



CASTRO ROOFING
EMPOWERING BUILDING OWNERS



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CASTRO ROOFING TO THE RESCUE

MIXING BUSINESS WITH PLEASURE

Castro Roofing started in my dad's garage, and ever since then, it's been a part of my life. From working with my dad and brothers in the beginning to the long-lasting relationships we've made with our clients, I eat, sleep, and breathe Castro Roofing. But sometimes, you need to step away and spend some time doing the things you love outside of work. For me, this means collecting comic books and replica statues.

Now, I know what you're thinking — I've heard all the jokes. But, for me, they are more than just comics or statues. My collection started off small, but I'm proud to say that I now have over 100 Star Wars and Marvel replica statues. The statues themselves range from half to quarter scale and take over most of the top floor of my house — my wife won't let any of them onto the main level. One of the items I'm most proud of is my Stan Lee autographed Captain America Shield.

A little while back, Dallas hosted its annual Comic Con, and a couple of buddies and I decided to go. I was really looking forward to it — so much so that I didn't think to bring anything for autographs. I realized my mistake as soon as I was inside the event center. Everyone there was dressed up, cosplaying as their favorite characters. It was incredible. One of the main reasons I

wanted to attend the convention was because Stan Lee, one of the most important names in Marvel Comics, was there signing autographs. So there I was, standing in line for Stan Lee, trying to think of what I could get him to sign, when I called my brother Juan.

I was able to convince Juan to run to my house and pick up the Captain America shield and a couple of other things. The shield itself isn't cheap — it's a near exact replica made of metal. After Juan found our key and made it into the house — my wife was out — he found the shield. It was bolted to a stand, which meant he had to very carefully, and I mean, very carefully — I made sure of that — unbolt the shield and wrap it up to prevent scratches on his way to the convention. Luckily, the line was really long. Juan barely made it, and I ran out to meet him and grab the shield.

Meeting Stan Lee was great. Normally, it's hard to get any sort of response from him. The poor man sits and signs autographs all day, but I guess we got lucky. He signed my shield and a few other things, and when he started autographing Thor's hammer named Mjolnir, my friend jokingly asked him, "Are you worthy?" He laughed, pushed it across the table, and said, "I'm not worthy!"



Stan Lee holding my favorite comic book character, Captain Marvel, and me holding my favorite comic book cover, Amazing Spider-Man #149.

I'm passionate about comics. I have an eye for detail, and I only accept the best of the best. They're my pride and joy, and I won't settle for the second best. My devotion to excellence is the same that Castro Roofing gives to every one of our clients. We are determined to give you the very best, day in and day out. From our award-winning work to our Total Roofing Solutions, Castro Roofing is here to help you. Call us with any questions or ideas. Or, if you're having a roofing emergency, we're your roofing superheroes.

- Rudy Rodriguez
Chief Executive Dreamer





TAKE YOUR POWER BACK

Students writing term papers know all too well how strong the pull of procrastination can be in times of stress. When you have a big task ahead of you — whatever it is — there are many factors at play that determine how efficiently you'll get the job done. When it comes down to it, procrastination is simply a mental block, and with the right tools and some practice, you can overcome that obstacle and get your work done before your deadline.

A matter of mindfulness: A big part of the procrastination problem lies in our unwillingness to stay in the moment. For

requires being aware of your emotions or desires in the present moment, but not letting them make you crumble into taking the easier route.

Create vs. comply: Even if you are on a strict deadline imposed by someone else, creating your own limits within that timeline will give you more agency and power to start working.

Dan Ariely, a behavioral scientist at MIT and professor at Duke University, gave his students an interesting tool to battle procrastination. He gave them the power to

instance, you may know you need to get in shape, but at the current moment, you'd rather eat a cupcake. Mindfulness

choose the deadlines for their three major papers for the class. By giving his students the ability to create their own timelines, fewer people procrastinated, and fewer people missed their own deadline. Giving yourself boundaries empowers you to do the work you set out to do on your own terms. Additionally, when you outline your goal, you can predict what obstacles you might face and have a battle plan ready for when a distraction arises.

Enjoy an education: You will be much less likely to procrastinate if you focus on what you can learn from the task at hand, and what aspects of the process can be useful to know. If you are interested, you'll be more likely to focus, which brings us back to mindfulness and the power of focus. Mostly, have fun. Make your work a game whenever possible, challenge yourself, and reward your own progress.



ULTRASHIELD ULTIMATE ROOF SAVER WHY REPLACE WHEN YOU CAN RESTORE?

As a general rule of thumb, if you're looking to repair your roof, but it's going to cost more than 35 percent of replacing the whole thing, you should replace the roof. But there is also a third option — for less than half the cost of the other two! The innovative solution is to restore the existing roof with a time-proven liquid roof system.

Our UltraShield Restoration System involves installing an energy-efficient, liquid-applied membrane over your existing roof. This membrane acts as a protective canvas for your roof and is secure, reflects heat, and prevents leaks. This system isn't

a cheap elastomeric paint coating. It's Energy Star approved and has a 20-year labor and material warranty. When you restore your roof, you're increasing its lifespan and quality.

By restoring your roof, you're saving your building money. The entire process saves up to 50–70 percent of what an entire roof replacement costs. The coating also stops and prevents leaks, eliminating repair costs. The reflective coatings create substantial energy savings by reducing roof surface temperatures, limiting the heat transferred into the building. Since

roof restoration is not considered a capital expense, you can write it off now instead of over the next 25 years.

Repairing and replacing roofs is expensive. They're costly, you have to interrupt regular business hours, and in 10–20 years, you'll have to have it done again. Instead, see if you qualify for our UltraShield Restoration System. Castro Roofing is determined to provide you with the best service no matter what. Call us today to set up a consultation to see if you qualify for our restoration program.



IT PAYS TO MAINTAIN:

THE POLYGRAM FACILITY'S AGGRESSIVE ROOF MAINTENANCE PROGRAM

This month, in "It Pays to Maintain," we will be discussing The Polygram Facility's aggressive roof maintenance program and how it saved them hundreds of thousands of dollars.

You rotate your car's tires, change its oil, and take it in for tuneups, all to prevent an incident and a massive repair bill somewhere down the road. So why aren't you doing the same with your roof? It's important to maintain your roof with good, proactive maintenance programs. Similar to your car, investing in proper checkups and preventative maintenance is essential in extending your roof's life by nearly 30 percent, and for avoiding costly, full roof replacements.

In July of 1996, the Polygram Facility in New Jersey did just this. Approaching its 20th birthday, their roof had never had more than a couple of minor leaks. The vast majority

of the time, the facility was leak-free during rain storms, due to an aggressive roof maintenance program. The program took place over a seven-year period. Every year, the roof was surveyed, scanned with infrared radiation, wet insulation was replaced, and new roofing was installed. It averaged out to be about \$0.03 per square foot per year. Keep in mind, this program was started after the roof was 10 years old. Earlier years are much less costly and would make this average lower.

This decision to employ an aggressive maintenance program to their 220,000 square foot roof saved them between \$0.10 and \$0.15 per square foot per year, over a five-year period — \$6,600 annually. This was the outcome as opposed to an estimated \$54,700 annually for not having a maintenance program — not to mention the thousands

of dollars in energy savings and return on capital. If you give me \$6,600 and I give you \$54,700, would you take that deal? If a roof maintenance program costs you money, don't do it. If it saves you money, the answer is simple. Remember, this can't be considered a cost — it's an investment.

At Castro Roofing, we devote ourselves to extending your roof's life and to saving you money. Our LOOKOUT Roof Monitoring Program does just that. Give us a call to learn more about the program, preventative roof maintenance, and what we can do for 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.



LAUGH OUT LOUD



POPCORN BALLS

INGREDIENTS

- 12 cups popped popcorn
- 3 cups mixed dried fruit, such as golden raisins, cherries, chopped apricots, and figs
- 1 ¼ cups granulated sugar
- ¾ cups brown sugar
- 1 cup corn syrup
- ½ cup water



INSTRUCTIONS

1. Toss popcorn and dried fruit together in a large, lightly oiled, heatproof bowl. Oil two wax-paper-lined baking pans and a long metal fork. Set aside.
2. Bring sugar, brown sugar, corn syrup, and water to a boil over medium-high heat in a medium saucepan. Reduce heat to medium and cook until mixture reaches 260 F.
3. Carefully pour the syrup over the popcorn mixture. Stir with the fork to distribute. Let sit for 1–2 minutes.
4. With well-oiled hands, form 3-inch balls, place on pans, and cool completely. Store in an airtight container for up to 4 days.



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ALL ABOARD!

ALASKAN ADVENTURES AWAIT

When the word “cruise” comes to mind, you might imagine lying atop a chaise lounge, clad in a bathing suit, taking in the pristine blue waters below while sipping a strawberry daiquiri. But what if a cruise took you through icy waters past glaciers, docked at ports where you might see a black bear bounding into the forest, and offered you the best salmon in the world? Take a cruise to Alaska, where you are guaranteed a chilly good time!

There are several Alaskan cruises that you can choose from. No matter what vessel you decide to board, you will enjoy breathtaking scenery, wildlife, and abundant opportunities to explore Alaska and its vast wilderness.



Many Alaskan cruises visit Ketchikan, the “Salmon Capital of the World.” While docked here, you can fish for salmon yourself or eat it fresh at a local restaurant. Not only is this a prime fishing village, but Ketchikan’s sheer cliffs, vast waterfalls, and misty fjords make it a breathtaking stop on your Alaskan tour.

Another common port is Juneau, the capital of Alaska. Salmon bakes abound, along with more enchanting glacial landscapes. Juneau boasts the largest temperate rainforest in the state and is home to some of the best hiking in the country. You’re almost guaranteed to see wildlife like bears, mountain goats, and moose—oh my!

Skagway is another fun-filled port, with its magnificent “Scenic Railway of the World.” This railroad takes you 20 miles from tidewater to the summit of White Pass, past mountains, gorges, waterfalls, tunnels, and historic sites. Enjoy canoeing, rock climbing and rappelling, helicopter tours, and even dog sledding in this historic town.

Whether you’re looking for heart-pounding adventure and exploration, or just plain old sightseeing and relaxation, Alaska is your next destination. A perfect mode of travel for friends or families, a cruise takes you to Alaska’s “hot spots,” where you will be rewarded with spectacular sights, tasty salmon, hundreds of options for adventure, and endless fun in the brisk Alaskan air.