

SHEAR BULL

Palm Beach County Roofing & Sheet Metal Contractors Association

Affiliate of FRSA and NRCA

December 2012 Volume 25 - 12

3rd Annual *Holiday Party*

Reservation Form on Page 4

January Program

Mark Your Calendar For Annual Member Meeting With Building Officials

Palm Beach County
Building Officials

Wed, January 23, 2013

6:00PM-7:00PM Networking
7:00PM Dinner Meeting

Holiday Inn

1301 Belvedere Rd (At I95 Exit 69)
West Palm Beach, FL 33405

www.pbcroofers.com

Inside

p2. President's Message

p3. Cash Flow & Industry Websites

p4. Holiday Reservation Form

p5. January Calendar

Are You Trying To Improve Cash Flow?

by John Barbar, Barbar Financial Solutions, Inc.

Last week when presenting to a roofing and sheet metal association, the importance of cash flow was one of the points discussed.

It reminded me of the sayings: "Cash is the life blood of any business"; and "Cash is king!"

If cash is essential to all business, why do companies (or families for that matter) struggle with cash flow? Simply stated: They spend more than they earn.

The problem may be straightforward, but how about solutions? Let's look at five.

BUDGET

A budget is a plan of a company's sales and expenses for a given period of time. Creating an annual budget allows leaders to know results needed to meet expenses. This process may lead to making tough decisions. Word of encouragement: Be realistic with assumptions; monitor and compare results regularly; and be decisive with changes.

SALES PROCESS

To better measure results and monitor performance, a well-defined sales process is required. Over the past several years, sales became more 'order taking' than creating value for customers and earning their business. A complete sales and marketing strategy is essential in this market.



Do you have a sales process or are you 'winging it'? What tools are being used by the team? Who are you learning from? Are you attending sales training? Are you as the owner of your business 'serving your existing customer' and seeking out new customers?

COST CONTROL

Controlling the outflow or expenditures is always important and at times, critical. An effective purchase order system is important to controlling costs before they are incurred (Four Benefits of a Purchase Order System). Be informed and decisive.

CREDIT POLICY & PROCESS

An effective credit policy establishes boundaries for both the company and its customers. A policy may include: credit application; reference checks with other vendors and banks; credit limits; defined credit terms; and a clearly outlined process.

Knowing your customer is important, especially before they owe you money.

Continued on Page 3

2012 Officers & Board of Directors



Regina Reed
President

Daniel Stokes
Vice President

Joe Byrne
Secretary

Walt Millet
Treasurer/Past President

Ronald A. Frano MBA
Executive Director

BOARD MEMBERS

- Tom Stevens
- Jon Milanese
- John Mulleavey
- Michael Daley
- Dave Lalone
- Glenn Rimpela
- Mark Landis

Legal Counsel

Bob Marell of Glickman/Witters/Marell
561-478-1111

Program, Publication & Web

Joe Byrne (561) 471-8363

Palm Beach County Board Representatives:

Construction Industry Licensing Board
Mark Landis (561) 833-9704

Construction Board of Adjustment & Appeals
Peter Dzenutis (561) 844-0892

Building Code Advisory Board
Joe Byrne (561) 471-8363

Construction Industry Management Council
Joe Byrne (Chairman) (561) 471-8363

MESSAGE FROM THE PRESIDENT

A Prosperous 2013 on its way

As the year 2012 comes to an end, we look forward to a more prosperous 2013. We all have hopes for a more active and improved construction season which we expect will translate into additional roofing projects. I want to take this opportunity to thank you, our members, for allowing me to serve as your President in 2012. It has been an honor for me to have served this worthwhile and valuable association.



I want to offer my best wishes to the incoming President for 2013, Danny Stokes, Advanced Roofing, and I am confident he will also gain the cooperation and support of our members to make the New Year a success for our organization. I ask our members to continue to support this association by attending the monthly meetings and participating in the events. This is your association and only with your support and cooperation can it be a valuable asset to you and your company.

I wish everyone a Merry Christmas and a Happy and Prosperous New Year.

Respectfully Submitted

Regina Reed

President

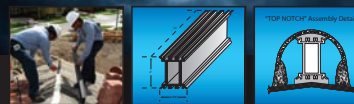
Tarco Call 800-365-4506
www.tarcoroofing.com

Professional Roof Consulting

BRI
CONSULTING CORP.
561-689-9166 briroofconsulting.com

**Miami-Dade
County Approved**

Top Notch is a Top Performer!



We at Ridged Systems, LLC are proud bring you our unique ridge support m of recycled plastic for roof tile systems. provides superior wind storm performa and offers longevity to the roof.

- Superior Performance
- Corrosion Resistant
- No Penetrations
- Lightweight
- Ease of Application
- Dimensional Accuracy/Consistency



www.topnotchridge.com
561-276-9745



Are You Trying To Improve Cash Flow?

by John Barbar, Barbar Financial Solutions, Inc.

CONTINUED

COLLECTION PROCESS

clearly articulated and followed collection process will improve customer timely payments by 25%. A clear and consistent method of communicating with customers is critical.

Here are three ideas:

- 1) Invoice timely;
- 2) Understand how the customers want the invoices to be formatted, where sent and to whom;
- 3) Call three days after invoice sent to ensure customer is satisfied with work completed or service provided, identify any issues with invoice, confirm payment will be made within terms,

and thank them for the business. Be intentional with how you manage your cash and it will pay dividends!

John Barbar, Founder and CEO,
Barbar Financial Solutions, Inc.
www.barbarfinancial.com
john@barbarfinancial.com



Barbar Financial Solutions provides peace of mind to CEO's in the construction industry. Our team provides a clear financial picture of the business, and then implements strategies to help our clients grow their profits and cash flow.

From networking events, informative meetings, and website listings,

membership has it's benefits.

Invite your friends, colleagues and acquaintances to join.

Industry Websites

- ASTM - www.guidance-inc.com/~roofroof/
- American Consulting Engineers Council - acec.org
- American Institute of Architects - aia.org
- American Society of Civil Engineers - asce.org
- Building Officials Association of Palm Beach County - www.boapbc.org & www.boapbc.org/links
- Cedar Shake & Shingle Bureau - www.CEDARBUREAU.org
- Construction Industry Management Council (CIMC) - www.cimcpbc.com
- Construction Specifications Institute - <http://www.csinet.org>
- Copper Development Association - <http://www.copper.org>
- Division of Workers' Compensation - <http://www.wc.les.state.fl.us/DWC/>
- Florida Roofing, Sheet Metal & Air Conditioning Contractors Association - www.Floridarooft.com
- Galvalume Sheet Producers - www.steelroofing.com
- National Roofing Contractors Association (NRCA) - <http://www.nrca.net>
- National Society of Professional Engineers - nspe.org
- Roofing Contractors Association of South Florida (RCASF) - www.rcasf.org
- Roofing Industry Education Institute - <http://members.aol.com/RIEIROOF/classes.htm>
- Roof Tile Institute - www.rooftile.org
- Sheet Membrane and Component Suppliers to the Commercial Roofing Industry (SPRI) - www.SPRI.org
- Sheet Metal and Air Conditioning Contractors' National Association (SMACNA) - <http://www.smacna.org>
- The Council of American Building Officials (CABO) - <http://www.cabo.org>



Apply with confidence.

Celebrate the Holiday Season at the

3rd Annual Holiday Party

Friday, December 14, 2012

6PM-8PM

Duffy's

6545 Boynton Beach Boulevard

Boynton Beach FL 33437

(at Jog Rd)

Sit Down Meal and Two Drinks

\$15.00 Per Person

MUST PAY IN ADVANCE BY CHECK OR CREDIT CARD

2012 Holiday Party Reservation Form

Yes, I want to celebrate the holiday season with my friends and associates from PBCRSMCA.

Please reserve _____ Tickets for me at \$15.00 per person.

Company name: _____ Phone: _____

Individuals Names _____

I would like to be a sponsor for this event for the amount of : \$ _____



January 2013

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
			CIMC 7:45 AM			
6	7	8	9	10	11	12
13	14	15	16	17	18	19
			BCAB 2:00PM			
20	21	22	23	24	25	26
			Annual Member Meeting with Building Officials			
27	28	29	30	31		

January Program

Mark Your Calendar For
Annual Member Meeting
With Building Officials

January 23, 2013

6:00PM-7:00PM Networking
7:00PM Dinner Meeting

Holiday Inn

1301 Belvedere Rd (At I95 Exit 69)
West Palm Beach, FL 33405

PBCR & SMCA Office and Phones

2101 Vista Parkway, Suite 4001
West Palm Beach, FL 33411
Tel: 561.655.5393
Fax: 561.688.8807

www.pbcroofers.com



<http://www.facebook.com/groups/269143749847473>

Ronald A. Frano, MBA,
Executive Director
rfrano@comcast.net