

Spring, 2015

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# CENTRAL ROOFING COMPANY

Volume 3  
i. ONE

Quarterly Insights into What's Happening In-House and in the Field

## from the **TOP**

**April is  
Autism Awareness  
Month**



This issue of Central Roofing Company's newsletter *from the TOP* is Lighted up Blue (LIUB) in special recognition of Autism Awareness Month. Central Roofing Company has partnered with FOX 9 and the Minnesota Autism Speaks committee organizing LIUB this year in a joint effort to raise community awareness and involvement. On April 2, 2015 homeowners can shine blue lightbulbs in their exterior lights. Business owners can illuminate their signs, front entries or parts or all of their buildings in blue. All of us can post supportive messages on our personal and professional social media sites (use #LIUB) and add our voices to the conversation about autism.

Continued inside.

### Central "Focus on Prevention" Talks

*Our Service Professionals answer your questions on common roof problems and maintenance solutions that save money.*

*Book your Central Talk now.*

We have always maintained (no pun intended) that the most critical piece of a preventive maintenance inspection provided by Central Roofing Company is the report we provide for our customer. That report includes not only our findings as well as picture evidence of what's happening on top your building, and it also includes your options for resolving any issues. Now, in an effort to provide you with critical roof information *before* a CRC service technician steps foot on your roof, we are offering our customers and potential customers an opportunity to spend 20-30 minutes with a Service Project Manager to discuss preventive maintenance—what it is, what you can expect from us as your preventive maintenance contractor, and why a "focus on prevention" will save you a lot of money.

Our approach is simple and consistent: Customer Collaboration is Key. CRC's Mike Mehring, Service Sales

Manager, said, "We aim to elevate our conversations with customers by providing them with the same basic information we have about their roof. What kind of roof do you have? How is this type of roof maintained? We give with our definition of Preventive Maintenance and we discuss options. You know what we know. No surprises, only partnership."

Terry Aten, Service Salesman, agrees, "It is not a matter of *if* you will spend money to maintain your roof, rather it is *when* you will spend and how much. We seek to share with customers the common issues and resolution plans that make sense."

It's time to think about Preventive Maintenance. Schedule an appointment or book your Central "Focus on Prevention" Talk, call 763.572.0660 or contact your Service Representative directly.

Currently on TOP >>>

### Lowertown Stadium, the new home of the St. Paul Saints

New Construction—roofing, waterproofing, sheet metal, scheduled for completion in 2016.



### Ground has broken on the new Wells Fargo Towers in Minneapolis; CRC is on TOP in 2015.

New Construction—roofing, waterproofing, sheet metal, first phase is scheduled for completion later in 2015.



The new Wells Fargo campus will be a focal point for the new East Mpls revival.



April 2, 2015

## Shine a Light on Autism

Join the world to "Light It Up Blue" on April 2nd, World Autism Awareness Day. Help spread awareness throughout April, Autism Awareness Month.

LEARN more at [www.AutismSpeaks.org/LIUB](http://www.AutismSpeaks.org/LIUB)  
VIEW #LIUB photos around the world! Add your own!  
DONATE \$10 by texting AUTISM to 25383

To see how members of CRC are helping our world, check out a selection from our recent stories. Don't forget to sign up for all the latest news by subscribing to our e-newsletter today. For more information on how you can help, visit [www.AutismSpeaks.org/LIUB](http://www.AutismSpeaks.org/LIUB). We are grateful for your support and participation. All images are the property of their respective owners. All rights reserved. No part of this publication may be reproduced without the express written permission of the publisher. All trademarks are the property of their respective owners. All other trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.



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**FOX 9 NEWS**

Central Roofing Company is proud sponsor of Severe Weather Updates on FOX 9.

"When severe weather strikes, we are Central to response."



"I saw it on Facebook..."

CRC's Original Web Series:  
Views from the TOP



Photo courtesy of CRC Service Technician, Josh Mattson

Also find CRC



# Go "Inside CRC" for industry news, company happenings and more.

We tap the best in the industry to bring you the information you need. They all post here. Check it out.

We have been inviting our customers and web-browsers "Inside CRC" for more than a few years now and the tour is never the same. What started as a place for employees to go to see what was happening "Inside CRC" has become a robust landing spot for some of the industry's best resources. We offer readers a wide variety of topics to explore—everything from our charity inter-

ests to how-to's. Content is engaging and aimed to inform and enrich.

We invite print news media, social media bloggers, and our friends and colleagues to submit topics of interest on a monthly basis. "Sometimes the topics are customer-driven, responses to questions we've received or trends we are noticing. Other times, we seek to post a third-party point of view on best practices. Often, we simply want to

entertain and share how dynamic roofing and construction can be. In everything we do, the goal is the same, to be 'Always on Top,'" said Jessica Tesdall, CRC's Communications Director.



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## Inside CRC

We are dedicated to collaboration and quality and that means communication.

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### Why Roofing is Safer Than Ever

Over the years, maintaining safety in every area of life has become more and more of a priority. With the large amount of workplace injuries, accidents in the home, and the discovery of harmful materials, addressing these issues has brought about many government regulations. Great strides have been made to improve safety in the workplace [...]

[Continue reading](#)

### What Are the Most Common Roofing Problems in MN?

What are some common roofing problems (especially in places like MN where we see extreme weather)? While living in Minnesota offers residents the beauty of experiencing four seasons, a common challenge to living in a state that has such a varied climate are the roofing problems that the elements can cause to homes throughout the [...]

[Continue reading](#)



ask our service department >>>

## Why Preventative Maintenance?

Compare the Numbers.

	<u>PRM Plan</u>	<u>No PRM Plan</u>
Year 0 Roof Replacement (2015)	\$240,000.00	\$240,000.00
Preventative Maintenance (2015-2024)	\$15,000.00	\$0.00
Year 10 Roof Replacement (2025)	\$0.00	\$322,539.00
Preventative Maintenance (2025-2034)	\$20,000.00	\$0.00
Year 20 Roof Replacement (2035)	<u>\$433,500.00</u>	<u>\$433,500.00</u>
<b>TOTAL COST</b>	<b>\$708,500.00</b>	<b>\$996,039.00</b>

- Based on 20,000SF Roof
- Estimated Annual PRM Cost = \$1,500.00 (2015-2024)
- Estimated Annual PRM Cost = \$2,000.00 (2015-2024)
- Roof Replacement Cost Based on 3% Annual Inflation
- Roof Replacement Cost Based on Fully Adhered EPDM Roof System with R-23



Investing in the Future...

## Company Overview

- *Business Structure: Corporation*
- *Established: 1929*
- *MN License #CR639253*
- *Certified: WBE—Woman-owned*
- *ORCA Registration: Complete*
- *CCR: Registered & Current*
- *GSA Contract Holder #GS-07F-072AA*
- *SIC Code: 1761*
- *Other distinctions: WBE, MBE, DBE, TGT/ED mentor-protégé agreement with Emerge Construction & Building Supply*

## In the next issue...

- ◊ Central Sheet Metal & Panels
- ◊ After a Storm: Responding When Disaster Strikes
- ◊ Rooftop Equipment
- ◊ Ask our Production Team

from... **Gerri Stock, CEO/President**

*In 2015, Central Roofing Company will service over 175 buildings on the University of Minnesota campuses, including some of the most delicate, interesting and populated buildings in Minnesota are in our care....*

Counted in our inventory of University of Minnesota contracts are famed buildings like TCF Bank Stadium and Mariucci Stadium, the Weisman Art Museum, and the Mayo Memorial Building. All in all, we will walk hundreds of thousands feet of roof over the course of three weeks in the spring and three weeks in the fall, saving the University and taxpayers over a \$1 million in repairs via our extensive Preventive Maintenance contract. Our partnership is so extensive that Central Roofing Company has signed on to be the official roofing contractor and preventive maintenance provider for Gopher Athletics. We are Central to keeping fans, students, alumni, and public property safe and secure season after season.

In the year ahead, listen for CRC when you listen to Gopher football, hockey and basketball. Watch for our trucks and service technicians when you are campus. Like the University, tradition is important to us. In the spirit of establishing tradition and expressing gratitude, we thank the University and Gopher Athletics for these opportunities.

#### On TOP the University of Minnesota: Did you Know?

- ◆ The stainless steel skin of the Weisman Art Museum is modern art in itself. It will take two men a full day to walk the various expanses.
- ◆ Northrop Mall is one of the most populated buildings in the entire University system. It houses the university's College of Liberal Arts and the College of Science and Engineering. Also connected is the Northrop Auditorium.
- ◆ Pillsbury Hall is one of the oldest buildings on campus. Any necessary work will be treated as historical restoration.
- ◆ The new Science Teaching and Student Services building received gold level LEED (Leadership in Energy and Environmental Design) certification. CRC is a LEED installer.



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## ROOFING COMPANY

- Since 1929 -



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