



CASTRO ROOFING
EMPOWERING BUILDING OWNERS

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THE CASTRO COVERAGE

22 YEARS OF VACATION

CELEBRATING WITH THE LOVE OF MY LIFE

My wife, Sharon, and I celebrated our 22nd anniversary together this past October. It's been a tradition that on our anniversary every year, we take a trip somewhere. I like to call it *her* anniversary because she picks where we get to go — it's her reward for putting up with me for another year. This year, we took 10 days and explored everything that Switzerland had to offer us.

It was a truly incredible trip. We've gone all over the world to places like Italy, Paris, and Germany, but the city of Lucerne has taken the cake as my favorite anniversary destination. Now, I like warm weather — it must be the Latin blood — but there is something so special about European culture, architecture, and history that made me fall in love.



Lucerne

One of the most amazing parts was the infrastructure of Switzerland itself. I don't really know how else to describe it. Lucerne is a pretty compact city, priding itself on the preservation of medieval architecture and history. There's so much culture, history, and art all jammed into 11 square miles. Mix in the nearly 80,000 people living there and all of the tourists visiting, and you'd expect to have to fight for every inch of space. In

reality, it was almost the exact opposite. The streets were not overly crowded with cars, there's incredible public transit, everyone lives in apartments or shared housing — they've done a really good job of utilizing all of their space to its fullest.

When you visit places like Spain or Greece, it's a mess. It's overpopulated, cars are everywhere, and you have to push your way through crowded streets and markets. When we first landed, I was expecting a similar experience, but it was nothing like that. I

could breath. Maybe it was the mountain air, the Alps, the beautiful views, the rivers, the lakes, the trains, the nature — the everything — but it was clean, coordinated, and exceptionally breathtaking. I cannot recommend it enough to anyone looking for a getaway vacation.



Zermatt



Matterhorn

"Maybe it was the mountain air, the Alps, the beautiful views, the rivers, the lakes, the trains, the nature — the everything — but it was clean, coordinated, and exceptionally breathtaking. I cannot recommend it enough to anyone looking for a getaway vacation."



Zürich

The only thing that took away from the trip was the cost of living. I remember that we stopped at a Burger King, and the prices were just a little outlandish. A meal in Texas costs what, maybe \$7? In Switzerland that equates to around \$16. They make up for it by having a very high minimum wage, but for everyone visiting, it's just a little shocking. All in all, I'd have to say the experience was 100 percent worth it.

- Rudy Rodriguez
Chief Executive Dreamer



DEATH OF THE PEOPLE-PLEASER

HOW SAYING NO IMPROVES YOUR LIFE

you want to reduce stress, be more productive, and build the wherewithal to politely decline in the future, you can remember a few tricks to saying no next time a demand gets you down.

Be realistic. If you don't have the time

to spare, don't pretend you do. Additionally, if taking on the extra task will infringe on time with your kids or cause you additional stress, remember that it's okay to prioritize and say no. Your family and your health should always come first.

Don't overexplain. Giving a ton of excuses as to why you can't do what was asked

of you is not only optional, but it's unnecessary. To teach people in your life to respect your time constraints, give them a firm no without the fluff. They'll appreciate your honesty.

Suggest a different route. Whenever possible, give the person asking for your time an alternative. If you can't help them this time, but know someone who could, give them the contact information. If you aren't available today but would gladly help tomorrow, ask them if they wouldn't mind postponing the task. This will show that you care, without agreeing to something you simply can't do.

It's not always easy to say no, especially if you're a people-pleaser. But having the power to manage your time — even when it might put someone in a tough situation — is essential to staying healthy and productive for the things that matter most.

For modern professionals, and especially for professionals with family to care for, going above and beyond is expected. But if you say yes to every demand, consider learning the impact of a simple no. Having too much on your plate can not only be exhausting, but it can be bad for your health. We all know how the body reacts to stress, so why add to it unnecessarily? If



LAUGH OUT LOUD

There are two kinds of people when Christmas decorations appear in shops.



CHOCOLATE KRIS-CRINKLE COOKIES

INGREDIENTS

- 1 1/2 cups all-purpose flour
- 1 cup sugar
- 1/2 cup packed brown sugar
- 1/2 cup cocoa
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- 1/3 cup butter, at room temperature
- 2 large eggs, lightly beaten
- 2 teaspoons vanilla
- Powdered sugar, for rolling

INSTRUCTIONS

1. Preheat oven to 350 F. In a large bowl, combine flour, sugar, brown sugar, cocoa, baking powder, and salt. Add butter and whisk in until mixture is well-combined and crumbly.
2. Add eggs and vanilla and stir by hand just until dough comes together. If dough is dry, use your hands to combine it into a soft, sticky dough.
3. Roll dough into 1½-inch balls and roll the balls in powdered sugar to coat. Place about 2 inches apart on a greased baking sheet. Bake for 12–14 minutes, or until just set around the edges but still soft in the middle. Transfer to a wire rack to cool.

Recipe inspired by westernlivingmagazine.com.



IT PAYS TO MAINTAIN: THE DANGERS OF A LEAKY ROOF

This month in “It Pays to Maintain,” we’ll be pulling back the membrane layers and exposing the true cost of a roof leak.

Typically, industrial and commercial buildings have flat, low-sloped roofing systems. Known as the fifth wall, these roofs are exposed to the harshest elements. From extreme temperatures and UV rays to precipitation and foot traffic, these roofs are constantly on the defense. They’re expected to withstand daily attacks, all of which are trying their hardest to penetrate this wall of protection.

These roofs are expected to be 100 percent effective, 100 percent of the time. It’s when they fail, even in the smallest areas, that problems begin to arise. Take a 100,000-square-foot roof. Even if it was 99.99 percent effective, it potentially has 1 square foot of total defective roof area. Divide that single square foot up into square inches, and you have 144 square-inch failures spread throughout a single roof. Each one of these entry points is potentially catastrophic. Just one heavy rain or snow storm could cause significant damage.

The list of potential damage that moisture can cause to a building is extensive, and the negative effects only multiply the longer it takes to resolve each leak. Once water makes it past the fifth wall, the roof insulation, ceiling tiles, walls, floors, furnishings, electrical equipment, inventory, and air quality are all at risk — leading to a very costly repair or replacement bill down the road. This is where a preventative roof maintenance system is most effective.

Your roof may not have 144 different leaks, but one single leak is enough to cause immense damage to your roof, your building, and your wallet. Most businesses, in order to save money on their bottom line, adopt a deferred building maintenance strategy. This approach has the potential to reduce short-term

**WOULD YOU SKIMP ON MAINTAINING THIS BEAUTY?
YOUR ROOF IS JUST AS VALUABLE, IF NOT MORE**



maintenance budgets, but your expenses will likely increase, since total roofing failures are more likely to occur in roofs lacking preventative care. Think of your roof like a cavity. When you see your dentist regularly and invest in your oral health, your teeth stay healthier longer. If you were to stop this preventative care, you would likely get a cavity that could turn into a more expensive procedure than if you had invested in a maintenance plan from the start.

When you compare a deferred program to a preventative program, those using a deferred programs always end up paying more than if they had scheduled regular maintenance. In order to get the absolute best investment out of a roof’s life cycle, long-term care and maintenance are a must. Invest in a preventative roof maintenance plan and stop any of these leaks before they wash away your budget.

At Castro Roofing, we believe that if you’re paying a penny, you’re paying too much. Every cost of your business needs to pay you back — it needs to be an investment.

A preventative roof maintenance program thrives on this idea. With visual roof inspections and routine maintenance, you’re extending the life of your roof, which, in turn, saves you money. The cost of small repairs are next to nothing when compared to the cost of a full or partial roof replacement that a simple leak may cause.

Get the most out of your roof, and invest in your building’s future with our **LOOKOUT Commercial Roof Monitoring Program™**. An ounce of prevention is worth a pound of cure. By allowing Castro Roofing to maintain your roof, you can expect to extend its life by as much as 30 percent. Avoid some additional unexpected holiday stress and let Castro Roofing take care of all your roofing needs. Call us with any questions, or visit our website to learn more about **LOOKOUT**.

Make sure to keep an eye out for “It Pays to Maintain” in our next newsletter, where we will continue discussing the advantages of preventative roof maintenance.



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COMMERCIAL ROOF MONITORING PROGRAM



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THE HOT NEW THING IN SOLAR TECHNOLOGY

There's something hot coming out of Michigan State University: a fully transparent solar panel. In the past, there were attempts to make solar cells transparent, but they were still partially opaque and a bit tinted. The new transparent solar panel, on the other hand, is practically indistinguishable from a normal pane of glass.

What the team at Michigan State did is create a new bit of technology called a transparent luminescent solar concentrator, or TLSC. Using organic salts to absorb the wavelengths of light that are invisible to the human eye anyway, the researchers were able to harness the power of invisible infrared and ultraviolet light as energy, while allowing the visible spectrum of light to pass through.

Previous versions of semitransparent solar cells cast light in colored shadows and were able to achieve efficiency of approximately 7 percent. Michigan State's TLSC is capable of reaching a top efficiency of 5 percent, which may seem low, but the applications of this material are still monumental.

In the near future, this technology may give us houses with fully solar windows — or even skyscrapers comprised of solar panel windows that could operate just off of the electricity they generate. The most amazing part about the advancement is that it can literally replace traditional glass — everything else about a building's construction can be exactly the same. And it can be retrofitted into existing construction.



The technology may even move beyond construction into industrial applications like warehouses or greenhouses, as well as consumer devices like computers and smartphones. Imagine a device that keeps a charge indefinitely just from natural light.

Renewable energy is a big deal as we move forward, and the TLSC could be instrumental in improving power efficiency and keeping energy affordable. This technology is already starting to be utilized, so watch for it to brighten up your world in the next couple of years!