

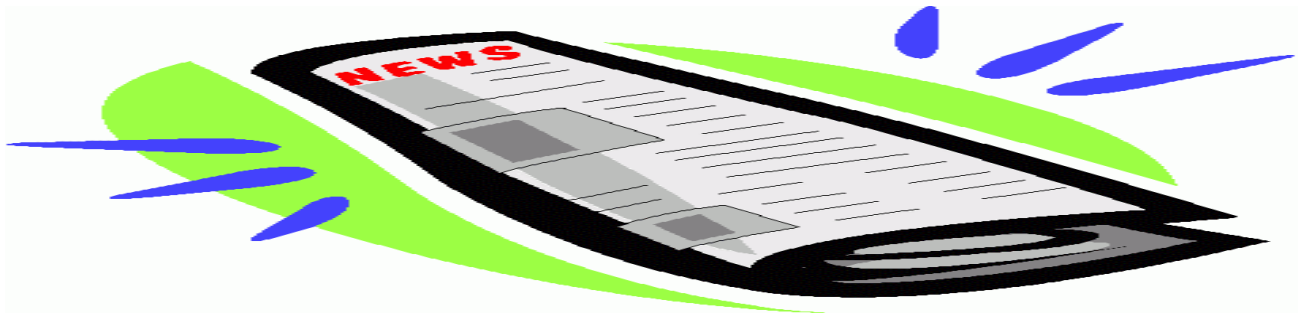
ISSUE 1.2



FROM THE RooFTOP

NEWS FROM THE NATIONAL SLATE ASSOCIATION

IF YOU WOULD LIKE TO SUBMIT A PRESS RELEASE, PLEASE EMAIL ALL YOUR NEWS TO JOANNEBAKER@SLATEASSOCIATION.ORG. HAVE IDEAS FOR AN ONLINE POLL, WE'D LOVE TO HEAR FROM YOU.



WHO'S NEWS!

THE NSA WELCOMES ITS NEWEST MEMBERS

CUSTOM CUPOLA & STEEPLE COMPANY – OAKVILLE, ON CANADA
DAX ROOFING COMPANY – CLINTON TOWNSHIP, MI
E3 ROOFING GROUP – OLATHE, KS
GUARANTY SHEET METAL WORKS – KENNER, LA
INNOVATIVE CONSTRUCTION & ROOFING – ST. LOUIS, MO
LANDMARK EXTERIORS – NORWALK, CT
BLACK DIAMOND SLATE COMPANY – SAVANNAH, GA
RISING & NELSON SLATE COMPANY – MIDDLE GRANVILLE, NY

ON LINE POLL



THE ON LINE POLL IS A WAY TO VOICE YOUR OPINION WITH US WITHOUT LEAVING YOUR NAME. PLEASE NOTE THAT UNLESS YOU IDENTIFY YOURSELF IN THE COMMENT SECTION OF THE RESPONSE, WE DON'T KNOW WHO YOU ARE. THEREFORE, PLEASE DO NOT ASK FOR ADJUSTMENTS TO YOUR LISTING INFORMATION WITHOUT IDENTIFYING YOURSELF IN THE COMMENTS SECTION OF THE POLL RESPONSE.

WE AT THE NSA HAVE BEEN CONSIDERING THE POSSIBILITY OF INCLUDING IN THE NEWSLETTER, NSA UPDATE, A MARKETPLACE LISTING FOR OUR MEMBERS TO ADVERTISE. ADS COULD BE PURCHASED FOR A SMALL AMOUNT TO LIST EQUIPMENT FOR SALE, EQUIPMENT NEEDED, HELP WANTED ADS. THERE ARE PROS AND CONS TO THIS. IT COULD SERVE THE INDUSTRY WELL. SOME FEEL IT COULD BE A PROBLEM FOR A COMPETING MEMBER IF HELP WANTED ADS APPEAR AND THEY LOSE VALUED EMPLOYEES. SHOULD THE NSA OFFER THIS SERVICE TO THEIR MEMBERS?

YOU DECIDE – CLICK BELOW TO VOTE!

**[HTTP://SLATEASSOCIATION.ORG/MEMBER-POLL-MARKETPLACE-LISTING-
IN-NSA-UPDATE](http://slateassociation.org/member-poll-marketplace-listing-in-nsa-update)**



THE RESULTS ARE IN:

WE ASKED, AND YOU RESPONDED. THE QUESTION WAS: ON OUR WEBSITE, WE HAVE A SEARCHABLE DATABASE. CURRENTLY, CONTRACTORS ARE ONLY LISTED AS SERVING THE STATES THEY ARE LOCATED IN. WOULD IT BE A BENEFIT TO YOU IF YOU COULD HAVE YOUR COMPANY LISTED IN ADDITIONAL STATES THAT YOU ARE CURRENTLY LICENSED IN OR CURRENTLY SERVE?

YEA: 5

NAY: 1

THE YEA'S HAVE IT!

STAY TUNED FOR THE RESULTS OF THIS MONTH'S POLL RESULTS IN THE NEXT ISSUE OF FROM THE ROOFTOP.

DO YOU HAVE A QUESTION YOU WOULD LIKE TO POSE TO THE MEMBERSHIP? DON'T SIT AND WONDER. SUBMIT YOUR QUESTIONS AND WE'LL GLADLY PUT IT IN AN UPCOMING ISSUE OF FROM THE ROOFTOP. ALL YOU NEED TO DO IS SPEAK UP!



INDUSTRY INSIDER



**RUSSELL
ROOFING**

IF IT'S RUSSELL, IT'S RIGHT. GUARANTEED!

**FOR IMMEDIATE RELEASE
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MEDIA

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RUSSELL ROOFING WINS NATIONAL ROOFING CONTRACTORS ASSOCIATION'S GOLD CIRCLE AWARD

ESTEEMED HONOR FOR OUTSTANDING WORKMANSHIP

ORELAND, PA, MARCH, 2010 -- RUSSELL ROOFING ANNOUNCED TODAY THAT THEY HAVE BEEN AWARDED A NATIONAL ROOFING CONTRACTORS ASSOCIATION'S 2010 GOLD CIRCLE AWARD. RUSSELL ROOFING WAS NOMINATED BY TOM MACCHI FOR ARCADIA UNIVERSITY'S MURPHY HALL IN THE OUTSTANDING WORKMANSHIP: STEEP-SLOPE CATEGORY.

RECOGNIZED FOR THE RESTORATION OF AN ARCHITECTURALLY DISTINCTIVE TOWER FOR ARCADIA UNIVERSITY, WHERE PRESIDENT OBAMA RECENTLY VISITED, RUSSELL ROOFING WAS ALSO HONORED TO RESTORE A LANTERN FROM THE WHITE HOUSE DATING BACK TO

LINCOLN'S PRESIDENCY, WHICH WAS DAMAGED IN A STORM. RUSSELL ROOFING HAS HAD THE PRIVILEGE TO WORK ON MANY OTHER HISTORICALLY REGISTERED OR LANDMARK PROPRIETIES SUCH AS CARPENTERS HALL, RITTENHOUSE TOWN, AND ELFRETH'S ALLEY ALSO KNOWN AS "OUR NATION'S OLDEST RESIDENTIAL STREET".

RUSSELL ROOFING ALSO WON THE GOLD CIRCLE AWARD IN 2009 FOR INSTALLING A ROOF AND GUTTER SYSTEM FOR KEYSTONE HOSPICE. THE PROJECT, WHICH ALSO INCLUDED EXTENSIVE CARPENTRY WORK, WAS A COMPLETE RESTORATION OF THIS 142 YEAR-OLD VICTORIAN MANSION. THE RESIDENCE OFFERS A PLACE WHERE TERMINALLY ILL PATIENTS CAN LIVE OUT THEIR DAYS IN A COMFORTABLE, HOME-LIKE ENVIRONMENT, SURROUNDED BY FAMILY AND FRIENDS.

IF IT'S RUSSELL, IT'S RIGHT. GUARANTEED.

ABOUT ARCADIA UNIVERSITY:

IN THE PAST 30 YEARS, ARCADIA UNIVERSITY HAS GROWN SIGNIFICANTLY FROM A SMALL UNDERGRADUATE, LIBERAL ARTS COLLEGE SERVING A TRADITIONAL-AGE STUDENT BODY, TO A COMPREHENSIVE UNIVERSITY SERVING MORE THAN 3,700 MEN AND WOMEN, AGES 17 TO 77, THROUGH PART-TIME AND FULL-TIME, DAYTIME, AND EVENING, UNDERGRADUATE AND GRADUATE PROGRAMS. THE UNIVERSITY ALSO OPERATES ONE OF THE LARGEST STUDY ABROAD PROGRAMS IN THE U.S., SERVING ANOTHER 3,000 STUDENTS EACH YEAR.



REFER A FRIEND

WE KNOW THAT THE ECONOMIC ENVIRONMENT IS NOT WHAT IT WAS A SHORT YEAR AGO. THEREFORE, WE AT THE NSA ARE TRYING TO OFFER OPPORTUNITIES TO CUT THE COST OF YOUR 2011 MEMBERSHIP.

DO YOU KNOW SOMEONE IN OUR INDUSTRY THAT IS NOT A MEMBER OF THE NSA? REFER A MEMBER, AND RECEIVE A CREDIT OF 20% OFF YOUR DUES. SIMPLY EMAIL THE MEMBERSHIP CHAIRMAN, MATT HICKS AT MATTHICKS@SLATEASSOCIATION.ORG THE COMPANY NAME THAT YOU ARE REFERRING TO THE NSA. UPON RECEIPT OF THEIR PAID MEMBERSHIP, WE'LL PAY YOU BACK WITH NSA BUCKS. REFER 5 MEMBERS, GET YOUR MEMBERSHIP FOR FREE IN 2011!

**VISIT - [HTTP://SLATEASSOCIATION.ORG/JOIN-NSA/](http://SLATEASSOCIATION.ORG/JOIN-NSA/)
FOR A COPY OF THE NSA MEMBER APPLICATION**



CONTRACTOR SPOTLIGHT

COMPANY: THE FICK BROS ROOFING & EXTERIOR REMODELING COMPANY
ADDRESS: 1200 EAST 25TH STREET BALTIMORE, MD 21218
PHONE: 410-889-5525 **FAX:** 410-889-0322
WEBSITE: WWW.FICKBROS.COM
EMAIL: INFO@FICKBROS.COM
YRS IN BUSINESS: 61 **# OF EMPLOYEES:** 45

COMPANY BIO:

FICK BROS. IS A FOURTH GENERATION FAMILY BUSINESS THAT SPECIALIZES IN RESIDENTIAL ROOFING AND EXTERIOR REMODELING, WITH SPECIFIC EXPERTISE IN SLATE, CUSTOM METAL ROOFING AND REPAIRS AND RESTORATION. WE TAKE TREMENDOUS PRIDE IN OUR EMPLOYEES AND THEIR WORK. WE HAVE NO EQUAL WHEN IT COMES TO CUSTOMER SERVICE AND SATISFACTION IN THE CONSTRUCTION AND REMODELING INDUSTRY.

WHAT IS YOUR MOST MEMORABLE SLATE ROOFING PROJECT?

FOR OVER 61 YEARS WE HAVE COMPLETED MANY MEMORABLE SLATE ROOFING PROJECTS, MOST OF WHICH WE DO NOT HAVE PHOTOS OF ANY LONGER. SOME OF THE LARGER PROJECTS ARE –

- **JOHNS HOPKINS UNIVERSITY - STUDENT DORMITORIES**
- **JOHNS HOPKINS UNIVERSITY - PHYSICS BUILDING**
- **WASHINGTON COLLEGE – WILLIAM SMITH HALL**
- **GILMAN SCHOOL - MIDDLE SCHOOL BUILDING**
- **GILMAN SCHOOL - LOWER SCHOOL BUILDING**
- **NUMEROUS PRIVATE RESIDENCES IN THE BALTIMORE AREA**



**PHOTO COURTESY OF FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY
REPLACEMENT OF FLASHINGS MAKES AN OLD ROOF NEW AGAIN.**

WHAT ARE YOU MOST PROUD OF ABOUT YOUR COMPANY?

- 1. OUR CUSTOMER SERVICE - WE PROVIDE OUTSTANDING CUSTOMER SERVICE AND WE PRODUCE HIGH QUALITY ROOFING AND REMODELING SERVICE. WE DO NOT 'CUT CORNERS' BUT DELIVER 'UP TO A STANDARD, NOT DOWN TO A PRICE'.**



PHOTO COURTESY OF FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY

NEW COPPER VALLEYS PROPERLY INSTALLED WILL CERTAINLY EXTEND THE LIFE OF THIS SLATE ROOF.

- 2. OUR EMPLOYEES – WE HAVE THE BEST EMPLOYEES IN THE INDUSTRY, SECOND TO NONE. THEY UNDERSTAND OUR BUSINESS PHILOSOPHY. THEY ARE PROFESSIONAL CRAFTSMEN INSTALLING QUALITY WORKMANSHIP.**



PHOTO COURTESY OF FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY

TAKING GREAT CARE TO ENSURE EVERY PROJECT IS GIVEN THE VERY BEST FICK BROTHERS HAS TO OFFER.

- 3. OUR LONGEVITY - OUR FAMILY HAS BEEN IN BUSINESS FOR ALMOST 100 YEARS AND THE FOURTH GENERATION HAS JUST TAKEN THE REINS.**



PHOTO COURTESY OF FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY

CUSTOM COPPER WORK IS SECOND NATURE HERE AT FICK BROTHERS.

- 4. OUR REPUTATION – WE ARE THE STANDARD IN OUR INDUSTRY IN THE BALTIMORE AREA. WE HAVE WORKED LONG AND HARD TO ACHIEVE THAT PLATEAU AND WE WORK EVEN HARDER TO MAINTAIN IT.**



PHOTO COURTESY OF FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY

WITH THE RESTORATION COMPLETE, THIS SLATE ROOF IS ONCE AGAIN READY TO TAKE ON MOTHER NATURE. ALL THANKS TO FICK BROTHERS, THEIR DEDICATED EMPLOYEES AND THEIR COMMITMENT TO THE INDUSTRY. QUALITY REPAIRS, QUALITY WORKMANSHIP, DESPERATELY NEEDED TO MAINTAIN THE WORLD'S MOST IMPRESSIVE STRUCTURES.

WHAT IS YOUR BIGGEST CHALLENGE FACING YOU TODAY?

- 1. EXPLAINING TO PROSPECTIVE BUYERS THAT THE COMPETITION IS NOT EQUAL AND THAT REAL QUALITY COSTS MORE**
- 2. FINDING AND TRAINING YOUNG ROOFERS TO BE THE PROFESSIONAL CRAFTSMEN OF TOMORROW**

WE THANK FICK BROTHERS ROOFING & EXTERIOR REMODELING COMPANY FOR SHARING THEIR WORK, THEIR THOUGHTS AND THEIR CRAFT.

IN EACH E-EDITION OF FROM THE ROOFTOP, WE WILL BE SPOTLIGHTING MEMBERS OF THE ASSOCIATION. THIS IS A WAY FOR YOU TO SHOW OFF A LITTLE. TELL US ABOUT YOUR MOST MEMORABLE SLATE ROOFING PROJECT. INCLUDE PHOTOS WHICH CAN BECOME PART OF OUR PHOTO GALLERY ON OUR WEBSITE. GOT AN INTERESTING DETAIL THAT YOU WANT TO SHARE? SEND ALONG THE PHOTOS. DOWNLOAD THE CONTRACTOR SPOTLIGHT FORM BY CLICKING [HTTP://SLATEASSOCIATION.ORG/WP-CONTENT/UPLOADS/CONTRACTORSPOTLIGHTINFOREQUEST2010.DOC](http://slateassociation.org/wp-content/uploads/contractor-spotlight-info-request2010.doc) THEN EMAIL IT TO [JOANNEBAKER@SLATEASSOCIATION.ORG](mailto:joannebaker@slateassociation.org). WE LOVE TO SHINE THE SPOTLIGHT ON THE BEST IN THE BUSINESS.

WHAT HAS THE NSA DONE FOR YOU LATELY? KEEP LOOKING FOR UPCOMING ISSUES OF THE NSA UPDATE NEWSLETTER. HERE'S WHAT WE'RE WORKING ON.

- **FIRE TESTING**
- **THE NEW MANUAL IS IN ITS FINAL STAGES.....WE'RE ON THE HOME STRETCH.**
- **NEW MEMBERS ARE JOINING EVERY MONTH. STAY TUNED TO SEE WHO'S NEWS.**

THE NSA IS YOUR ORGANIZATION. LET US KNOW WHAT IS ON YOUR MIND. ALL MEMBERS OF THE BOARD OF DIRECTORS ARE LISTED ON OUR WEBSITE, [HTTP://WWW.SLATEASSOCIATION.ORG](http://www.slateassociation.org). LET US HEAR FROM YOU.



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