



CASTRO ROOFING
EMPOWERING BUILDING OWNERS



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OUR CORE VALUES

GIVING YOU PEACE OF MIND

At Castro Roofing, we don't only focus on the strategy side of the roofing business. We want to give you peace of mind. We want to give you exceptional service and unmatched craftsmanship. We couldn't do this without living our core values.

We call these core values our Culture of Good. In our Culture of Good, we are passionate about your success, and we believe in honest communication. We check our ego at the door, we do what we say, and we consistently deliver superior craftsmanship. We are always learning, and we accept challenges as opportunities. We take happiness seriously and believe in people and their dreams. See our Culture at www.CastroRoofing.com/Culture.

Personally, I believe these principles guide us to serving you better and giving you peace of mind. To give you an example, the other day, I had a design meeting with a client. After our meeting, the production manager and I did a debrief to ask how we did. We are not afraid to criticize each other because we have a shared value of honest communication and delivering superior service.

Some people believe that culture is "too soft" to be part of a modern and thriving company, but these shared values, which are part of our culture, are the tools we use to build a high-performance team. As far back as our history goes, high-performing teams and countries used culture to unite them and win over others. They just didn't use the word "Culture". It doesn't matter what you call it, what matters is that you intently build the culture you want. Every organization has a culture by design or by

chance. Since you will have one, why leave it to chance? Design one that you and your team will be proud of creating.

When I tell people about our philosophy related to the people side of our business, they are blown away and say, "I'd love to work for a place like that." In the past, we had the nuts-and-bolts strategy side of the roofing business down, but we were missing the personal connection with people. Over the years, I've realized that you need to have the hearts of people in your business — you can't treat a person like a product.

Once we decided what we wanted Castro Roofing's purpose and company culture to look like, we use our Shared Vision (Purpose + Values + Mission) to drive the strategy side of our business and really mesh the two together by connecting them to our company's Everest Mission — **to be the world-class leader in the roofing industry through exceptional service and unmatched talent.**

I read a study that said only 13 percent of businesses execute their business plans. I believe the main reason is they focus so much on the strategy side that they either lose sight of their main purpose or don't



have one. In roofing, everything we do starts with an inspection. Before we can tell you what's wrong with your roof, we need to perform a detailed inspection — just like a doctor diagnoses you before giving you a prescription. The same thing applies in business. Without having a clear defined purpose to guide your business strategies, it's easy to get lost and never reach your goals

There's a saying, "Culture eats strategy for breakfast," and I truly believe in that. Our culture help us achieve our purpose which is our "WHY," or in other words, the reason Castro Roofing exists — **to deliver peace of mind to all we touch.**

- Rudy Rodriguez
Chief Executive Dreamer



THE DEATH OF PRODUCTIVITY! ARE YOU MAKING THIS TIME-MANAGEMENT MISTAKE?

If you think you're a master multitasker, put down your phone and listen up, because you need to hear this:

You're not.

The human brain simply doesn't have the bandwidth to do two or more things at the same time. According to Dr. Susan Weinschenk, when you think you're multitasking, what you're really doing is task-switching, or rapidly going back and forth between tasks — sometimes as fast as one-tenth of a second.

But that constant switching is mentally taxing. In fact, a study from the University

of Sussex found that people who routinely multitask have lower gray matter density in the area of the brain that handles empathy, emotional control, and cognitive control.

So, multitasking can literally damage your brain, but at least you'll have a short-term boost in productivity, right? Unfortunately, no. Researchers have found that multitasking slashes productivity by as much as 40 percent.

The quality of your work isn't better, either. You can expect to have more mistakes and less creativity in your work when you're multitasking. There simply isn't room to daydream or think up ideas if your brain is being pushed to the brink.

Multitasking is also disastrous for anyone who's actively trying to learn something. Split attention results in something called "inattentive blindness," where your senses

pick up stimuli like sounds or sights, but your brain doesn't register it. This is what happens when you're texting someone on your phone while someone is talking to you in person — you don't really "get" what the person just said.

So, how should we manage our time? The key, ironically, is "single-tasking." Approach tasks in sequence and give each one your total focus. While you're doing them, build in short breaks to recharge periodically, such as a 10-minute social media break after 50 minutes of strenuous work, or five minutes after 25. Minimize distractions from email, social media, and phone notifications. Connecting with others should be its own task, not an always-on activity.

Single-tasking may not be easy in a world full of distractions, but if you master it, you'll be amazed at how productive you can be!



LAUGH OUT LOUD



1-POT MOROCCAN CHICKEN

INGREDIENTS

- 4 boneless, skinless chicken breasts
- 3 tablespoons olive oil
- 2 onions, 1 chopped and 1 sliced
- 1 small tomato, chopped
- 1/3 cup ginger root, chopped
- 3 garlic cloves
- 1 teaspoon turmeric, ground cumin, coriander, and cinnamon
- 1 large butternut squash
- 2 1/2 cups chicken stock
- 2 tablespoons brown sugar
- 2 tablespoons red wine vinegar
- 1/3 cup dried cherries

INSTRUCTIONS

1. In a pan, heat 2 tablespoons oil, then brown chicken on all sides. Remove chicken from heat. Mix tomatoes, ginger, chopped onion, and garlic into a paste-like consistency. Fry sliced onion in remaining oil until softened, then add spices and fry until fragrant. Add the paste and fry to soften.
2. Return chicken to heat, along with squash (deseeded and cut into large chunks), stock, sugar, and vinegar. Bring to a simmer, then cook for 30 minutes. Remove chicken and stir in cherries, then continue simmering the sauce to thicken. Shred chicken into bite-sized chunks. Stir the chicken back into the sauce.
3. Serve topped with red onion, lemon zest, mint, and feta. Couscous and yogurt make great sides.

Recipe inspired by bbcgoodfood.com.



PROTECT YOUR ROOF FROM MAYHEM

WHY QUICK FIXES DON'T WORK

This month in "It Pays to Maintain," we'll be talking about the causes of roof failure and the financial cons of quick fixes.

When considering the cost of a new roofing system, most consider the capital cost of the new roof. A 100,000-square-foot roof, for example, costs roughly \$300,000 upfront. While some might consider roof maintenance costs, most choose a reactionary mindset — opting to repair a roof only when it leaks. This would be a fine approach if nothing ever went wrong. After all, a roof installed by a reputable contractor has an average life expectancy of 20 years.

Unfortunately, so much can go wrong with the overhead barrier that is expected to keep us and our electrical equipment safe from the outside elements. Extreme weather, improperly added equipment, damages caused by trades other than your roofing contractor, and unintended abuse can all contribute to needing roof repairs.

Interestingly, a property management company that tracked leak calls from more than 1,600 tenants found that only 21 percent of leaks came from the roof itself. In fact, 29 percent of the reported leaks came from HVAC units, and 25 percent came from skylights. Many construction trades (mechanical, electrical, plumbing, etc.) use the roof as a launching point or working platform for their trades. Unfortunately, most of these trades are unaware that their equipment can contribute to leaks when the equipment loses its waterproofing ability years later.

That being said, the question is not *if* you want to pay to keep a roof over your head, but *when and how much*. According to "Is Maintenance a Good Investment?" from Roofing Solutions, that 100,000-square-foot roof will cost upward of \$500,000 to completely replace at year 10 if you do nothing to maintain it. And on top of that, each leak costs \$750 to repair, *plus* \$500 for interior damages caused by the leak. That's



"IT PAYS TO MAINTAIN"

Would you skimp on maintaining this beauty?
Your roof is just as valuable, if not more.

\$1,250 total for every leak. If you expect one leak from years three to seven, two leaks in year eight, three leaks in year nine, and four leaks in year 10 before a complete roof-replacement is needed, you can expect to pay \$20,000 in leak repairs alone over the course of your roof's short 10-year lifespan.

Let's compare that to a moderate roof maintenance program that consists of a yearly visual survey and only one moisture survey at year 15. Let's also assume that damaged areas of the roof are repaired, not patched. With visual surveys costing a penny per square foot (that's \$1,000 each year for our 100,000-square-foot roof) and a moisture survey costing \$5,000, a moderate roof maintenance program would cost \$20,000 before replacing the roof at year 16 — the same cost as repairing those 12 leaks from the previous example.

Because this roof has had regular surveys, however, leak repairs by a trained crew (\$250 each) are only needed from year 3–15, and interior damage control is only required once in year 7. The total cost of the leak repairs comes to \$3,500 over your roof's 16-year lifespan.

Not only has your roof lasted six more years than the underprotected roof, but you've saved \$16,500 in leak repairs, just by implementing a moderate roof maintenance program. But the news gets

even better. Because you've completed roof maintenance, not only has your roof lasted longer, but the cost of replacing only the wet areas of your roof at year 16 comes to \$325,000 as opposed to the \$500,000 it would cost to replace the entire roof. That's a savings of \$175,000! If you combine these savings with the \$16,500 you saved in leak repairs, you save a grand total of \$191,500 by using a roof-maintenance program!

At Castro Roofing, we want to save you money and lengthen the lifespan of your roof with our **LOOKOUT roof monitoring program**. During **LOOKOUT** inspections, our qualified roofing inspectors walk over your entire roof while videotaping and photographing any roof deficiencies. The roof analysis, which includes condition reports, pictures, videos, and current and future budgets, are saved in a secure web portal to help you easily review your entire building portfolio. Having the correct data in a way to quickly and easy access it, helps the facility manager make smart roofing decisions. We use this media to recommended maintenance procedures for your roof's specific deficiencies. Be proactive in 2017 and let Castro Roofing take care of you!

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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LOOKOUT
COMMERCIAL ROOF MONITORING PROGRAM



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THE FUTURE IS NOW: HOVERCRAFT TECHNOLOGY HAS ARRIVED

On May 25, 1983, George Lucas introduced the world to *speeder bikes* in “Star Wars: Episode VI — Return of the Jedi.” In one of the movie’s most pivotal moments, Luke Skywalker and Princess Leia race dangerously through a forest, hovering on speeder bikes, desperate to apprehend a handful of stormtroopers. Since that moment, the world has wished for the hover technology. Well, California-based tech company Aerofex has granted that wish.

While the exact date hasn’t been announced, their Aero-X hovercraft is set to hit the market sometime in 2017. The hovercraft rides similar to a motorcycle. It seats two passengers and moves with two carbon-fiber spinning rotors. After a vertical takeoff, riders can

hover up to 10 feet off the ground and cruise up to 45 mph. The engines use standard gasoline and run for a little over an hour per tank.

It’s a fairly simple design. A rider sits between the two horizontal rotors and steers the craft’s handlebar. Safety was a priority, and the rotors have been covered — preventing any accidental injury. Computer-regulated faults react to sudden weather conditions and automatically adjust the rotors. The engine and controls have built-in redundancies that allow the vehicle to come to a calm, complete stop if something ever goes wrong in flight. There is also an added option to include air bags throughout the vehicle.



While the Aero-X will not require a pilot’s license — you may need a certification similar to a boating license — it will require hefty pocket change. It’s expected to cost around \$85,000, and the production process takes over six months. You can, however, get your name on the list now, as long as you put down a completely refundable \$5,000. Luke, Leia, here I come!