



eSource Newsletter
December 2020



HAPPY HOLIDAYS

A Letter from the President

Good Afternoon ORCA Members,

In this season of Holidays, let us remember what we are truly thankful for, our families, health, business, friends, and the air that we breath.

We should always try to be positive influence on those around us, be conscious of other’s needs and remember to smile. Be sure to lend a helping hand when ever possible, because you never know what someone may be going through at that very moment. Be the light that shines positivity in there moment of need. As we know this year has brought several challenges with the introduction of the COVID-19 virus. Many lives have been affected, but with a vaccine on the horizon, I pray that it brings some joy back into the lives of the ones we love.

With the winter months nearing us, its typically a slower time for the roofing industry. Please take this time to remember to read the code books that detail to all you need to know about roofing. Education is power and knowledge in the field will help you to succeed in your career. If your studying to take your commercial endorsement test, we are rooting for you and we wish you the best of luck.

ORCA does have 2 sets of Test books that can be rented out. Please check with Shelley our Executive Director about renting them to study for your test.

Remember the 6-P's of Business

- Proper
- Planning
- Prevents
- Piss
- Poor
- Performance

Together our roofing voice will be heard, and it will become louder the more members we recruit. If you know another roofing contractor that is not a member, invite them to the next general meeting. Together we can make a difference in our Industry to help protect Homeowners from the bad players out there in the market, under bidding, and under delivering quality workmanship.

Lastly, with the recent Golf tournament being a huge success this year we want to give another thanks to Shelley, Susan and to all those who lent a hand and participated. I would like to thank all the sponsors and donors once again for helping make this year possible.

Happy Holiday’s to everyone!

Thad Jennings—ORCA President



7 Winter Roof Maintenance Tips

It's wintertime, which means temperatures are dipping and you'll want to stay indoors more than the rest of the year. Is your roof ready to support your home?

Keeping your roof in tip top shape is a year round endeavor. Yet, it is especially important to focus on roof maintenance during these cold weather months. Between the snow and freezing temperatures, this is when your roof will take its biggest hit.

Taking the time to properly safeguard it is paramount.

Today, we're taking a look at seven ways you can maintain your roof during the winter to make sure its operating at peak performance.

Ready to learn more?! Let's get started!



1. Remove Snow ASAP

Snow on a rooftop can look postcard perfect. Unfortunately, it can wreck havoc if it's left to sit too long. Along with ice, snow creates a heavy weight on your roof. This means that any-where it's even slightly compromised could be at risk of major damage.

If precipitation remains on your roof, it can create what's known as an ice dam when it melts. Water on a roof is nothing new, but it's the re-freezing that creates the issue.

When temperatures drop below freezing (usually overnight), the melted ice hardens back up again. As a result, it creates a dam in or around your gutters, backing up any runoff precipitation. This can loosen your shingles or even create a leakage.

Remove all ice and snow from your roof as quickly and thoroughly as possible to keep it dry longer. As the conditions can make the surfaces slippery, it's often wise to hire a roof maintenance company to come and take care of the issue for you.

2. Repair Flashing

When starting your wintertime roof maintenance routine, take a look first at your existing flashing. Even if it was installed correctly years ago, over time it can become warped or even loosened.

If it's faulty, strive to get it fixed as soon as you can. With improper flashing, snow and other icy precipitation are allowed to more freely enter your roof. If too much excess moisture builds up, you're looking at an interior leak.

The same concept applies to your shingles. If any are beginning to peel up or chip, have them replaced immediately. Left unsecured, they also allow moisture to build and seep into your ceiling.

3. Check Your Gutters

One of the first places that freezing precipitation will accumulate? Your gutters. That's why it's important to check them regularly for any signs of ice dams. One rule of thumb is that if you see icicles hanging off of them, you're likely already looking at a build-up.

The first concern is that if they're filled with ice, your gutters can simply become weakened, unable to hold all that weight. As a result, they can tear away from your home. This creates significant structural damage and leaves you slapped with a major repair bill.

Getting rid of all ice dams at the first sign of formation is key to keeping your gutters strong and working properly.

4. Remediate All Wind Damage

While snow and ice are the first two conditions that come to

Continued from page 2

of wet precipitation. Inspect your roof for any signs of wind damage, and take steps to repair any spots that may have become compromised. You're specifically looking for missing, broken, or damaged shingles or other roofing materials.

If left untreated, these vulnerable spots won't just open your home up to leaks. They'll also serve as breeding grounds for some pretty nasty bacteria, mold, and mildew. So, contact your roof maintenance professional to come patch or replace any areas that wind tears away.

5. Check Your Attic Ventilation

You might not realize it, but the performance of your attic is directly linked to the performance of your roof. Why? If your attic is poorly ventilated or insulated, it can expose your roof more directly to the winter elements, allowing problems like ice dams to form.



When performing your roof maintenance inspection, go inside and make sure your attic has sufficient insulation and has solid routes for ventilation. Keeping the airflow consistent is key to keeping your roof as protected as possible.

6. Clear All Debris

Before the winter storms roll in, make sure your roof and all surrounding elements such as gutters, flashing, and downspouts, are free of debris. This can include pine needles, leaves, and other grime that can accumulate on its surface.

By doing so, you'll help make sure that if a storm does hit, the moisture doesn't have an extra grip on your roof. If it sticks to debris, those little pieces can become water-logged and eventually rot, leading to a leak or other damage.

Take a rake or broom and clear as much as possible in the autumn months to keep your roof clear all winter long.

7. Hire A Professional Inspector

While there are some roof maintenance tasks you can perform yourself, if you really want to get your home in quality shape for the winter, it's best to hire a professional roofing company to take care of the major work.

By letting the experts take the reins, you'll not only save your back and ensure your safety, you'll also have the peace of mind that everything is properly checked and repaired. That way, you can enjoy the winter and all the festivities it brings without having to stress or worry about the condition of your roof!





EVENT CALENDAR

Our Events Committee is diligently working to bring you more information on dates, times, available sponsorships for all our future 2021 events. Stay tuned for more information.

Here are a list of 2021 Events to come:

Lunch & Learns

General Meeting's

2021 ORCA Roundup

2021 Crawfish Boil

2021 Fishing Tournament

2021 8th Annual Golf Tournament

ORCA 2021 Award Banquet Ceremony

We always have opportunities to volunteer on any of our Committees and events—if you are interested please reach out to myself at shelley@orcagroup.org



Classifieds Ads Great for Business

The days of the nickel ad newspapers are fading into the past, but online classified advertising is hotter than ever. For many of us, we fondly remember Roofers Exchange and the great service that newspaper provided the industry. In 2002, Roofers Exchange morphed to Roofers

Coffee Shop® and classified advertising has evolved.

ORCA is proud to offer a special promotion through Roofers

CoffeeShop.com. Together, we are offering \$25.00 off your first classified ad. We know this will be of benefit to your company. In fact, there are many ways to utilize classified advertising in your business including finding labor, finding work, selling, and trading equipment, materials, and tools. RoofersCoffeeShop is the place to sell items to like-minded professionals, knowing you are talking and doing business with people in the roofing trade.

Here are some ideas how your business can successfully utilize the classifieds on RoofersCoffeeShop.

Do you have important news or photos that you would like to share in our bi-weekly newsletters? Please email all news and photos to

shelley@orcagroup.com



5 IMPORTANT HOLIDAY LIGHTING SAFETY TIPS

As we enter the winter months we enter the season of lights! Christmas and holiday lights are everywhere – sometimes even in crazy hard to reach places. Regardless of whether you are hanging some lights on your 1st story roof or all the way up a giant evergreen, it is important to follow there 5 important holiday roof lighting safety tips.

1. Safety first – secure your ladder firmly in the ground, wear gloves and a jacket, take your time – hanging lights isn't worth getting yourself injured over. It doesn't hurt to know your wattage limit on your exterior outlets to avoid blowing a fuse or other electrical issues.
2. Think ahead – check the weather forecast, unbox everything, and most importantly CHECK THE LIGHTS before you hook everything up! There is nothing more frustrating then setting up your lights only to notice after everything is done that something needs replacing.
3. Use clips, NOT nails – avoid putting holes in your roof! You want to avoid harming your roof as much as possible while hanging lights. Plastic clips are made to fasten on tightly and leave no trace behind when taken off.
4. Keep lights away from hazardous areas – placing lights near inflatable objects or vent areas can create various issues. Avoid letting wires bunch up or get too coiled together, inspect the line while straightening out the strands ahead of time. Try using LED lights whenever possible for a smaller eclectic bill and less heat output.

Avoid stepping on roof – try to use a secured ladder as much as possible. Especially when shingles are wet you can easily slip during these cold months. Everyone knows their own capabilities so it's your home – step at your own risk!



ORCA

15401 North May Ave

Suite #1000

Edmond, Oklahoma 73078

405-421-3533 | shelley@orcagroup.org



EDUCATION RESOURCES

Roofing Permit News:

City of OKC will be rolling out new rules & requirement for permits on all residential re-roofs in the City of OKC. The projected start date will be late Spring / early Summer. It has been in the works for some time but due to COVID-19 the start date has been delayed.

Our goal at ORCA is to keep you in the loop on upcoming changes to the industry that will affect your business. The law ordinance is currently in the legal department being reviewed by attorneys; it will then go to Councils. Commercial re-roofing permits requirements will be rolling out shortly after residential.

***The City of OKC is still ironing out details with the rules and the portal. ORCA felt it was important to get information to our Roofing Contractors ASAP ***

The permit process will be similar to building contractor licensing, it will require the following:

1. Register company with the City of OKC as a contractor (potentially a new category of roofing contractor)

Obtain Required Documents:

- General liability insurance (minimum of \$50,000 for each occurrence)
- Workers compensation exempt form (if applicable)
- Workers compensation (minimum of \$100,000 for each occurrence)
- Immigration affidavit (if applicable)

Payment \$100 (Could be another amount TBD)

2. Request a permit for re-roofing & pay fee (TBD)

3. Post Permit before starting work

4. Submit before, during and after pictures / video to City of OKC portal reviewed by inspector.

5. Obtain approval of inspection on re-roofs

Please visit the City of OKC website to get more business licensing information: <https://www.okc.gov/departments/development-services/business-licensing/contractor-registration/building-contractor>

Look for more information required for roofing contractors. Photos and live video inspections will be part of the process. More details coming. The earliest implementation will be late spring, early summer. As more details become available, we will let you know. The ordinance will go to council and that will take approximately a month and then there will be a period of 90 days from the time the ordinance is approved, before it becomes effective.

CITY OF OKC Representative





Continued from page 6

EDUCATION RESOURCES

Roofing Permit News:

Code Officials Corner : ORCA Education Chair will be working closely with the City of OKC to answer questions you may have about inspections and code questions. We will be listing frequently asked questions the City gets to help answer questions more quickly for Contractors and to cut down the number of calls they get with reoccurring questions. Please email any questions for City of OKC Code officials to ORCA Executive Director @ shelley@orcagroup.org or the Education Chair Meredith Marsh-Shaevitz @ pitchperfect.mms@gmail.com

Additional Educational Resources available ONLY through the ORCA Member portal

(Coming Soon)

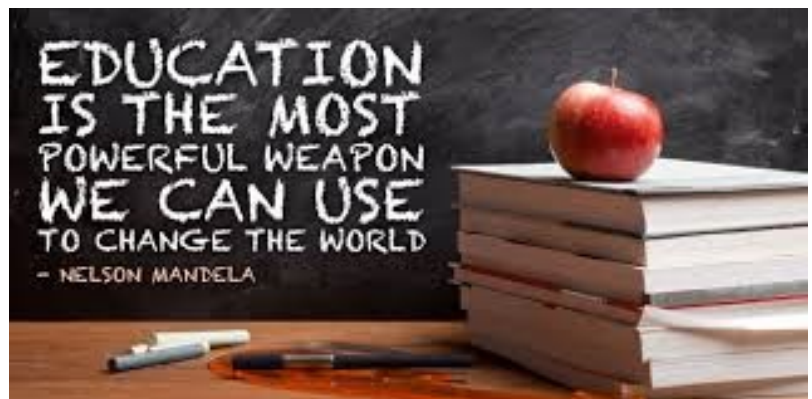
Pathway to installation certification to offer extended warranties for the following manufactures:

- CertainTeed
- GAF
- Malarky
- Tamko
- IKO
- Owens Corning
- Atlas

****Let us know if there are other manufactures you would like added to this list****

Business Support

- Business Plan Checklist
- Best Roofing Business Practices
- International Residential Code (IRC) Documents
- Xactimate Tools & Support Documents
- Manufacture Installation Instructions
- Oklahoma Insurance Commissioner Bulletins
- Oklahoma Uniform Building Code Commission Rules





MONTHLY SPOTLIGHT



Contact: Darcie Meihoff, Metal Roofing Alliance (MRA), darcie@metalroofing.com or 971-998-3782

BORAL STEEL® AND NICHTECH NAMED WINNERS OF MRA'S BEST RESIDENTIAL METAL ROOFING PROJECT COMPETITION FOR Q-3

PORTLAND, Ore.—The Metal Roofing Alliance (MRA) has selected [Boral Steel®](#) and [NICHTECH](#) as the winners of its Best Residential Metal Roofing Project competition for the third quarter of 2020.

The award-winning project features the installation of a new metal roof on a Tulsa, Okla. home that is just 10 years old. The original roof had been severely damaged by hail, which resulted in leaks and frustrating, unsuccessful attempts at roof repairs. Ultimately, the homeowners decided to replace the entire roof with a far superior metal roofing option that has not only significantly improved the performance and protection of their home, but added major style as well.

The material selected for the project was Boral Steel® PINE-CREST Shake stone-coated steel roofing, a lightweight solution benefiting from the strength of steel. The roof chosen delivers the stylish look of wood shake, but is manufactured to last and perform reliably for many decades to come. NICHTECH, the metal roofing installer for the project, was able to use Boral's Elevated Batten System right over the old roof to help boost energy efficiency, save on tear-off costs and prevent waste. Even with the home's complex roof design and elevations, the NICHTECH crew was able to complete the job in just four days and the end result highlights the home's unique architecture beautifully.

"We take pride in all the projects we do, and this is a fantastic example of how using the right materials, installation methods and paying close attention to details can result in worry-free protection and performance for homeowners over the long run," said Charles Nichols, owner of NICHTECH.

In addition to no more leaks, the homeowners also have noticed a major unexpected benefit from their new metal roof: The home better maintains comfortable indoor temperatures without the need to frequently adjust the thermostat. That's because Boral's system meets the minimum 0.85 R value for insulation above the roof deck, making it much more energy efficient and resulting in increased comfort and long-term money savings. The homeowners also can take comfort in the fact that their durable new roof can stand up extreme storms and hailstones.

"As an extremely lightweight and durable material, Boral Steel is ideally suited for roof retrofits of this kind," says Marion Whorton, territory sales manager covering OK, AR, KS & LA states with Boral Steel®. "And when you pair it with the Boral Elevated Batten System®, the homeowners' long-term energy savings are meaningful."

With the end of the third quarter's competition, the search is now on for MRA's final Best Residential Metal Roofing project for 2020. Open to U.S. and Canada contractors, installers and manufacturers, MRA officials will select one outstanding metal roofing project based on project appearance, performance and originality/use of materials. [Interested participants may upload their project photo along with a 200-word or less description for why their metal roofing project is worthy of top honors online at metal-roofing.com.](#) Next quarter's winner will be announced in December, and only residential metal roofing projects in the U.S. and Canada will be considered.



MONTHLY SPOTLIGHT

For more information about how to enter MRA's "Best Metal Roofing" competition for the trades, visit www.metalroofing.com
About Metal Roofing Alliance (MRA)

Representing metal roofing manufacturers in the United States and Canada, the Metal Roofing Alliance (MRA) was formed to help educate consumers about the many benefits of metal roofs. The main objective of MRA is to increase awareness of the beauty, durability and money-saving advantages of quality metal roofs among homeowners, as well as to provide support for metal roofing businesses and contractors. For more information, visit [MRA](http://www.mra.com).



MRA members Boral Steel® and NICHTECH won the Metal Roofing Alliance's Best Metal Roofing Project competition this quarter for a high-performing, stylish stone coated metal roof installed on a Tulsa, Okla. home



Monthly Spotlight

Marion Whorton

Boral Territory Sales Manager

Build something great™





ASSOCIATE MEMBERS

Thank you to all our Associate Members for being a loyal member of ORCA!

- | | |
|---------------------------------|--------------------------------|
| BITEC, INC. | Spectrum Paint Company |
| XM8 Mastery | OMG, Inc |
| GAF | Malarkey Roofing Products |
| Coppermark Public Adjusters | Lomanco |
| Star-R-Foam | Atlas Roofing Corp. |
| ABC Tulsa / Bradco Supply | SPEC Building Material - OKC |
| ABC Supply Edmond | ABC Supply OKC |
| Gideon Steel | EcoStar, LLC |
| Superior Equipment & Supply | CSL Materials |
| CrossRoads Roofing Supply | EagleView Technologies |
| Insurance Agency of Mid-America | CertainTeed |
| Owens Corning | Max Roofing Products (MaxFelt) |
| Oklahoma Roofing Monthly | Beacon - OKC |
| Tropical Roofing Products | Rich & Cartmill |
| Attic Breeze, LLC | IKO Sales, Inc. |
| Merlin Law Group | Boral Roofing |
| Hail Trace | G.A.P. Roofing Inc. |
| Stinger by National Nail | Target Safety Group |
| Gulfeagle Supply | PolyGlass |
| Roofers Coffee Shop | Southern Shingles |
| ABC Supply Norman | ABC Supply Stillwater |

NEW PARTNERSHIP WITH ORCA & MRA

Representing the residential metal roofing industry in the United States and Canada, the Metal Roofing Alliance (MRA) was formed to help educate consumers about the many benefits of metal roofing. The main objective of MRA is to increase awareness of the beauty, durability and money-saving advantages of quality metal roofing among homeowners, as well as to provide support to the residential metal roofing industry. For more information, visit [MRA](#).





WELCOME OUR NEWEST MEMBERS



Above the Deck



RONCO Construction & Supply Co, INC

As a family owned and operated company, we have been providing the best window, siding and roofing services to the Greater Midwest Area since 1971. RONCO Construction in Tulsa, OK, is EPA Lead Paint Certified and a proud winner of the golden Hammer Awards. Being a BBB-accredited business reflects our unflinching commitment to quality and customer service. We specialize in vinyl siding, window installation, residential roofing, metal roof installation, sun room installation, bath remodel, kitchen remodel, patio cover installation and energy-efficient remodeling. We offer our impeccable construction services to the homeowners of Oklahoma, Texas, Louisiana, Missouri, Arkansas, Mississippi, Kentucky, Ohio, and Kansas. We stand behind our exemplary work by offering manufacture and workmanship guarantees.

Little Concepts, INC D.B.A, Inc.

My Roof General Contractor - Below is a little history of our New Members My Roof General Contractors

"My Roof was created by Robert Nefian with one purpose in mind – to treat “Your Roof like its My Roof.” As a homeowner himself, Robert Nefian knew the importance that a roof could have in protecting his family and valuables; he had experienced the devastating effects of natural disasters and watched countless others suffer as a result of hail storms, tornadoes, and hurricanes.

My Roof has grown from being a mere thought, into a flourishing company that now has 3 locations. The success of our corporate office in Plano, TX has allowed us to open an office in Oklahoma City, OK and one in Houston, TX. The offices are staffed by more than 30 employees which are passionate about their customers and motivated to make a powerful impact upon their community. My Roof has proved its stability by being debt free for the past 7 years to the extent of even offering in house financing to its customers! Furthermore, My Roof is certified by numerous national manufacturers such as GAF and Owens Corning and accredited by the Better Business Bureau, North Texas Roofing Contractors Association, and Oklahoma Roofing Contractors Association.



We could not be any prouder to be acknowledged by the most prestigious associations within our industry.

As you choose My Roof to carefully handle the various aspects of your project, we ask that you remember that we are an all-in-one service. Our process includes the complimentary initial diagnosis of your roofing system, meeting your insurance company, and coordinating our teams of dedicated contractors in completing any and all of the work requested by your Carrier!

We are grateful for each one of our customers and love creating lasting relationships within our communities by being the emergency contact you can always rely on. Call us today and let us show you why My Roof has been praised and recommended by so many.



HAPPY HOLIDAYS!

Dear ORCA Members,

All of us here at ORCA would like to wish you and your family a wonderful Holiday season. As always we sincerely appreciate the confidence and trust you have placed again with us this year. We highly value both your friendship and your business and we continue to look forward to mutually rewarding a long lasting relationship. The holiday season can often be hectic, but we wish you the joy that comes from family and friends, safe travels, good health, great abundance , and moments that you will treasure for years to come.

As Your current President and a current founding member of ORCA, I would like to thank everyone for your continued support as your President. As I leave this position in order to allow others to take the lead in ORCA and the Organization I would encourage everyone to continue to support and get more involved with ORCA. It has been a pleasure to be your leader and look forward to contributing my educational experiences in the years ahead as a member.

Respectfully
Thad S. Jennings

