pavers have high strength and load-bearing capacity and come in a wide range of colors, shapes, and textures, allowing for endless design possibilities. In



Lurvey Photo

addition, they are resistant to harsh weather conditions, UV rays, and heavy foot traffic and offer ease of maintenance.

### Porcelain Pavers

**Elegance and Durability:** Porcelain pavers are available in various styles and colors, offering a sophisticated and durable option. They are resistant to stains, frost, and fire, making them ideal for rooftop applications. Metal trays or sheets should be adhered to the bottom of these to provide safety protection and/or to facilitate wind uplift capabilities.

### Natural Stone

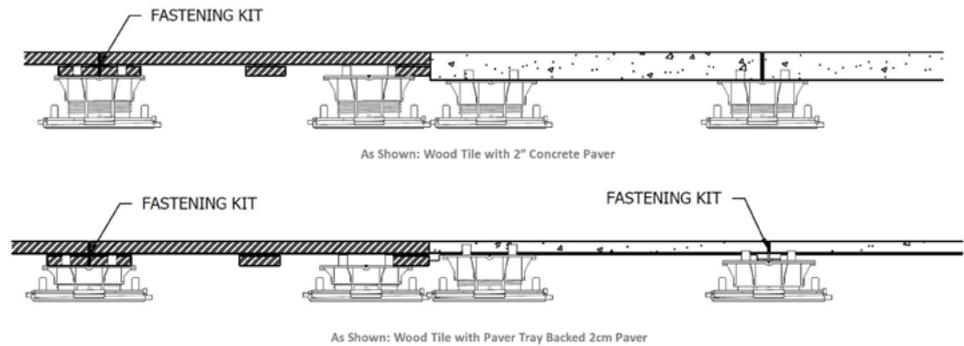
**Elegance and Authenticity:** Natural stone, adds a timeless and sophisticated touch to rooftop decks. The unique patterns and colors inherent in natural stone create a visually stunning environment. Natural stone is known for its resistance to wear and weathering. With proper sealing and maintenance, natural stone can withstand the elements, ensuring the longevity of the rooftop deck.

### Artificial Turf

**Green Roofs:** For a natural and eco-friendly look, artificial turf can be installed over pedestal systems. It adds a touch of greenery to urban spaces and provides a soft surface for recreation.

## DECK SUPPORTS WITH SURFACE MATERIAL TRANSITIONS

Transitions between surface materials must be properly supported. It is necessary to maintain a tight installation and limit the space between the surfaces.



Lurvey Graphic

### Extruded Grating Panels

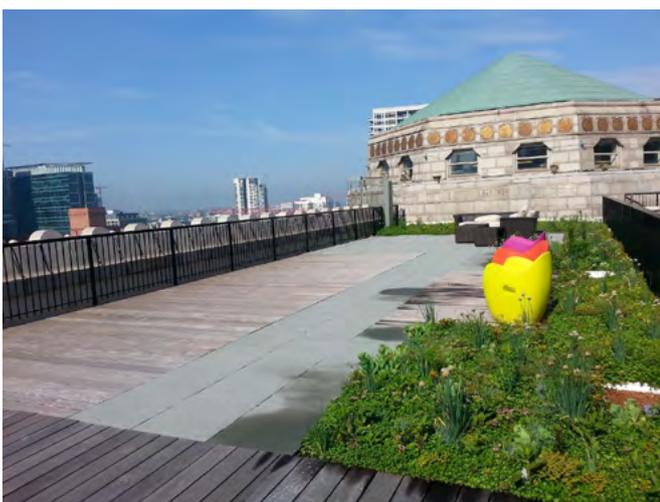
Extruded grating panels are made from lightweight materials such as aluminum or fiberglass, offering high strength-to-weight ratios. This ensures a durable decking solution without adding excessive load to the roof structure. The panels are corrosion-resistant and provide a long-lasting surface suitable for various weather conditions. The combination of adjustable pedestal systems and extruded grating panels opens up a world of design possibilities. Architects and homeowners can create visually stunning rooftop decks with intricate patterns, elevated platforms, and unique layouts.

### Conclusion

Adjustable pedestal systems have opened up new possibilities for rooftop deck construction, offering unparalleled versatility and functionality. Combined with the variety of available decking materials, these systems allow homeowners and designers to create stunning rooftop environments that are both durable and visually appealing. As rooftop living continues to gain popularity, the combination of adjustable pedestal systems and innovative deck materials is poised to shape the future of outdoor urban spaces. 

*Daniel Wood is a natural stone and material consultant at CRCA Associate Member Lurvey Supply. He is responsible for partnering with contractors, builders, and members of the design community, to provide them with information and creative solutions for their projects and to assist with the specification of natural stone, roof deck and other materials.*

*Wood is a Past President of the Natural Stone Institute. In addition, he is the current NSI Educational Committee chairperson and sits on the: CEU, Sustainability, and the revision of NSC 373 Stone Certification standard committees. He holds a LEED GA certification and is also a member of USGBC, AIA, ASLA, MCAA, ICAA, ILCA and other organizations speaks on a regular basis to many companies and organizations, about natural stone domestically and internationally.*



Lurvey Photo

# Roof Talk—Contractor

## BENNETT & BROUSSEAU ROOFING INC. Rising Above The Rest

**Company:** Bennett & Brosseau Roofing, Inc.

**Location:** Romeoville, IL

**Business Founded:** 1971

**Number of Employees:** 120

**Joined CRCA:** 1993

**From:** George Patterson, President

### What Services Does Your Business Offer?

Bennett & Brosseau Roofing, Inc. is a Commercial, Industrial, and Institutional roofing contractor who does all varieties of flat and steep slope roofing and all forms of sheet metal.

### Where Do You See Your Business in 5-10 Years?

I see the next generation of the family business taking over the company and continuing to do the work that we have done over the last 50+ years.

### What Is Your Best Business Memory to Date?

Working out on the Carter Harrison Crib in Lake Michigan. It was wintertime and we needed to go out and look at the site with the City of Chicago Water Department on their boat. The docks were covered in ice and the lake was choppy. I had to jump from the boat to the dock and after looking at the roof, I had to jump back on to the boat as it was banging against the dock. Needless to say, I don't remember the inspection as much I remember shaking as I jumped back on the boat. Everybody on the boat was very nice about my panic!

### How Did You Learn About CRCA?

The owner of the company, Jim Brosseau, was a past president of the CRCA and told me to get involved. It was some of the best advice I ever received.

### If You Attend CRCA Events, Can You Describe a Benefit of Attendance?

The content at each event is beneficial to everyone who attends, regardless of the experience of the attendee. The knowledge of the speakers and the topics that are discussed are on point and timely.

### What Value Does CRCA Membership Bring to You?

The relationships and friendships I have made are invaluable.

### What Advice Would You Give a New CRCA Member? Get Involved!

Don't be afraid to ask questions!

### Is There Anything Additional That You Would Like to Add That Was Not Asked/Mentioned?

In my time involved in the CRCA, I believe the CRCA is one of the best organizations in the industry. It is the best local / regional trade show in the country. The involvement in the local, state, and national aspects of roofing, whether it is industry affairs, technical or education, is elite. 🏡



# Roof Talk—Associate

## **SAFETY CHECK, INC.**

**Company:** Safety Check Inc.

**Location:** Gilberts, IL

**Business Founded:** 1994

**Number of Employees:** 10

**Joined CRCA:** 2000

**From:** Frank Marino, Partner, Safety Check Inc.

### **What Services Does Your Business Offer?**

Since 1994, Safety Check Inc. has been providing Safety and Health Consultation services to employers in the construction, insurance and other industries. We have become a recognizable leader in the realm of occupational loss control. Safety Check's dedicated team of safety professionals is ready to help provide your business with the safety and health program needed to compete in today's construction marketplace.

### **If You Attend CRCA Events, Can You Describe a Benefit of Attendance?**

Safety Check's staff regularly attend CRCA events both as participants at membership meetings, the annual golf outing and also when presenting key safety information at the trade show, membership meetings and at other safety education events. This also allows Safety Check, Inc. staff to network with other CRCA members while providing these members direct access to any health & safety concerns they may have.

### **Where Do You See Your Business in 5-10 Years?**

Safety Check, Inc. will continue to adapt to the ever-changing Health & Safety requirements placed on today's Roofing Contractor. Based on what has been seen over the past 5-10 years, we would expect the services we provide Roofing Contractors will continue to change, but certainly plan on continuing to develop relationships with new members just as we have for the past 25 years.

### **What Is Your Best Business Memory to Date?**

The best and most satisfying memory to date is seeing Roofing Contractors being presented with the annual CRCA Safety Award. To see all their hard work

and investment in their respective Health & Safety Programs being recognized by their peers has been extremely rewarding.

### **How Did You Learn About CRCA?**

Joe B. McDevitt, Roofs, Inc. along with Bill Glenn, Olsson Roofing Company, were the two CRCA leaders that introduced Safety Check, Inc. to the CRCA.

### **What Value Does CRCA Membership Bring to You?**

We wouldn't even know where to start as there are so many examples of how Safety Check, Inc. receives value from the CRCA. If we had to pick one, it would be the long-term relationships the association allows to build among the membership.

### **What Advice Would You Give a New CRCA Member?**

Our advice would be to take full advantage of the resources provided by CRCA. The depth of knowledge and experience of both the contractor members as well as the associate members is immeasurable.

### **Is There Anything Additional That You Would Like to Add That Was Not Asked/Mentioned?**

Safety Check understands the importance of a safe and productive work site and can work directly with field employees and management to identify and eliminate safety hazards and foster a culture of safety within your organization. 



# Top Reasons Salespeople Cut Their Price

By John DeRosa



John DeRosa

**R**esearch suggests more than 60% of salespeople will cut their price if the prospect requests it—even if the prospect acknowledges the solution is better and worth more. Think about that. In our world, this equates to the prospect telling you they believe you're the better choice and you deciding to give them

a discount anyway. And to be clear, the prospect knows this will happen—that's why they ask for the discount. Experience has taught them to apply pressure because when they do, the salesperson will cave. It's as simple as that.

If you're asking yourself why salespeople do this, I'm going to share with you my Top Five Reasons. It's my hope this will help you reshape your beliefs and put you in a much better position to escape the price driven sale.

## #5 Reason: LACK SELLING SKILLS

Without the proper training, salespeople will be out negotiated every time. The prospect will always try to commoditize your proposal and steer the conversation towards the price because it's in their best interest to do this.

Salespeople must be trained to control the sales dialogue and guide the conversation down a path focused on total value. Salespeople need to understand how to use the sales process to increase the perceived value of doing business with them. They need to be skilled at asking powerful, emotionally engaging questions that pulls the prospect into the selling dialogue. The salesperson's efforts to understand the prospect's wants, needs, concerns, and perceptions will go a long way in the salesperson being able to use the company story presentation to speak directly to the needs of the prospect.

## #4 Reason: LACK OF CONVICTION

Conviction is defined as a firmly held belief or opinion and what I'm talking about here is the salesperson's firmly held belief that they are the best choice for the project.

If the salesperson doesn't believe their product or service is better than the competition, they will never be able to win the value battle. How can they convince the prospect what it's worth when they themselves don't understand the value they bring? I've had a salesperson tell me that their company—on paper—is no different than the other guy who is typically \$5,000 less than them. This is one of those occasions where I would encourage salespeople to tap into their personal why story. Why do they work for the company they work for? Why don't they go a work for the other guy who's typically \$5,000 less? In what ways to do their reasons help justify the higher selling price and why do those reasons make you worth \$5,000 more? The more you believe that to be true, the greater your ability to communicate that belief with conviction to your prospect.

Imagine hearing a price objection and looking the prospect in the eye as you say, "Mr. Prospect, when I started this business, I made a commitment to myself that I would much rather explain my higher price than ever have to apologize for poor quality. There are many contractors who'll offer you a low price to get the business and then cut every corner they can to make a profit. I priced your project exactly where it needs to be for us to do the job right and deliver the quality you want. As much as I want to do business with you, I will not offer you a price that sets us up for failure." That is no doubt a powerful statement—if and only if—you have conviction.

## #3 Reason: GUILT

Some salespeople feel guilty charging higher prices. Some salespeople may not see themselves paying the price they charge, and they feel bad asking their prospect to do something they themselves wouldn't do.

Guilt typically happens for one of two reasons: The first is the salesperson doesn't understand the cost of doing

business and what it takes to deliver a quality project, safe jobsite, and an overall positive remodeling experience.

And some business owners may want to share the blame for this one. How many of you have taken the time to educate your salespeople on the cost of doing business? You've got to consider that your salespeople are being challenged every day by low-cost contractors bidding the job for not much more than it's costing you to buy the materials. How many of those salespeople assume the price difference is a function of your profit. Heck . . . that's how many of you got into this business, right? You were working for a guy who you thought was driving home every day with a trunk load of \$1,000 bills and you questioned why you're working so hard for him when you could be doing this yourself.

It's my assertion that the more they know about how the company makes money, loses money, and keeps score, the more they will care. With their newfound understanding of the company's profitability, they'll eliminate that guilty feeling and focus more on selling the value.

The second reason salespeople feel guilty is because they're too close to their prospect. They've spent a fair amount of time with the prospect and developed a strong relationship with them. They feel guilty asking their new friends to pay a premium price because they assume it's too expensive and something the prospect can't afford.

This is an area where the business owner or sales manager needs to help the salesperson come to terms with the fact that their premium price is not an expense. It's an investment that pays for itself over time. Salespeople need to know there will always be cheaper options, but those options come with a substantial risk. If the salesperson really believes with conviction that they work for the best company, they should be proud of their price and peace-of-mind that comes with choosing them.

## **#2 Reason: FEAR**

When the salesperson is afraid of losing the sale, they will do just about anything to avoid letting that happen. Fear is an extremely powerful motivator, and the buyer knows this. Your prospect knows you don't want to lose the sale and they won't be shy about making you think that's going to happen.

Even when the prospect knows in their heart, they're going to choose you, they still may tell you "The other guy is cheaper". They do this because they know there's a good chance the salesperson will lower their price to avoid losing the sale. They've got nothing to lose because

the worst that can happen is the salesperson telling them there's nothing you can do—which is EXACTLY the approach I'd ask you to take.

As a matter of fact, I'd suggest salespeople try to neutralize the price resistance by letting the prospect know that you know your price is higher and you offer no apologies. This is one of the areas where the salesperson needs to have conviction and be prepared to deliver a response that seems natural and not forced. The prospect tells you your price is \$2,000 higher than the other guy, for example, and the salesperson responds with conviction asking, "I understand. We're never going to be the cheapest. Do you recognize the differences or is that something we're going to need to talk about?" The prospect might respond saying, "No . . . we recognize the differences but \$2,000 is a lot of money." The salesperson can respond by saying, "So . . . obviously, this is something we're going to need to talk about. What do you see as some of the differences?" When they ask to prospect to identify the differences, they're getting the prospect to tell them the reasons they want to use you. After listing those reasons, the salesperson can ask them to measure the perceived value of those differences against the \$2,000 higher price.

## **#1 Reason: BECAUSE THEY CAN!**

It's not uncommon to see when given the authority to discount, most salespeople will take full advantage of that authority. But what would happen if you took away that authority? Yes . . . you might hear some belly aching from your salespeople and may even see a short-term dip in sales, but in the end your salespeople will find a way to overcome that challenge, and everyone will make significantly more money when they do.

If you want your salespeople to stop lowering the price, you need to start by taking away their authority to lower it. Your price reflects all the costs incurred by your company to profitably deliver exactly what the prospect wants from their project. Your price is strategic and directly impacts the company's profitability. It should not be left up to the salesperson to determine how much money the company makes or doesn't make on any given project.

This is why it's important for salespeople to have the skills and conviction to sell their value. They shouldn't feel guilty about their higher price or be afraid of losing the sale. And they shouldn't be allowed to offer a discount. Salespeople are paid to sell not to offer discounts. Anyone can cut the price; that takes neither talent or skill, just a sharp pencil and a calculator.

The bottom line: Buyers are paid to ask for a cheaper price; salespeople are paid to say "No." 

(This article reprinted with permission from SRS Distribution)

John DeRosa is Director of Contractor Training for SRS Distribution, Inc. He has over 25 years of experience in sales and works with individuals and organizations to amplify their sales effectiveness and confidence so they can exceed their individual and company goals. To learn more, contact [JDeRosa@SRSDistribution.com](mailto:JDeRosa@SRSDistribution.com).



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Learn more about CRCA's Member Upgrades and all this includes! Contact [info@crca.org](mailto:info@crca.org) today!

# Industry News

By CRCA Staff

## Important CRCA Dates

- **May 21—New Member Meet & Greet**, Virtual
- **June 11—Scholarship Dinner**, Brookfield Zoo, Brookfield
- **July 11—Industry Day Golf Outing**, Silver Lake Country Club, Orland Park
- **August 7—CWIR Back to School Drive**, Lakefront Supply, Chicago
- **August 17—Chicago Dogs Family Day**, Impact Field, Rosemont
- **September 10—Membership Meeting**, Gibsons, Oak Brook
- **September 26—Emerging Leaders Topgolf Event**, Schaumburg
- **October 10—Casino Night**, Marriott SW, Burr Ridge
- **November 5—Membership Meeting**, Maggiano's, Oak Brook
- **November 13—CWIR Feed My Starving Children Event**, Schaumburg
- **November 19—New Member Meet & Greet**, Virtual
- **December 7—Annual Awards Dinner**, Eaglewood Resort, Itasca

Visit [CRCA.org](https://www.crca.org) / Events to register or to learn more info.

## CRCA's CWIR Gathered to Network in May!

The CRCA Chicagoland Women in Roofing sponsored a *Sip & Paint* event on May 2 as a chance to network and increase knowledge of roofing and waterproofing issues.



## CRCA to Recognize 2024 Scholarship Recipients in June

The CRCA Foundation will be presenting graduating high school seniors with scholarship awards at the June 11 CRCA Membership dinner to be held at Brookfield Zoo. Awards are geared to three categories of high school seniors: residing in the Chicago / Chicagoland area, dependents of Local 11 employers and also a new category for 2024 that is geared specifically to dependents of those who work for CRCA member companies.

With over \$1 million in awards since 2000, the scholarships are now funded through the CRCA Foundation, after its establishment in 2017, to “advance and support the construction, roofing and waterproofing industry in the Chicago area through funding and support of philanthropic causes, research and education.” To learn more, visit [www.crca.org/CRCA-Foundation](https://www.crca.org/CRCA-Foundation).

CRCA Members, visit [CRCA.org](https://www.crca.org) to register for the June event. Haven't joined yet? Contact [info@CRCA.org](mailto:info@CRCA.org) to learn more about membership!



## ComStruct Sales Adds New Indiana Rep

CRCA Associate Member ComStruct Sales, LLC announced that new rep Austin Schutz is joining the team to serve the Central Indiana market and Comstruct's Nick Palmer will

continue to service Northwest Indiana.

Schutz has over 10 years of commercial low-slope roofing experience, first with his family's roofing business and later at a large national commercial roofing system supplier as a Technical Field Representative in Wisconsin and then as a Territory Sales Manager in Ohio.

Dan Schmidt, Principal at ComStruct Sales, shares “We are thrilled to have Austin join our team and are confident that his technical background, success developing positive customer relationships, and proven ability to create client value will greatly benefit the contractors, architects, building owners, and distributors we partner with in

the Indiana market.” To learn more, contact [Austin@ComStructSales.com](mailto:Austin@ComStructSales.com) or 317-765-4520.

### Carlisle Acquires MTL Holdings

CRCA Associate Member Carlisle Companies Inc. recently announced an agreement to acquire MTL Holdings, in Waukesha, WI. MTL Holdings is a provider of prefabricated perimeter edge-metal systems and non-insulated architectural metal wall systems for commercial, institutional, and industrial buildings.

“The acquisition of MTL is consistent with Vision 2030 and our intent to build on our strategic pivot to a pure-play building products company with increased investment in innovation, a continued emphasis on synergistic M&A, attracting and retaining top talent, and fulfilling our sustainability commitments,” said Chris Koch, chair, president, and CEO of Carlisle Companies. The acquisition is expected to close during the second quarter of 2024.



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### A.C.T. Refreshes Branding

CRCA Associate Member A.C.T. Metal Deck Supply announced an update to their branding in April

which included updates to the logo, website, and other

marketing including digital. “After 26 years, we decided it was time to update our branding while still maintaining our identity” said Carm Termini, Marketing Director of A.C.T. Metal Deck Supply. “Our new logo better suits the marketing demands of a digital era, better reflects our products and resonates well with the industries we serve.”

A.C.T. Metal Deck Supply has over 54 years of experience in the industry and a complete inventory of metal roof deck, form deck and composite floor decks in stock at 15 locations nationwide. For more information, contact [cgreen@metaldecksupply.com](mailto:cgreen@metaldecksupply.com).

### SRS Acquired by Home Depot

CRCA Member SRS Distribution Inc. (SRS) announced in April that it has entered into a definite agreement with The Home Depot to be acquired for \$18.25 billion. Under the terms of the agreement, SRS Distribution will operate as an independent business unit within The Home Depot, focused on accelerating growth in the Pro market.

Per SRS, the proposed acquisition will clear a pathway for accelerated growth with the residential and commercial professional customer by expanding The Home Depot’s Pro capabilities, combining online, retail, and wholesale. “We are proud to be combining with The Home Depot to continue our growth journey with the additional resources

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and capabilities they will put behind us," said Dan Tinker, President, and CEO of SRS.

The transaction is expected to close by the end of fiscal 2024 and is subject to regulatory approvals and other customary closing conditions.

### Omni-Ecosystems Hosts GRHC Conference

The **2024 Green Roofs for Healthy Cities** (GRHC) conference and expo will be held at CRCA Associate Member, Omni Ecosystems, June 6-7, 2024, in Chicago. The title for the 2024 event is "Grey to Green" and will feature education on such topics as:

- Bridging the health / wealth gap
- Accessing federal funds for green infrastructure projects
- Best practices in green Infrastructure design and maintenance
- Designing green roofs / walls for maximum performance
- Benefits of integrating solar with green roofs
- And More!

GRHC, a non-profit industry association working to grow the green roof and wall industry throughout North America since 1999. To learn more, visit <https://greenroofs.org>. To learn more about the conference, visit <https://greytogreenconference.org/chicago>.

### Gulfeagle to Acquire Elite Roofing Supply

CRCA Member Gulfeagle has strategically entered into an agreement to acquire Elite Roofing Supply, a prominent roofing distributor based out of Phoenix, AZ. Elite has 26 branches and was founded 11 years ago. Brad Resch, President of Gulfeagle, stated, "Elite is a top-notch organization with a quality management team, and we are so excited to have them join our team. They share our same values, and this couldn't be a better fit to allow us to better serve our contractors, employees, and vendors."

The transaction will officially close at the end of June, and the companies will continue with business as usual until then.

Gulfeagle Supply, founded in 1973 by Jim Resch in Tampa, FL, originally as Gulfside Supply, is a full-line distributor of residential and commercial roofing supplies and building products. Through acquisitions, start-up locations, and a diversity of products, Gulfeagle has grown to over 118 locations nationwide.

### CRCA Legislative Update

CRCA Member Laurie Moore (Kreiling Roofing) and CRCA Government Affairs Consultant Margaret Vaughn presented State Rep. Ryan Spain (R-Peoria) with a public service award on Monday, March 18<sup>th</sup> at his Peoria fundraiser in appreciation for his unwavering support of the roofing industry in his role as Co-Chair of the JCRC Committee during the 2021 State Energy Code approval

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Unless the lord builds the house, it's builders labor in vain. —Psalm 127:1

process. Spain introduced IL HB 4991 earlier this year stating that IL Capital Development Board (CDB) stop the code development process with the 2021 Energy Code.



CRCA Photo

### Stretch Energy Code Proposal Includes Allowance for RE-Roofing

Over the past 18 months, CRCA has been heavily involved in the 2024 Stretch Energy Code development process, working with CDB and the Illinois Energy Conservation Advisory Council (IECC). The Stretch Code is a more progressive code when it comes to energy efficiency compared to the base Energy Code. It will be required for construction on all state buildings but optional for units of local government to adopt. Fortunately, CRCA worked successfully, thanks to the expert input of NRHA, to get language included in the 2024 Stretch Code, which would directly impact the roofing industry related to installation allowance for re-roofing requirements for existing buildings. The ICC is also included in the language in the final version of the 2024 IECC, which will be released next month. The CDB approved the same version of the 2024 Stretch Code at their April 9<sup>th</sup> meeting. It will now move forward though the JCAR (Joint Commission on Administrative Rules) process,

where twelve legislators must approve it, which could take several months.

### CSI Chicago Gives Back!

On Saturday, volunteers from CSI Chicago partnered with Rebuilding Together Metro Chicago to help renovate homes of Chicago families in need. Repairs included interior painting, window replacement landscaping, and some bathroom and kitchen repairs. Thanks for making a difference!



CSI Chicago Chapter photo

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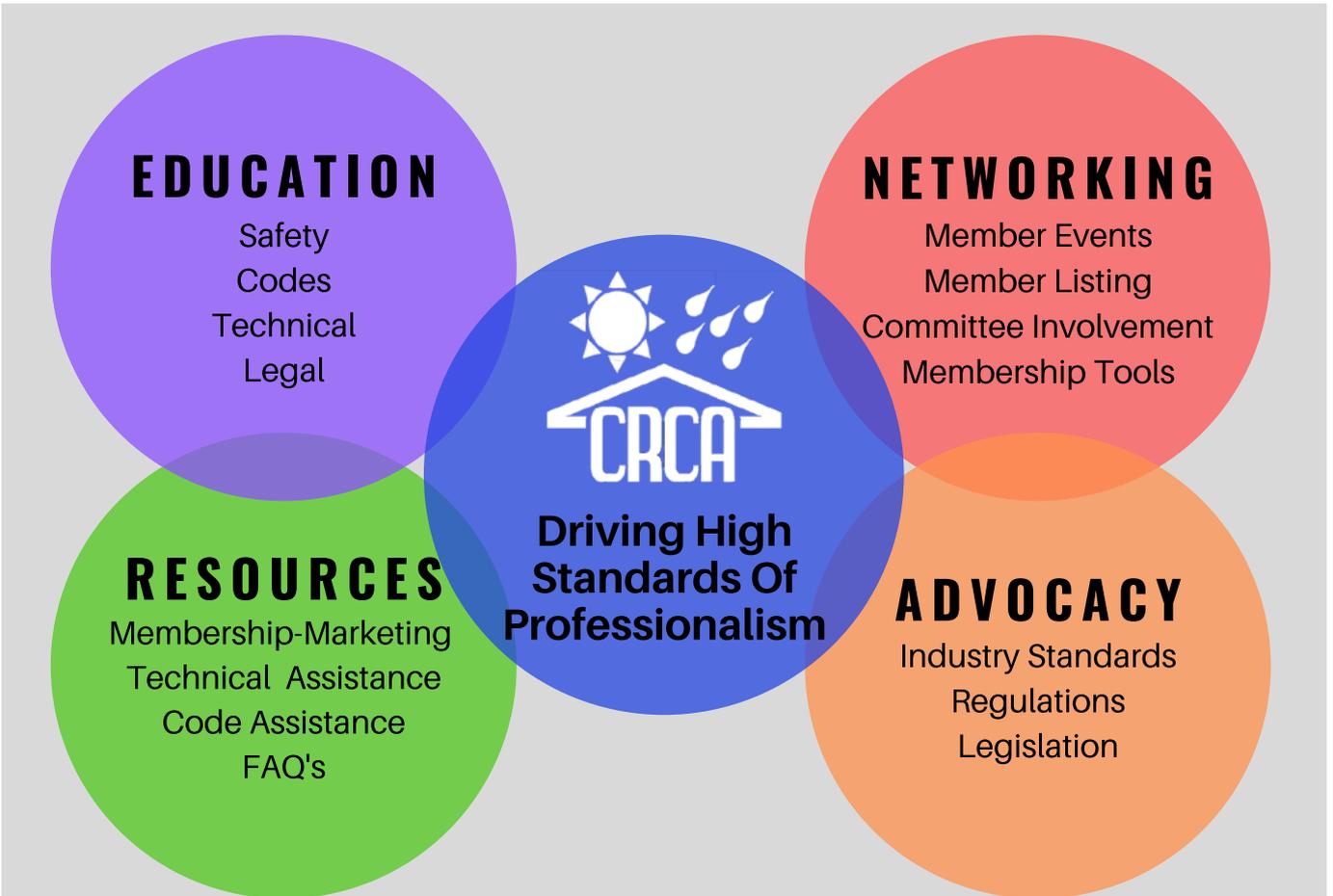
In early May, CRCA Associate Member Brad Schwab, CSI, CDT, was awarded the CSI North Central Region

Distinguished Service Award which covers both this and the CSI Chicago Chapter. Congratulations Brad!



### Lakefront Moves to New Location!

After serving Chicagoland's commercial and residential roofing and siding markets for over 39 years, CRCA Associate Member Lakefront Roofing & Siding Supply moved to a new location at 3465 N. Kimball, Chicago, in early February. According to Tim Bock, Lakefront Supply President, "We are excited about moving to Kimball Ave. and feel this location will better serve both our commercial, residential and sheet metal roofing customers."



Visit [CRCA.org](http://CRCA.org) or call 708-449-3340 for membership details & to join today!

# CRCA Contractor Members

The Contractor Members of the Chicago Roofing Contractor Association install all types of roofs, including reflective single ply, modified bitumen, built up, gravel, reflective coatings, shingle, shake, slate and tile, vegetative garden or photovoltaic coverings. From formation following the Great Chicago Fire of 1871, CRCA Members have moved with the times and technology, yet continue to maintain some of the same goals set forth over 140 years ago. To find a CRCA Professional Contractor, visit [www.CRCA.org](http://www.CRCA.org).

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- Roofs, Inc. .... (708) 447-9300
- Sager Sealant Corporation ..... (708) 354-9300
- Seal Tight Exteriors, Inc. .... (708) 755-3555
- Showalter Roofing Service Inc. .... (630) 499-7700
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- Sta-Dry Roofing ..... (770) 849-0079
- STAR Roofing & Siding Co. Inc. .... (773) 588-6550
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- Style Exteriors Inc. .... (847) 865-3069
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Construction Services, Inc. .... (708) 389-7779
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