



CASTRO ROOFING
EMPOWERING BUILDING OWNERS



THE **CASTRO COVERAGE**

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OUR VEHICLES TO SUCCESS

HARD WORK, OPPORTUNITY, AND CONTINUING EDUCATION

Luck is a force that is out of your control; it is believed that success or failure is apparently brought by chance rather than through one's own actions. People who believe in luck often look for reasons why things aren't working out instead of taking personal responsibility for the outcomes. Personally, I don't believe luck has any place at Castro Roofing — I believe in hard work and executing on the opportunities.

At Castro Roofing, we don't even believe in bad luck. We believe in good planning and execution — no excuses. We don't leave anything to chance because our clients wouldn't appreciate it if we left the condition of their roofs up to luck. It's our business to execute on our plan and deliver high-quality results time and time again — we have no other option.

I believe that hard work creates success if you are making the right decisions. Hard work by itself is not sufficient. If you work hard at the wrong things, you will be working hard, but you won't be getting the results you want. To make correct decisions, you must actively learn from your past experiences, learn from others, and be proactive. These correct decisions, combined with relentless hard work, are what lead to success.

When you wait for things to happen, you have less control of the outcome. But if you are proactive, you can reach out and grab opportunities that will lead you closer to your goals, or you can move out of the way. That's why we perform annual strategic business planning, quarterly planning, and monthly meetings at Castro Roofing — so we can be proactive, know where

we are going, and be prepared for the opportunities we find.

One of our core values is continued learning and improvement. We strive to learn better ways to execute goals, diminish our weaknesses, and leverage our strengths. Every quarter, our leadership team reads two books for self-improvement. Every employee has access to our huge library of books, audiobooks, and courses. We also pay for seminars or courses that employees feel will continue their education — we only ask that they give a presentation about what they learned when they come back so that the entire team can benefit.

We'll even take time to go to seminars and classes as a team. Recently, we spent three days learning how to be better at business planning. After we went through the boot camp, we took two days away from the office, rented a hotel, and built our 2017 strategic business plan. To have a successful company, everyone needs to care about the Cause (company's Purpose) and about People. We want every single person in our company involved in creating our company's future. It's a team effort.



For our clients, we value success and continuing our education because we want to provide a one-of-a-kind roofing experience that they haven't gotten from any other contractor. To do this, we study the companies that are best at creating happy customers and employees — we've even been studying the 'Happiest Place on Earth' — Disney World. We know there are great companies outside of the roofing industry that are doing exciting things. By studying what they are doing, we can create an even more exceptional roofing experience for each one of our clients.

So, luck is always the last refuge of laziness and incompetence. I believe that people make their own luck by great preparation, good strategy, and consistent execution.

— *Rudy Rodriguez*
Chief Executive Dreamer



TIME IS OF THE ESSENCE HOW A TIMER CAN HELP YOU GET THINGS DONE



You can try all the scheduling and prioritization tricks in the world, but none of it matters unless you actually follow through on the tasks you're supposed to do. It's one thing to block out time on your calendar, but it's something else entirely to make efficient use of the time you've allotted.

For example, say you set aside an hour in the afternoon to do some paperwork. This isn't the most fun activity in the world — in fact, if you're being totally honest, you'd rather beat your head against the wall for 60 minutes than process that paperwork.

So when you sit down at the scheduled time to work, your mind inevitably wanders. You decide to go pour yourself some coffee. You check news headlines. By the time you get started, the time you've set aside has been cut in half, and then you start hemming and hawing about whether or not you should just reschedule for when you have more time.

Sound familiar? To overcome the tendency to waste time, you should use a timer to create what's known as "workload containment units." Essentially, you're making small commitments to work on a task for a contained period of time, such as 30 minutes. You focus on the joyless task at hand with a timer going, knowing that you've allotted only that amount of time for the work you have to do. The commitment is crucial,

because otherwise, you'll find yourself floating in and out of work for much longer than necessary.

Besides accountability, the timer is great because it can help you accurately keep track of how long things take to complete. Then, when you're planning out your day or your week, you can predict how much time you'll need for everything. And if you find some tasks taking a lot longer than they should, you can consider changing your approach — maybe it's time to delegate or automate those tasks. As for the timer you use, if you find it easy to get distracted, go with a physical egg timer instead of a timer on your phone or computer.

Lastly, remember to break down tasks into small enough increments that they're doable in short bursts. In the earlier example, instead of looking at paperwork as a massive project, break it down into just a few tasks at a time. When the work is bite-sized and you have a timer holding you accountable, progress should come a whole lot easier.



LAUGH OUT LOUD



HONEY-GARLIC GLAZED CHICKEN THIGHS



INGREDIENTS

- 4 skinless, boneless chicken thighs
- 1/2 cup soy sauce
- 1/2 cup ketchup
- 1/3 cup honey
- 3 cloves garlic, minced
- 1 teaspoon dried basil

INSTRUCTIONS

1. Lay chicken thighs into the bottom of a 4-quart slow cooker.
2. In a bowl, whisk together soy sauce, ketchup, honey, garlic, and basil. Pour over the chicken.
3. Cook on low for 6 hours.
4. Enjoy!

Recipe inspired by AllRecipes.com.



HAVE A LEAK?

DON'T BLAME YOUR ROOFER

From time to time, we get calls from our clients about roof leaks. Even though some are actual roof leaks, sometimes these “roof leaks” are not roof-related. Some leaks we find are due to poor window installation, wall joint failures, mechanical equipment on top of the roof, damage caused by others, and other non-roof-related items. I remember inspecting a roof leak when it hadn't rained for days. The ceiling was dry, but a large water puddle ran through three rooms. Our client insisted that they did not have this problem prior to us re-roofing the building. After a closer examination and water-testing the walls, we noticed that one window was left slightly opened. By looking at the window, you couldn't see the small gap until the water testing revealed the true problem.

Steven A. Mandzik is an in-house roof consultant in charge of more than 12 million square feet of roofing. He and his associate walk 400 roofs every year to review their condition, specify repairs, and more. Naturally, Mandzik has become familiar with where leaks come from and, more importantly, why they don't get fixed.

Thanks to a sophisticated property management department, Mandzik has tracked leak calls from more than 1,600 tenants and where those leaks came from. Amazingly, only 21 percent of leaks

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



came from the roof itself! Poorly designed filter access covers on HVAC ductwork; improperly sealed joints, seams, and holes on HVAC ducts; holes and loose edges on HVAC intake hoods; and wind-blown rain through skylight louvers all contribute to roof leaks.

The rest of the roof leaks surprisingly come from mechanical equipment. The roof is a working platform and drop spot for every construction trade including mechanical

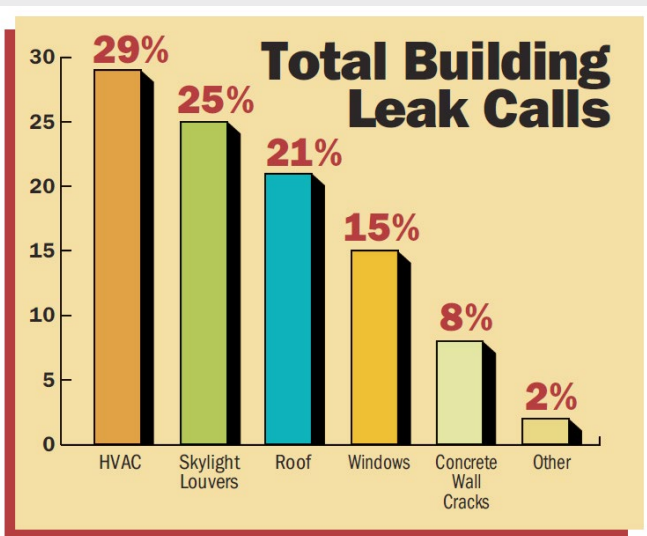
roof to fix the roof leak while the air-conditioning units or skylights continue to go unnoticed and continue to take in water. Roofers typically have concentrated experience in roofing — not mechanical, electrical, or plumbing. They may even be instructed by their management to not inspect or repair rooftop equipment because they do not know how — or for liability reasons.

In the roofing industry, we are starting to see a few knowledgeable, full-service roof contracting companies that are starting to take rooftop equipment in consideration along with the roof itself. While they may not be able to fix all the leaks, they are starting to document these problems for other trades to fix. In the roofing industry right now, there's an open market for any savvy person willing to learn all the aspects of roof repair — including the repair of rooftop mechanical equipment.

Before you get upset at your roofer because of a “roof leak,” I suggest waiting until the actual problem is identified.

engineers, electrical engineers, plumbers, etc. — but many times, the mechanical equipment they use is not waterproof. As a result, years later, faulty mechanical equipment can cause leaks — usually when the warranty has already run out.

This dilemma is compounded on poorly maintained roofs. A roofer may look at the





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A SLICE OF LIFE BRIDGING THE GAP BETWEEN DIGITAL CALENDARS AND PHYSICAL PLANNERS

An innovative new product, the Slice Planner, seeks to meld paper planners with the digital landscape by offering a two-part solution: a beautiful physical planner and an intuitive smartphone app.

THE PLANNER

Available in soft and hardcover, the Slice Planner's Swedish paper is comfortable to write on and works well even with fountain pens. Additionally, one of the most innovative designs Slice Planner offers is utilizing a circular diagram that mimics a clock face over the standard calendar grid. The team behind Slice Planner selected this design because "it takes less effort to focus on what's going to happen and when it's going to happen."

THE APP

Slice Planner's free iOS/Android app acts as a compliment to your current digital calendar, providing additional features and flexibility. Additional information can be added to an event or shared via email cloud as easily as making a mark on the planner page. The app even double checks your current schedule and alerts you of any conflicts. The Slice Planner is scheduled to hit the market March 2017, and early reviews have praised the intuitive program and innovative design. At the very least, those fond of using paper planners will love the quality of the Slice Planner.



We deliver peace of mind