



Official Publication of
Holland Roofing

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Roofing America Using
Today's Technologies with Old
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Excellence.

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Around Town . . .

Cincinnati Chamber of Commerce will be hosting their CEO Roundtable luncheon on January 15, 2004. Call 513.579.3111 for more information.

Boma's Cincinnati Chapter will be hosting their networking luncheon at the Hilton Netherland on January 23, 2004. For more information, call 513.621.8382.

The Southeastern Butler County Chamber of Commerce is accepting nominations for the 2003 Chamber Awards. These awards are among the Chamber's highest honors. The nomination deadline is January 28, 2004. You may submit nominations for more than one individual or company. Call 513.777.3600 for information.

Boma's Columbus Chapter will be

hosting their BX Construction Expo February 12, 2004. For more information, call 614.221.2849.

Nashville Chamber of Commerce will be hosting their monthly new member open house on February 18, 2004. Call 615.743.3103 for more information.

Midwest Builders Show will be held in Rosemont, IL March 25-26, 2004. Call 630.627.7575 for information.

The 48th Annual CSI Show and Convention will be held April 21-23 in Chicago, IL. Call 800.689.2900 for information.

Fishers Chamber of Commerce will be hosting their Annual Golf Outing, May 2004 at the Ironwood Golf Club. Call 317.578.0700 for more information. **HR**



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Special points of interest:

- Choosing the Right Roof Coating
- Around Town...Local Events
- Notable Projects for 2003
- Winter Maintenance Tips
- Industry Update; Mold, Construction Contracts, and EPDM

New Year's 2004

As is always the case, we look forward to the coming year with great anticipation, hope and promise. Between looking at our bankbooks and examining our stomachs, the New Year is always an appropriate time to establish new goals.

Trim down, tone up, pursue a hobby, clean this, wash that, write him, call her - oh it's a wonderful time to make promises to yourself, isn't it? January begins with such potential and ends... well, it ends like January typically does - with you reassessing why you made so many promises that you couldn't possibly keep.

Nobody is meant to take on so many goals all at once. It's like reading 8 self-help books at the same time. What could you possibly hope to help with an approach like that?

Might I suggest we look at the New Year as a time that, yes, we assess where our lives are, but also as a moment to recognize what sort of path we've climbed to get where we now stand.

Thomas Edison suggested we should learn at least one new thing every day. And if we take an opportunity to pause and look back on the year that was, it may be a lot more encouraging to see how far we've come along - to see how each day has added up to something significant. I think many of us will realize that we've achieved many things without overwhelming ourselves with an unattainable list of commitments.

So here we stand on the edge of a New Year, primed to roll the clock over once again. All I can say about the upcoming year is this: Remember, there are twelve months. There are four seasons.

There are 52 weeks. There are 365 days. There is time to do the things you want to do with your life. As somebody once said, you can't save time, you can only spend it, it's all a matter of how you choose to spend it that matters. So if you want to start taking the pounds off, by all means, start now.

If you want to wait until next week, that's your choice. Diet? Sure, but don't give up chocolate. I mean it's inevitable you're going to come back to it. I think you understand where I'm going with this.

All I can say is be reasonable. Don't overwhelm yourself. Imagine yourself somewhere one year from now looking back over the year that we're about to dive into. Now take a moment to consider what it is you'd like to be looking back on.

Now, just go out and do it. But first things first. Raise your glass and drink a toast to the year that was and the year that shall be.

Hans Philippo
Owner & CEO
Holland Roofing



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Notable Projects for 2003

Originally constructed in 1978, **Eastgate Mall** was due for exterior and interior renovations. The EMJ Corporation based in Chattanooga, Tennessee was the general contractor for this project and awarded Holland Roofing of Cincinnati the bid on the 296,400 S.F. re roof project. Holland Roofing of Cincinnati crews installed Carlisle Syntec's Fleeceback roof membrane on the shopping center. Over 18 million dollars went into the shopping mall's renovations. **HR**



An aerial view of Eastgate Mall.
Photo Courtesy of Aero Graphics, Cincinnati, OH.

In the Field

Cincinnati Division

Holland Roofing of Cincinnati participated in the Northern Kentucky Chamber of Commerce's Annual Golf Outing. Mike Kellner, Re-roof estimator got into the "swing of things" by participating with Holland customers in the event. In other news, Holland Roofing RMM of Cincinnati and the commercial division set sail with customers on a "Bon Voyage to Summer" Dinner cruise back in September.

Louisville RMM Division

Holland Roofing RMM of Louisville will now be providing maintenance and repair services to the Lexington

and Frankfort Kentucky markets until a satellite office opens in 2004. In the 7 months since the Louisville RMM operations had been established as a stand alone operation the business has grown from 1 to 4 crews.

Columbus Division

Holland Roofing RMM of Columbus participated in BOMA's Annual Vendor Event, held September 2003. Attendees got a chance to spin the "windmill" for Holland prizes and a chance to win a Roofing Solutions Seminar at their place of business. In addition, the Columbus division sponsored a hole at the BOMA of Columbus Annual Golf Outing Event.



Firestone Building Products Company has awarded Master Contractor Status for 2004 to; Holland Roofing of Louisville, Indianapolis and Cincinnati. In addition, Holland Roofing of Cincinnati and Louisville were honored with Firestone's Presidents Club Award for 2004.

Holland Honored with Carlisle Syntec's ESP Excellence in Single-Ply 1998, 1999, 2000, 2001, 2002, 2003

ESP (Excellence in Single Ply) Membership is based upon annual qualifications. Quality installation achievements and Carlisle membrane- and product-purchases are factored into annual qualifications. **HR**

Company News...Holland Expands Quality & Training Programs

"Holland Roofing is dedicated to providing the highest quality roofing installation and maintenance services in the industry."

Mike Reckers, COO

Holland Roofing expands its quality and training programs as a key component to maintaining its high standards of quality. Holland Roofing has a proud tradition of providing excellent service for its new construction, re-roofing, and maintenance customers. This Holland Roofing Legacy was built by the craftsmanship and dedication of its employees. As the demand for quality roofing solutions increases, Holland Roofing must meet this demand by building its staff of highly skilled roofing and sheet metal craftsmen. The Holland Roofing Legacy must be passed on. As a first step, Holland Roofing began its Basic Sheet Metal Training Program. While the demand for skilled sheet metal craftsmen is strong, there simply aren't

enough available skilled sheet metal workers. So, under the leadership of Chuck Burchfield and Joe Kabel, Holland began its first metal training program. The Basic Sheet Metal Training Program is designed to teach the fundamentals. Students are provided with a toolbox filled with the basic hand tools and are taught proper use of these tools. The course includes hands-on training with students installing coping, gravel stop, and standing seam roof components onto roofing models built for the school. Once a student has completed the basic course, a Holland Roofing sheet metal craftsman will be assigned to provide field training and development. Under the watchful eye of

the craftsman, the student will apply the basic skills to real job site projects. In December 2003, Holland Roofing promoted Chuck Burchfield to the newly created position of Director of Training and Quality. Under Chuck's leadership, Holland Roofing will develop a comprehensive employee development program. A sample of future course offerings include, advanced sheet metal skills, certified field trainer, basic and advanced roofing skills, and front line supervision and job management. In addition, Chuck will ensure that all new employees understand the Holland Roofing quality and roofing detailing standards. By investing in these employee development programs, Holland Roofing shows its commitment to its customers and employees.

Employee News

Curtis Sutton has been promoted to General Manager for Holland Roofing of Nashville, commercial division. Curtis has been with Holland Roofing of Nashville since 2001. Gary Matthews has been promoted to Supervisor for the Holland Roofing RMM division for Nashville. Sean Koren has been hired as General Manager for Holland Roofing RMM division for Nashville. Sean brings



a solid background of roofing experience. Most recently, Sean served as a Service Manager for Baker Roofing in Norfolk VA. Brad Market has been promoted to Superintendent for the commercial division of Nashville.

Mike Holland has been promoted to foreman for Holland RMM of Indianapolis and David Ochoa has been promoted to foreman for Holland Roofing of Louisville.

Chuck Burchfield has been promoted to Director of Training and Quality. Holland Roofing has employed Chuck since 1987.

Initially, Chuck will focus on developing a Certified Trainer Program for Holland employees. In addition, as Director of Quality, he will be making field visits to job sites to observe overall quality of that particular project. **HR**

Industry Update

EPDM roof materials rank #1

The National Roofing Contractors Association (NRCA) recently published the results of their annual market survey. EPDM continues to lead low-slope roof applications and is clearly #1 in new construction as well as a strong #2 in the re-roofing market.

Roof Mold

According to industry sources, the number one leak source for commercial roof applications is flashing leaks – which is also the number one mold source. Seams coming apart and leaking are another main source of mold growth from roofing. In addition, failure to perform routine preventative maintenance allows leaks to

occur that could have otherwise been avoided. Molds grow rapidly, typically 24-48 hours after a leak occurs. To avoid mold growth, react quickly to leaks and inspect and maintain your roof system on a regular basis.

November 2003 contracts increased 1 percent

New construction contracts advanced 1 percent in November 2003, reports McGraw-Hill Construction Dodge, a division of The McGraw-Hill Cos., New York. Moving into 2004, the continued improvement by such sectors as commercial building and transportation public works would help offset the modest retreat expected for single-family housing."

Nonresidential building construction increased 1 percent in November 2003. In the institutional category, school con-

struction increased 14 percent; transportation terminals rose 61 percent; and health-care facilities dropped 2 percent. Court-houses and detention facilities fell 3 percent, and amusement-related projects declined 39 percent. In the commercial category, hotels surged 98 percent; warehouse construction advanced 7 percent; and offices increased 3 percent. Stores rose 3 percent, and manufacturing plant construction plunged 70 percent. Total construction activity in November 2003 was 3 percent higher than the corresponding amount during 2002. Residential building construction rose 12 percent, and non-building construction fell 10 percent. Non-residential building construction decreased 3 percent. The West and South Central each rose 6 percent; South Atlantic increased 4 percent; Midwest climbed 3 percent; and Northeast declined 11 percent. **HR**

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RMM Tips for your Roof

Ice dams can become a serious hazard. These dangerous formations are common on industrial administrative buildings, warehouses, storage facilities and production buildings.

There are easy, effective and economical ways to avoid ice dams BEFORE it snows.

Here are a few Holland Roof Tips for Winter:

Install an ice and water shield. This is an efficient and cost-effective way

to avoid snow and ice related leaks. The waterproofing membrane is applied around vulnerable flashing points to protect against wind-driven rain and ice dams.

"Ice dams can prevent water from draining properly."

Have snow guards installed. These protect people, landscaping, lower roofs and gutters from heavy slides of melting snow and ice.

The snow guards hold snow and ice in place allowing a gradual melting.

Do not attempt to have broken gutters reattached until the snow is cleared.

Have your roof inspected once the cold weather is gone. For the most effective results, a professional should do the work. **HR**

Call RMM Today at: 888.243.4856

Roofing Trends

Old, worn out roof? Small Budget? A roof coating may be the answer!

Most building owners are unaware of the type of coating used on their roof system. While roof coatings serve several functions, some are applied as UV protectors for sensitive roof membranes while others are utilized as fire protection and/or to provide reflectivity and energy savings in warmer climates.

Roof coatings can be an economical solution to restoring that old, worn out roof to a like new condition without the huge expense of re-roofing. There are several types of coatings available. The most popular coatings are Aluminum, Acrylic, and Polyurethane based. Aluminum coatings can be used to restore metal or asphalt roofs, while acrylic and polyurethane roof coatings can be used to restore

modified bitumen, asphalt, concrete or spray foam roof systems.

Most roof coatings are Energy Star approved which means by restoring an old, black roof to a clean, highly reflective white roof will help in reducing energy costs associated with your facility. Material warranties are available and a few manufacturers offer labor and material waterproof warranties for up to 12 years. Consult your roofing professionals at Holland Roofing for more information on what type of roof coating is best for your roof system. **HR**



Photo Courtesy of RPM .