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NRCA



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Letter from the President

Greetings Fellow ARCA Members:

Many of us recently enjoyed the ARCA Expo for the first time in the valley at Harrah's Ak Chin. The Expo was a big success. I think the new format was a contributing factor to that success. For those that missed it, you missed out on great activities like the Get Acquainted BBQ, Sporting Clays, Cornhole Tournament, Golf Tournament, Roofing Wars, Expo Tradeshow, Educational Seminars, and the Awards Banquet. The Expo Committee Chairs, Members, and Sub-Committee Members deserve a huge round of applause for a job well done. I hope all ARCA members will attend the next annual Expo at Little America in Flagstaff.

Taking advantage of ARCA events and training is a great way to meet others in the industry and have opportunities to discuss many of the issues that are affecting us all. I recently attended my first Best of Success in Scottsdale earlier this month, and the biggest value for me was getting to participate in a peer group. Through peer groups, we all can discuss issues that are affecting the industry and maybe solutions that others have found. ARCA is one very large peer group. Though you might not want to share trade secrets, there are many things we can all learn from interacting with each other.

Although we still may struggle with some supply chain issues, I am pleased to say that, in my experience, most materials now have realistic lead times. All manufactures may not have all their products available. However, it seems that someone somewhere can find what I need in a reasonable time. Some pricing has stabilized, and I am hopeful that some of the items that are still volatile will stabilize soon. In my experience, it is much easier to conduct business than it was a year ago.

I know all of us are concerned about workplace safety. No one wants an employee to be injured. ARCA offers many safety training courses throughout the year. As an ARCA member you can and should be taking advantage of these training opportunities that are offered at little or no cost to its members. For a complete list of the training opportunities ARCA offers please visit our website at azroofing.org.

The reason ARCA Expo was such a success is the dedication and hard work of the committee members and volunteers. ARCA has many committees and it is likely at least one would interest you. All committees welcome new members. I challenge you to volunteer your time and energy to a committee, for committees are what make ARCA great. A full list of ARCA committees can be found at azroofing.org/about/committees.

I hope to meet all of you at an upcoming ARCA event. For a complete list of ARCA events, please visit out website. Many of these activities are just for fun (something we could all use more of these days) while others offer unique educational and career advancement opportunities—why not get involved? Consider also joining a committee or becoming a member of the Board of Directors. ARCA has so much to offer you, but you have to take the first step.

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Sincerely,

Larry Miller, Gorman Roofing
ARCA President

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LEGISLATIVE UPDATE

Constant Care & Feeding

by [Ryan DeMenna, DeMenna Public Affairs](#)

ENGAGING IN THE political process requires constant care and feeding.

Those who wish to serve in the legislature run for election or re-election every two years. Without fail, almost 1/3 of those elected are brand new to the process.

Every ten years legislative and congressional district lines are redrawn based on the results of the Decennial Census, and this change in district boundaries also produces fresh faces.

So, when you consider the huge legislative turnover in each election, as well as the change in district boundaries, legislative retirements and resignations, roughly 50% of those serving in the legislature in 2023 will be brand new to the lawmaking process.

It takes years to develop working relationships with legislators to ensure that they understand our industry's most pressing issues, and how they can help. When you finally have a champion for your cause, legislative turnover requires that you educate and support another new champion.

In this cycle, the unprecedented level of turnover requires even more care and feeding than usual. But this level of turnover means it's also more important than ever to stay engaged.

Make no mistake, legislators want

to hear from you! They can't be an expert on every issue, so they rely on people just like you for guidance on the issues impacting your business.

ARIZONANS FOR FAIR CONTRACTING

The Arizona Roofing Contractors Association (ARCA) is an active member of Arizonans for Fair Contracting (AFC).

AFC is an alliance of construction industry associations dedicated to furthering and protecting the interests of the construction industry in Arizona. AFC represents tens of thousands of residential and commercial construction employees across the state, and consists of ceramic tile and stone contractors, concrete contractors, wall, ceiling and painting contractors, swimming pool contractors and landscape contractors. AFC is also comprised of the many trades represented by the American Subcontractors Association of Arizona.

AFC is committed to providing contractors and subcontractors with a strong voice in the legislative process. AFC seeks to promote responsible legislative solutions to treat with ongoing workforce shortages, strengthen prompt pay laws, simplify Arizona's complex tax on construction activity, preserve the protections established under proportional liability, and more.

THE VOICE OF ARIZONA CONTRACTORS & SUBCONTRACTORS

Every year, AFC – led by the government relations team at DeMenna Public Affairs and dedicated professionals like Jennifer

George at ARCA – works tirelessly to ensure that the voice of Arizona's construction industry is heard in the legislative process.

Advocacy at the legislature continues to be more important than ever, and AFC has shown time and time again that it can rise to the challenge. But the success of AFC would not be possible without the support of its grassroots members, like you.

If you haven't already, take the time to find out who your new legislators are and reach out to them. Let them know if you live or operate a business in their district and tell them you're happy to serve as a resource.

When you consider the number of issues impacting Arizona's construction industry, coupled with the level of legislative turnover, the need to lend your voice as an expert and to bolster AFC's efforts is greater than ever. You'll be happy you took the time to do it. The constant care and feeding is critical. 🏠

ABOUT RYAN

Ryan DeMenna is a Partner with **DeMenna Public Affairs**, which he and his brother, Joe, formed in 2017. DeMenna Public Affairs is the next generation of DeMenna & Associates, which was formed by Ryan and Joe's father, Kevin DeMenna, in 1998.

Ryan has extensive experience in the legislative process and has led the charge on several successful legislative efforts. Ryan is responsible for the government relations, public affairs, consulting, and lobbying needs of the firm's clients.

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Hackflation: a real business threat that is not going away soon

For a business of any size, a single hack could threaten the entire company. Precautionary measures can help protect you from financial calamity.

By [Zach Rosenberg](#) and [Kent Lang](#)

THE HEADLINES ABOUT rising costs and interests rates are everywhere. But what about the rising costs of scams?

By now, you've probably heard a story of someone you know falling for an e-mail scheme and sending money overseas. But unlike the schemes of old, people are not falling for the "Nigerian prince" promising riches. Instead they are victims of schemes that look more like identity theft. How do you know that the person reading the e-mails you send is the person you are trying to reach and not someone who guessed their password?

In a 2019 article, we described a common scheme that became a bigger risk during the pandemic. The Business Email Compromise (BEC) or Email Account Compromise (EAC) scam is still in use today. The FBI has warned of these schemes since 2016 and recently reported that Arizona businesses lost over \$22 million to these schemes in 2021 alone.

HOW THE SCHEMES WORK

The schemes are getting more sophisticated. Hackers mine company websites, social media posts, and other public records and even use social engineering to create a profile of their victims. They know which employees are responsible for handling money, authorizing payments, etc. Hackers can often surmise when a contractor is going to get paid and convince an unwitting victim to send money to the wrong account. These scammers can also be manipulative, creating a false sense of

urgency by suggesting that payments need to be made immediately. Hackers know that when you are rushing, you are more likely to miss the subtle signs of a scam.

These schemers also know that the longer it takes for the victims to discover they have been defrauded, the more likely they are to get away with the money by moving to into cryptocurrency or transferring it to another account. We have seen schemes where the hacker communicated with both the payor and the intended recipient, with the hacker confirming to the payor that the money was received and telling the intended recipient that the money will be sent "next week."

By the end of "next week," when the intended recipient starts asking the payor where the money is and the scheme comes unraveled, the hacker and the money are long gone.

PREVENTION

There are a number of things you can do to proactively prevent these schemes, and ways to react to them if you are a victim.

First, be proactive:

1. Follow good cyber hygiene. Don't open links from unknown senders; don't open any attachments to any e-mails that look suspicious; and don't respond to unsolicited e-mails, particularly where the sender is pressing to send or receive money and is on a tight schedule.
2. Use strong passwords for your e-mail and computer systems. Where possible, use two-factor authentication, which will help prevent a hacker from accessing a computer system even if the password is compromised. Always install the latest security updates and use anti-malware software.
3. Treat any e-mail you receive with payment instructions like it came from a "Nigerian prince." Always verify payment instructions by phone call to someone you know, using a phone number you have saved or locate online. Don't trust the phone numbers in any e-mail that calls for sending money somewhere.
4. Do not fall into the "urgency trap." If something like sending or receiving

money is truly time sensitive pick up the phone or drive over and talk it out in person.

5. Pay by check. It may be less convenient for you and your business partners, but the hackers will have a harder time (a) getting their hands on the check and (b) cashing it when it is made out to the proper recipient.
6. Consult an attorney to draft your contracts to set up procedures for verifying payment instructions, payment receipts, and the person responsible if the money is intercepted.

REACTION

React quickly if you discover you are the victim:

- Call the banks immediately and let them know of the fraud. Find out if you can claw back the payments.
- Contact the FBI to let them know of the hack. They may be able to find the culprit. Even if they cannot, you never know where the money went. Better to tell the FBI it is missing then have them ask, maybe years later, why money from your account went to a known criminal organization.
- Call your insurance carrier and find out what coverage you may have for these losses.
- If the hacker impersonated you or one of your employees, tell everyone you are doing business with and put precautions in place to double- or triple-check payment instructions.
- Consult an attorney to assess your liability or help you get paid.

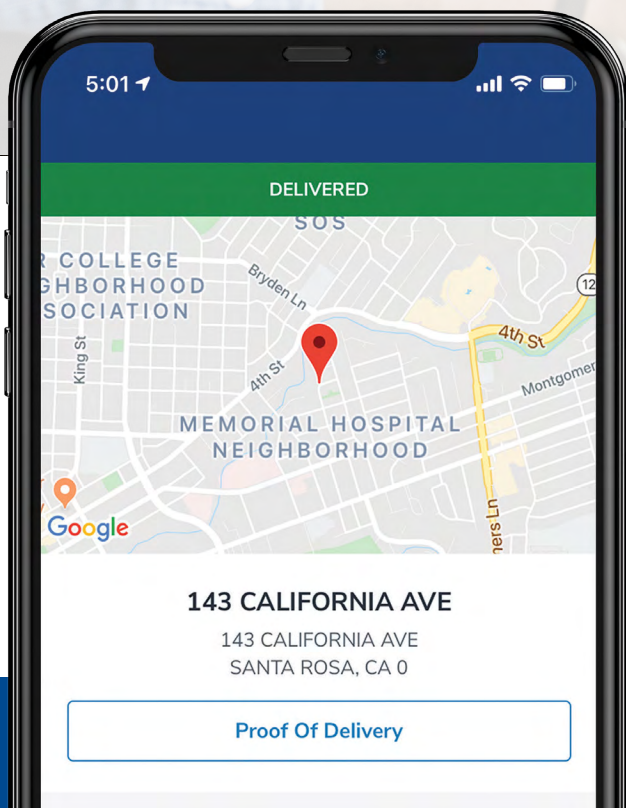
The law is still unsettled as to who is responsible for these hacks. Is the recipient just out of luck? Does the payor have to pay twice? The best plan is to be proactive and avoid these situations.

A NOTE TO ATTORNEYS: This scheme has succeeded across many industries and professions. Attorneys should be aware that it has been used to intercept settlement payments and could be used to intercept or divert payments from a firm's accounts, including the trust account. 🏠

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FALL PROTECTION TOPS LIST OF OSHA'S MOST-CITED VIOLATIONS FOR 2022

RECENT NUMBERS FROM the Occupational Safety and Health Administration show dangers from falls at construction sites remain the most frequently cited hazard on OSHA's list of most-cited violations for fiscal year 2022, which ended Sept. 30. Construction blog [constructconnect.com](https://www.constructconnect.com) shared a list of OSHA's top 10 construction-specific violations.

Other rules related to construction falls are among the top 10 violations, including ladders and scaffolds.

Following are the top 10 most-cited violations in construction for fiscal year 2022:

1. Fall protection—Duty to have fall protection at 4,456 violations
2. Ladders at 1,797 violations
3. Scaffolds—general requirements at 1,527 violations
4. Fall protection—training

5. Personal protective and lifesaving equipment—eye and face protection at 1,208 violations
6. Personal protective and lifesaving equipment—head protection at 628 violations
7. General safety and health provisions at 586 violations
8. Scaffolds—aerial lifts at 481 violations
9. Excavations—specific excavation requirements at 395 violations
10. Toxic and hazardous substances—hazard communication at 382 violations

OSHA handed down 17,233 citations from 7,015 inspections during fiscal year 2022 to construction companies, totaling more than \$72 million in penalties. 🏠

NRCA's Cyber Liability

Insurance Program



DID YOU KNOW cyber liability is one of the biggest risks your company currently faces? And your liability is only going to increase!

To help members address cyber liability risks, we have partnered with Acrisure, Grand Rapids, Mich., to launch NRCA's Cyber Liability Insurance Program. This comprehensive, members-only program offers insurance policies that cover business interruption exposures (any business reliant on technology for its day-to-day operations has this exposure), as well as the privacy risks posed by storing sensitive data and costs associated with cyber incident response. Importantly, coverage also includes theft of personal assets from company owners and officers.

In addition, NRCA's Cyber Liability Insurance Program offers key risk management services, including employee training addressing how to recognize and manage cyber threats.

Questions? Contact Cheryl Ambrose, an NRCA director of enterprise risk management, at camprose@nrca.net or (847) 493-7502.

REQUEST A QUOTE

To receive a quote for your company by the next business day, [please complete this form.](#)



Top Reasons Workers Do Not Use PPE Properly

A RECENT SURVEY CONDUCTED by personal protective equipment provider J.J. Keller Safegear shows most safety managers and coordinators have difficulty ensuring workers wear PPE, according to constructiondive.com.

Survey respondents mainly were from the manufacturing, transportation and construction sectors, and most were responsible for buying PPE, training employees regarding proper use and ensuring employee compliance.

More than 70% of respondents said employees have communicated they do not wear PPE because they simply do not want to, and half of respondents said employees do not believe PPE is necessary or say it makes the job more difficult.

One in three respondents said they struggle to buy PPE in the right sizes—55% said they needed larger sizes and 41% needed smaller ones. The sizing issue most often related to head and upper body protection; 53% said they have trouble with both. Thirty-five percent of respondents said they struggle to find PPE to fit female employees. Respondents emphasized finding the right fit is essential so the PPE fits workers comfortably for their entire workday.

Open-ended comments to the survey indicated managers struggle to ensure proper PPE usage in heat. A previous J.J. Keller survey found 93% of workers' environments reach temperatures in which using PPE could raise the risk of heat illness. Also, about half of respondents said they sometimes experience supply chain delays—leaving them without crucial protective equipment—and one in four said they experience delays often.



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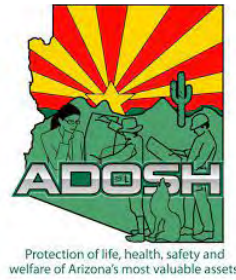
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→ **COLLABORATE** with ADOSH to forge innovative solutions for hazard prevention in the roofing industry.

*Become a signatory of the **alliance agreement** and receive electronic fall protection cards for every employee trained to demonstrate to ADOSH your commitment to safety.*

To sign the agreement or learn more about it, attend a free meeting or contact the ARCA office at 602-335-0133.



Meetings are held at 9:00 AM every third Tuesday of the month at

Arizona Industrial Commission
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AZ ROC is Here to Help

HAPPY NEW YEAR from the Registrar of Contractors (AZ ROC). Whether your company already holds a contractors license in Arizona or is considering applying for one, the dedicated team at AZ ROC would like to remind you that we have many services designed to help you and that we are available to answer your questions.

AZ ROC ONLINE CUSTOMER SERVICE PORTAL

The Online Customer Service Portal provides the most convenient and fast way to access AZ ROC's services, including applying for a license, renewing a license, submitting license maintenance requests, paying fees, receiving status updates, and filing complaints. AZ ROC encourages anyone requesting services to start using the Portal by visiting www.roc.az.gov and clicking "My Account/Login" on the menu bar—there is even a short video about how to create an account to help users get started.

APPLYING FOR A LICENSE?

If you are considering applying for an Arizona contractors license, the best place to start gathering information is the "Applying for a License" page on AZ ROC's website at www.roc.az.gov/applying-for-a-license. Once there, you can:

- Download the "Applying for a License Checklist"—it organizes all of the steps

you need to take in order to apply and also provides helpful links to register for the exam(s), take the background check, and locate additional forms you may need.


- Register for an Applicant Education Seminar—these are free, monthly Zoom courses presented by the Licensing Department's leadership team. The course is designed to help applicants reduce common errors that can delay the Agency's ability to issue a license to those who would otherwise qualify. In addition to the course, there is also a live Question & Answer portion at the end of the Seminar so you can get the information you need in real time.

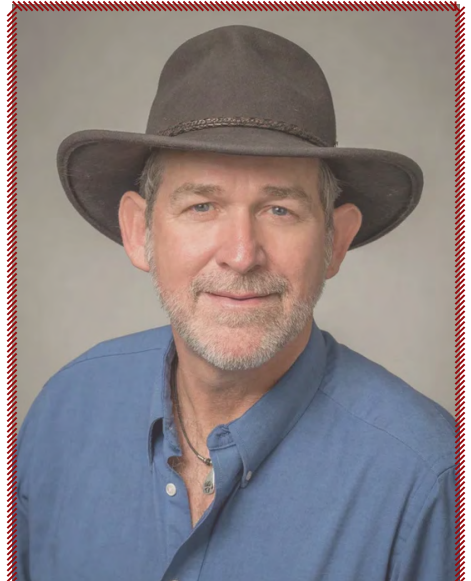
MONTHLY FORUMS

AZ ROC's Leadership Team provides licensed contractors opportunities every month to receive Agency updates and have questions answered during free online Zoom Forums. Invitations for Forums are emailed to the licensee's email address of record (make sure your contact information is current—if not, you can update it on the Portal!).

- New Licensee Forums welcome new licensees to the Agency and provide an educational presentation to get them familiar with what AZ ROC does and to inform them of common missteps that can lead to license discipline.
- Licensed Contractor Forums provide updates from the Compliance, Licensing, Legal and Public Affairs Chiefs and allow time for licensee questions (please note that questions related to specific complaints are unable to be addressed during Forums). Forums also occasionally feature guest speakers presenting on topics important and relevant to the contracting industry.

CONTACT AZ ROC


Questions? Please call the Registrar of Contractors at 1-877-MY-AZROC (1-877-692-9762). AZ ROC's Phoenix office is also open during business hours, Monday through Friday. We look forward to assisting you. 



SAFETY NOMAD BLOG

Wayne Carroll from **Insure Compliance** has been working with roofers and roofing contractors for over 15 years. At the beginning of the Covid-19 pandemic, Wayne moved full-time into a trailer and hit the road to help customers all over the country with safety. In the past couple years, Wayne has put over 100,000 miles on his truck and visited some 17 states conducting hundreds of visits and trainings.

[The Safety Nomad Blog](#) was started so Wayne could share knowledge and experience from his travels in a simple conversational format. Some topics Wayne covers are: posture, winter safety, road rage, mental health, and others. He even highlights his participation in the ARCA Expo this last fall.

[Visit the blog](#) often to see what topics he brings up that might help support your safety culture. 

Thank You, NWiR



I want to give a huge shout-out and thank-you to the **National Women in Roofing (NWIR) AZ** and anyone at ARCA that donated anything to the Pets Return Home. I am overwhelmed by the generosity. I volunteer at the Ranch as much as I can and your donations are going to a great cause.

Please check out www.petsreturnhome.org and please continue to spread the word. There is much more needed and we are desperate to find homes for these great puppies.

We are always in need of help on the Ranch too even if you just want to come play with dogs or walk a few of them. We are right by the Verde River in Clarkdale so it's a great place to spend the day.

If you have any questions please let me know.

—Andy Clarke

PS - Also a special thanks the Western States Sheet Metal for donating a trailer full of metal panels specially cut to make fences.



How Private Employers Can Recruit and Retain Veterans

Many businesses now recognize the skills service members bring to the workforce, writes Wendy Buckingham, associate attorney at Littler.

WENDY BUCKINGHAM IS an associate attorney at Littler and currently serves as a lieutenant colonel in the U.S. Air Force Reserves, Judge Advocate General's Corps. Views are the author's own.

Veterans Day originally began as a day of remembrance to mark the end of World War I. In 1938, it became a national holiday. And in 1954, that holiday officially became known as Veterans Day, to recognize and honor America's veterans.

To thank veterans for their service and to recognize the honed skills service members bring to the workforce, many private employers have committed to hire and retain veterans.

Through military service, veterans gain in-demand skills for workplace success in the private sector, including mental fortitude, flexibility, leadership and management experience, teamwork and collaboration, professionalism and discipline. Private employers need

those skills and realize the value of military service in sharpening those vital capabilities.

RECRUITING APPROACHES

As an initial step in attracting job-seeking veterans, many employers, regardless of size, have demonstrated a commitment to hire veterans by offering veteran-specific opportunities or outreach. Some companies have committed to hiring a specific number of veterans within a stated timeframe. Many companies have dedicated human-resource and talent-management teams, often lead by an executive, focusing on recruiting veterans.

Members of those teams are knowledgeable about military roles and duties. They are also trained on translating military experiences into private sector skills and identifying positions particularly suited for military experience. A dedicated office or team for recruiting military talent, however, may not make sense depending on company size and resources. In those circumstances, here are four practices companies can consider implementing to recruit veterans.

Train HR on what to do

Companies should train HR representatives to understand how to translate military jobs and duties into private sector roles and responsibilities. The SHRM Foundation, in conjunction with its corporate partners, provides HR professionals a free certificate program offering critical insights for recruiting, onboarding and retaining veterans and military members.

Have solid position descriptions

HR staff, along with hiring managers, should identify positions well-suited for military talent and tailor job descriptions accordingly. Where appropriate, job descriptions may be edited to state relevant military experience qualifies.

Create a veterans website

To attract veteran talent, companies can create a separate link on their corporate websites for job-seeking veterans. Webpages targeted to recruit veterans can highlight open positions that are well-suited for military talent, identify key HR professionals in the veteran space and describe internal company resources focused on developing and retaining

veterans.

Find military recruiting sources and job fairs

HR representatives should attend hiring fairs at military installations and Veterans Affairs facilities, and other veteran-focused employer hiring groups, like the Veterans Jobs Mission, to recruit military talent. Potentially, HR professionals may want to partner with veteran employees or local Employer Support of the Guard and Reserve representatives to brainstorm additional ways to attract veteran talent.

RETENTION INITIATIVES

The transition from a military work environment to the civilian sector poses unique challenges to military members, including uncertainty about promotion processes and performance evaluations, communication-style differences and cultural changes. Companies that want to retain military talent frequently implement veteran-specific practices and programs to help veterans acclimate to corporate culture. While the size of a company and its resources may dictate the availability of veteran-specific retention tools, three retention initiatives and programs are highlighted below.

Provide promotion and career path transparency

In the military, service members receive clear guidance on requirements to achieve their next promotion, including the dates of upcoming promotion boards, their eligibility for promotion and steps they can take to increase their chances for promotion. The same transparency often does not exist in the private sector and the absence of clear career development guidance is a common reason veterans leave companies.

To retain military talent, companies should provide career progression training throughout a veteran's employment, and particularly, at milestones, like new-hire training and annual performance reviews. If possible, career path training should also identify resources and personnel available to discuss career paths, promotions and opportunities within the company.

Establish mentorship programs

Many companies allow veterans to



participate in mentorship programs to ease the transition from the military to the private sector. These programs pair new veteran hires with senior employees who can answer cultural assimilation questions, assist veterans in building their business networks outside the military, help them establish professional goals and steer their career progression.

Companies should formally advertise mentorship programs during new hire training and encourage new hires to participation at the onset of their employment to increase program participation and maximize retention. HR professionals should also highlight the existence of these programs on company websites and in recruiting materials to serve as a selling point to job-seeking military members.

Form affinity groups

Veteran-focused affinity groups and mentorship programs help military members transition to the private sector by introducing new hires to a network of peers with shared employment and life experiences. These groups also aid established veteran employees in maintaining a connection to the military and the sense of purpose that military service offered. Advertising these programs can also boost a company's reputation as military-friendly, which may attract new business and help recruit military talent.

The efforts and recommendations discussed above represent some of the many ways that employers can recruit and retain military talent in today's challenging job market. Employers should partner with employment counsel to identify and discuss legal considerations in developing targeted efforts to recruit and retain veteran employees. 🏠

IRS Releases 2023 Standard Mileage Rates

The IRS has announced the 2023 optional standard mileage rates for calculating deductible costs associated with using an automobile for business, charitable, medical or moving purposes.

As of Jan. 1, 2023, the standard mileage rate for the use of a car, van, pickup or panel truck is 65.5 cents per mile for business miles driven. The standard mileage rate is 22 cents per mile driven for medical or moving purposes and 14 cents per mile driven in service to a charitable organization.

During the second half of 2022, the business mileage rate was 62.5 cents per mile and the medical and moving rate was 22 cents per mile. The charitable rate is set by statute and remains unchanged.

It is important to note under the Tax Cuts and Jobs Act, taxpayers cannot claim a miscellaneous itemized deduction for unreimbursed employee travel expenses. Taxpayers also cannot claim a deduction for moving expenses, except members of the Armed Forces on active duty moving under orders to a permanent change of station.

[For more information, view IRS Notice 2023-03.](#)

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Looking For Like-minded Contractors?

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The Only Roofers Club in the World!

By Cass Jacoby

THE ONLY ROOFERS' club you ever need to be a part of (*ahem*, in addition to your favorite local trade association) is excited to offer new opportunities to learn, network, give back, and more.

Building a community and a network as a contractor is one of the most profoundly helpful things you could do within your career. Finding a community within this industry is a fantastic tool you can use to get involved, broaden and deepen your connections throughout your career, and build powerful win-win scenarios that will help you reach your goals.

If you are looking to join a community built with the contractor in mind and committed to providing powerful resources for your success, then allow us to introduce you to R-Club!

R-Club is a community built just for roofing contractors, designed to be a nourishing space for you to find educational opportunities, gain access to exclusive products, socialize with kindred spirits in the industry, and more.

As the only club for roofing contractors, it delivers powerful benefits and networking opportunities like no other.

R-Club offers you SEO value through interactive directories on

[RoofersCoffeeShop](#). Having backlinks to your website from a trusted industry site with high domain authority helps your website rank higher in the eyes of search engines like Google and Bing.

Your membership offers opportunities to engage with homeowners and building owners through our [AskARoofer site](#), answering questions directly from owners in your area. Those looking for roofing services will be able to easily find your company on the AskARoofer contractor map. Plus, your company receives opportunities to have articles published on our sites and social media so you can see more engagement.

Perks of membership include:

- Unlimited company users
- Company Stories from the Roof podcast
- 50% discount on classified ads
- Monthly Coffee Breaks to network with fellow contractors
- Consulting from top business and roofing experts

- Benefits and perks from RCS advertisers and partners
- Digital membership toolkit
- 10% of dues donated to charity
- Member forum
- And so much more

However, the greatest benefit is the opportunity to network with other contractors across the nation and build up the #RoofingRespect family. Come join the fun!

Join R-Club today! Use the code ARCAR-CLUB to try your first month free! 🏠

ABOUT CASS

Cass Jacoby works as a reporter/writer for **RoofersCoffeeShop**, **AskARoofer**, and **MetalCoffeeShop**. When she isn't writing about roofs, she is putting her Master degree to work writing about movies and dancing with her plants.



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Job-site fall injuries can lead to balance disorders



NONFATAL WORKPLACE INJURIES resulting from falls occur at a higher rate in the construction industry compared with private industry, according to constructionexec.com.

But after the musculoskeletal injuries have healed, there could be underlying neurological impairments, including dizziness or a persistent imbalance that occurs while walking, bending or performing other normal physical activities. These symptoms can place a worker at higher risk of falling again on the job.

The vestibular system includes parts of the inner ear and brain that help control balance and eye movements and provides the brain with information about head position, motion and body posture in relation to our surrounding environment. Some common causes of vestibular dysfunction include traumatic head/brain injury; aging; genetic conditions; viral infections; and medicines.

When the vestibular system is damaged, blurry vision, hearing loss, dizziness and imbalance may occur. Environmental factors such as noise exposure and weather (for example, extreme heat) can worsen or trigger symptoms of a vestibular disorder, increasing injury risks on a job site to dangerous levels.

If a worker is diagnosed with a vestibular disorder, a clinician can develop a treatment plan to improve or eliminate symptoms and help restore stability, significantly reducing an individual's risk of

suffering a fall or related injury. Vestibular therapy may include strengthening and flexibility exercises, and active head and body movements that focus on motor skills in response to changes in body/head position, as well as visual-dependency exercises to help stabilize vision through repeated exposure to specific movements or visual stimuli that trigger dizziness.

Construction employees often perform physically demanding, repetitive tasks, and vestibular therapy can be an invaluable resource. Vestibular and balance exercises can be integrated into a company's workplace safety program to help employees avoid injury or reinjury.

Construction workers can be exposed to environmental conditions that place them at higher risk of fall-related injuries, and construction companies should consider implementing strategies that promote prevention and recovery of vestibular dysfunction. 🏠

Temporary final rule is issued to provide additional H-2B visas

ON DEC. 12, the Department of Homeland Security and Department of Labor announced the issuance of a temporary final rule that will allow eligible employers to apply for 64,716 visas for the H-2B Temporary Non-Agricultural Worker program for fiscal year 2023 (Oct. 1, 2022-Sept. 30, 2023).

Previously announced in October, these additional H-2B visas will supplement the 66,000 visas authorized annually by law. The supplemental visa allocation of about 44,700 visas is available to returning workers who received an H-2B visa or were otherwise granted H-2B status during one of the last three fiscal years. The remaining 20,000 visas are reserved for nationals

from El Salvador, Guatemala, Haiti and Honduras, regardless of whether they are returning workers.

NRCA had urged the federal agencies to issue these additional visas and is pleased with the administration's action to release them earlier than in previous years, which will help employers meet their peak workforce needs. NRCA will continue to urge Congress to increase the number of H-2B visas on an annual or permanent basis to help roofing contractors meet their seasonal workforce needs.

[View the press release](#) announcing the action. The temporary final rule was scheduled to be published in the Federal Register Dec. 15. [🏠](#)

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Are your hiring practices outdated?

EVEN CONTRACTORS WHO have a successful business and excellent reputation can struggle to recruit talent, and many issues stem from the construction industry's outdated hiring practices. When building a construction business, hiring the wrong people can lead to a project's failure, so finding the right person for the job is crucial.

[Forconstructionpros.com](https://forconstructionpros.com) shares common hiring practices you should be aware of that may be outdated or ineffective.

1. Reusing the same vague job description. Ensure each job description is as in-depth and descriptive as possible. You should be clear regarding who you are looking for, the skills required and what the person can expect from the position. The job description also should include pay, benefits, additional skills training or professional development opportunities.
2. Relying on years of education and experience. Many talented trades people are self-taught, and others are skilled but do not have industry experience. If someone showcases their skills and expresses a strong willingness to learn new skills, your

company could benefit from hiring that person.

3. Not checking references. Sometimes, the need to quickly hire people overrides reference checks. However, someone who interviews well may have a terrible work history. Take the time to check each applicant's references.
4. Failing to understand the industry. Be sure you understand the industry's current challenges and successes. If times are challenging, you may be more willing to hire the wrong people. Be sure your recruitment process can adjust to the industry's ups and downs.
5. Ignoring social media and technology. Investing in social media marketing and technology for hiring purposes can be beneficial, offering a larger pool of talent and potentially more quality leads.

Once you hire the right people, do not forget to put time and effort into retention. Focus on communication, a healthy company culture, benefits, competitive pay and setting employees up for success. 🏠

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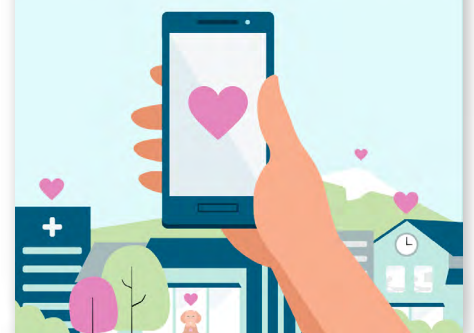
AmazonSmile customers can now support Arizona Roofing Industry Foundation in the Amazon shopping app on iOS and Android mobile phones! Simply follow these instructions to turn on AmazonSmile and start generating donations.

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WHEN IT MATTERS™



Using Value-at-Risk Segmentation for Collections



IF YOU ARE like most businesses, you may be wondering this time of year how to handle customers who have fallen behind on payments. Undoubtedly, some clients are facing financial challenges, and everyone is still reeling from supply chain issues. But at the end of the day, you should be paid for the work you have completed.

Collections can be tricky, so it is in your best interest to incorporate strategic processes. Otherwise, you may be facing unnecessary losses.

WHAT IS VALUE-AT-RISK SEGMENTATION?

One way to approach collections is to segment your customers by value-at-risk (VAR). You may already be tracking how many days that accounts are overdue, but segmentation goes a step further. By using VAR, you can predict the probability of customers remaining delinquent or resolving their account balance.

In this process, you can segment your customers based on whether they are high-risk or low-risk for being charged off and more likely or less likely to resolve their accounts on their own. You should also consider how long the customers have been doing business with you and how high their outstanding balances are.

THE BENEFITS OF VAR

Once you have segmented your customers based on VAR, you can determine which ones would benefit from human contact (personal reminders from your or your accounting office). You may also be able to decide which ones would respond well to automated messaging and which ones require no reminders.

When you have this information, you can safely route many of your customers' accounts for automated messaging. Then you can focus on

the ones who need personal contact. Either you or one of your staff can provide the more extended, real-time interactions that may be required for the high-risk customers. By using this approach, you ensure that seasoned staff members tend to the needs of the high-risk group rather than spending time with those who react well to automated reminders.


WHEN TO ASK FOR ASSISTANCE

If you know your clients well, you may be able to segment them with little difficulty. However, if your business is growing and you are not personally familiar with all your customers, you could benefit from the assistance of professional credit managers to provide the segmentation. Many can offer the following services:

- Review payment history: look at credit scores, financial statements, and payment habits to determine how financially healthy your customers are.
- Determine risk scores: review delinquent accounts to pinpoint the risk related to your customers.
- Streamline processes: create more automated collections solutions and help you avoid tedious manual tasks when possible.
- Automate communication: craft automated customer messaging that sends emails and scans replies so they are best categorized for your response.

FUTURE BENEFITS

You have probably grown your business by building solid relationships with your customers. Many of them trust your expertise, and you trust them to compensate you in accordance with your contracts. So when a customer falls behind, it can be awkward for you to pressure them to settle their accounts. In many cases, a phone call from you can make all the difference. However, you may not have a strong bond with newer customers, and the sheer volume of delinquent accounts may seem overwhelming. If you find yourself in that situation, VAR segmentation can help determine where you must focus your efforts. And in the long run, protecting and building more professional relationships will help your business grow even more.

Author's note: The information contained in this article is for general educational information only. This information does not constitute legal advice, is not intended to constitute legal advice, nor should it be relied upon as legal advice for your specific factual pattern or situation. 

Trent Cotney is a partner at Adam and Reese LLP and Western States General Counsel. For more information, contact the author at 866.303.5868 or trent.cotney@arlaw.com.

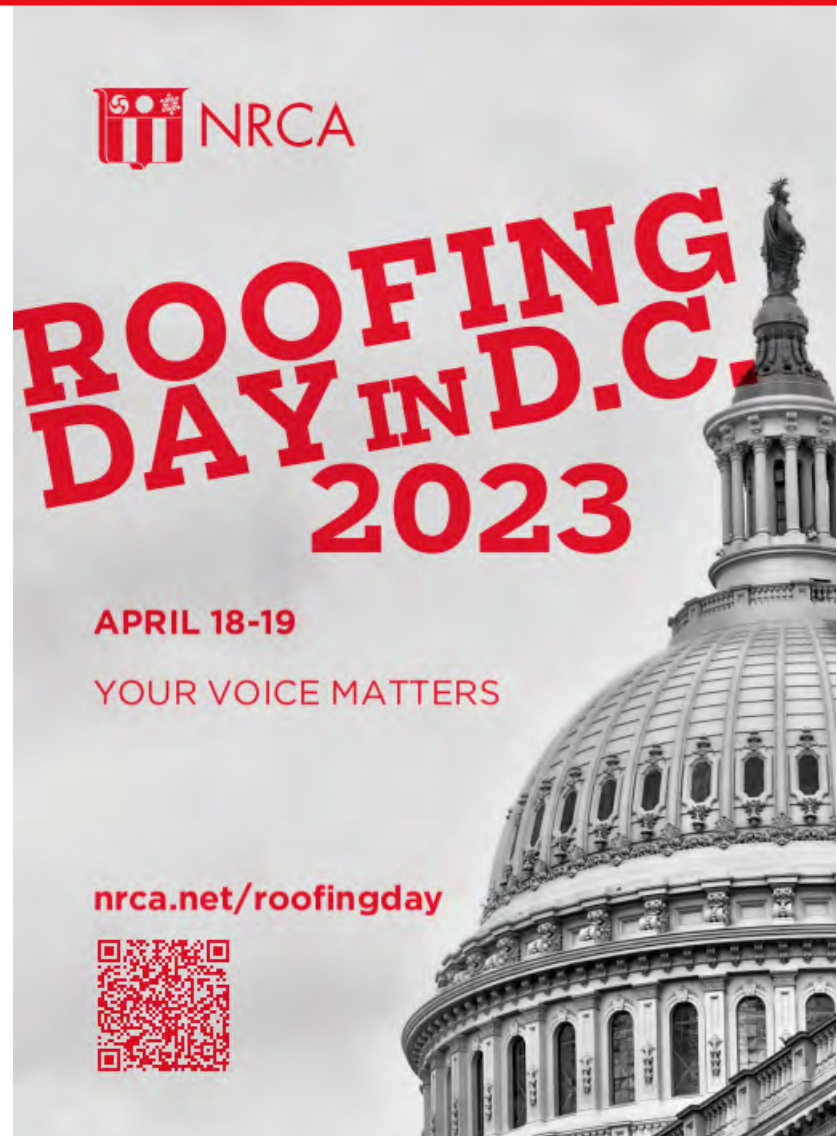
Register for Roofing Day 2023

ONLINE REGISTRATION IS open for Roofing Day in D.C. 2023, which will be held April 18-19, 2023; the purpose of the event is to bring the roofing industry together to meet with members of Congress and their staffs and deliver the industry's message with one voice.

Professionals from all segments of the roofing industry will come to Washington, D.C., to advocate for the roofing industry; information about 2023 advocacy issues will be available soon.

Roofing contractors are encouraged to bring one or more standout crew members to help share the industry's story. Registration for Roofing Day in D.C. 2023 is \$95 for company representatives and \$35 for field workers, students and spouses.

[Learn more about Roofing Day in D.C. 2023 and register to attend!](#)



WANTED:

Administrative Assistant for Arizona Construction Trade Association

Professional duties include

- General office duties - Answering the phone and fielding telephone calls, receiving and directing visitors;
- Managing the Association database (CiviCRM);
- Assisting the Executive Director with overall strategies as set by the Board of Directors;
- Participate in expanding the financial base of the Association with marketing materials, social media presence and other creative sources of revenue;
- Become an integral part of the planning and facilitating of various training/ educational classes, sporting and social events;
- Assist with the files of the Association, documentation is maintained and in good order;
- This position will have some involvement with the Board of Trustees for the Association and Foundation
- Experience with CRM programs and willingness to learn CiviCRM;
- Personal and work record of highly ethical conduct and a commitment to fulfill the mission of the Association;
- Experience with Microsoft and Adobe programs; html coding and social media platforms;
- Familiar in non-profit and/or trade association sector is a plus

Beyond these objectives, the Administrative Assistant should ideally possess the following professional qualifications and personal attributes:

Interested candidates should contact Jen at the ARCA office at 602-335-0133 or jgeorge@azroofing.org.

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December 23, 2022

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Thanks so much for your recent donation to Youth on Their Own. Your support is imperative to our youth's success in high school graduation and beyond.



Warm regards,
Paola Ponce
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- Access event maps from the palm of your hand
- Receive notifications and announcements
- Event sponsorship recognition
- Easily view prizes and auction items

To start using ARCA's event app, first download the Yapp app from your mobile app store. Then, log in using 'ARCAEVENTS'.

UPCOMING EVENTS

JAN 20 7:30A-1:00P	TILE ROOFING INSTALLER CERTIFICATION ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
JAN 27 9:00A	ARIF 5TH ANNUAL GOLF TOURNAMENT LEGACY GOLF RESORT 6808 S. 32ND STREET PHOENIX, AZ 85042
FEB 1 8:00-10:00 A	WEBINAR FOUNDATIONS FOR SAFETY LEADERSHIP REGISTER ONLINE HERE
FEB 7 7:00-9:30A	FALL PROTECTION PHOENIX (ENGLISH) IN-PERSON ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
FEB 7 1:30-4:00P	FALL PROTECTION PHOENIX (SPANISH) IN-PERSON ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
FEB 9 8:00-11:00A	CPR AND FIRST AID - PHOENIX, AZ (ENGLISH) ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
FEB 9 1:00-4:00P	CPR AND FIRST AID - PHOENIX, AZ (SPANISH) ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
FEB 17 10:00-11:00A	WEBINAR EMERGENCY ACTION PLAN REGISTER ONLINE HERE
FEB 22-23 7:00A-12:30P	OSHA 10-HOUR TRAINING IN PHOENIX (ENGLISH) ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
FEB 22 10:00A-12:00A	WEBINAR MOCK OSHA TRAINING REGISTER ONLINE HERE
MAR 3-24 7:00A-3:30 PM	OSHA 30-HOUR TRAINING IN PHOENIX (ENGLISH) ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012
MAR 10 12:30P	SPRING TRAINING SOCIAL EVENT 2023 SLOAN PARK 2330 W. RIO SALADO PKWY MESA, AZ 85201
MAR 16 8:00-11:00A	SIGNALMAN & RIGGING TRAINING IN PHOENIX (ENGLISH) ARCA TRAINING ROOM 3839 N. 3RD ST., STE. 106, PHOENIX, AZ 85012

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D.I. ROOF SEAMERS

DAS PRODUCTS, INC.

DIVERSIFIED ROOFING

FIRESTONE BUILDING PRODUCTS

GENERAL COATINGS MFG., CORP.

GLOBAL ROOFING GROUP

GRYPHON ROOFING

HARPER'S ROOFING, INC.

JEV ROOFING COMPANY, INC.

KY-KO ROOFING SYSTEMS, INC.

LAW OFFICES OF TIMOTHY DUCAR, PLC

LIFETIME ROOF SYSTEMS, INC.

O'HAGIN MFG., LLC

OMG, INC.

PRICE KONG & CO., CPA'S

ROOFING CONSULTANTS OF AZ

ROOFSTAR

SCOTT ROOFING COMPANY

SECTION 7 MARKETING, INC.

SONORAN BUILDING PRODUCTS

SUREBUILD LLC

VERDE INDUSTRIES, INC.