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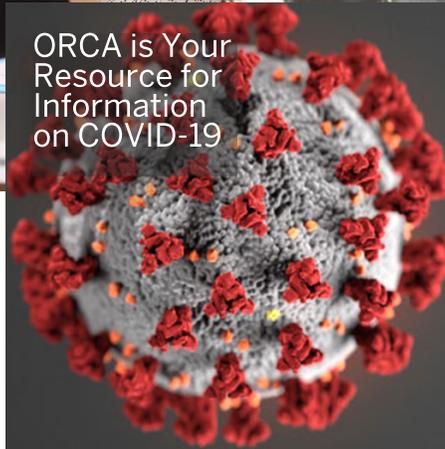
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CERTIFIED ROOFING TORCH APPLICATOR



WE'VE GOT YOU COVERED



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A Message from our President, Fred Horner



I hope that all of you and your families are safe and well in the midst of the current COVID-19 Pandemic. Just a reminder to our members, be sure to utilize our ORCA Legal Services Plan benefits by contacting Gary Auman at Auman Mahan & Furry - www.amfdayton.com - with any questions or concerns you may have about workplace impact related to COVID-19.

As the legislature's attention has rightly turned to this crisis, our licensing bill will likely have to wait for the next General Assembly session, but we are appreciative of all you have done to support this measure. Your work at home and at the Statehouse has given us incredible momentum that we will continue in 2021.

We will keep you updated on all upcoming member events as this situation evolves, as we carefully keep all our member's best interests in mind. The Ohio Roofing Contractors Association has been the voice of roofing contractors for many years and is proud to be the ONLY state association that exclusively represents the roofing industry in Ohio! With your support, we will continue to represent your interest through this crisis and for many years to come!

Our industry is comprised of strong and resilient people who I know will be able to overcome these unprecedented and difficult times and come back stronger and better than before!

Stay strong, safe, and healthy.

Sincerely,

Fred Horner
Advanced Industrial Roofing
ORCA President

OVER 20 YEARS OF SERVICE IN AN INDUSTRY WHERE EXPERIENCE MATTERS

- Representation at BWC hearings.
- Expert settlement and handicap proceedings.
- Professional guidance with BWC audits.
- Annual safety seminars by a safety professional.



ORCA is Your Resource for Information on COVID-19

The coronavirus (COVID-19) has resulted in an unprecedented crisis that affects not only our physical health and daily lives, but also our businesses. To address these needs, ORCA is committed to providing credible information and resources to help you navigate through these uncertain times. For daily information updates, go to www.facebook.com/OhioRoofingContractors/.

Classified Ads are Great for Business

The days of the nickel ad newspapers are fading into the past but online classified advertising is hotter than ever. For many of us, we fondly remember Roofers Exchange and the great service that newspaper provided the industry. In 2002, Roofers Exchange morphed to rooferscoffeeshop.com and classified advertising has evolved.

ORCA is proud to offer a special promotion through rooferscoffeeshop.com. Together, we are offering \$25.00 off your first classified ad. We know this will be of benefit to your company. In fact, there are many ways to utilize classified advertising in your business including finding labor, finding work, selling and trading equipment, materials and tools. RoofersCoffeeShop is the place to sell items to like-minded professionals, knowing you are talking and doing business with people in the roofing trade.

So, visit www.rooferscoffeeshop.com today and receive \$25.00 off your first ad. Simply use the promo code ORCA for a one-time use. While you are there, be sure to explore the entire site and sign up for the E-newsletter. After all, it is Where the Industry Meets!

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ORCA Continues to Progress Toward State Roofing Contractors Licensing Strong Bipartisan Committee Vote and No Industry Opposition

ORCA President Fred Horner Testifying Before House Committee



ORCA is continuing to work on the passage of Ohio House Bill 199 to add a commercial roofing license section to the Ohio Construction Industry Licensing Board structure. The OCILB currently oversees commercial licenses for electrical, plumbing, HVAC, refrigeration, and hydronics.

After successfully being passed out of the House Commerce and Labor Committee by a wide margin, we are working with House Leadership to have the bill voted on by the full House of Representatives. Efforts are also underway for a Senate companion bill to speed passage by the full General Assembly.

Thanks to the ORCA Legislative Committee led by Fred Horner of Advanced Industrial Roofing and Jack Petsche of USA Roofing for their efforts to keep this initiative moving forward. ORCA needs your support too! As you see your local legislators this spring and summer, please tell them about the importance of this bill to your business and to the industry!

If you would like for us to facilitate a virtual meeting in your district this summer, please let the ORCA Government Affairs Coordinator, Valerie Pope, know and she can help you set something up



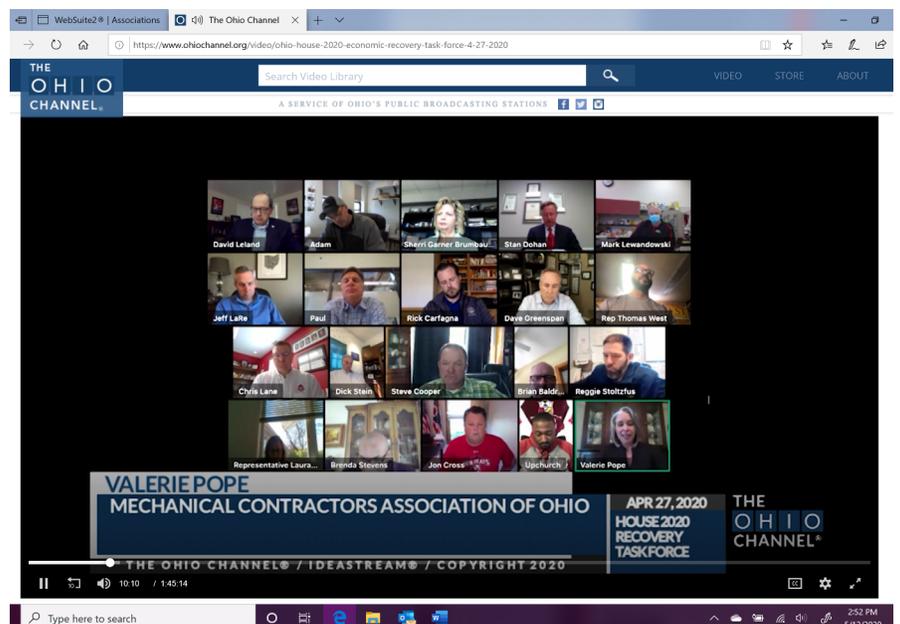
Dan Crookston of CC Supply joins Fred Horner of Advance Industrial Roofing for testimony House Bill 199

Now Must Be the Time for Payment and Retainage Reforms The Stunted Economy Demands it

The Ohio Roofing Contractors is pleased to support an industry effort to provide payment relief in the face of trying economic times. They have joined the Mechanical Contractors Association of Ohio in urging the Ohio General Assembly to include prompt pay provisions for private projects and much needed reforms of retainage practices in Ohio as a part of the Economic Recovery legislation being considered by the House of Representatives.

ORCA has issued a letter of support echoing the testimony given to the House Economic Recovery Taskforce to include these three payment provisions:

- Owner must pay contractor within 30 days on private projects mirroring existing law for public projects – as set forth in House Bill 380
- A contractor cannot hold a greater percentage of retainage on a subcontractor than is held on their contract – as set forth currently only in rule but not law
- Owners must be allowed to release retainage based on the schedule of values ORCA believes that these three reforms could make a significant impact on contractor cash flow by moving the money through the system more quickly. ORCA has stressed that in difficult economic times, it is critical that every effort be made to pay contractors and subcontractors for work that has been successfully completed.



ORCA Big Thank You to Ohio House Member Tom Patton A Friend of the Roofing Industry

The Ohio Roofing Contractors Association would like to thank long-time roofing industry champion, Representative Tom Patton of Strongsville for his enduring support of roofing contractors across Ohio. His leadership on House Bill 199 to institute a commercial roofing license is just the tip of the iceberg in terms of his support for small business and local entrepreneurs. He also has a great legacy of supporting our first responders and protecting firefighters.



Representative Tom Patton, 7th District - Strongsville, Ohio

A lifelong resident of Cuyahoga County, Representative Tom Patton grew up as one of nine kids on the near west side of Cleveland. The son of a Cleveland police officer and the father of a Cleveland Heights police officer who tragically died in the line of duty, Representative Patton has taken up many legislative initiatives pertaining to police, firefighters, and first responders.

Previously serving as a state representative and then as a state senator, he returned to the Ohio House in 2016 to serve the 7th House District as the Majority Whip and in 2019 began his second consecutive term. Representative Patton served in the Senate since 2008, and for the 131st General Assembly, Patton was selected to serve as the Majority Floor Leader. He served as the Vice Chairman of the Senate Transportation, Commerce and Labor Committee, and was a member of multiple other committees including Finance. In addition to his standing committees, Representative Patton also served as co-chair of the Ohio Senate Autism Caucus, and as a member of the Ohio Athletic Commission, the ODOT Transportation Futures Steering Committee, the Ohio Turnpike Commission, and the Legislative Service Commission.

A widower, he raised his family of five daughters and one son in Strongsville and has been blessed with ten grandchildren. The 7th House District encompasses portions of Cuyahoga County and includes his hometown of Strongsville.

Representative Patton has continued his leadership throughout this time of crisis and has been an active and integral part of the state's response to the health and economic ramifications of the coronavirus epidemic. We appreciate his thoughtful decision making and positive contributions to the roofing industry and to all Ohioans as we work together towards better times ahead.

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Headline Story

How to Work Through Client Conflicts

By Ted Janusz



Have you ever had an upset customer? Take heart, we all have. Surprisingly, studies show that 96 percent of dissatisfied clients don't complain. At least not to you.

Studies also show that of the customers who *do* complain, between 54 and 70 percent will do business again with the organization if the complaint is resolved. The figure soars to an incredible 95 percent if the client feels that the complaint was resolved quickly.

In addition, if you handle your customer's situation when they complain using the insights in this article, not only might you keep that client but you may also be able to turn them into a customer evangelist for your company.

Word-of-mouth is the most effective form of marketing for your business, since up to 80 percent of consumer choices are the result of personal recommendations, from family, friends, or online resources.

“Treat Me the Way I Want to Be Treated”

One of the ways to provide great customer service is through “personality-based issue resolution,” as discussed by Matthew Dixon, Nick Toman and Rick Delisi in their book **The Effortless Experience**.

The authors relay the results of the efforts of Bradford & Bingley, a United Kingdom-based financial services firm, which reported a 20 percent increase in “willingness to recommend” and a 40 percent decrease in repeat customer calls after using this approach.

It's a process that allows you to make an educated guess about the personality profile of any customer, *typically within no more than thirty to sixty seconds*.

The four basic profiles of customers (and the names I have assigned them):

1. The **Analytical**, who needs to analyze and understand
2. The **Amiable**, who leads with their emotional needs
3. The **Administrator**, who just wants what they want, when they want it
4. The **Associator**, who loves to talk and show off their personality

The best part, say Dixon, Toman and Delisi, is that the process only requires you to ask no more than three questions in your quest to determine the personality of your customer:

1. Is the customer's issue complex?

If *no*, you do not need to continue the diagnosis process. If the customer's issue can be resolved quickly and easily, there is really no need to do anything besides be courteous and professional. In fact, for simple-issue situations, treat all customers as **Administrators**— just get them what they need as quickly and politely as possible.

But if the customer's issue is a complex one (such as a billing dispute), the authors advise to listen carefully to the words the customer uses to describe their issue. Continue with these questions ...

2. **Is the customer issuing clear directives?** If the answer is *yes*, then the customer is likely an **Administrator**. No need to further determine their personality, just promptly and concisely answer the customer.
3. But if the answer is “no,” then ask the third and final question: **Is the customer displaying “emotional” behaviors?** If *not*, they are probably an **Analytical**. However, if the answer is *yes*, they are likely an **Amiable** or an **Associator**. What's the difference? **Amiables** want their personal point of view to be taken into consideration while **Associators** like to entertain, joke, and chat.

How to Handle Each of the Four Personalities

The **Analytical** is **process-oriented**. Their mantra is, the authors state: *Take the time to fully explain the resolution steps and allow me to talk.*

Remember: Do not interrupt—Explain the process to resolve the issue—Slow down the pace of the conversation

Be sure to demonstrate: Good listening skills – Thoroughness – Clarity

The **Amiable** is **empathy-oriented**. They request that you, *“Understand how I feel and take a sympathetic approach to resolve it.”*

Remember: Call me by my name—Assure me that my issue will be resolved—Show how you are personally involved

Be sure to demonstrate:

Empathy—Patience—Understanding—Sincerity

The **Administrator** is **results-oriented**. They demand, *“Don't spend time on unnecessary details, just resolve my issue!”* Or as my father-in-law, Mr. Administrator Extraordinaire, asserts, *“Answer the question asked!”*

Remember: Directly address my issue—Speed up the pace of the conversation—Provide a clear timetable for results

Be sure to demonstrate: Confidence—Your ownership of the issue— A “can do” attitude

The **Associator** is **social-oriented**. They will eventually get around to telling you, *“Treat me like a person; don't provide me with generic answers.”*

Remember: Maintain an informal tone—Do not provide scripted answers—Mention personal information, if appropriate

Employ the Platinum Rule

The key to resolving customer issues is the Platinum Rule: *“Treat your customers the way they would like to be treated, not necessarily the way that you would like to be treated.”* The faster and better you are able to employ the Platinum Rule, the more issues you will be able to resolve and the more customers you will be able to retain.

Do you see yourself or your employees in one (or more) of these four personality styles? Why wait until you have conflicts in the office to employ a personality-based process to more effectively deal with others? Be proactive! You and your employees can take a free personality-based assessment at www.personalityperfect.com. Once you get the results, discuss how you can improve interactions both within the office and with your customers.

DID YOU KNOW THAT ORCA MEMBERS GET A LEGAL SERVICES PLAN?

Each ORCA Member is entitled to one consultation per month either by telephone or office conference, at no charge. It is understood that these consultations and conferences will be based on existing knowledge of the attorney without further research and analysis. When calling Auman, Mahan & Furry please ask for Gary Auman and identify yourself as an ORCA Member calling under the Legal Services Plan.



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