



CASTRO ROOFING
EMPOWERING BUILDING OWNERS



THE CASTRO COVERAGE

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CRAZY LITTLE THING CALLED FUN

CASTRO ROOFING'S DEDICATION TO STRONG COMPANY CULTURE

Before I realized roofing was hard work, it was a game for me — a challenge. I tackled my first roof at the age of 11, and back then, the work was simply a race to see if I could pull more shingles than the older guys. It was fun. Fast forward to 2016, and Castro Roofing is a nationally recognized, top-rated roofing company with 13 consecutive Golden Hammer awards for “Outstanding Commercial Projects,” a Dallas Greater Business Ethics Award winner, and the recipient of many National Roofing Contractor Association (NRCA) Gold Circle Awards. We’re invested in maintaining a company Culture of Good that goes back to this elusive little thing we know as fun.

Let’s start at the beginning, shall we? I was born in Cuba. When Fidel Castro took over the country, our family left, and we moved to Spain where my grandparents were born. We lived in Madrid, Spain, for 2 ½ years before AJ, my older brother, and myself moved to the United States as students. A few months later, our parents and younger brother, Juan, joined us in Dallas. My uncles were already roofing here, and my father got involved in the trade alongside them. My brothers and I worked in the summertime, and we made more money in one summer than most kids would make in a year at their part-time jobs.

At the time, I didn’t know how much these summers would impact my future. I ended up going to college and receiving a Bachelor of Fine Arts in professional photography (of all things!) from Brooks Institute, but was soon back to the roofing game when my father started his own business out of his garage. We grew the business from the ground up, and my father is still going strong as our quality control manager at the age of 82. We don’t think he’ll ever retire because he loves it so much. He’ll check in on the guys at the job sites because he’s a real people person and

A big part of our mission here at Castro Roofing is to provide an environment where people are happy.

wants to make sure all is going well. Our crews and clients call him “El Capitan.” As long as he doesn’t have to be in the office, he’s fine. My older brother, AJ, works in sales and helps design roof systems and solve problems. He has a lot of roofing knowledge. My younger brother, Juan, works in the office as a technical adviser, and is basically our walking encyclopedia.

Castro Roofing Is Dedicated to Strong Company Culture. A big part of our mission at Castro Roofing is to provide an environment where people are happy. This is paramount. Some vendors are surprised when they come to our office, because it looks more like a studio than a roofing company. We like to have a bit of fun with the way we present ourselves as a company through our colorful aesthetics. Just as



we take a great deal of pride in making the roofing we do really shine, we care about making the office easy on the eyes, as well. I attribute this to my background in art, but it really all goes back to the idea of happiness and fun. Our office has a six-foot fish tank, and the corridors are adorned with awards alongside spoof movie posters with roofing references. We truly “wow” in every aspect of our operation.

We’re excited to present our monthly newsletter as a way to connect and build relationships. In the coming months, I’ll keep you informed about what is new around Castro Roofing, and provide some insight into my family’s life outside of the business as well. Our mission is very simple: We want people to be happy, find fun in what they do, and relate. We’re looking forward to including you in this journey.

At Castro Roofing, culture is our strategy. See more in our Culture of Good page.

- Rudy Rodriguez
Chief Executive Dreamer



3 TIME-MANAGEMENT TIPS FOR YOUR TEAM

As a business owner or executive, you can depend on your assistant to block off time for you when you need to focus on work. Unfortunately, you can't afford to give everyone on your team an assistant of their own. So, what happens when they need to focus?

To some extent, it's up to each team member to manage their time effectively, but company culture plays a bigger role than you might think. If the prevailing culture is that people can talk to each other whenever they want, your team may be missing out on a lot of productive hours as a result.

interruption. That means they're allowed to ignore the phones, turn off their chats, and close their email inboxes for some uninterrupted focus time. If the whole team uses a shared calendar, team members can block off time on their calendars themselves, and you can emphasize how important it is to respect those requests for time to focus.

Another approach is to be more structured in how meetings happen, especially if a proposed meeting would involve more than just a few team members. Define what level of discussion justifies

There are a few ways you can go about changing this. First, you can implement quiet hours where certain individuals or teams can work without

a meeting, and encourage your team to stick to the guidelines you set as a group. Most importantly, you want to make sure meetings aren't going on too long and wasting everyone's time. Enforce the requirement that a meeting owner comes to the meeting with a clear and developed agenda, as well as a strict timetable for getting the discussion done.

Lastly, don't be afraid to experiment with how teams are situated in the office. Cubicles aren't perfect, but a great thing about them is the way they allow people to hunker down and focus without the distractions of an open office setting.

The whole point is to make it easier for your team to finish their work, even if they don't have an executive assistant to minimize their distractions. Fortunately, you can change the culture, starting at the top, to encourage productivity from everyone.



DOUBLE JEOPARDY NEVER PAY FOR THE SAME LEAK TWICE



Water stains on your ceiling, the annoying drip-drip-dripping of water, the smell of must — add to this the danger and expense of mold and repairs, and let's be honest, a roof leak sounds like a real nightmare. So why would you ever want to pay someone to fix this disaster, just to have the repair fail, or worse, the leak never get fixed to begin with? That's a possibility when you hire a typical roofing company to repair your leaky roof.

When most roofing companies come out to inspect a leaky roof, one person wanders around your roof, guessing at where the leak might be at a glance. He then applies a very basic caulk or similar repair substance to

the affected areas, takes your money, and is out of there — leaving you with the "taillight warranty" so many of our competitors are famous for. As soon as you see the roofer's taillights, any guarantee on their work goes out the window.

We think this approach to roofing is a waste of time, money, and trust for everyone involved. When Castro Roofing comes out to inspect your roof, we consider it a two-person job. We have one team member on the roof and another inside, so that as our guy on the roof conducts a controlled water test, his partner inside can be spotting where and when leaks pop up.

After our thorough test, our Castro Roofing specialists clean and prepare the area so that when we apply the roofing materials to fix the leak, we know we're getting the perfect seal — the kind that will last you a lifetime. The preparation and thoroughness we put into every job is how we feel confident giving a 100 percent lifetime guarantee. This means that if we fix a leak once and it ever fails — and we can't fix it ourselves — we'll refund your money and throw in an extra \$5,000 dollars to sweeten the deal. You'll never pay a second time for the same repair. That's the Castro difference.



A NEW ROOF AT HALF THE PRICE

RESTORE YOUR ROOF FOR LESS

Is your roof in bad shape? Every year, many commercial building owners and managers replace their roof or pay for expensive repairs. If that sounds like you, then you need to know there's another way forward. Have you considered roof restoration? Less expensive than replacement and much more effective than most repairs, restoration is revolutionizing how managers think about their roofs.

It's a proven and effective process. We apply our UltraSHIELD liquid roof system, which seamlessly seals and waterproofs the entire roof. Then we apply a protective topcoat that's designed as a wear-surface and energy-saving product, keeping the liquid roof system intact. Every 20 years, we'll reapply the topcoat, extending the roof warranty for another 20 years — which is about as expensive as painting the roof with paint and takes about as long!

You're left with a restored roof that works like a new roof, has the same warranty as a new roof, but costs about half as much as a new roof would. In addition, roof restoration results in an energy-efficient roof that reflects UV rays, while reducing your roof surface temperature by 40–60 degrees.

Not all roofs are candidates for roof restoration. In our experience, about 84 percent of the roofs that people replace could have been restored instead. Roofs that are damaged extensively will need to be replaced, however. In addition, not all roofing material lends itself to being restored with the liquid roof system.

Here are some other benefits:

- The surface is Energy Star approved, so it saves on your energy bills.

- Since roof restoration is NOT considered a capital expense, you can write it off NOW instead of in 39 years (check with your tax attorney).
- It's quick and easy to apply, with no disruption of your normal building operations.
- It will continually extend your labor and material warranty forever, making UltraSHIELD the last roof you will ever need!

That said, we see many roofs replaced every year that could have easily been restored for 50–70 percent less money. Is ours one of them? It only takes a phone call and a quick inspection to find out. If roof replacement is part of your budget this year, consider restoration instead. Want more information? Go to www.castroroofing.com/roof-restoration.



LAUGH OUT LOUD

MOST ORCHESTRAS ARE JUST 1800'S COVER BANDS



ARTICHOKE & AVOCADO SALAD

INGREDIENTS

Salad

- 1 avocado
- ½ cup artichoke hearts
- 2 hearts of palm
- 5 cups spring mix salad greens

Dressing

- ¾ cup balsamic vinegar
- 1 clove garlic, crushed
- 1 teaspoon dried oregano
- 2 teaspoons Dijon mustard
- ¾ cup extra-virgin olive oil
- Sea salt and fresh pepper



Recipe courtesy of PaleoLeap and Primal Palate.

INSTRUCTIONS

1. Cut avocado in half; remove pit and skin.
2. Chop into ½-inch pieces.
3. Toss spring greens, artichoke hearts, and hearts of palm in bowl.
4. Add chopped avocado and gently toss a little more.
5. Put all salad dressing ingredients in a jar, close, and shake until well blended.
6. Drizzle salad with dressing and serve!



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THE BEST OF RIO IS AT SEA LEVEL

MIXING WITH LOCALS AT IPANEMA BEACH

One of the most energetic places on the planet, Rio de Janeiro is known for its lively beaches — and the bodies that congregate there. On a long stretch of white sand between Arpoador and Leblon beaches is Ipanema, made popular by its beautiful people and highly diverse crowds. The bossa nova hit “Girl From Ipanema” was inspired by the area’s many tall, tan, young, and lovely women.

Ipanema is panoramically perfect, too, with views of Dois Irmãos Mountain to the west and the Arpoador stone peninsula to the east, making it one of the most stunning beach backdrops in all of South America.



Along the wide stretch of Ipanema, you’ll find *postos*, or posts, marking separate sections of the beach where different groups gather according to interests, age, and sexual orientation. At Posto 9, you might find the latest wave of counter-culture youth, where the more politically motivated artists and intellectuals opposing the dictatorship once gathered en masse. On Post 10, you’ll find many of the city’s elite alongside volleyball greats, like gold medalist Jacqueline Silva, and other champions who call Rio home.

On the sand, sunbathers with umbrellas and chairs mix with vendors doing everything from grilling garlic shrimp,

preparing *esfihas*, a Middle Eastern flatbread pizza-like snack stuffed with spiced meats, as well as serving *mate*, a fresh coconut water, and a *caipirinha*, Brazil’s national cocktail. Visitors can’t complain about a lack of activity either, as sports from volleyball to football are always popular beach games.

Ipanema has a more local feel than Copacabana beach, which draws many tourists. Ipanema’s mix of people make this beach glimmer with charm. If you do decide to brave the throngs of people visiting Brazil during or after the Olympics, make it a point to visit this local gem for a look at beauty that transcends the bikini.