



# TENNESSEE ASSOCIATION OF ROOFING CONTRACTORS

THE VOICE OF LICENSED PROFESSIONAL  
ROOFING CONTRACTORS

TARC Newsletter

Spring Issue, 2017

## PRESIDENT'S CORNER

By Robert Smith, Jr., TARC President

It's time again to bring everyone an update on what is going on with our Association and in the Roofing Industry. Football is long over and winter is nearing its end.

In January, we had our Mid-Winter Meeting at the Four Points by Sheraton in Brentwood. We had a great attendance this year with an informative round of speakers! TARC's education committee did a great job as always. Our faculty included NRCA's Duane Musser, Mark Raines with EagleView Technologies. Mark Roberts with Dale Carnegie Training and Heidi Ellsworth, President of HJE Consulting Group.

We decided to have a For Foreman Level 1 Class run during Annual Meeting in a breakout room. The class was sold out! What made this class extra special was we invited the foremen to eat lunch with us during the break. Taught by NRCA's Tom Shanahan, the For Foreman Class was an all-day leadership program that will help the guys to effectively lead their teams on the job.

Coming up on April 20 - 21 will be our next board meeting and a special golf event. We decided to move our meeting place from West to East Tennessee in order to hold a fundraiser due to the recent devastating fires in Gatlinburg. It was voted on and passed to make this change and to raise money for the East Tennessee Foundation in efforts to support our community of Tennessee. All proceeds raised during our golf outing will go to the fire victims in the Gatlinburg area. We also plan to have a special reception that night at the Margaritaville Island Hotel for all TARC golf attendees and families. Please check our website for the full schedule.

A board meeting, special planning meeting for board members, and an NWIR TN startup meeting will be at the Margaritaville hotel in Pigeon Forge on Thursday, April 20. The golf outing will be at the Sevierville Golf Club during the day. A luncheon will be held for those who are not golfing on Friday, April 21. We will have the reception that night. This is a great opportunity for you to have a short weekend getaway in Gatlinburg, as we have a special TARC room block for Thursday, Friday and Saturday night, and for TARC to gain a little media recognition, **so please help support this cause.** I hope to see everyone there.

Robert Smith, Jr.  
TARC President, 2016-2017



### IN THIS ISSUE:

- President's Corner
- Mid-Winter Meeting
- Golf Tournament  
Fundraiser
- TARC Member Spotlight:  
Melissa Cason
- National Women in  
Roofing
- For Foreman Class

## Mid-Winter Meeting: Roofing Industry Updates

The Tennessee Association of Roofing Contractors held their annual Mid-Winter Meeting in January at the Four Points by Sheraton in Brentwood. This year's meeting proved a success with a near sold out attendance record!

Educational speakers for the event covered a range of the different industry topics and trends, including what to expect in the roofing industry from our new president, pricing through satellite imaging and a review on National Women in Roofing. A highlight of the meeting was a innovative workshop on Leadership Communication presented by the Dale Carnegie Training Center of Tennessee.



Another highlight of the event was the presentation of National Women in Roofing by President of HJE, Heidi Ellsworth. Heidi brought a unique dynamic to TARC with her discussion of women in roofing. The trend of women in the work place continue to rise and roofing contractors have hired more women in recent years. Heidi raised questions about where women fit in the roofing industry and what they bring to the workplace that is usually male dominated.

The conference ended with a well attended reception in which participants had the opportunity to network with industry partners and colleagues. If you missed the meeting, please visit our website at [tarcroof.org](http://tarcroof.org) to download the presentations.

## Golf Tournament Fundraiser to Support the East Tennessee Foundation

The Dollywood Foundation has asked us to support the [East Tennessee Foundation](#) and their disaster relief services. These services will be given to the families throughout the region who were terribly impacted by the recent tragic fires. We have been made aware that many families and businesses still need our help!

### Thursday, April 20

Check-in to the Margaritaville Island Hotel will begin that afternoon followed by a NWIR kick-off meeting, a planning retreat meeting and a board meeting.

**3:00 pm – 4:00 pm NWIR TN Meeting**

**4:00 pm – 5:00 pm Board Meeting**

**5:00 pm – 6:00 pm Planning Retreat Meeting**

### Friday, April 21

**9:30 am Shotgun Start:** The golf tournament will be located at the [Sevierville Golf Club](#), just a short drive from the Margaritaville Island Hotel. **Shotgun start is at 9:30 am at the River Course.** For those not golfing, a special lunch will be planned.

### Friday, April 21

**6:30 pm Reception:** All members are invited to a TARC hosted reception after the Golf Outing on Friday night at the Margaritaville Island Hotel. Special guest Trudy Hughes, Director of East Tennessee Foundation, among others, will be in attendance. **This is a very special event that, please show your support by attending on Friday night!**



*If you would like to contribute or attend, please visit [tarcroof.org](http://tarcroof.org) for more details or email [info@tarcroof.org](mailto:info@tarcroof.org).*

## TARC Members Spotlight: Melissa Cason

*Full-Time Vice President, Wife and Mother*

Witty. Creative. Strong. These are just some of the attributes that our Member Spotlight brings to the table. Melissa Cason, Vice President of Porter Roofing, new board member for TARC, and longtime advocate and voice for women in roofing is certainly a role model for demonstrating what it takes in dedication, hard work and commitment to attaining a dream. The trend for women entering the workforce in fields such as roofing continues to grow, changing the overall dynamics of the industry.



Melissa holds many job titles such as Vice

*My first job in the roofing industry was in accounts payable. It taught me to understand all the different roofing materials and was a great introduction into the roofing world. Women working in the office is typical, however, once we had a man in the office who refused to do "women's work!" Unfortunately, that is just one bias among many that we run into frequently in this field and that we are working to overcome.*

**What are the barriers to working in the roofing field that you personally had to overcome as a woman?**

*I believe that in any field, there will be barriers for women to overcome, especially in industries that are male dominated. I've been blessed to be in an environment that promotes women in all avenues of our business. However, I absolutely had to overcome barriers when I stepped out*

*"I think our industry has inched slowly in equality and I still see some walls that we may need to break down with a sledge hammer."*

President, devoted wife, and full-time mother, just to name a few. This is a glimpse into the busy life of Melissa Cason.

**Who inspired you to work in roofing?**

*My inspiration to work in the roofing industry was largely my husband. He absolutely enjoys roofing and I've seen him conquer many of the obstacles and challenges that comes with the territory. He encouraged me to get involved, and I am so glad that I did!*

**What does your average day look like?**

*My average workday is not average by any means! It is a challenge to be a full-time wife, mother, teacher and Executive Vice President of Porter Roofing Contractors, Inc. Thankfully, I have been blessed to be able to work remotely anywhere and anytime. Somedays, I begin working early while other days I work late into the night. It just depends on what tasks I have at hand how I juggle any conflicts with my responsibilities. Every day is different in terms of schedule, which can at times create a challenge. I like to rise to the occasion on such days!*

**What was your first job in roofing and what was the perception of the people you worked with as a woman on staff for the job?**

*of my protected environments. There were the attitudes with winks, being called "hon" and I heard a lot of "it's so easy, she could do it!" I think our industry has inched slowly in equality and I still see some walls that we may need to break down with a sledge hammer. I also notice that companies are beginning to support women more than ever in this field, and the movement seems to be catching momentum.*

**What is it about roofing and why continue in the field?**

*There are so many things I enjoy about this industry. I relish looking at a building and taking pride in the fact that we roofed it. I savor the excitement of winning a bid. But mostly, I love the people in roofing! From the janitor, forklift driver, roofer, or business owner, almost everyone you meet has incredible success stories and are just amazing individuals.*

**What is your position in roofing now and how do you perceive the future?**

*I am the Executive Vice President and co-owner of Porter Roofing Contractors, Inc. I plan on continuing education on the state of art roofing systems and the industry overall. I see myself as being an advocate and voice for women in the industry as well. I would like for those younger females starting out in roofing to be able to see*



## Tennessee Association of Roofing Contractors and National Women in Roofing

By Hiedi Ellsworth, President of HJE Consulting



In January, National Women in Roofing (NWIR) a national organization focused on the empowerment of women within the roofing industry was asked to visit the Tennessee Association of Roofing Contractors. NWIR Chair, Heidi J. Ellsworth shared information about the association and their goals.

Most importantly they discussed how the women of Tennessee can be involved.

Michelle Boykin with Rackley Roofing Company, Inc. along with Curtis Sutton were instrumental in coordinating the NWIR visit. Michelle is planning on starting a council in Tennessee. There were many women and men in attendance that were willing to help get a council started. In fact, the first Tennessee NWIR Council gathering will be held during the 2017 TARC Spring Golf in Pigeon Forge on April 20. All TARC members are welcome to attend.

In the meantime, NWIR had a significant presence at IRE and wants to share the information with all Tennessee roofing professionals. The best way to get ongoing information is to sign-up for the monthly newsletter at [www.nationalwomeninroofing.com](http://www.nationalwomeninroofing.com). While visiting the site, be sure to consider membership. It is only \$60.00 per year!

During the IRE, activities included networking, mentoring and educational opportunities. The first event was a Networking and Mentoring Reception. Kaney O'Neill, President of O'Neill Contractors Inc. & National Veteran-Owned Business Association's (NaVOBA) 2015 Woman Vetrepreneur of the Year, spoke. Not only is she an inspiration to women all over the country, she is also a force to be reckoned with in the roofing industry. Women also had the opportunity to learn by shared experiences in the roofing industry focused on a variety of topics during roundtable mentoring sessions.

NWIR provided an education session on March 1, led by Jennifer Stone of Nations Roof and myself. Utilizing

a symposium format, the topic of "Successful Career Path Case Studies for Women in Roofing" will allowed men and women to learn about various career paths in the roofing industry. With a highly interactive conversational format, the class will provided strong insights for career path strategies.

During the IRE tradeshow, NWIR had a booth for women and men to meet, network and discuss upcoming events and initiatives. Membership and sponsorship opportunities along with local council opportunities was promoted at the booth. Prior to the tradeshow, NWIR members were active participants at the 8th Annual Community Service Day and the NRCA ROOFPAC Golf Tournament.

NWIR has created a strong foundation of bylaws, processes and procedures along with association management that are designed to ensure implementation of the following goals:

- Mentoring – Mentor and empower women in the roofing industry to achieve excellence in their chosen career
- Education – Create high-quality learning programs and experiences for men and women to build successful businesses and careers for both genders
- Networking – Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting, and supportive networks
- Recruiting – Reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents, and experiences to the roofing industry

It is with great excitement that we welcome a Tennessee council. NWIR is closing in on 270 members and 10 founding sponsors. All women and men are invited to participate in this exciting new organization. For more information, membership sign-up and sponsorship opportunities, visit [www.nationalwomeninroofing.com](http://www.nationalwomeninroofing.com).

*cont'd on page 5*

### About National Women in Roofing

National Women in Roofing (NWIR) is a volunteer-based organization that supports and advances the careers of women roofing professionals. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry.

NWIR is guided by a strong framework of bylaws, processes and procedures that are designed to ensure implementation of the following goals: Mentoring, Education, Networking, and Recruiting.

To learn more about the NWIR and how to get involved, visit [nationalwomeninroofing.org](http://nationalwomeninroofing.org).



### NRCA's For Foreman Class Level 1

The Tennessee Association of Roofing Contractors hosted an NRCA For Foreman Level 1 class during their Mid-Winter meeting as a breakout session. The day long workshop, taught by Tom Shanahan, CAE, NRCA Vice President of Enterprise Risk Management, provided the group of foreman with insight and hands-on training on how to lead a crew.

Attendees from Rackley Roofing who attended the daylong training provided a few anonymous thoughts about their experience:

“ I would recommend this class to everyone and hope I get invited to take the level 2 class. The main thing I learned was that good communication with co-workers and customers is very important. I also learned that treating everyone with respect helps not only the employees, but also the company with maintaining a good reputation.”

*cont'd on page 7*

### Industry News: OSHA Puts on Hold Defense of Policy Regarding Workplace Inspections

The Occupational Safety and Health Administration (OSHA) has put on hold its court defense of its policy that allows union representatives to accompany inspectors during inspections of non-union workplaces, according to Bloomberg BNA.

Attorneys for OSHA told a federal judge the agency needs a 30-day delay to allow the incoming Trump administration to have adequate time to review the policy; the motion was filed Feb. 13 and has the support of attorneys representing the National Federation of Independent Business, the industry group challenging the policy.

The judge hearing the case on Feb. 3 told OSHA he believed the policy was a significant departure from past interpretations of inspection requirements; under that stance, OSHA would have the choice of withdrawing the policy or beginning a rulemaking—including public hearings—to properly enact the policy.



**OSHA has used the policy, which was enacted by the Obama administration, on at least five occasions.** Industry groups are urging the Trump administration to overturn it.

*Reprinted courtesy of NRCA.*

**Member Spotlight: cont'd from page 3**

me as a role model and for them to know they too can be successful in this field as a woman.

**How has TARC helped you in your career in roofing?**

TARC has given me the opportunity to meet many different people through the organization and has given me the chance to help our Tennessee roofing community as a profession. I consider TARC to be a great advocate for women in the industry.

**What is your advice to women who are looking to work in roofing and to the companies that are looking to hire women?**

My advice to the women looking to work in the roofing industry is to not get disappointed and discouraged, but to get connected with other women in the industry for support. It makes all the difference. For the companies looking to hire women into the business, I would suggest having an open mind and be willing to bend the status quo.

**What is it that you like to do in your free time?**

What free time? Just kidding! I like hanging out with my teenage children who keep me on my toes and my husband. We very much enjoy the outdoors with camping, hiking, and off-roading.

If you have a member in mind to spotlight, contact [info@tarcroof.com](mailto:info@tarcroof.com).

## 2017 TARC Dues

**Deadline was  
March 1, 2017**

**If you have not renewed  
your dues, please visit  
[tarcroof.org](http://tarcroof.org) for payment  
options or email  
[info@tarcroof.org](mailto:info@tarcroof.org).**



## NRCA's For Foreman Class Level 1 *cont'd*

"I would recommend this class to any foreman that wants to learn about themselves and how to treat others. I was taught how to relate to different personalities within my crew. It was brought to my attention that I am also part of the problem and that it's not always someone else's fault. Through this class, I learned how to get more out of employees through respecting their opinions. I was also taught to not say the word can't. "

"I would like to thank you for allowing me to attend the Foreman's only class. I enjoyed the class for a few reasons. I got to learn about myself and the way I think. I also learned how to treat others because of what I now know about myself. This class is already helping me to be more confident on the job and is helping me manage my crew members. I would recommend this class for this alone! I look forward attending the Level 2 class."

The guys were invited to join with the Mid-Winter attendees for lunch and received a certificate of recognition. TARC plans to continue education through the Foreman Series in the future. A For Foreman Level 2 class will be planned for the Fall of 2017.




---

## Special Thanks to All of Our Mid-Winter Meeting Sponsors!

### Refreshment Sponsor

Southern Roofing Co.

### Reception Sponsors

Commercial Roofing Specialties  
 Dixie Roofing, Inc.  
 Peterson Aluminum Corp.  
 John Campbell Co., Inc.  
 Porter Roofing Contractors, Inc.  
 Apex Group  
 Dimensional Metals  
 SPEC Building Materials  
 Larimer - Shannon Group

### Education Sponsors

Commercial Roofing Specialties  
 Royal Adhesives & Sealants  
 Tamko Building Products  
 Metro Roofing & Metal Supply  
 Donelson Roofing Co., Inc.

### Board Meeting Sponsors

American Weatherstar  
 Porter Roofing Contractors, Inc.

### Lunch Sponsors

Metro Roofing & Metal Supply  
 Best Distributing Co., Inc.  
 Rackley Roofing Company, Inc.

**Tennessee Association of  
Roofing Contractors**  
P.O. Box 60128  
Nashville, TN 37206



**TENNESSEE ASSOCIATION OF  
ROOFING CONTRACTORS**

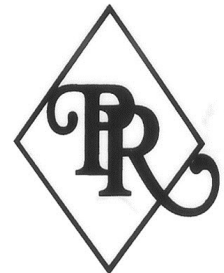
THE VOICE OF LICENSED PROFESSIONAL  
ROOFING CONTRACTORS

**TARC OFFICE**

P.O. Box 60128 | Nashville, TN 37206  
615-515-5299 | [TARCROOF.ORG](http://TARCROOF.ORG)  
[Info@tarcroof.org](mailto:Info@tarcroof.org)

For all correspondence,  
or to sponsor TARC's next newsletter,  
please contact the TARC Office.

**Special Thanks to All of Our Sponsors**  
Who Made this Publication Possible



**Commercial Roofing Specialties Inc.**