

## *On the Roof with TRI - January 2014*



***Contractors sharing knowledge, supported by industry.***

### ***The New Contractor Search is Live!***

We are currently updating the TRI Website, and the first feature to go live is a new Contractor Search. To try it out go to [www.tilerooting.org](http://www.tilerooting.org) and click on "Find A Contractor".

If you don't see your listing your certification has likely expired. You can easily renew on-line by following the instructions [here](#). Normally you must renew within 6 months of your expiration date, but we are offering the ability to renew on-line for anyone with a certification that expired in 2013. (Your new expiration date will be 2 years from your previous expiration date.) If you have any questions, email Lisa at [ljensen@tileroofing.org](mailto:ljensen@tileroofing.org) or call John at 206-241-5774.



Check out the upcoming Winter/Spring Schedule at [www.tilerooting.org](http://www.tilerooting.org). If you have suggestions or a request for training in your area, contact John Jensen at [JJensen@TileRoofing.org](mailto:JJensen@TileRoofing.org) or 206-241-5774.

## ***Carolina in My Mind***

North and South Carolina are on the mind of the Tile Roofing Institute (TRI). To support interest and increased demand for tile roofing in the Carolinas there will be 5 Hands On Demonstrations and 3 Installer Certification classes in the first quarter of 2014.



Partners ABC Supply (Durham), RSG Roofing Supply Raleigh, Gulfeagle Supply (Charlotte) and Worth Supply (Charlotte) will host the 2 hour Hands On Demonstrations put on by the TRI Training program. Technical reps from [Eagle Roofing Products](#), [Boral Roofing](#), [Entegra Roof Tile](#) and [Hanson Roof Tile](#) will support the effort with years of experience and specific product and installation knowledge.

TRI President Rick Olson and Training Manager John Jensen will be part of an industry team staffing a booth at the Carolina Roofing and Sheet Metal Contractors Association (CRSMCA) Mid-Winter Conference in Raleigh, NC on January 21-23, 2014. Stop by the booth or visit [www.tilerooting.org](http://www.tilerooting.org) to learn more about the TRI and the Certified Installer program and schedule.

For James Taylor fans: "[Carolina In My Mind](#)"

## ***Rosie the Tile Roofer?***

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It used to be that everyone you met in the roofing industry started out "On the Roof". It also used to be that when you met a woman in the roofing industry, her husband owned the company. Things have changed



and women are filling all types of roles, and the Tile Roofing industry is leading the way. Five women attended the October Rialto/Fontana training sessions. Impressive not just in number but by the obvious quality and depth of their varied experiences.



Left to right- Anna Murray (MCA Clay Tile) Lisa Jensen (TRI Training Program), Erica Herrera (Boral Roofing), Lucy Petri (All Climate Roofing) and not pictured Michele Morse (Eagle Roofing)

Anna Murray is an Inside Sales Coordinator/Sales Assistant at MCA Superior Clay Tile in Corona, Ca. She enjoys "taking an order from quote to completion and seeing our tile on the finished project." MCA CEO/President Yoshi Suzuki recognizes Anna's value to MCA saying "We are in the internet age. Our customers vary from homeowners to professional roofing contractors, distributors and architects. Anna's tile knowledge is extremely important and her training and experience allow for her to understand customer needs quickly. She can build an instant rapport with our customers." [Continue reading about women in the industry.](#)

## ***Featured Distributor Worth Supply***

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Charlotte, North Carolina

When it comes to tile roofing [Worth Supply](#) is "all in". Worth Supply

provides roof tile for new and reroof projects. In addition [Worth Reclaiming](#) salvages, stocks and sells reclaimed and historic tile. Owner Rob Miller understands customer and contractor needs. He has combined that knowledge with a business model to fill a niche market in quality roof products.



## Interview with Rob Miller, Worth Supply

### Describe the product line at Worth Supply?

In a nut shell our product lines are Slate, Shake, and Tile...but the story goes deeper. Worth Supply does not supply commodity products, No single ply, no asphalt, no coatings-just high end steep slope roofing. Worth Supply was opened to only serve a small and under served niche. With this model, we have proven that we can expand the market share for Slate, Tile, and Shake manufacturers. The recipe is quite simple; we know our stuff-so when asked, we can easily provide the product knowledge to keep the client on track for a high end roof. We make it easy for them. When they go somewhere else and it gets hard to get knowledge, answers, or samples-both parties default to the well known and "less scary" commodity-so another asphalt roof gets installed that could have been something of better value. A missed opportunity for all parties.

### How does this focus on quality materials benefit you AND your customers?

Because we deal with Slate and Tile every single day-our entire staff learning curve is accelerated. In our showroom, we help clients make good financial decisions in regard to product selection by sharing our experience.



Additionally, since we are buying Slate and Tile every day-we have the best prices-so we bring those high end products to market at great prices for our clients.

**Worth Supply also salvages reclaimed material from historic building. Is there a particular project of interest where material was salvaged and reinstalled that comes to mind?**

Many of our clients using reclaimed as well as new materials are famous celebrities. We honor their privacy-so we keep that information in-house.

Our most interesting projects for me are the numerous projects that we switched from asphalt to Slate or Tile. Those jobs are what keep me getting up every morning. Making a fabulous roof affordable to a client-that they thought was beyond their budget-makes all parties smile. We run a monthly promotion called "Cheaper than Asphalt", where we pick a tile or slate product from our inventory and offer it for less than what an asphalt roof would cost! [Continue Reading](#)

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