

Top Story

▪ **Remove roof stains to extend shingle life**

Moss, lichen and algae can all leave roof stains. A company in New York state uses "Roof Shampoo" to remove the stains. Adding a zinc or copper oxide strip to the ridge to can prevent regrowth. [Poughkeepsie Journal \(N.Y.\)](#) (7/17) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

News & Trends

▪ **Foundation in for Ohio's \$465M medical mart**

Construction at a 1-million-square-foot complex in downtown Cleveland marked a milestone on Saturday when 3,300 cubic yards of concrete was poured for the foundation for a \$465 million medical mart. The four-story structure will feature medical equipment and retail shops and connect to an underground convention center that will open in 2013. [The Plain Dealer \(Cleveland\)](#) (7/15) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

▪ **Sluggish economy strains small contractors**

The weak economy has squeezed work for small contractors in Florida. Small contractors lose the opportunity to gain projects as some larger companies take on minor jobs and school construction projects come to an end. "It always has affected the smaller contractor the most. They have less personnel, less time, less revenue," said Mark Wylie, president of the Central Florida chapter of Associated Builders and Contractors. [Orlando Sentinel \(Fla.\)](#) (7/17) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

▪ **Health care projects to generate more construction jobs in Conn.**

The growth of the health care industry in Connecticut has created the need to build additional medical facilities that could boost construction employment in the state. The \$61 million Hartford Hospital project is expected to generate 280 jobs, while the Bioscience Connecticut initiative is slated to produce 3,000 construction jobs every year from 2012 through 2018. [Hartford Business Journal \(Conn.\)](#) (7/18) Share: [in](#) [f](#) [t](#) [E-MAIL](#)



▪ **Other News**

Gloucester, Mass., selects 3 companies to do school roof projects

[Gloucester Daily Times \(Mass.\)](#) (7/17) Share: [in](#) [f](#) [t](#) [E-MAIL](#)



Energy & the Environment

▪ **Hawaiian housing community plans to install solar rooftop panels**

The Hickam housing community at the Hickam Air Force base in Hawaii plans to install solar rooftop panels on 600 houses. The 4-megawatt installation is slated to cut about 260 million pounds of carbon dioxide emissions over the next 20 years, according to the company that owns the solar rooftop system. [Honolulu Star-Advertiser](#) (7/16) Share:  



■ **Canadian researchers seek to use construction waste for green roofs**

Two researchers from the University of British Columbia Okanagan in Kelowna, British Columbia, have conducted a study to see which type of construction waste could replace the plastic base layer for green roofs. They are using crushed concrete as drainage material for a living roof and will compare its performance with a manufactured green roof -- particularly in the quality of its runoff. [Kelowna.com \(British Columbia\)](#) (7/17) Share:  



Hot Topics





Top five news stories selected by NRCA SmartBrief readers in the past week.

- **Metrodome rising** (Star Tribune (Minneapolis-St. Paul, Minn.))
- **Increased immigration audits decimate workforces of some businesses** (The New York Times (tiered subscription model))
- **Roof rises in a puff** (The Business Insider)
- **A photo tour of the World Trade Center** (GlobeSt.com)
- **Tent-like roof peaks could help mall become an icon** (The Oklahoman (Oklahoma City))





Results based on number of times each story was clicked by readers.

In the Office

■ **Why your managers need to recognize that cash is king**

Managers should be as aware of cash flow as owners, and their jobs should depend on it, writes John Warrillow, who says he sets limits on cash flow for his managers and going outside those limits is grounds for immediate dismissal. "Cash flow is like oxygen. If it runs out, nothing else matters," Warrillow says. [Inc.com](#) (7/14) Share:    

■ **Get outside views to keep a fresh perspective on leadership**

To get a fresh perspective on organizational challenges, leaders sometimes need to look outside their companies, writes John Baldoni. Different views of a company can come from customers and from other industries. Ultimately, however, it's up to leaders to know their limits and be ready to make necessary internal changes. [Harvard Business Review online/HBR Blog Network](#) (7/15) Share:    

Government & Regulatory

■ **Senate presses ahead with measure to let Obama raise the debt limit**

Senate leaders from both parties worked during the weekend to build support for

legislation that would allow President Barack Obama to raise the debt limit. The effort, based on a proposal from Senate Minority Leader Mitch McConnell, R-Ky., has support from Senate Majority Leader Harry Reid, D-Nev. "At a minimum, Congress has a way to take action and avoid default on the U.S. debt," said Jacob Lew, Obama's budget director.

[The Washington Post](#) (7/17), [The Hill](#) (7/17), [Politico \(Washington, D.C.\)](#) (7/17) Share: [in](#) [f](#)



NRCA News

■ Exhibit space is available for NRCA's international roofing symposium

NRCA is selling booth space for its 2011 International Roofing Symposium: Emerging Technologies and Roof System Performance, which will be held Sept. 7-10 at the JW Marriott Hotel in Washington, D.C. NRCA is offering a limited number of 8- by 8-foot tabletop booths; exhibitors also will be entitled to one free registration for the symposium. The booth space rental contract and \$1,500 rental fee must be received by Aug. 2. [Learn more and reserve a booth.](#) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

■ Register for the NRLRC seminar

Online registration is available for the National Roofing Legal Resource Center's (NRLRC's) 32nd annual seminar, Roofing Issues: Decks to Dockets, Nov. 3-5, at the Fairmont Scottsdale, Scottsdale, Ariz. Session topics for this three-day seminar include new safety issues, legal liability and recent court case decisions, business issues, insurance coverage, employment law, vegetative and photovoltaic roof systems, and legislative activity. The early registration discount for the seminar ends Oct. 14. [Learn more.](#) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

Learn more about NRCA ->

[Home](#) | [Join](#) | [NRCA Bookstore](#) | [NRCA University](#) | [Professional Roofing magazine](#)

SmartQuote

“Originality is the fine art of remembering what you hear but forgetting where you heard it.”

--Laurence J. Peter,
Canadian-born educator

Share: [in](#) [f](#) [t](#) [E-MAIL](#)

Subscriber Tools

SIGN UP

SEND FEEDBACK

E-MAIL THIS BRIEF

[Print friendly format](#) | [Web version](#) | [Search past news](#) | [Archive](#) | [Privacy policy](#)

Advertise

Read more at [SmartBrief.com](#)

A powerful website for SmartBrief readers including:

- [Readers' Choice](#)
- [Search](#)
- [Archive](#)
- [Get this RSS Feed](#)
- [Publish your Press Release](#)

Download the SmartBrief Android

Sales Account Director: [Jim Pataki](#) 202-737-5500 ext. 273

- [Download the SmartBrief Android app](#)

▪ [Download Media Kit](#)

Recent NRCA SmartBrief Issues:

- [Friday, July 15, 2011](#)
- [Thursday, July 14, 2011](#)
- [Wednesday, July 13, 2011](#)
- [Monday, July 11, 2011](#)
- [Friday, July 08, 2011](#)

Lead Editor: [Jennifer Hicks](#)

Mailing Address:

[SmartBrief, Inc.®](#), 1100 H ST NW, Suite 1000,
Washington, DC 20005