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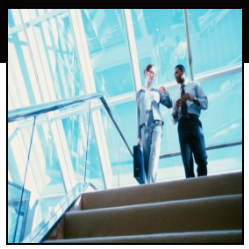
Roofing Concepts Unlimited
AT THE TOP OF THE ROOFING PROFESSION

inside focus

An Inside Source For The Latest In Commercial Roofing and Green Technology

The Importance of Networking and Building Relationships.... It is not just about the Business Card

by Joanna Carbone and Michael Jacobazzi



Business & Networking

Networking-Most of us would agree that networking and marketing is very important to our businesses during all economic climates and conditions. Networking should be an essential part of one's business strategy and overall business development plan. During the process of networking, business relationships are formed, nurtured and expanded.

Selecting the Right Forum- This can be challenging because there is so much to choose from. This is where time management comes in to play because you cannot possibly be at all places at the same time. Selecting the right organization to network in is a very important task and considerations must be considered to the group, member ratios and how your relationship building can benefit your company's future business. You can't join them all.

Get Involved- It's imperative that you get involved. Attend functions, join a committee, volunteer your time, sponsor an event. Just paying your membership dues within the various groups and organizations will not provide any value nor provide a return on investment. If you want to be truly recognized and get the most from your investment, involvement is a MUST.

Trade Shows- Consider displaying your company's goods and services at several local or regional trade show conventions. These forums are an excellent source of leads and exposure to those that may not know you exist. There is nothing better than quality face to face time with a perspective buyer during a visit to the show. It is important to be selective with the venue and location. All trade shows will not provide the same opportunities. It is important to research attendance from prior years so that you can assess the quantity and quality of the attendees.

Business Cards- building business relationships ***is not just about the business card***. As a matter of fact, to some degree a business card can do nothing more than turn up in the trash or stuffed in to one's drawer of clutter. Many organizations discourage the exchange of business cards at all but certain functions to eliminate a **"free for all**" and frenzy of aggressive sales pitches. I for one agree that this is proper etiquette so not to discourage people from attending in fear of being pounced upon. There is nothing worse than going to an event or meeting only to be hounded by folks wanting to pitch themselves and company. There's a time and place for this, so be conscience and tactful enough to respect those that may feel bothered by your pitch. Networking is the first step in building lifelong business relationships and can be lots of fun. Be patient and consistent but don't expect business to come overnight. The payoff comes to those who wait.

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OUR GREEN SIDE

The City of Tamarac announces Roofing Concepts Unlimited as their Solar Provider

Roofing Concepts Unlimited is announced the apparent low bidder at the recent bid opening held on Monday November 16, 2009, at the cities purchasing department, for the installation of five (5) 25,000 watt solar power systems on various city properties that include two fire stations, Parks and Recreation building, Public Works, and Community Center. Purchasing agent **Jim Nicotra** stated that the city was very excited about the prospects of being one of the first cities in the Broward county area to be able to benefit from the power of the sun by installing these systems on the various properties. The benefits are numerous and include energy cost savings, environmental off sets including reduced carbon emissions and an educational platform for children/students.

The funding for the solar systems was provided greatly in part to President Obama's federal block grants made available to municipalities as part of the **American Recovery and Reinvestment Act of 2009.** RCU is proud to have been selected the solar provider for the City of Tamarac. **RCU** is quickly growing to be one of South Florida's top roof integrated PV solar power providers. This project has the potential of being valued in excess of **$925,000.00** dollars and will make it one of the largest in the Ft. Lauderdale Metropolitan area. **RCU** is also being considered to install a 33,000 watt PV solar power system on the first LEED GOLD certified building in the city of Coral Springs on their new state of the art fire station located on Coral Springs Drive.

The City of Tamarac

The City of Coral Springs

PROJECT SPOTLIGHT

Wynmoor Village - Coconut Creek, Florida

Roofing Concepts Unlimited has been awarded the contracts to replace the roof system assemblies on numerous condominium buildings and pool house facilities within the community. RCU has been the roofer of choice at Wynmoor since before hurricane Wilma and…. we continue to be, while constantly striving for installation and customer service perfection. Wynmoor is recognized by our entire staff as a VIP client because of their loyalty and confidence in our abilities. Special thanks goes out to Mr. Jack Kubasek and the entire maintenance department for their assistance and team efforts in getting each building scheduled and roofed with minimum inconvenience to the residents and guests of the community.

Wynmoor Village

Joanna Carbone

Account Executive

Our shining star for this edition of *Inside Focus* is Joanna Carbone. Joanna has only been with RCU for a short time, but in that short time she has already proven that she knows how to be an industry ROCK STAR! Joanna is our company ambassador and is heavily involved within many local organizations such as BOMA, CREW, SEFA, IFMA, Palm Beach County Hotel and Lodging Association, CAI and numerous others. Her involvement with these groups has exposed RCU to a very broad customer base and she has opened numerous doors for us. She works 24/7 thinking of ways to market our services. Be on the lookout for her at one of many upcoming events this holiday season. Her smiling face and charming personality is hard to miss.

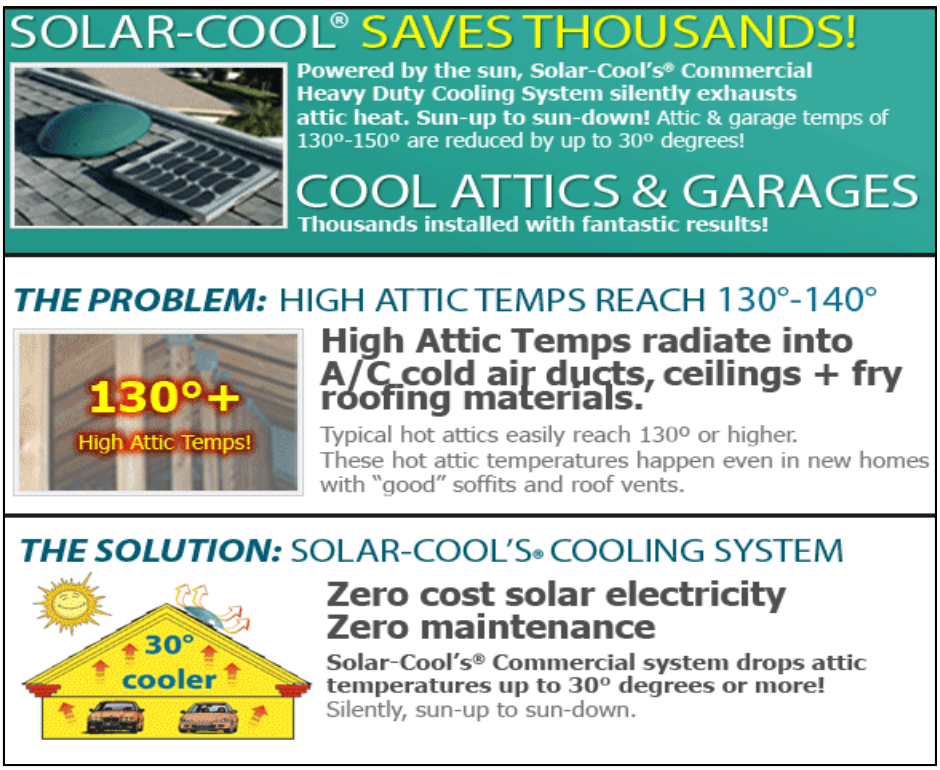
Residential Corner by Anthony Jacobazzi

Roofing Concepts Unlimited is proud to offer **SOLAR-COOL** solar powered attic and garage ventilation. **RCU** cares about saving energy anyway possible, so it's our goal to educate our residential customers on how to save energy and money when it comes to their homes. One way to achieve this is to install **SOLAR-COOL** solar powered attic and garage ventilation systems.

Your roof absorbs heat, which affects the comfort levels of your home and the amount of electricity to keep it cool. Did you know that high attic temperatures reach in excess of 130^0 - 140^0 degrees?

SOLAR-COOL solar powered attic and garage ventilation drops attic temperature up to 30^0 degrees or more, silently, from sun up to sun down without using electricity!

When you install **SOLAR-COOL** you'll help keep unwanted heat out of your home and at the same time, it'll be making it easier for your air conditioner to cool your home. As a result, you will see immediate reduction in energy use. Maximum performance and greatest savings relate to cubic volume of the connected house attics plus the garage cubic volume. Contact **RCU** for a free no obligation in home evaluation and start saving today!



Message from the President

Michael Jacobazzi

Industry News

What a Year it's Been So Far…. is it 2010 yet?

2009 is nearing an end and for many of us it can't end soon enough. The economy continues to struggle and many of us in the South Florida market are doing all we can to survive this history making recession by cutting costs, reducing over head and trying to find creative ways to be more productive with less. At **RCU**, we too have been impacted, and business for our firm remains down greatly compared year to year, however, we have much to be grateful for and have achieved many goals and received much recognition from our industry, clients and peers. I feel strongly that it is important to be visible to your clients and not pull back the reins when it comes to **marketing**, networking and exposure opportunities for your business during down times.

RCU has had several of these opportunities and has monopolized on each of them. In August, **RCU** was featured on the cover of Metal Roofing Magazine for the large metal reroof on **Ocean Village** in Key Biscayne. In November, a five page article was written about **RCU's** **"GOING GREEN"** initiatives in ROOFING CONTRACTOR magazine, along with being named as one of the **NATION'S TOP 100** contractors in the August issue. We recently received the "**Best of Coral Springs" 2009** award from the United States Commerce Association in the roofing category. In addition, we've had several write ups in the local news paper for being the first commercial solar powered building in Coral Springs. Our most recent and proudest award came this year at the **BOMA** 2009/2010 annual **TOBY** award dinner and ceremony, in which **RCU** made history by being the first vendor/associate member to enter they're building and actually win. To top things off our building has become **"Energy Star"** rated showing our total commitment to the environment and energy efficiency.

We have planted many seeds within our industry this year. Next year the relationships that have been made can be harvested as the economy recovers. Yes **2009** has been a challenging year, but **2010** is going to be a stellar year for **RCU** because we've made some great new friends and have been introduced to our marketplace on monumental levels.

BOMA

Building Owners and Managers Association

2009/2010 TOBY Awards

Roofing Concepts Unlimited was honored with recognition from its peers and fellow **BOMA** members at the 2009/2010 TOBY awards ceremony and dinner held at the Gulfstream Race track and Casino on November 12, 2009. **RCU** made history as this was the first time that an associate vendor member entered this prestigious competition and won. **RCU** won its first TOBY award (**T**he **O**ffice **B**uilding of the **Y**ear) in the **"renovated"** category. The hard work and dedication of the entire management staff at **RCU** has paid off as they all work hard to maintain our solar powered, energy Star rated corporate facility to very high standards. Now it's off to regional and national competition to see if another award can be brought home for the South Florida region.

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