



**CASTRO ROOFING**  
EMPOWERING BUILDING OWNERS



# THE CASTRO COVERAGE

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## THE ABSOLUTE BEST OF THE BEST: FORMULA ONE RACING

**W**hat do you get when you combine billions of dollars, the newest technology, the world's best athletes and smartest engineers, incredible speeds, pin-point turns, and awe-inspiringly beautiful race tracks? The pinnacle of motorsports: Formula One racing. Ever since I can remember, I've loved watching Formula One races.



What do you get when you combine billions of dollars, the newest technology, the world's best drivers and smartest engineers, incredible speeds, pin-point turns, and awe-inspiringly beautiful race tracks? The pinnacle of motorsports: Formula One racing. Ever since I can remember, I've loved watching Formula One races.

Now, I know what you're thinking. A guy from Texas openly saying he prefers Formula One to NASCAR? He must be crazy! But think about it. Let's say you spend \$15 million on NASCAR advertisements, and you get your name across the hood. You'd be one of the car's major sponsors. But in Formula One, that kind of money wouldn't get you more than a tiny sticker on the side of the car. The difference in money invested and earned is so massive, it's hard to fully comprehend. Some of the top Formula One drivers are making close to \$50 million a year. Top Formula One teams spend over \$510 million per year to fill two cars, whereas NASCAR teams could spend just over \$50 million for two cars. It's truly the best of the best in motorsports.

Formula One is pretty similar to how soccer is viewed in the U.S. Soccer may be the most popular sport played worldwide, but it pales in comparison to the NFL. Behind soccer, Formula One is the second most-watched sport in the world. During any given race, upward of 530 million people will be watching, whereas NASCAR only reports having 75 million fans altogether; and the sheer amount

of people watching means one thing: money. A single car employs over 500 people, and each and every one of them embodies perfection. Everything, from their uniforms to how their trucks are parked, is regulated. It's flawless.

These races happen all over the world, in some of the most beautiful and remote locations, like the Formula One crown jewel, the Monaco Grand Prix. They also hold a race here in Austin, Texas, every October, known as the US Grand Prix — a race I've been lucky enough to attend the last two years. The drivers can go from 150 mph to less than 50 mph in the blink of an eye. Just to withstand up to 6 G-forces is incredible. And regardless of wet or dry conditions, if there is a race, they race.

My favorite race to watch is the Circuit de Spa-Francorchamps in Belgium. It's one of the older tracks, and it's full of soul. The newer tracks are too cookie cutter; they lack substance. This race at Spa, it's like you're actually driving somewhere, not just doing the same thing over and over. Is one of the driver's all-time favorite tracks. The Spa track is incredibly difficult, allowing the best drivers to showcase their skills.

Now, without a doubt, my favorite team to follow is Ferrari. One of their former drivers, Michael Schumacher, was my favorite driver. He's a German, who raced for Ferrari as well as Jordan, Benetton, and Mercedes. He holds the record for the most world championships

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titles (7), pole positions (68), podium finishes (155), and wins (91). With Ferrari, he yielded an unprecedented five consecutive titles. He eventually went on to retire from racing in 2012. Regrettably, he was in an accident in 2013 while on a ski trip. His injury put him in a coma for over 12 months. For years, he survived crashes, controversy, and the fastest speeds in sports, just to be sidelined by a vacation. Luckily, he's home now, but he's still recovering as one of the best Formula One racers of all time.

Formula One has influenced my life in more ways than just being my favorite sport to watch. The amount of dedication these teams put into a single car, how they only accept the absolute best, and how they are constantly implementing new technology and standards — these are the same qualities I strive to bring to every one of our clients. Castro Roofing is your pit crew, your engineers, and your fans. And we always provide you with the very best of the best.

*- Rudy Rodriguez*  
Chief Executive Dreamer



# HOW TO NETWORK LIKE A PRO

## TIPS FOR EFFICIENT AND EFFECTIVE NETWORKING

When you enter into conversations with new faces, the impulse may be to talk all about yourself and ask them what they can do to help you. But unless they're

For example, if you need to get in front of New York editors for a potential book, you should proactively find conferences, speaking engagements, or events where they are in attendance. That doesn't mean the other events are worthless, but it allows you to prioritize. If you know what you want to accomplish, you don't have to spin your wheels going to places that will never put you near the right people.

Do you want to get the most out of your networking efforts? With a few time-management principles in mind, you can improve your efficiency and effectiveness at the networking game.

Your first step is to make sure that you're actually connecting with people at events. Talking about the weather may break the ice, but you won't get anywhere if you don't treat each potential connection as a relationship to build. Devoting more time to each person individually is better than spreading yourself so thin that you don't establish a real rapport with anyone.

practically begging you for your business card, it's a waste to make it all about you. Start by offering them something, whether that's a referral, a resource, or even tickets to the sold-out basketball game next weekend. Doing for others is a much more effective way to get a relationship started.

When it comes to the bigger picture, you can maximize your time by being choosy about the events you attend. It can be great to meet all kinds of new people, but being strategic about who you're trying to meet and what goals you want to achieve will make the process much smarter.

That last element of goal setting is probably the most crucial to managing your networking time optimally. When you go to an event, set a measurable goal to achieve before you walk out the door at the end, like "collecting five new business cards." Otherwise, it's far too easy to hang back and passively wait for something to happen — which isn't the best use of your time. By connecting with people, setting goals, and being strategic, you won't have to wait long to start seeing better results from your networking efforts!



# WHEN IS IT TIME TO CHANGE SERVICES?

When something isn't working, when is it time for a change?

Years ago, I worked with a landscaper who would take care of the trees and grass on my property. He never talked to me about how we could make the property look better or how I could prevent any future issues. He would also leave debris all over the yard when he finished. I'd have to call him back to clean it up.

This went on for three years — three years of chasing this man down to get my lawn looking nice. Occasionally I even cleaned up after him myself.

Finally, I had an epiphany. I was visiting a client in a beautiful business park. I looked

around at how lovely the area was and wished mine could be so nice.

"Wait," I thought to myself. "Why not?"

What was stopping me from seeking better service? So I looked. It didn't take me long to find a landscaper in the area who was highly recommended. I hired him, and he did an excellent job on my yard.

I kicked myself. Why had I spent so long with the other landscaper, whose work was consistently poor? Then I realized it was all about complacency. I had come to expect the service I was getting. By doing so, I'd spent years looking at a sub-par job when my property could have looked spectacular.

There are so many companies out there. You shouldn't spend one more day with people you have to track down, remind, or clean up after. Think of services you pay for that could be better, and switch over to better options as soon as you can.

We strive to follow this principle ourselves. We wouldn't expect anyone to stay with our **LOOKOUT™** Roof Monitoring Program if they had to put up with bad service. That's why they'll never have to.

Why? Because just like me and my lawn, you deserve the best!



# IT PAYS TO MAINTAIN: CRUNCHING THE NUMBERS

*This month, in "It Pays to Maintain," we'll be crunching the numbers in order to find the true value of roof maintenance.*

Your business' roof has a finite life expectancy. The average roof needs significant renovations at around 20 years. The rate of replacement and your total financial cost fluctuates wildly, depending on the maintenance program you employ.

So let's crunch some numbers. But first, let's set up a case study. Consider a 100,000-square-foot roof being maintained over a 20-year period.

### THE PASSIVE PROGRAM

This program includes no formal maintenance program, and roof repairs are only made when the roof leaks. As years go by, the roof may receive leak patches, but the condition will continue to worsen over time. By year 10, with

over five leak repairs every year, now, we are sufficiently frustrated that we decide to tear the entire roof system off and start the cycle again. Taking into consideration a full roof replacement and all of the leak repairs and interior damage, the total 20-year cost of a roof receiving care under the passive program is a little over \$500,000.

### THE PROACTIVE PROGRAM

This program includes two visual surveys a year and one moisture survey every three years. Damaged areas are repaired, rather than just patched. This plan requires you to put money into your roof every year, but compared to having a minimal maintenance plan or no plan at all, you are saving yourself over \$17,000 a year in all repair and replacement costs. Over the 20 years, you'll save over \$210,000 — or 60 percent — of the cost of a full roof replacement. This example provides a credible method of finding

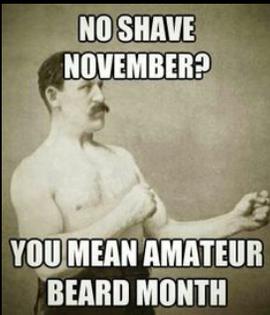
the best value for a building system. We are confident that your analysis will also show that roof management is always a good investment

In business, if your cost is one penny for something, you're paying too much. Your investments need to make you money. Now, if investing that penny saves you \$400, it's a no-brainer. At Castro Roofing, our *LOOKOUT™ Roof Monitoring Program* does just that. Give us a call today and learn more about the program, preventative maintenance, and everything we can do to save you money, extend the life of your roof, and deliver peace of mind.

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.



## LAUGH OUT LOUD



## APRICOT & WILD RICE STUFFING



### INGREDIENTS

- 10 tablespoons unsalted butter
- 1 (6-ounce) package wild rice
- 1 loaf sourdough bread, torn into pieces
- 1 onion, chopped
- 3 celery ribs, chopped
- 2 garlic cloves, chopped
- 1 cup dried apricots, chopped
- ¼ cup parsley, chopped
- 2 tablespoons sage, chopped
- 1 tablespoon thyme, chopped
- Kosher salt
- Black pepper
- 1 cup roasted walnuts, chopped
- 2 cups chicken stock

### INSTRUCTIONS

1. Preheat the oven to 375° F and grease a 3-quart baking dish.
2. Cook rice according to package instructions and toast the bread on a baking sheet until dry.
3. In a large saucepan over medium heat, melt butter, then add onion, celery, and garlic. Stir until softened (8–10 minutes). Add apricots, parsley, sage, and thyme. Cook 1–2 minutes. Season with salt and pepper.

Stir in rice, bread, walnuts, and chicken stock. Transfer to baking dish and bake 35–40 minutes or until golden.

*Recipe inspired by countryliving.com.*



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### HIGHWAYS IN THE SKY

#### THE NEWEST CARS ARE TAKING FLIGHT

If 2016 just doesn't quite feel like "the future" to you yet, you'll be pleased by the next two words you are about to read: flying car.

If you haven't heard, the age of sports cars in the sky may be closer than you think. A Slovakian company called AeroMobil first filmed the maiden flight of their "Flying Roadster" prototype in 2014 and says the amazing car-airplane hybrid will hit the market as early as 2017.

Popular Science dubbed the invention, officially named AeroMobil 3.0, one of the 10 most brilliant inventions of 2015. The fascinating (albeit not so uncommon)



idea was finally brought to life by Štefan Klein, who began working on the invention in 1989. The AeroMobil 3.0 is essentially a two-person sports car with wings that tuck in while on the road and fold out for flight.

The car-plane is a futuristic sports car on land, capable of reaching speeds of 99 mph. When in the sky, it can fly at a speed of 124 mph, and its landing gear allows it to land safely on flat, grassy

surfaces. For this reason, AeroMobil co-founder and CEO, Juraj Vaculic, imagines a world where grassy runways will merge into highways, and no additional airports would be needed to accommodate the new form of transportation.

That's right, the day is near. And as if the roadster wasn't enough, AeroMobil is already making plans to unveil the next prototype in its fleet — a self-flying car.