



The Roofing Industry in a ~~Post~~ ~~Pandemic~~ Volatile World

Kyle Thomas
Chairman of the Board
National Roofing Contractors Association

information

education

technology

advocacy

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NRCA's Vision Statement

Since 1886, the National Roofing Contractors Association has been the home for generations of entrepreneurial craftsmen and enterprises who shelter and protect America's families and businesses and each other. Our vision is the recognition of our members as professionals and to unite the industry to that purpose.



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2022

Reid Ribble – retires

McKay Daniels – takes over as CEO
after 4 years as COO

The One-Voice message continues

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2022: 3 M's

Money

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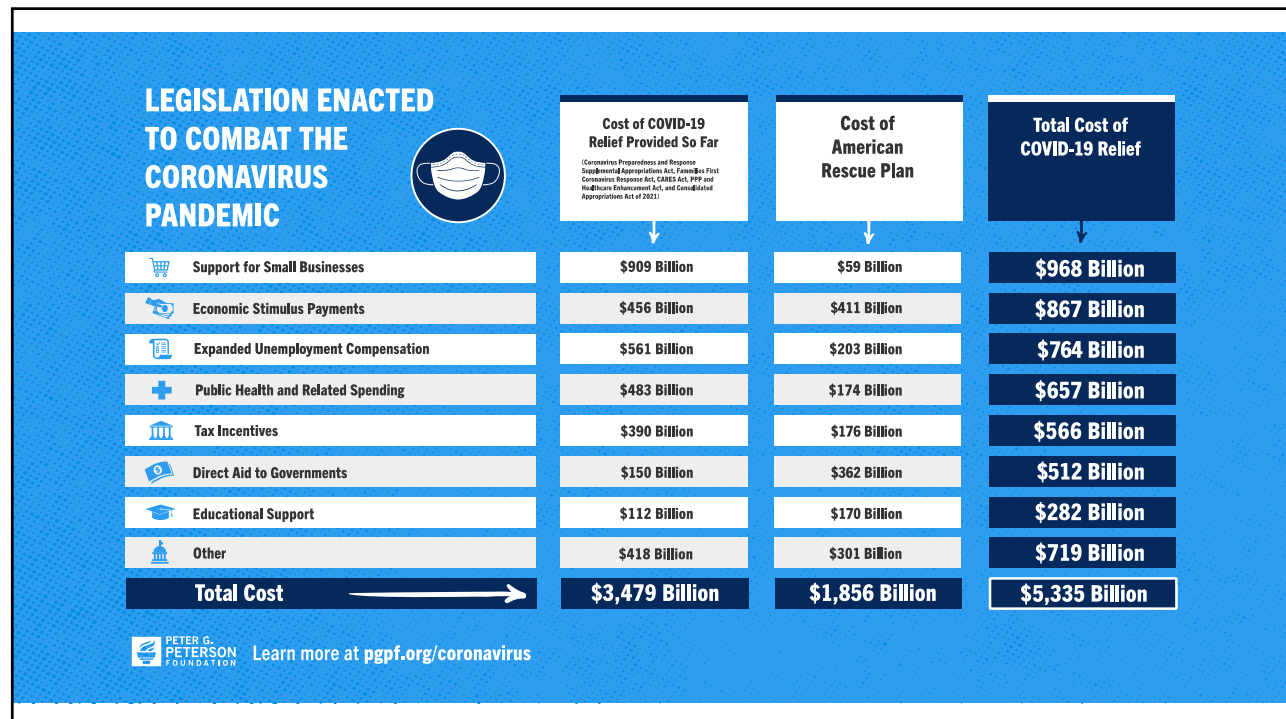
Trump Stimulus Spending

Select stimulus bills

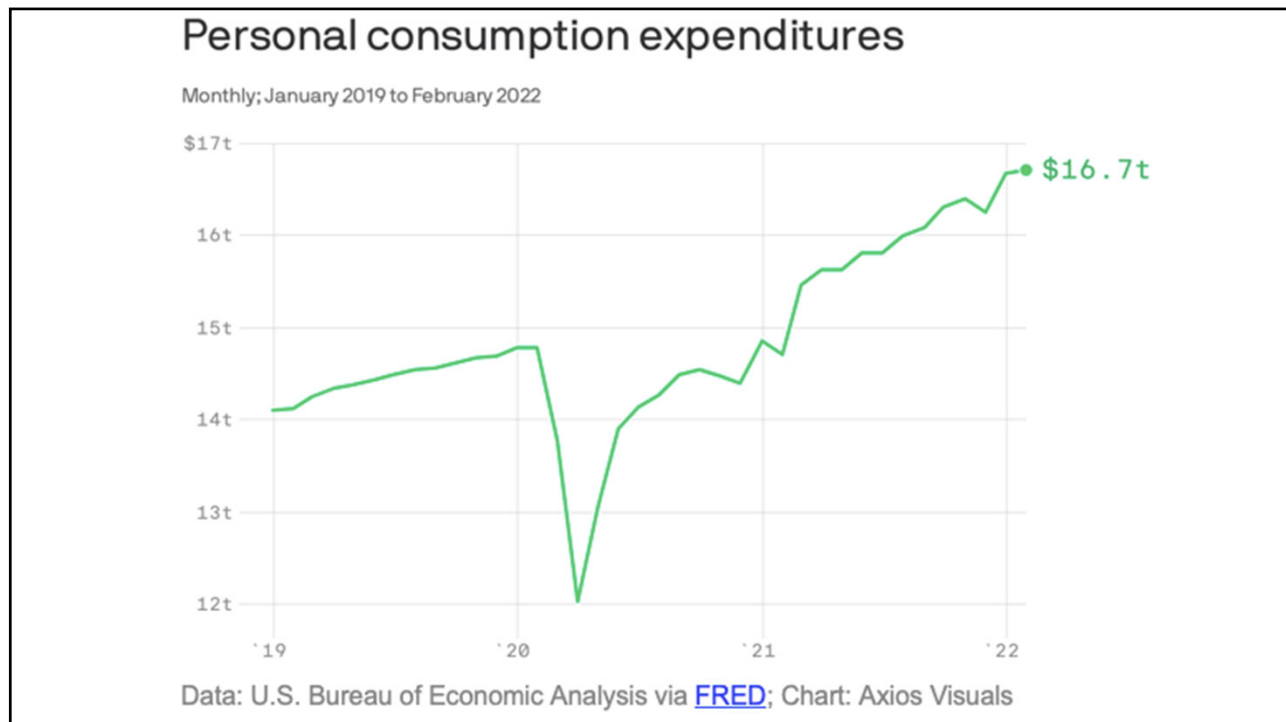
		In 2020 dollars	Per capita in 2020 dollars	As a percentage of U.S. GDP
2020	Dec. 2020 Covid relief	\$900b	\$2,719	4.3%
2020	CARES Act	\$2.02t	\$6,126	10.2%
2009	ARRA	\$1.03t	\$3,377	5.8%
1948	Marshall Plan	\$154b	\$1,070	5.2%
1933	The New Deal	\$835b	\$6,680	12.6%

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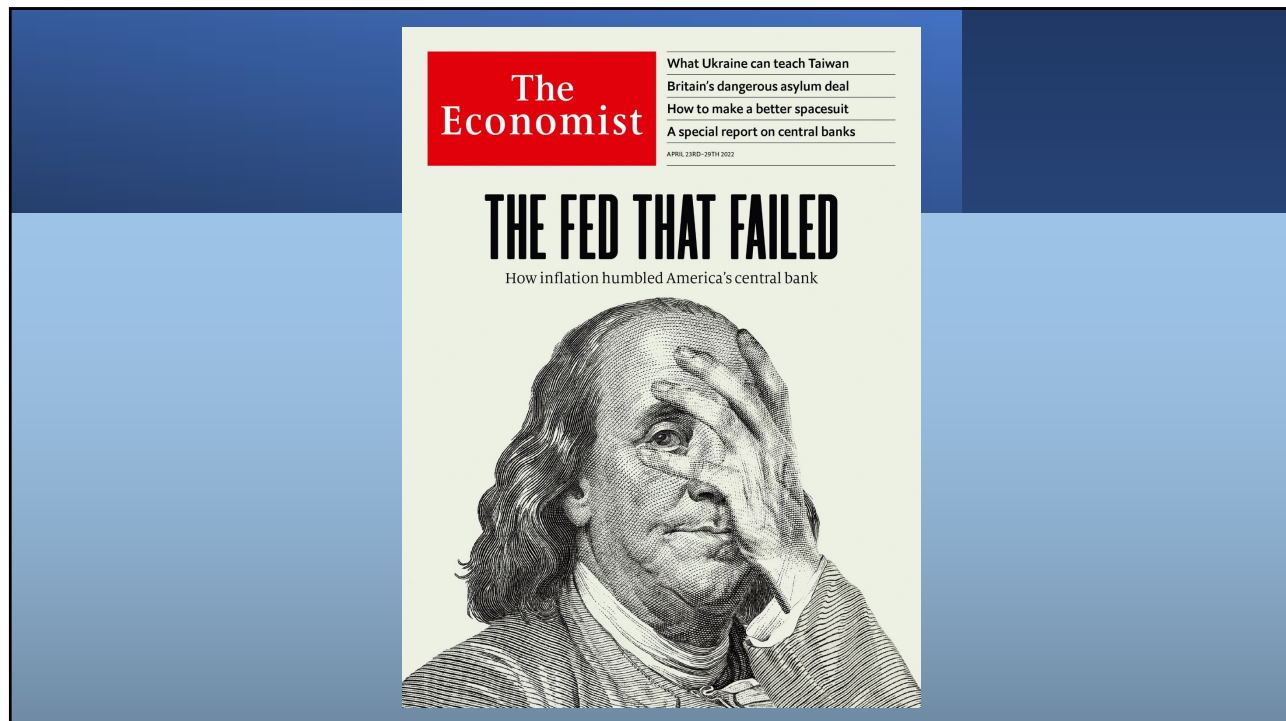
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US CPI



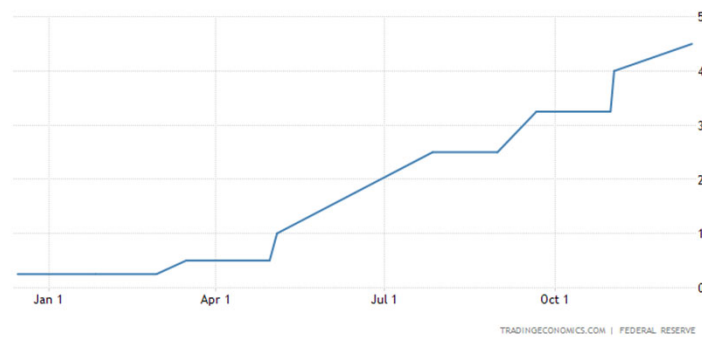
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US Interest Rate



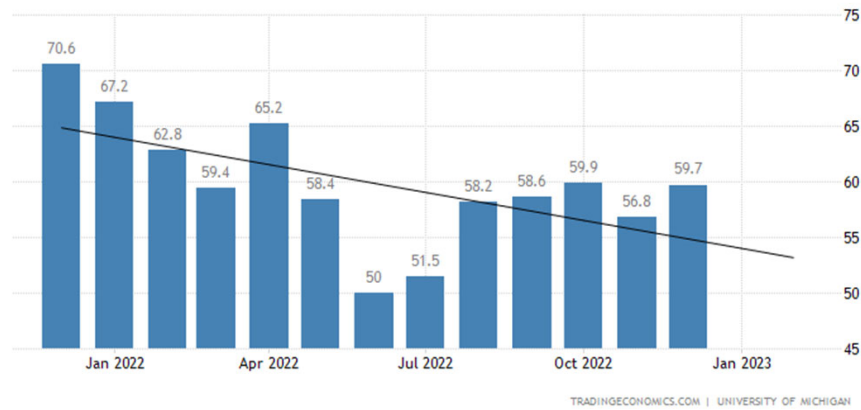
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US Consumer Confidence Index



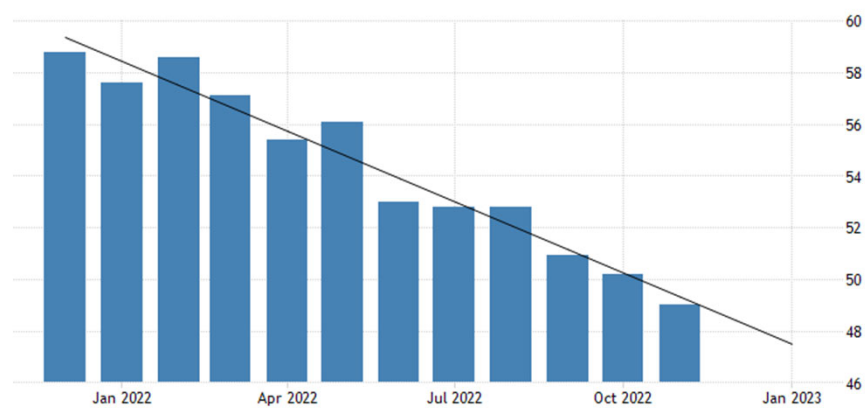
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US Business Confidence Index



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"I've never seen anything like this," said Lars Mikael Jensen, head of Global Ocean Network at A.P. Moller-Maersk, the world's largest shipping company. "All the links in the supply chain are stretched. The ships, the trucks, the warehouses."

The Institute for Supply Management conducted a survey of manufacturers. One response sums up the nation's situation perfectly: "Prices are going up, and lead times are growing longer by the day. While business and backlog remain strong, the supply chain is going to be stretched very [thin] to keep up."

"Everything is a mess, and we are seeing wide-scale shortages," one appliance and electrical equipment maker said.

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Shipping cost from China to west coast of North America

Per 40-ft container; Weekly; Jan. 4, 2019, to July 1, 2022



Data: Freightos; Chart: Axios Visuals

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"Eventually, you're going to run out of people willing to do this work ... to go out there and bust their butt for 10 hours a day."

--Marc Wulfraat

President of supply chain consultancy, MWPVL International

- Long-distance trucking costs have risen 27 percent over the same period --US Bureau of Labor Statistics

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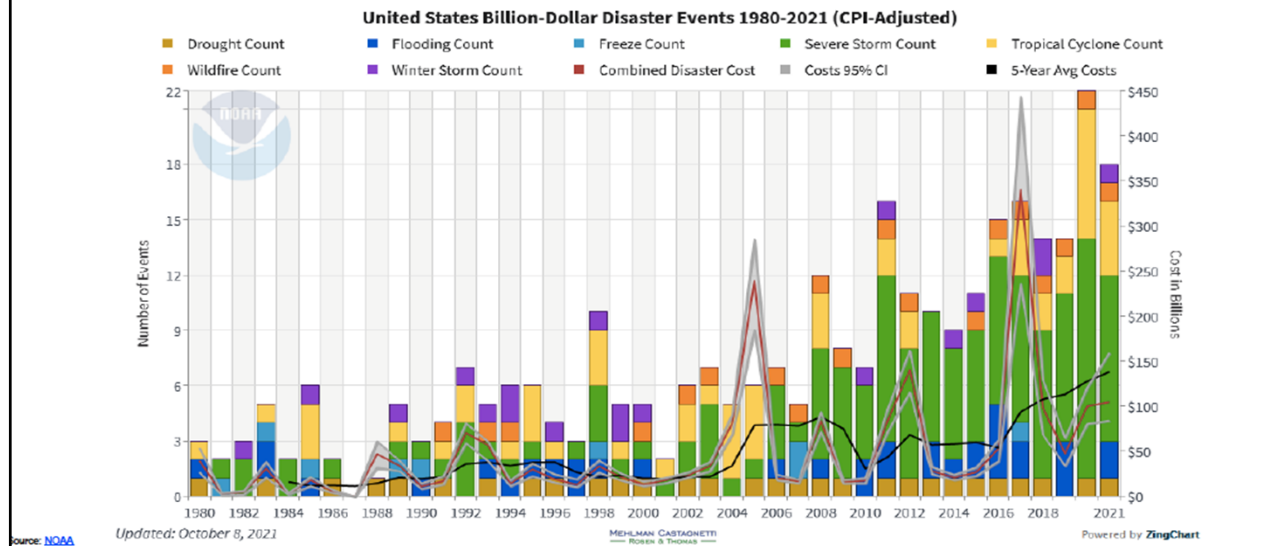
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Disasters Increasing Costs, Challenging Supply Chains & Driving Policy



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Manpower

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Initial jobless claims

Weekly; Jan. 11, 2020, to April 2, 2022



Data: Labor Department. Chart: Axios Visuals

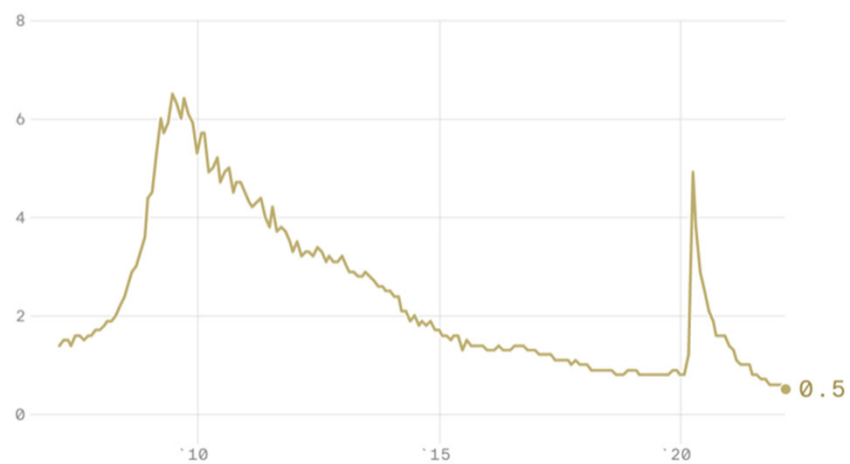
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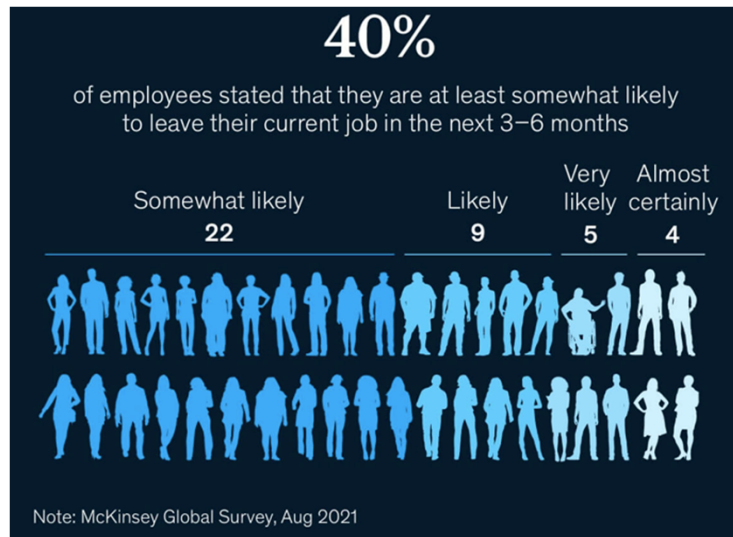
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Number of unemployed persons per job opening

Monthly; March 1, 2007, to March 1, 2022

Data: [U.S. Bureau of Labor Statistics](#); Chart: Axios Visuals

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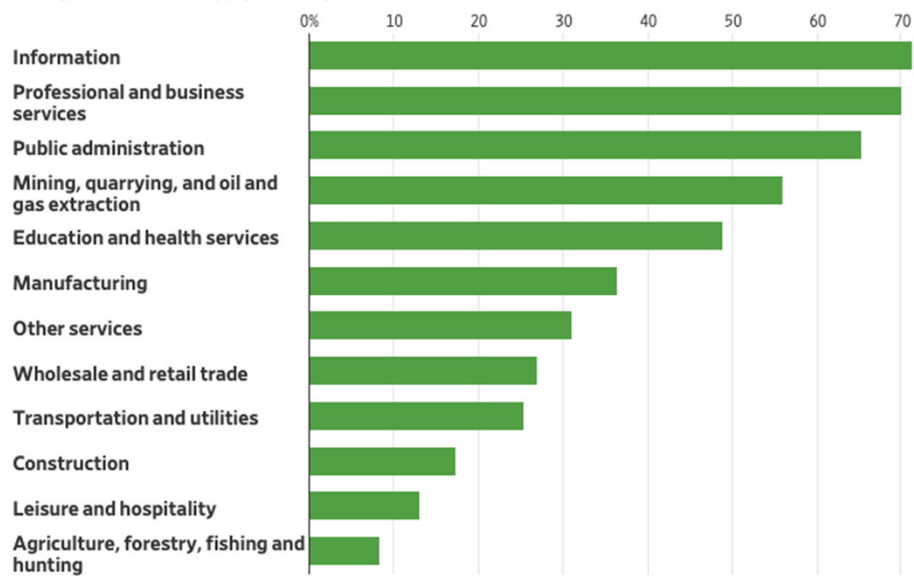


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Ability to work remotely, by industry



Note: Figures are as of June 2020.
Source: Bureau of Labor Statistics

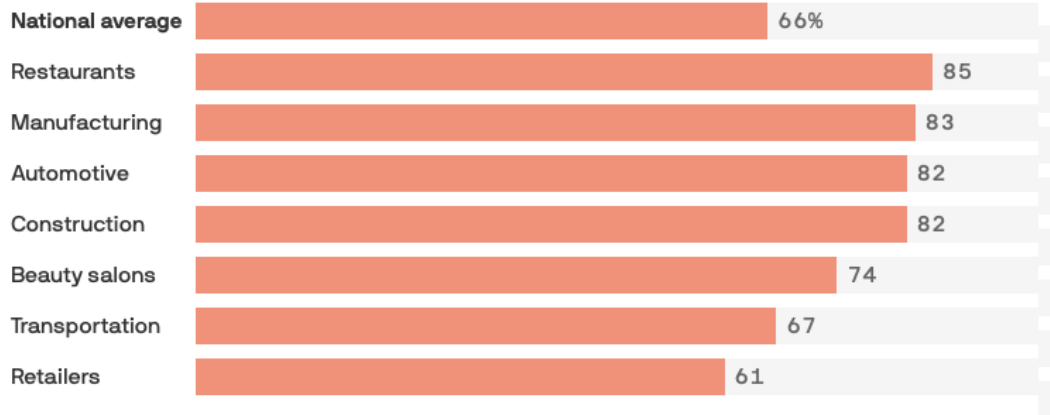
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Percentage of small-business owners who say it's hard to hire

Alignable's September Hiring Poll of 4,079 small-business owners; Aug. 15 through Sept. 13, 2021.



Data: [Alignable](#); Chart: Jared Whalen/Axios

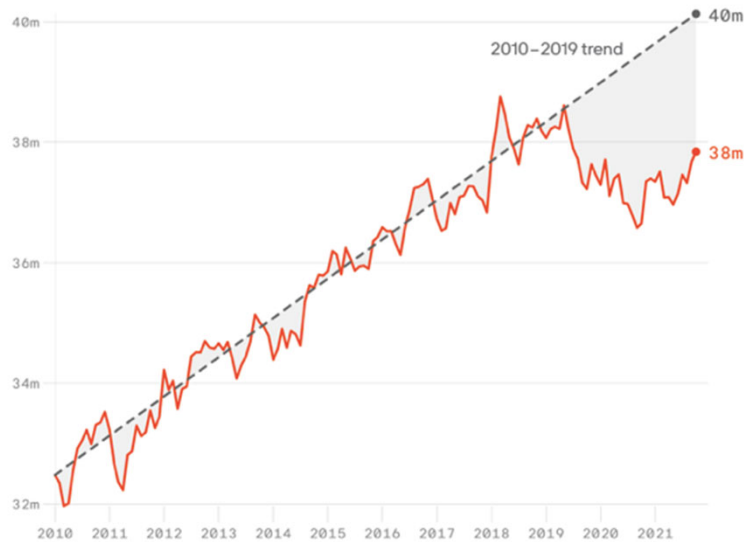
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Working-age foreign-born population

January 2010 to October 2021; Trend from January 2010 to May 2019



Recreated from [Econofact](#); Chart: Jacque Schrag/Axios

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So, what is NRCA doing about all this?

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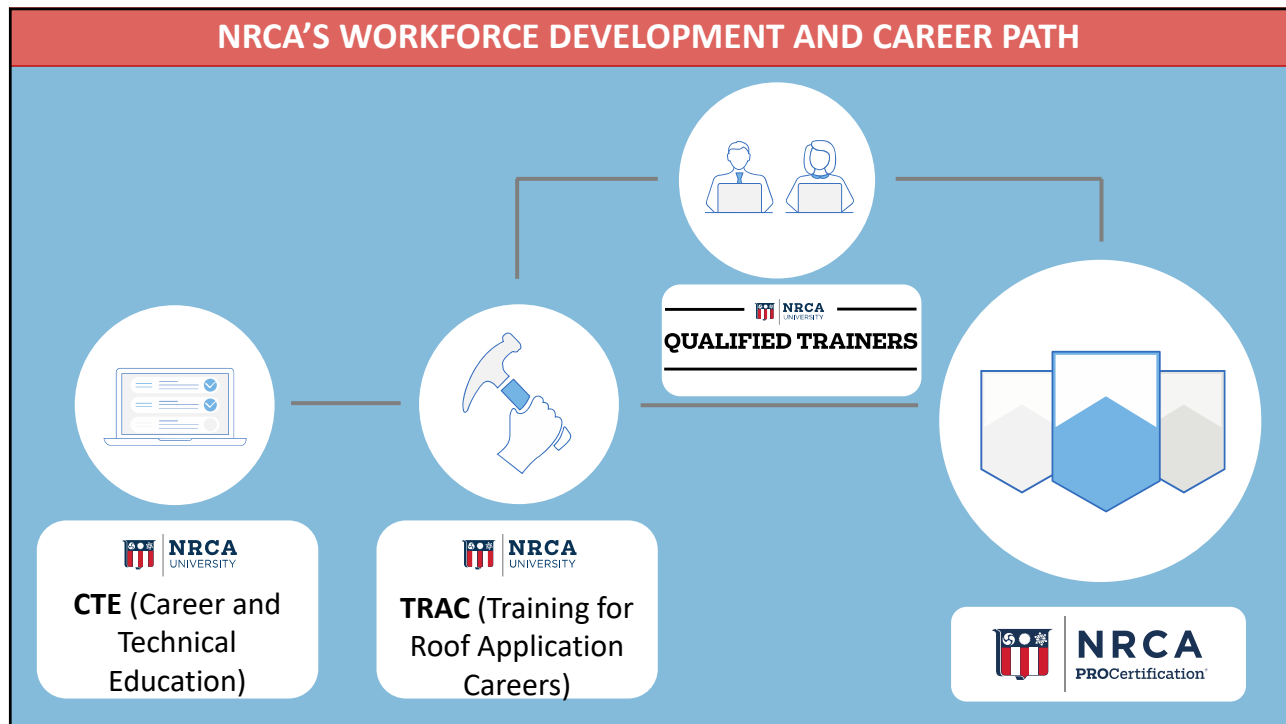
NRCA is Focused on Workforce

- Government Affairs
- Health and Safety
- Industry Image
- Education
- CTE
- ProCertification

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Why so much emphasis on TRAC and ProCert?

- Recognition of Our Installers as Professionals
- Quality Assurance
- Consumer Protection
- Industry Reputation
- Workforce / Recruiting Challenges

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NRCA PROCertifications Available

- Thermoplastic
- Asphalt Shingles
- EPDM
- Architectural Metal Flashing
- Clay and Concrete Tile
- Metal Panel
- Foreman
- Metal Shingles

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Upcoming Certifications

- Slate
- Asphaltic – MB and BUR
- Service Tech

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CTE Outreach

- Hired a full time staff person dedicated to our CTE outreach.
- Updated NCCER Roofing Curriculum.
- Working to get roofing curriculum into trade schools.
- Connecting local contractors with trade schools in their market.
- Partnered with Skills USA to get roofing included in the competitions.

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Professional Resources

- Risk Reduction
 - Fall Protection Competent Person Training
 - Cyber Insurance
 - CERTA Torch Training
- Technical Resources – continuously updated
- Healthcare Offering – often providing more options
- Retirement Plan – offering reduced costs for the employees and less fiduciary responsibility on the employer

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Advocacy: The importance of a strong NRCA

- Recent Elections -- NRCA's DC staff is out in force
- Roofing Day: April 18 – 19, 2023 – continue to build on existing relationships and make new connections with the new members of Congress
- Due to the exploding deficit, new taxes are likely...at some point
- OSHA and labor issues
- Immigration – the need for realistic / sustainable immigration is evident
- Advocate for increased funding for CTE space – the balance of Federal expenditures is skewed way to heavily into 4 year universities instead of CTE

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The
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ALONE, WE
ARE A DROP
TOGETHER, AN
OCEAN

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