



## ROOFERS IN THE NEWS

Congratulations to Bruce Fryer and Fryer Roofing, a contractor with Local 27, Fresno, CA. The roofing company was featured in the Fresno Builders Exchange e-News newsletter as their spotlight member for February 2008. Bruce Fryer, founder and CEO of Fryer Roofing, is also a member of the National Roofing Joint Labor/Management Committee.

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C&S Publishing

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When we interview people for the Fresno Builders Exchange Member Spotlight, we usually ask them about notable projects they have completed. Being diligent reporters, we do our homework before each interview, and usually have a pretty good feel for the FBE member before we begin.

Imagine our surprise when Bruce Fryer, CEO and founder of Fryer Roofing, a signatory employer with Local 27, laughed when we asked him about his most memorable project.

“It has to be our international job,” Bruce said with a big smile. “I was recommended to a lady who was building a large villa in the Philippines—almost a palace, really—who wanted to hire me to do the roof. I politely

declined. A few weeks later my bank called to say that a large sum of money had been wired into my account. The lady then called to say she had made a deposit on the work. I guess she was very impressed by the recommendation of my work.”

So, Bruce gathered his crews and asked for volunteers for an overseas project that would last the better part of a month. Some of those selected had never traveled on an airplane before, let alone out of the country.

“When the big day finally arrived, we picked up all the crew members in a limo, and drove them to the San Francisco Airport to catch the international flight,” Bruce recalled with a grin. “It was a fantastic beginning to a very memorable project.”



*One of the roofing projects completed by members of Local 27 working for Fryer Roofing*

Bruce paid his crew time and a half the entire time they were away, plus expenses. Back then, the dollar was strong and the crew members lived the high life.

The roof, by the way, was completed on time and on budget, and Fryer Roofing was able to add a very happy international customer to their long and impressive list of job references.

The entire list of jobs completed by Fryer Roofing is way too long to list here, but a few of the more outstanding projects include: Fashion Fair Mall, the Fresno Yosemite Airport, Selland Arena, Fresno High School, Kaiser Hospital, and the Fresno County Main Jail.



*Bruce Fryer, founder and CEO of Fryer Roofing*

The secret to his success, says Bruce, is that “while most businesses focus on the money, we focus on the “applause” because we believe that if you create something of value the money will come.” He went on to explain that he had read that in a book years before while attending college, and it had always stuck with him.

His unique ‘focus on the applause’ appears to be paying rich dividends. Fryer Roofing has grown over the past 25 years to be one of the premier roofing companies in the Fresno valley.

“Our customers often thank us for looking out for their interests,” Bruce says. “They thank us for the good work and attention to detail, and for doing what’s best for them. Our reward is prompt payment and customer referrals.”

Part of the Fryer Roofing quest for the applause is maintenance of a very high level of integrity. Integrity is not just a buzz-word, but an integral part of the company and how it does business. “One telling example of our commitment to integrity in everything we do,” notes Bruce with pride, “is that in nearly 25 years of business, we have never been sued by a customer for failing to honor a commitment, which is an impressive fact given today’s litigious world!”

Integrity extends not just to the customer, but also to the employees. Fryer is a union shop, paying higher wages and benefits than many of their competitors. “We made a conscious decision to join the union,” points out

Bruce, “which increased our operating costs. But it also increased employee pay and benefits bettering their standard of living. This, in turn, gives us happier employees, increased employee retention and makes us attractive to potential employees.”

Bruce is also quick to point out that a happy workforce is a productive one. His employees work hard, with diligence and integrity, and that keeps Fryer Roofing competitive. Quality work, done right the first time, means fewer calls back and repairs, and that offsets the higher wages and benefits.

Keeping his well trained and experienced workers safe is also a high priority for Fryer Roofing. Considerable time, money and effort go into safety training and providing the proper safety gear.

“Safety is paramount,” says Bruce. “We are one of the few roofing contractors that employs a full-time Safety Officer.” He conducts new hire orientations, monitors job safety, conducts classroom trainings and also on-the-job and on-line safety training. Topics covered include fall protection, ladder safety, and defensive driving, among others.

The emphasis on protecting workers and creating a safer work environment has paid off for Fryer Roofing with fewer accidents, one of the best safety records in the industry, and lower insurance rates.

The official Mission Statement posted on the company web site at [www.FryerRoofing.com](http://www.FryerRoofing.com) says: “Fryer Roofing is committed to delivering the highest quality work through optimum customer and employee satisfaction while making a fair profit.”



*Members of Local 27 and other Fryer Roofing employees*