



# TENNESSEE ASSOCIATION OF ROOFING CONTRACTORS

THE VOICE OF LICENSED PROFESSIONAL  
ROOFING CONTRACTORS

**TARC Newsletter**

**Summer Issue, 2018**

## **PRESIDENT'S CORNER**

*By Clark Napier, TARC President*



This summer has been hot and I'm sure everyone is ready for Fall! Hopefully, in a few more weeks it will start cooling down, the leaves will be changing, and you know that means...Football time in Tennessee! Along with football, TARC's Fall Skeet Shoot is an event that I hope everyone is looking forward to and making plans to attend. It will be held at Benton Sporting Clays in Charleston, TN and should be a blast for all. We have an array of vendors this year sponsoring the stations and Todd Hartman with Larimar Shannon will cater lunch with his smoker. Please make plans to join us at this wonderful event on

Thursday, October 4.

TARC 2018 has been a great year so far, full of fun events including the summer convention held in the beautiful Pensacola Beach, FL. The weather was a little wet at times, but we made the most of it. I personally want to thank all the sponsors, speakers, and especially the members; both contractors and associates, that came to support TARC...Thank you! We had the best lineup of speakers yet and a good time was held by all.

As we move forward in the 2018-2019 year, I want to challenge all the contractor members to make a greater effort to attend next year. We all are busy in the summer, but we need everyone's help to raise attendance at all events. For this initiative, we will release the dates and open registration before Thanksgiving to ensure everyone can budget for the meeting and plan. We plan to return to Pensacola again as the location was great! TARC's room block is now available through the hotel. For more details, visit TARC's website at [tarcroof.org](http://tarcroof.org). Registration for the summer convention is available now on our website.

As the TARC president, I will work hard to grow support for our Association through efforts to increase new memberships, as well as participation for all events. I will proudly represent the goals, ethics, and concerns of the entire association. Thank you for this opportunity to serve!

Clark Napier  
TARC President, 2018-2019

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## Congratulations TARC Scholarship Recipients for 2018-2019

The Tennessee Association of Roofing Contractors awarded \$3,000 in scholarships from the TARC Scholarship Fund this summer. Recipients for 2018 are Olivia Szot, Camryn Shanes, and James Moore.



Olivia Szot of Arlington, TN will be attending the University of South Carolina in Columbia, SC. She is the recipient of the Thomas Herbert Scholarship, also known as the Associate Member's Scholarship. Olivia plans to earn her doctoral degree in Marine Biology and to study the oceans' ecosystems to help preserve wildlife and coral reefs. Aside from her studies, Olivia has a part-time job.



Camryn Shanes of Bon Aqua, TN is the recipient of one of the two contractor's scholarships. Camryn is a nursing student at Union University in Jackson, TN. She plans to become a nurse practitioner specializing in pediatrics. Camryn played basketball for East Hickman High School for four years and has been active in several student organizations; including FCCLA, HOSA and the FCS. She also works as a cashier for Publix.



James Moore of Chattanooga, TN is the recipient of the second licensed contractor scholarship. James is a student at the University of Tennessee at Knoxville and is majoring in mechanical engineering. He is a football and baseball athlete and has received several awards, including Academic Achievement Awards and a Senior Athlete Award. James is a CADNet student at Tennessee Valley Authority and works as a roofer for JDH Company.

Every year the Tennessee Association of Roofing Contractors strives to raise money and award deserving students to advance their education across Tennessee. To date, TARC has given \$93,000 in scholarships since its inception. If you would like to learn more about how to contribute to TARC's Scholarship Fund, email [info@tarcroof.org](mailto:info@tarcroof.org).

## NRCA Issues Action Alert Regarding the Industry's Labor Shortage

*Reprinted courtesy of NRCA*



Roofing industry employers continue to have difficulty finding workers to fill job openings, and it is crucial Congress pass legislation to help address this issue. NRCA is encouraging NRCA members to urge their legislators to approve the Workforce for an Expanding Economy Act (H.R. 6536). This legislation is designed to address chronic workforce shortages in roofing and similar industries by establishing a market-driven visa system that enables employers to meet their workforce needs and grow their businesses.

H.R. 6536 establishes an innovative, market-driven visa system that allows potential immigrant workers to fill job openings for employers with year-round, non-farm positions that cannot otherwise be filled. This is a vital long-term solution to the roofing industry's workforce needs. NRCA has posted an Action Alert asking NRCA members to urge their members of Congress to support this legislation.

**To take action and email your legislators, visit the NRCA Grassroots Advocacy Network at [roofingadvocacy.nrca.net](http://roofingadvocacy.nrca.net).**

## OSHA Must Haves for Compliance

*By Safety Operation Services (SOS)*

With all the talk these days about regulation, it is hard for employers to know exactly what they must do to be compliant with OSHA and keep their employees safe. Here is a short list of the must haves for OSHA compliance.

- Perform frequent and regular inspections of workplace conditions to make sure they conform to applicable OSHA standards. This includes ensuring employees have and use safe tools and equipment and properly maintain this equipment.
- Establish or update operating procedures and communicate them so that employees follow safety and health requirements. This can be accomplished through a safety manual/program with policies and procedures to manage your employee's safety.
- Use color codes, posters, labels or signs to warn employees of potential hazards.
- Employers must provide safety training for employees engaged in hazardous task such as working at heights, operating equipment, using ladders and scaffolds, using chemicals and many other task specific hazards.
- Employers with hazardous chemicals in the workplace must develop and implement a written hazard communication program and train employees on the hazards they are exposed to and proper precautions.
- Provide medical examinations and training when required by OSHA standards.
- Post, at a prominent location within the workplace, the OSHA poster informing employees of their rights and responsibilities.
- Report to the nearest OSHA office all work-related fatalities within eight hours, and all work-related inpatient hospitalizations, all amputations and all losses of an eye within 24 hours.
- Keep records of work-related injuries and illnesses.
- Provide access to employee medical records and exposure records to employees or their authorized representatives.
- Post OSHA citations at or near the work area involved. Each citation must remain posted until the violation has been corrected, or for three working days, whichever is longer. Post abatement verification documents or tags.
- Correct cited violations by the deadline set in the OSHA citation and submit required abatement verification documentation.



Safety programs can reduce workplace injuries and alleviate the associated financial burdens on employers. Most successful Injury and Illness Prevention Programs are based on a common set of key elements which include management leadership, worker participation, hazard identification, work site inspections, hazard prevention and control, education and training, and program evaluation and improvement.

## Three Social Media Tricks to Build Your Business

By Cara D'Angelo, *CertainTeed*

Build your business with social media by developing a strong following, visual content and knowing when your audience is online.

If you're not on social media or not paying attention to it, you should be. Social media is another way to find customers, share information and best practices with other professionals, and expand your circle of influence. It is just as important today to engage on social media as it is to have a website.

Still not sure? Let's look at the business opportunities you are missing.

- **Your customers are on Social Media**

Despite increased grumblings around content, security, and privacy, social media's active users aren't going anywhere. A third of the world's population is on Facebook and we don't foresee that number going down significantly any time soon.

Facebook has seven billion monthly active users to be exact. Twitter has 330 million monthly active users, about a four percent increase over last year.

- **More importantly, Your Customers Want to see You on Social Media**

Social media is a great way to "get to know" your customers and build trust – and that trust is rewarded in terms of increased loyalty and sales.

Ninety-three percent of people who follow small- and medium-sized businesses on Twitter plan to purchase from the SMBs they follow, and 69 percent have already purchased from an SMB because of something they saw on the network, according to a report from Twitter and Research Now.

While the large reach of social media can definitely be good for businesses, it can also make it harder to stand out in a crowded field—and that was before Facebook introduced its new algorithm changes.

In early 2018, Facebook began prioritizing posts that "create meaningful conversations" in users' timelines. Basically, the platform favors posts that are likely to start conversations.

All this is to say, posting alone is not enough. Businesses need to get smarter about how and when they engage with their audience on social media. Which is really not that hard once you know how.

### Best Practices You Should Follow:

- **Create a strong following.** If you're just getting started, see who is following the other local businesses or groups in your community or industry. There is a good chance that these people will be interested in your products or services, too. "Follow" and engage with them.
- **Be online when your audience is online.** In the wake of Facebook algorithm changes, you may see your organic reach drop. By posting at the peak time your audience is online, you'll have a better chance of reaching your target audience.
- **Make your content visual.** Facebook users watch 100 million hours of video every day. If you have a highly visual product, why not take advantage of video? Tools like Animoto make it easy to create professional videos. Not too sure about your video skills? Graphics and glamour shots are important, too. Websites like Canva can help you create clean, branded graphics for social media.

Social media should be another tool in your toolbox. **Check out [RoofersCoffeeShop.com](http://RoofersCoffeeShop.com) to for tips and ideas on how to get started!**



# Summer Convention: In Photos



TARC'S FALL  
 SKEET SHOOT  
 OCT. 4, 2018

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The Tennessee Association of Roofing Contractors is the voice of the professional licensed contractors across the state and the suppliers that support our industry. TARC strives to have a positive reflection in the roofing industry by representing exceptional professional licensed roofing contractors who are committed to performing superior work standards.

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**TENNESSEE ASSOCIATION OF  
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