

RSI Roofing

When you think Roofing...Think **RSI!**

Green Issue

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“Saving energy may be the salvation for many companies in slow times.”

The Road to a Green Recession?

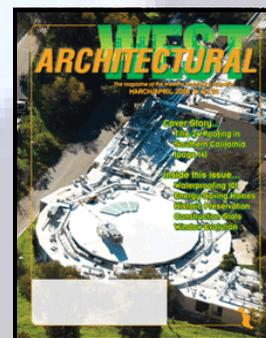
With many experts declaring that we are “officially” in a recession, green initiatives still seem to shine through an otherwise spotty time in the US Economy. So far the industry sector that includes clean, renewable and efficient energy has been holding up well under continuing bad news from just about every other segment in the US. Green energy stands out as a bright spot and saving energy may be the salvation for many companies in slow times.

Skeptics may say it's just good public relations or a marketing gimmick for corporations to go green, but does it matter when the end result is to help build a vibrant green energy industry

filled with jobs and opportunity? It is not a simple trend or fad, green is here to stay. Even when you look at the next occupant for the White House next fall, Americans should look to issues other than securing energy supplies or global warning to make their choice. The three remaining candidates are all on board to do something about the twin climate and energy crisis. Whoever gets to sit in the Oval Office will be seeking funding, playing with tax schemes, and perhaps even regulating to bring more green power onto the nation's power grids, and other measures to cut emissions and build energy security through renewables & energy efficiency.



2008 looks Green yet Cloudy



RSI project gets front cover of Architectural West Magazine

RSI Roofing of San Diego received the cover story on their recently completed re-roof job at Jacob Healthcare located in San Diego. The cover story went into detail about the difficulties of the job and how RSI overcame it. The re-roof covered 22,000 square feet, which was installed over a 5 month time frame. Besides adding considerable R-value and increased energy performance to the rooftop, RSI installed the system with an environmentally-friendly, non-penetrating solution, meaning there are no noisy fasteners or hazardous adhesives to bother the hundreds of nursing home residents that resided during the process. Sensitive to the residents, RSI worked on only one of the buildings six roof sections at a time, completing one before moving onto the next in order to minimize rooftop noise and internal disruptions. *More at: www.architecturalwest.com*

Consumer Advisory Bulletin



Maintenance: The Key to Long-Term Roof Performance

Roofing professionals generally agree that a good roof requires proper design, quality materials, and quality application in order to perform successfully. Yet once the roof is installed, nothing is more critical to its long-term performance than establishing a program of regular inspections and proper maintenance.

The National Roofing Contractors Association (NRCA) believes that the most effective way to keep a roof performing for a long period of time is for the building owner to have a formal, long-term relationship with a professional roofing contractor.

A professional roofing contractor:

- Understands local building practices.
- Understands different roof systems, and can make recommendations concerning which type of system is best for a particular building.
- Has a trained and experienced workforce.
- Can respond quickly should a problem arise.
- Is well established in the community, so the owner understands who he is dealing with.
- Works in, and gives back to, the local community.
- Best understands the local business environment, and knows how to complete the work.

NRCA has expressed concerns regarding the long-term warranties offered by many roofing material manufacturers, because warranties do not necessarily provide assurance of satisfactory roof performance. Warranties often contain provisions which significantly limit the warrantor's liability and the consumer's remedies in the event that problems develop or damage occurs to the roof system.

Instead, NRCA believes that the best way for a building owner to ensure satisfactory post-installation roof performance is to have formal, long-term maintenance agreement with a professional roofing contractor.



Maintenance programs typically offer the following advantages:

- A maintenance program is proactive rather than reactive. It can help to identify problems at their early stages, and can be corrected *before* they become catastrophes.
- Regular maintenance can reveal and address sources and causes of leaks *before* they occur. Too many owners have their roofs examined only after a roof leak occurs.
- A maintenance program allows for a planned, organized approach to management of a roof asset and allows for responsible, timely preparation of long-term capital expenditures.
- Response time to address leakage problems is greatly improved. Warranty repairs, on the other hand, can take time to be processed-while the problem remains unresolved.

Building owners should take special care in selecting the roofing contractor who will perform their maintenance work.

Additional information is available from the NRCA at: www.nrca.net or the SDRCA at: www.sdrca.com



JOBS SOLD & STARTED

“Property managers tend to lean on us more because of our experience in HOA’s and the fact that we carry the proper insurance required for these types of projects.”



RSI Roofing of San Diego has signed a large contract with **Elite Management** to re-roof multiple buildings for one of their Home Owner’s Associations located in San Diego. **RSI** will be installing **Eagle** standard weight tile covering a total of 49,000 square ft and a **GAF** FR Cap Built-up Roof system covering a total of 24,000 square ft.

RSI Rain Gutter Division will also be installing 3,650 feet of Aluminum Standless/Seamless gutters over 5 different buildings within the HOA. *“Property managers tend to lean on us more because of our experience in HOA’s and the fact that we carry the proper insurance required for these types of projects.”* David Susi, president of **RSI**.



RSI Roofing of San Diego was recently ranked 155th in the nation among roofing contractors and ranked 1st among San Diego roofing contractors by *Roofing, Siding & Insulation Magazine* for 2007. According to the US Census Bureau, there are over 25,000 roofing contractors alone in the United States. This puts **RSI** in the 99 percentile for US roofing contractors. **RSI** continues to grow and expand every year with over hundred employees and two offices located in San Diego. The 1st place ranking in San Diego just confirms **RSI’s** tagline for years as the “Roofing Leader in San Diego.”

WHAT’S HAPPENING AT **RSI**?



“This is just another way for us to incorporate green initiatives to go along with the already in place recycling programs we have here.”

The City of San Diego’s Recycling Ordinance was unanimously approved by the City Council on November 13, 2007. The new ordinance requires recycling of plastic and glass bottles and jars, paper, newspaper, metal containers and cardboard at private residences, commercial buildings, and at special events requiring a City permit.

The ordinance became effective on January 1, 2008 for City-serviced customers who already have blue recycling bins. For privately-serviced apartment and condominium complexes, businesses and special events, the ordinance will be phased in over the next two years depending on the size of the facility.

But why wait?

If you haven’t already starting a recycling program, you should consider changing now. *“There is a lot of perception out there that it costs time and money to recycle. That is not always the case. We’ve added a **free recycling program** where they pick up our mixed use paper for free every week.”* David Susi, president of **RSI**.

“This is just another way for us to incorporate green initiatives to go along with the already in place recycling programs we have here.” James Adams, Director of Marketing, **RSI**.



CHECK OUT **RSI’S
NEW PRESS ROOM
AT
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QUESTIONS, COMMENTS, OPT OUT
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