

COMMUNITY OUTREACH

STORIES AND EVENTS FROM ROOFING LOCALS THROUGHOUT THE NATION

COMMERCIAL ROOFERS EARNS VEGAS INC. SIR CORPORATE CITIZEN AWARD

“Skill, Integrity and Responsibility” Awards Honor Leaders in Construction

By Brian Sodoma, reprinted courtesy of *VegasInc.*

If you get close enough, you can still smell the kerosene from the jet-fuel soaked Pentagon building roofing tile that sits on the wall of a conference room at Commercial Roofers Inc.

The highly regarded Las Vegas-based company was asked to participate in the rebuilding of the Pentagon after the 9/11 terrorist attacks, but logistically, it couldn't. Instead, company owners, Scott Howard and Dennis Conway, contributed financially to the cause. The framed tile was an acknowledgement from the U.S. government of their help, one the company founders didn't need but appreciate.

On an even more poignant note, Howard himself has spent time working in Haiti orphanages after the disastrous 2010 earthquake. He is heading off to help again later this year.

“I still cannot find the words to describe it. It changes you forever,” Howard says of what he saw during his past visits. “To me, it's not about pursuing the success in life, but instead the significance in lives.”



Dennis Conway (pictured left), co-owner of Commercial Roofers, accepts the SIR Corporate Citizen Award presented by Boyd Martin, 2011 president of the Associated General Contractors of Las Vegas.

Significance is an appropriate way to describe Commercial Roofers' presence in the Valley too. It's one thing to be a good roofer. But it's much different to be a great roofing company owner. Howard and Conway have seen their share of ups and downs in the current economy. But they have been unwavering in their dignified treatment of employees, clients and the Las Vegas Valley's many nonprofits and people in need.

Whether it's a donation for the construction of the Smith Center for Performing Arts, sponsoring a little league baseball team, donating to Candlelighters, cancer walks and other nonprofits, collecting goodie bags for overseas troops, or paying for an employee's education, the pair are ready and willing to do their part to help others.

Commercial Roofers is being honored with the Corporate Citizen Award, which recognizes a company's commitment to providing a nurturing, employee-focused work environment, including innovative benefits and incentive programs, while also exhibiting a concern for its clients and the community through charitable works, fair dealings, environmental stewardship and community involvement.

Earlier this year, Commercial Roofers donated time and resources and coordinated efforts with other trades to re-roof and re-habilitate an elderly military veteran's home in the Valley. Sales Administrator Michelle Shetrom oversaw the efforts for the company and got other businesses in town to donate time and money as well.

“She's our eyes and ears out there. She really gets it done for us,” Conway says.

Commercial Roofers has also been a long-time scholarship donor to UNLV's School of Architecture. Since the late 1990s, the company has been awarding \$1,000 scholarships each year for roofing design contest winners in the program's Construction Materials



class. In 2007, Conway and Howard signed on for another 10 years of donations, upping the scholarship amount to \$1,500 as well. The pair also speaks to architecture students about roofing design and weatherproofing, something largely ignored in many architecture curriculums.

“Roofing accounts for 1 to 2 percent of the project cost, but it’s involved in 80 to 90 percent of the (construction defect) lawsuits,” Conway says.

The effort has created dialogue between the roofing pros and future industry professionals. Some graduates call on Commercial Roofers when they are in the middle of designing a project to ask questions about functionality and practicality in their roofing system.

It could be said that the backbone of the company’s giving efforts lies in how it treats its employees. Conway and Howard both understand that happy

employees are more inclined to give to their community too. In the past, the company has won employee-evaluated “Best Places to Work” honors, something unique for a construction company, where tradesmen may have language barriers or many are more likely to voice concerns before praising their boss.

“I think it says a lot about our company to win that. Let’s face it, there are a lot of unhappy tradesmen out there,” Shetrom adds.

Making safety a priority is also a way for a company to say it cares about its employees. The company employs a fulltime safety supervisor, and monthly safety meetings also bring \$100 rewards to those going long hours without injury.

“These guys are working hard and going through a lot like everyone else. A hundred dollars means a lot to them,” Howard adds.

Local 23 South Bend Volunteers Re-roof Red Cross Building

Local 23, South Bend, IN, apprentices and volunteers performed a tear-off and roof replacement on the storage and garage areas of the St. Joseph County Red Cross. The roofers joined the legions of individuals who donate their time and services (and blood) to the American Red Cross, which provides relief to victims of disaster and helps people respond to emergencies. Volunteers for the St. Joseph County Red Cross were critical in responding to the tornado tragedy in Joplin, MO, that left more than 80 people dead last May.



A special thanks to these guys, who came in on their day off to give back to their community. Front row: Mark Kredlo, Eric Smith, Ivan Jackson, Tim Griffith and JATC Instructor Drew Holston. Second row: Jeff Wroblewski, International Vice President Don O’Blenis, Midland Engineering crane operator, Scott Krueger, Paul Wezeman, Matt Havener, Jerry Kreft and Richard Coogan. Back row: Omer Lee, Joe Grove, Chris Baldwin, Vince Miller and Kasey Hoy.



All hands on deck for the start of the Red Cross re-roof.



Mark Kredlo, Omer Lee, Vince Miller and helper get to work on shingles.



A beautiful job by the Local 23 volunteer crew.