

RICOWI, Inc. Summer Newsletter

In this issue:

- Letter from Chair
- RICOWI Fall Seminar
- Q&A with RICOWI Board of Directors
- Meet the new Affiliate Members
- RICOWI Foundation Update
- Meet the New Executive Director

Future dates:

- October 7-9: RICOWI Fall Seminar
- October 16: RICOWI Board of Directors Meeting
- March 4-5 2021: RICOWI Spring Seminar

Letter from Chairman

Welcome to the RICOWI Summer 2020 “Mini” Newsletter! In this first-of-its-kind edition, you will find information about exciting upcoming events, and what’s been happening recently. Get to know the Board of Directors and become acquainted with new Affiliate Members in a Q&A section. The newly formed RICOWI Foundation is looking to pull donors for future research opportunities so that we can continue to serve the roofing industry; read on for more about how to get involved. In October of 2019, RICOWI had a change in leadership and welcomed Jordan Loudon as the new Executive Director; an interview with Jordan is featured as well. At RICOWI we are continually working to bolster the connection to our members and industry colleagues alike and are committed to serving the roofing industry, no matter the climate. Stay happy and healthy,

David Balistreri, Chairman, RICOWI, Inc.

You're Invited!

Join us for our fall seminar, right from your desk! The RICOWI 2020 Fall Seminar will be held via Zoom Webinar and is to take place October 7-9, 2020. As always, informative and exciting presentations are on the agenda along with RICOWI Committee Meetings. A forum will be held to give attendees the opportunity to voice potential research funding ideas to the RICOWI Foundation. The final day of the event will be a training session led by HIP and WIP Program Coordinator, Dave Roodvoets and WIP Chairs, John Kouba and Phil Mayfield. The Hail and Wind Investigation Committees and the work they do to keep the industry unbiased and informed, are unique to RICOWI. This training day will be available to RICOWI Sponsor and Affiliate Members only. Registration information will be posted on the website at www.ricowi.com.

RICOWI 2020 Virtual Fall Seminar Agenda:

Wednesday October 7

- Opening Statements: David Balistreri
- IBHS FORTIFIED Programs: Mark Zehnal & Chuck Miccolis
- Full-Scale Testing of Flashing Performance on Low-Slope Membrane Roofs: Chuck Miccolis & Chris Sanders
- Breathing Break: Jordan Loudon
- Underlayment Committee

Thursday October 8

- Hurricane Investigations Focusing on Steep Roofs: Dave Roodvoets
- Three Roof Projects Gone Wrong: Phil Dregger
- Movement Break: Jordan Loudon
- Code Committee
- Research Idea Forum

Friday October 9 (Members Only)

- RICOWI Wind Investigation Training Pt. 1
- Sponsored Break
- RICOWI Wind Investigation Training Pt. 2
- Closing Statements: David Balistreri



Fall 2017 Seminar attendees at Florida International University's Wall of Wind.

Q&A: With the RICOWI Board

We asked our Sponsor Members to answer the following question:

Since COVID-19 interrupted our normalcy, what are some activities you've been doing to keep yourself grounded and/or calm?

Member: Rick Allen, International Staple, Nail, and Tool Association (ISANTA), Vice Chair

Answer: I look forward to my weekly golf league and reading the backlog of books I have.

Member: David Balistreri, International Institute of Building Enclosure Consultants, Inc. (IIBEC), Chairman

Answer: Fortunately, COVID has not interrupted my work or family life as much as the greater nation. I have always been a bit of a work-aholic and this pandemic has only fed that habit. The worst thing for me has been not being able to go out to eat with as much disregard for "where" and "when". I feel bad saying this, but we have been blessed at the Balistreri household with having been touched in a minimal way (knock on wood). My son has had his high school senior year upended but he is very resilient and mature for his age. He seems to have accepted how life can bring massive change without warning. He has taught us how simply focusing on the positive and being helpful to others improves our dispositions. My wife has been distracted with our four month old filly "Miss Jo See Bravo" who was born at the start of the pandemic (she has been a super awesome distraction). I do seem to be able to spend a bit more time focusing on my walk with the Lord and getting in a bit more down range target practice. I pray the state of "mostly normal" doesn't get worse here and will only get better wherever you are. Come and visit anytime you are in Wisconsin. Masks optional, flak jackets required.

Member: Pete Keener, Amtech Solutions, Affiliate Member Representative to the Board

Answer: I have been fortunate and continued to work during the outbreak. I have logged over 12,000 windshield miles since May 1. I found golf a relaxing break until the temperatures (over 100 everyday) kept me off the course. My wife and I enjoy car trips. We have had to spend extra time making sure places will be open so we do not waste a trip. My work grounds me. So designing roof systems and providing roof observations keeps me grounded. I try to learn something everyday to keep my mind focused.

Member: Jason Hoerter, Spray Polyurethane Foam Alliance (SPFA), Director at Large

Answer: COVID? What's COVID? I'm one of those guys where I only stress out about the little things. When it comes to things like COVID, I prefer to keep my head down and focus on family and work.

Member: Randy Ober, Single Ply Roofing Industry (SPRI)

Answer: I can sum up the state of Randy Ober's life the last 5 months in one word...BORING!! I never thought that I would miss business travel, but not seeing everyone personally (not via Zoom) has been really difficult. In order to keep my sanity, I am walking a lot, hanging out at our place in Myrtle Beach, playing bass guitar in my band, and of course, drinking plenty of craft beer (for medicinal purposes only)! I relish the thought of everything getting back to normal...hopefully sooner versus later.



Randy's band

Q&A: With the RICOWI Board

Member: Rick Olson, Tile Roofing Industry Alliance, Past Chair

Answer: I've been enjoying reconnecting with family and friends. Also, working on service projects involving homeless and homeless youth with a focus on food and mental health access have been important to me.

Member: Larry Peters, Copper Development Association, Inc. (CDA)

Answer: This year, I primarily stay grounded by ensuring my support crew stays grounded. 2 walks a day. Refreshments for my rodent control chief, too. Also, getting back in touch with woodworking (restored a few old hand tools and putting to good use). While practicing a new metalworking skill; getting better at a "textured bronze" technique I'm learning from a craftsman/artist Joe Cooper.

And...

Trying to keep the immune system strong by keeping active—cycling a fair amount, some outside and increased amount on the smart trainer indoors.



Support crew



Rodent control



Member: Annette Sindar, Eagle Roofing Products, Chairman of RICOWI Foundation

Answer: Read

Member: Mark Stevens, National Roof Deck Contractors Association (NRDCA)

Answer: Quarantine at the beach as often as possible.

Member: Jim Walas, Revere Copper Products, Secretary-Treasurer

Answer: Calm eludes me at this time.

Member: Robert Zabcik, Metal Construction Association (MCA)

Answer: Being in one place for so many hours at a time can feel monotonous, so I try to move around as much as possible. I also try to change my scenery by taking calls outside, go for a quick walk a couple of times a day or during particularly hectic days, meditate for 5 minutes to clear my head to make sure I'm working on the right thing at the right time.



A Moment of Gratitude

RICOWI wants to recognize those that recently retired from their roles as members after many years of dedicated service. You will be missed!

Lynne Christensen, Cedar Shake and Shingle Bureau. Lynne served on the RICOWI Board of Directors and held the position of Chairman.

Mike Ennis, Single Ply Roofing Industry. Mike served on the RICOWI Board of Directors and held the position of Secretary-Treasurer.

Scott Kriner, Metal Construction Association. Scott served on the RICOWI Board of Directors and held the position of Director At Large.

William Morgan, Malarkey Roofing Products. Bill was an Affiliate member and served as Affiliate Member Representative to the Board.

2020 Election Results

This year the following positions were filled:

Jason Hoerter Director At Large

Pete Keener Affiliate Representative to the Board

James Walas Secretary-Treasurer

Congratulations to those elected!

Affiliate Member Q&A

We asked our new Affiliate Members the following questions:

What are you hoping to gain from your membership with RICOWI?

What are you doing to keep grounded and calm during these COVID-19 times?

Member: Rafael Leyva, Bananas Group Inc.

Answers: We are hoping to be part of research which looks at the affects on roofing after catastrophes. Additionally, we would like to provide data for future papers on the effects of wind on residential structure based on their space/ or configurations. This is something we would liked peer reviewed once we are finished.

As for Covid-19, we are a roofing and construction company in part and are considered an essential business. Additionally, we also provide expert testimony of first party insurance claims. Covid-19 has not stopped homeowners from filing claims. Which means we are almost business as usual in that section of our business.

Member: Carol Marston, Marston Consulting

Answers: What am I hoping to get out of RICOWI membership? I've been circulating around and through the roofing industry since 1983, first with an EPDM manufacturing company as chief engineer which led in 1989 to my starting a full time consulting practice assisting roof system manufacturers getting their Factory Mutual and UL Approvals. Throughout all of the testing of the various systems I've always been interested in the real-world performance of those systems. Now living near the shore of North Carolina I'm feeling and seeing the impact of higher and higher wind related storms and recently, working together with three companies we have developed a roof system for the coastline as well as the Caribbean that should withstand the high hurricane winds. With all that in the background, I'm looking forward to joining some old friends from the early days of single-ply and actually seeing the results of all of our roof system design efforts. Looking closely at the failures can help the industry build better roof systems going forward.

Caroll Marston answers continued: Grounded and calm during Covid-19 times? Since I've been working in a home office for most of the past 30 plus years, that hasn't even been an issue. The predominant change has been staying at home and not being in an airplane every other week or so, traveling to a test facility or to any number of trade shows for clients. Instead, my wife and I have been able to rise early in the morning (to beat the NC summer sun) and bike for 8 - 10 miles before breakfast. Since my last flight through Atlanta last April, I've lost 11 pounds and blood pressure has stabilized at a lower level than I can remember. Working with my primary client to take advantage of the numerous virtual trade shows that may be the wave of the future is exciting. Developing ZOOM formats for "lunch and learn" instructional programs for contractors and architects is going to be keeping me busy throughout the rest of the year as well as providing an opportunity to reach out to existing customers and potential customers without leaving the office is an ideal segue into semi-retirement.

David Hastings, My Adjuster, LLC

Answers: I am hoping to gain knowledge from the organization by meeting and networking with the professionals that are members.

I have spent time with my wife and two young boys on the boat teaching them how to surf and wake board. Their enthusiasm and determination to accomplish has been rewarding for all of us and allowed us to take our minds off the pandemic.

RICOWI Foundation

The mission of our RICOWI Foundation, Inc is to enhance and promote the research related to the performance of roofing products and systems. Our foundation was developed to help support the activities of the RICOWI Inc. organization and other industry research requests as a funding mechanism through which grants, special research projects, and natural event investigations might continue.

The RICOWI Foundation, Inc. was formed in 2017 as a 501 (c) (3) to expand our opportunities for funding. Our work is important to the future growth and the direction of building community which includes academia, industry, contractors, code officials, specifiers, insurers, and general consumers. We are one of a very few organizations that provide such services.

Our ask today is quite simple! We need you help in getting our initial funding of the RICOWI Foundation, Inc. in place. To date, we have had members come forth giving a total of \$20,000. These early adopters of the Foundation mission includes State Farm, Georgia Pacific DensDeck, Lakeside Construction Fasteners, Eagle Roofing Products, Building Envelope Consultants, Ltd., National Roof Deck Contractors Association, and Revere Copper Products. These organizations see the benefit and are challenging all of us to join with them by making a commitment to donate. Note that our Foundation is a 501(c) (3) meaning your donations are likely tax deductible. When companies such as yours make a contribution, it has the benefit of helping not only both parties, but the wider industry in general. This collecting funding will help provide research dollars for our RICOWI HIP and WIP, and will allow Joan Cook to move forward with grant proposals that can attract greater external dollars into our program.

Donate today!

If you would like to make a contribution to the RICOWI Foundation Inc. please contact Joan Cook: jcook@ricowi.com



Have you seen the recently updated RICOWI website?

If not, check it out!

www.ricowi.com

RICOWI's New Executive Director

Hello! For those that I have not yet had the pleasure to meet, my name is Jordan Loudon, Executive Director of RICOWI, Inc. It is my honor to serve in this role, which was held for many years by Joan Cook and prior to her, Ms. Patty Wood-Shields. I know I have rather large shoes to fill as these ladies were exceptional in their role as caretakers of the organization.

How did I end up in this role? Well, it started in 2008 when I tagged along with my grandma (Joan) to help her out at the registration desk for a RICOWI seminar. After getting really good at giving directions to the bathroom, I gradually took on additional responsibilities to help reduce her workload. I continued to attend the conferences while attending college. Finally, after more than 10 years of being a part of the organization, life events lined up and just as Joan was ready to reduce her involvement, I was ready to become a legitimate member of the RICOWI family. I am very thankful for being able to transition into this role.

For my formal education, I attended Ohio University with a Bachelor in Human and Consumer Sciences, focusing on Retail Merchandising and Fashion Product Development, and a minor in Communications. Having grown up in Ohio, I longed for a climate with year-round warm weather and beach access. After a quick 13-hour, multiple leg flight, I landed in Honolulu, Hawai'i on the island of O'ahu to begin my internship at Nordstrom. In 2016 I began my training to become a 200-hour Certified Yoga Teacher. Since completing my teacher training I had the wonderful and very learning-filled opportunity to open a yoga studio in the town my husband and I currently live in, Wai'anae. The studio has since closed, however I still teach classes a few times a month at various beach parks and have uploaded some classes to YouTube after COVID hit and we were all sequestered to our homes.

Looking forward, I hope to continue to serve RICOWI as well as its past Executive Directors have. I believe in what our organization stands for and am passionate to help RICOWI provide services to those across the roofing industry and beyond. While we said good-bye to some really adored members this year, there have been a few new faces to join the RICOWI Board of Directors and I am excited to have their valuable knowledge and input moving forward.

Our fall event will be a first-of-its-kind, as just about everybody has had to make the transition from live to virtual events. Though we will certainly miss the fun group dinners and the chance conversations that happen while standing in line at the lunch buffet, it's my hope that you will find the content invaluable. I'll be leading short breathing and movement breaks during the fall event so be sure to join us if you're looking for simple tools to implement mindfulness into your daily life.

What am I doing to stay calm during these uncertain times? Lots of yoga, surfing and hiking.

I look forward to seeing some of you at the fall event and even more to when we can safely meet in person again.

Sincerely,

Jordan Loudon,

Executive Director, RICOWI, Inc.

