



To Friends of the Tile Roofing Industry Alliance:

The New Year has started off with a bang! TRI Alliance has been hard at work these past few months, and we have much to share with you. Let's begin...

## RE-BRANDING



With the help of our partnership with the marketing firm, Function Collaborative, we rolled out our trade association's new name and logo. **The Tile Roofing Institute is now the Tile Roofing Industry Alliance.** Our new name reflects our members commitment to the long-term growth of the tile roofing industry through an alliance of manufacturers, roofing contractors, distributors and suppliers of tile roofing system components. Our partnership with Function Collaborative will support the Alliance's desire to promote the incomparable value of tile roofing versus temporary asphalt shingles, real and simulated slate, wood and metal roofing in both core and emerging markets.

## PARTNERSHIP WITH THE NRCA

The Tile Roofing Industry Alliance has committed to partnering with the NRCA to support their **Pro Certification™ program.** The Pro Certification program is designed to create a career path for industry field workers, elevate the roofing industry to be consistent with other trade professions that currently offer national certifications, address the workforce shortage by making the roofing industry more appealing and protect consumers by providing national, professional certifications for those doing work on their home or building.



## SYNCHRONIZATION OF THE NRCA + TRI INSTALLATION MANUALS



In preparation for the Tile Roofing Pro Certification™ program, the Tile Roofing Industry Alliance and the NRCA will each select a small team of advisors to identify both similarities as well as differences between each association's tile roofing installation manuals towards the ultimate goal of combining them into one succinct document. The group members will be selected over the next several weeks and will likely commence with their first meeting early in the third quarter. Our goal is to complete the Tile Roofing Pro Certification program in mid to late 2021.

## LOBBYING EFFORTS

The Tile Roofing Industry Alliance proudly utilizes the advocacy services of The Brightup Group. Based in Washington D.C., The Brightup Group has represented our position on important issues such as fall protection, silica, energy tax credits and immigration reform over the past several years.

## LOCAL SUPPORT



In an effort to ensure that roofing contractors have a voice in the direction of our industry, the Tile Roofing Industry Alliance formed two contractor advisory groups, one based in Florida to represent the Eastern US, and another in the West to represent the core tile roofing markets of Nevada, Arizona and California. Over the past two years each group has met three times to discuss issues important to contractors in their regions. The Alliance's decision to move forward with the hiring of a professional marketing firm was a direct result of feedback received during the advisory group meetings.

## TRI ALLIANCE MAINTENANCE STANDARDS



Several members voiced concern over the need for manufacturers to champion roof maintenance to ensure the longevity of a properly installed tile roof. A draft TRI Alliance Tile Roof Maintenance Standards document has been drafted and will be circulated and posted to our website this summer.

## FLORIDA INSTALLATION IMPROVEMENTS



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## TRAINING

In 2018, the Tile Roofing Industry Alliance provided classroom and hands on training for over 1,000 men and women across the country. For more information on upcoming training classes or to request a training class for your company, please visit [www.tilerroofing.org](http://www.tilerroofing.org) or contact **Lisa Jensen, TRI Training Director** at [ljensen@tileroofing.org](mailto:ljensen@tileroofing.org).



## CODE LOBBYING

The TRI Alliance in conjunction with our contractor and member partners, is very active in both the Florida Building Code (FBC) and International Building Code (ICC) code hearing cycles underway this year. The proposed codes when implemented will create new minimum standards and local requirements for future roof assembly performance. The TRI Alliance is a powerful voice in the code process for our members. As the TRI Alliance we have several task groups working on the various code issues involving wind, fire and seismic reviews.

For more information on the Tile Roofing Industry Alliance please visit our website at [tileroofing.org](http://tileroofing.org) or contact Rick Olson at (541) 954-4555.