



**Carson Finney**  
GARCA President

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## President's Message

Hello GARCA Membership!

It is hard to believe we are already at the end of a wild 2021. As I reflect back on this year it is amazing to see how the landscape of our industry has changed. Lead times for the foreseeable future will be months in lieu of weeks with availability changing on what seems like a daily basis. As always, our industry and teams are adapting and learning new ways to keep our crews busy and our customers dry. Being involved in our organization in times like this can be a great way to hear best practices and lessons learned from members that you are able to take back to your company.

It was great seeing everyone at the GARCA Annual Scholarship Golf Tournament this year. The weather turned out to be perfect and we had over 120 golfers in attendance. This year's tournament was able to raise \$24,000 which will allow for 24 scholarships to be awarded. Thank you to Addison Dillard, and Hope Leatherwood for their help and of course, Cory Tibbs, for his continued support in putting this great event together for our industry. I would also like to give a shout-out to all of our sponsors who help make this event possible and a special thanks to the team at Stone Mountain Access for being our Top Tent Sponsor. This year's tournament came down to the last hole with GARCA's own Wade Lancaster hitting a Hole-In-One on his team's last hole to win the tournament!

With 2022 around the corner I am excited about some of the upcoming events and opportunities that our Board has been working on. Our Annual Pheasant Shoot is scheduled for January 28th. This event sells out quickly so be sure to sign up as soon as registration opens. Proceeds from this will event will go to The Fallen Outdoors.

Our Partners at CEFGA have asked us to help pilot a SkillsUSA State competition in early 2023. We will be working with them to help set the curriculum

# President's Message (cont'd)

and to work with our local high schools to train students for a TPO-based competition. This is a great opportunity to get in front of young minds and show them the benefits of joining our Industry. We are also planning a social event in Savannah in 2022. This event will allow us to network with Contractors, Manufacturers, and Suppliers in South Georgia. These social events are a great way to meet with new people and hopefully learn something new. Please email [info@garca.org](mailto:info@garca.org) if you are interested in participating in any of these upcoming events.

We are growing membership day by day and will continue to look for new and exciting ways to provide our members with value. If you are interested in helping us achieve our goals please reach out to me about serving GARCA as a board member. We are always looking for new faces who are ready to get involved!

From the GARCA Family to yours we wish everyone a relaxing and safe holiday season and New Year!

Carson Finney  
GARCA President



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-Derrick Mazingo, AIA, Senior Partner,  
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# 2021 GARCA Annual Golf Tournament

## GARCA's Annual Golf Tournament to Benefit the Scholarship Fund was a huge success!

Postponing this year's tournament by a week made all difference. It was a beautiful day on the Lakemont Course at Stone Mountain Park. We had 120 golfers participate in the Tournament, the primary fundraiser for the GARCA Scholarship Program. Tournament participants enjoyed visiting all of the sponsor tents.

A special thank you to all of the sponsors who set up tents at various holes and provided drinks, snacks, giveaways and some very inventive games for the golfers to play while they were waiting to tee off.

Without the support and dedication of our players, sponsors and volunteers, this event wouldn't have been possible. Their support has repeatedly played a key role in the success of our Scholarship Program. We expect this year to be one of the most successful to date.

In the words of the 2021 scholarship recipients:

*"Thank you so much for awarding me this scholarship . It is a blessing to me and my family. Thank you for your generosity and helping me achieve my educations goals."*

*"I cannot begin to express how excited and thankful I am for this honor. This truly helps me financially and will help me to do my best in the years to come."*



**GARCA**  
GEORGIA ROOFING CONTRACTORS ASSOCIATION

# 2021 GARCA Annual Golf Tournament

## Congratulations to our 2021 Tournament Winners!



**1st Place Team**  
Congratulations to  
Wade Lancaster with  
Tecta America for his  
Hole-In-One!

### Longest Drive

**Winners:**  
Ian Clough  
Wade Lancaster  
Will Aide



**Tent Sponsor  
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### Closest to the Pin

**Winners:**  
Taylor Gill  
Chad Langford  
Will Aide

---

## Thank you to all of our Sponsors for their support of this event!



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# 2021 GARCA Annual Golf Tournament



# 2021 GARCA Annual Golf Tournament



**GARCA**  
GEORGIA ROOFING CONTRACTORS ASSOCIATION

# 2022 GARCA Scholarship Program

We are proud to be able to again offer GARCA Scholarships to dependents of member company employees. The sole fundraiser for our Scholarship Program is our Annual Golf Tournament.

This year, applicants will fill out a new online scholarship application. **IMPORTANT:** Applicants will need to have the following information/documents on hand before beginning the online application. You will NOT be able to save your application and return to it at a later date:

1. The official online scholarship application form completed and signed.
2. Last official high school or col-

lege transcript.

3. Official SAT/ACT scores (high school students only).
4. Two reference forms filled out and emailed before deadline.
5. Answer to the Essay question ***“Describe an event in which you took a leadership role and what you learned about yourself.”***
6. Current photograph

**The link to fill out the online application will be sent out to all primary contacts within our member companies around December 15th. If you would like the link to be sent to others within your organization such as HR or Office Manager, please**

**contact Betsy Rahm at [info@garca.org](mailto:info@garca.org).**

The applications will be anonymously judged by Board and winners will be announced in early May.

**NOTE:** Proof of enrollment for Fall 2022 will be requested from all eligible applicants before the scholarship can be awarded. Checks will be made out to the school and mailed to the students.

**The deadline for submission will be March 15, 2022. Good luck!**

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# Upcoming Events



## **GARCA Wing Social**

**Date TBD**

**Savannah, GA**

We are taking our Wing Socials on the road in 2022. The first stop is Savannah. Come join us for FREE Wings and Beer while you network, relax or just hang out with your peers! If you would like to host or sponsor this event, let us know as soon as possible.



## **GARCA Pheasant Shoot**

**Newnan, GA**

**January 28, 2022**

Bring your own 20 gauge or larger shotgun with a minimum of two boxes of ammo. High Brass Ammo #6 shot (preferred) and no higher than #7 1/2 shot. For those interested in shooting skeet, bring extra target load ammo for your gun of choice. Birds will be dressed for Hunters to take home (if desired), along with a

delicious recipe for cooking from our own Jonathan Glisson. Hunters will need a small cooler with ice for transportation. Participation is Limited to 22 Stations. Check [GARCA.org](http://GARCA.org) for exact dates and locations.



## **SkillsUSA**

**February 23-25, 2022**

**World Congress Center**

The State Leadership and Skills Conference is the pinnacle event of the year! Featuring the best of the best from across the state of Georgia, the State Leadership and Skills Conference gives students the opportunity to put their technical skills to the test in over 70 career competitions. Simultaneously, students sharpen their workplace and technical skills in leadership trainings, state officer elections and more.

## **GARCA Annual Convention**

**Hilton Head Island, SC**

**July 21-24, 2022**



We are very excited to be heading to the Sonesta Hilton Head for our next Annual Convention! Registration will open in the spring. IN the meantime, be sure to save the date.

## **Roofing Day**

**April 5-6, 2022**

**Washington, D.C.**

Thank you to all who participated in the first virtual Roofing Day in D.C. Join fellow roofing professionals at the premier roofing industry advocacy event as we take the industry's priorities to Washington, D.C., in person in 2022!



It is crucial members of Congress hear about the critical issues facing your company each year. We encourage you to include field employees and others to attend the event so the industry can speak with one voice to Congress about the issues that mean the most to us!

Please save the date and look for more information coming soon!



# **SAVE THE DATE**

## **2022 GARCA PHEASANT SHOOT**

Friday, January 28, 2022 • Private Farm in Newnan, Georgia

**8:00 - 8:30 AM  
GRAB & GO BREAKFAST  
SANDWICH**

**8:30 - 9:30 AM  
PRACTICE SKEET SHOOT**

**10:00 AM - 12:00 PM  
PHEASANT SHOOT**

**12:00 - 1:00 PM  
BUFFET LUNCH**

Participation is limited  
to 22 Stations

Questions?

Jonathan Glisson 404-558-3446  
GARCA Offices 770-615-3751

**REGISTRATION  
OPENING SOON**

# SkillsUSA Roofing Competition Pilot

The Georgia Roofing Contractors Association has been invited to pilot the first SkillsUSA state roofing competition in the country! The competition will be at the 2023 Career Expo/SkillsUSA State Championships at the Georgia World Congress Center.



This all wouldn't be possible if it wasn't for the incredible support of the CEFGA team. CEFGA does an incredible job partnering with the Georgia Department of Education, employers, trade associations and philanthropic organizations to provide support and services to construction programs in schools statewide. CEFGA has received national recognition for its annual CareerExpo and SkillsUSA State Championships, which draws more than 7,000 attendees annually; and its Construction Ready Program, which has trained and placed more than 500 residents in the construction industry since 2014.

We are looking for member companies to partner with local High Schools that are already teaching Construction and prepare the teachers/students for the 2023 competition using mockups and dedicated training time starting in the Fall 2023. CEFGA has put together a comprehensive list of Georgia schools that are offering construction classes that they have made available to us. The NRCA team is working with CEFGA to design the contest that will be TOP-focused including written questions, scoresheet, floor layout, materials needed, and tools needed.

There will be other opportunities to participate in this important event for this very important event, including determining prizes, run the competition and judge the students.

**If you would be interested in partnering with the schools in your community next year, please contact Betsy Rahm at GARCA (770-615-3751 or [info@garca.org](mailto:info@garca.org).)**



*We have had several of our contractor members that have worked with schools to show students how to add a roof to a small structure they had built in their class. Here are some photos of a recent session that member company L.E. Schwartz & Son did at Jones County High School.*

# Part 1: Finding the Workers of Tomorrow Today

*New GARCA member, Best Roofer Marketing, [www.BestRooferMarketing.com](http://www.BestRooferMarketing.com), shares Part 1 of a 3 part series on building a workforce of the future. The timing couldn't be better with the SkillsUSA*

You've tweaked your website. You've activated referral apps. You have great reviews on Google, Yelp, and social media. Business opportunities are flowing in, and you are ready to book roofing job after roofing job. And then. You evaluate your crews and realize you don't have enough skilled labor to book the jobs available. It's not just the roofing industry having trouble finding qualified workers. According to a recent article published by the [U.S. Chamber of Commerce](http://www.U.S.ChamberofCommerce.com), "almost all (92%) contractors report some level of difficulty finding skilled workers, but this quarter [third quarter 2021], 55% indicate high levels of difficulty—a jump of 10 percentage points from Q2" (see link below for full article). The challenge of finding skilled, qualified labor is THE challenge for commercial contractors going forward. This three-part series will attempt to address solutions that roofing contractors can utilize today to begin to build a reliable workforce for the future.

One potentially overlooked source for tomorrow's labor force is the local high school. It is a much-observed phenomenon that high schools have successfully promoted the idea of college attendance following graduation. However, for those students who do not want to attend college following graduation, choices have seemingly become limited. These students need viable options. Options which the roofing industry can supply today.

## **WHAT A RELATIONSHIP WITH THE HIGH SCHOOL OFFERS YOU**

Developing an on-going relationship with your local high schools (remember to always reach out to ALL the high schools in your county), guarantees benefits for years to come. Here are just a few of the advantages you can expect.

1. A continual pipeline of quality labor. High School students are always looking for part-time and summer work. Fostering relationships with students through part-time opportunities and summer employment will give you a reliable pool of contacts to call on as you add members and jobs to your crews.
2. A continual pipeline of front office workers. Many high school students have entrepreneurial interests. Mentoring students in sales, customer service, bookkeeping, payroll and reporting protocols not only gives you additional clerical help but gives students real experience with the day-to-day requirements of owning a business.
3. Generational relationships. Students have younger siblings. Once you have established positive, mutually beneficial working relationships with students, you automatically become a trusted source for employing younger siblings.
4. Referral partners. A positive working relationship with students and their families creates new referral partners for your business. Families will be quick to refer your business to their friends and neighbors.

## **WHAT A RELATIONSHIP WITH A PROFESSIONAL ROOFING COMPANY OFFERS STUDENTS**

Increasingly, students who do not want to proceed immediately, or at all to college, are left with few viable options. Here are some talking points to share with students and their families as you explain the advantages of working with a professional roofing company.

1. Part-time and Summer Employment. High school students want jobs that offer good pay and good experience. Working with a professional roofing company can offer students training in basic skills that they can transfer to other fields, for example, working in general construction or with contractors.
2. Customer Service and Sales Training. For those students who do not want to work in the field, working in the offices of a professional roofing company can offer them training in how to communicate effectively with the

# Marketing to Schools (cont'd)

public, as well as, understanding and completing basic administrative office tasks. Again, these are real world skills that students can transfer to a variety of other industries.

3. Resumes and College Applications. The pressure on students to excel is real. Students are always looking for ways to set themselves apart. Working with a professional roofing company as part of an internship program or longer-term employment gives them real experience and real professional references that they can utilize for their own resumes and / or college applications.

Creating a working relationship with local high schools will take time. High schools have a legal responsibility to vet and screen all individuals and organizations that will have access to minor students. However, there are already organizations who have established programs with local schools which you can utilize to get your name out to students and families. A discussion of organizations on the ground is the subject of the next article in the series, "Finding the Workers of Tomorrow Today: The Process."



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#### Work Cited:

*"New Report Finds Construction Contractors Struggling to Find Workers, Materials"* by Thaddeus Swanek  
<https://www.uschamber.com/infrastructure/new-report-finds-construction-contractors-struggling-find-workers-materials>



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Here's to another 10 years of prosperous partnerships with STC!



# GARCA Voluntary Licensing Program

**GARCA**  
GEORGIA ROOFING CONTRACTORS ASSOCIATION

## VOLUNTARY LICENSING PROGRAM

GET STARTED TODAY.  
**[GARCA.ORG/GETSTARTED](http://GARCA.ORG/GETSTARTED)**

Georgia Roofing Contractors Association's Voluntary Licensing Program was developed to increase industry standards in Georgia by elevating roofing contractor's knowledge, skills and professionalism through voluntary self-regulation. The license is provided through and managed by GARCA and is available to both Residential (Steep Slope) and Commercial (Low Slope) contractors.

*"We must all work together to raise Georgia's roofing industry standards, improve safety, increase public confidence and build a solid foundation for the next generation of workers."*

*-Michael Kruger, GARCA President*

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Questions? 770-615-3751



# GARCA Voluntary Licensing Program



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Go to [GARCA.org/GETSTARTED](http://GARCA.org/GETSTARTED) to find out more about the program and to apply.



# Advertising Opportunities

## Get in front of Georgia Members

Support the Georgia Roofing Contractors Association and get your company noticed by placing an ad on **GARCA.org** or in **The Rooftopper**, our quarterly electronic newsletter that goes to current contractor members, association prospects and other industry professionals:

Quarter Page Ad = \$200

Half Page Ad = \$350

Full Page Ad = \$600

Large Rectangle = \$450

Middle Rectangle = \$350

Small Rectangle = \$250

Leaderboard = \$750

Contact Betsy Rahm at [info@garga.org](mailto:info@garga.org) for more information including current ad specifications.

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## IN MEMORIAM

Larry Clark, longtime member and former president of GARCA passed away on October 27, 2021. He was survived by his wife Barbara, his children, grand children and great grandchildren.



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**B**

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