



Roof Watch

SUMMER 2009

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Pfister Maintenance, Inc.
80 E. Fifth Street
Paterson, NJ 07524
973-569-9330
www.pfisterroofing.com

Lakewood, NJ 08701
732-780-8853

From the desk of Dieter Pfisterer

The Economy in a Nutshell

The more government gets involved and takes over, the more things get screwed-up. The point is Medicare, Medicaid, Social Security and welfare programs all are running in the red. We cannot trust our representatives; and we need term limits.

No income-verification house loans put the icing on the cake. We are now indebted up to our eyeballs to nations that are not necessarily our friends.

The government is not the only culprit in this equation. The real estate market went berserk buying and selling houses with little or no mark-up, then turned around and sold the same again, making large profits on the resale. This was motivated by nothing other than greed. Secondly, the bigger problem was compounded by theft and greed by the banking individuals and the stock exchange. Thereafter, they packed all these unsecured loans for resale back to us after they skimmed the high commission for themselves.

Extending our credit card debts with no chance of re-paying them at interest rates of up to 22% was, and is, absurd both for the credit card holder and the credit card company. Where is the government as an overseer?

The unions have managed to negotiate salaries and benefits right through the roof to a point where they are no longer competitive with the rest of the world market. The management teams of their respective companies have all allowed this to happen, thus unnecessarily increasing fringe benefits, etc.

Municipalities and states did not fair much better, allowing the politicians' and state workers' fringe benefits and early retirements to skyrocket out of site. Americans in all areas of life, working for municipalities, have lived beyond their means and everybody knows it. It is the ordinary worker who pays for it.

What we need now is to get the government off our backs. Some businesses should go bankrupt in order to reorganize; allow the private industry to work, perhaps without paying taxes for two days each week, both benefiting the employer and the employees. It will be an instant stimulus package without sending out any checks, making the employers more competitive and the employees will have instant cash in their pockets.

State and local, as well as the federal government should learn to live within their means. Budgets must be reduced and not increased.

Municipalities should streamline their operations through centralization of city hall. Substantial savings could be had. This is nothing new, and it has happened in Europe, where I grew up, almost 20 years ago.

And last, but not least, global warming should be evaluated more thoroughly for many scientists believe in it. There are equally as many who do not. We cannot even predict the weather from one day to the next. We should freeze the global warming argument for five years and re-evaluate later since we cannot afford new regulations at this time.

We are heading in the right direction when it comes to renewable energy. More and more cost-efficient energy products are emerging almost daily, and more green-friendly

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From the Desk of

Dieter Pfisterer *continued*

products are getting to the market. Everybody wants to be "green." Let us be sensible; green is great, but not at elevated prices. We cannot afford it at this time.

One quick solution to offset the carbon dioxide argument is that every Friday, we could all stop breathing for a day. Boy, oh, boy! Would Al Gore be the happiest person in the world.

In conclusion, our government does not own anything but acts as if it does; and therein lies the big problem. While some redistribution of our money is O.K. - to help those who cannot take care of themselves, or to provide a strong army, infrastructure and F.D.A., which we need to keep us safe - everything else could be given back to the states where it belongs. I hope you agree with me. Let me know and email me at info@pfisterroofing.com. Opposing views are also welcome.



Dieter

Have You HEARD?

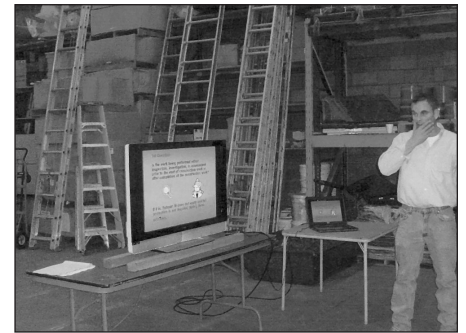
- John Sariol, our new Controller, comes to us with 20 years' experience in Accounting and Auditing, and over 10+ years in Construction/ Manufacturing, with the last 9 years as a Controller. Mr. Sariol has a Bachelor of Science Degree in Business Management with a Concentration in Accounting from Westfield State College (MA). He passed the CPA exam in 1999. Mr. Sariol is married with four children. He is actively involved in sports and home improvements. Originally from Massachusetts, he has been living in New Jersey for the past 16 years. We wish him good luck!
- Our new Sales Representative Pete Condon brings many years of experience in the construction industry and commercial sales to all divisions of Pfister. Mr. Condon most recently worked for Bradco Supply in purchasing and sales, and has advanced knowledge of general construction materials. Mr. Condon's specialty with Pfister will be inspecting and ensuring compliance with manufacturers' warranty requirements and suggesting maintenance on existing Pfister roofing systems. He will also be evaluating and suggesting maintenance, improvements and replacements on roof systems installed by others.
- The Pfister insurance modification rate for 2009 is currently .768, which is the lowest it has ever been. This new low rate will assist us in reducing insurance costs and will allow our pricing to be more competitive.
- The Pfister South office has moved from Freehold, NJ to 40 Chestnut Street, Building 1, Unit 2, Lakewood, NJ 08701 - Please note the phone number and fax number will remain the same: Telephone: (732) 780-8853; Fax: (732) 780-8854

Pfister's Commitment to Safety Training and Education Pays Off with our Lowest Modification Rate in over 5 Years!

Recently, all Pfister field technicians were given a fall-protection training course designed to educate our employees on the proper equipment and use for both low-slope and steep-slope roof applications. During the course, employees were given hands-on training, as well as the ability to detect faulty equipment prior to use. While quality has always been synonymous with the Pfister name, it is also our belief that the safety of our employees is just as crucial to the project.

As proof of our commitment to safety, Pfister's recent modification rating has dropped from .883 to .786. This rate is determined by the State of New Jersey and is solely based on the amount of workers' compensation claims that are submitted. This rating is our lowest in over 5 years, and we would like to thank our field employees for their quality workmanship and continued safety awareness. Keep up the good work, guys!

Greg Corbett



Exercise: The Magic Bullet

It seems there's no end to the things exercise can do. For example, regular exercise:

- **Helps prevent disease** - It reduces your risk of developing illnesses such as cardiovascular disease, high blood pressure, obesity, diabetes, osteoporosis, and cancers of the colon, prostate, uterine lining (endometrium) and breast.
- **Helps maintain your independence** - Exercise improves your balance, which can reduce your chance of falling and help you to retain your independence longer.
- **Increases life expectancy** - The more active you are, the longer your life may be.
- **Boosts your immune system** - Researchers have found a link to improved immune function.
- **Gives you energy** - Lack of energy is largely a result of inactivity. Endurance exercises improve stamina and energy. After just a few weeks in a walking program, most people find they have more energy.

Exercise can also enhance sleep, improve sexual health by increasing energy, help with weight loss, help maintain muscle tone, improve mental function, ease anxiety and depression, reduce stress and improve mood and self-esteem. When you start an exercise program, you're taking control of your life. Exercise leads to a healthier, more independent lifestyle, significantly enhancing quality of life.

What You Should Know

When suffering a stroke, swallow 3 to 4 non-coated aspirin tablets as soon as possible with a full glass of water and call for an ambulance. Time is of the essence!

It's very important to recognize the warning signs of a TIA or stroke. The usual TIA symptoms are the same as those of a stroke, only temporary.

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden trouble seeing in one or both eyes.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden, severe headache with no known cause.

Apples to Apples

Questions You Should Ask Before Choosing a Roofing Contractor

Buying a new roof is a big investment.

Follow these tips and ask these questions before choosing a contractor for the job. Your project depends on it!

- 1. Can you provide a list of former customers as references?**
In addition, ask for bad references. Any contractor can deliver a list of good references - not all projects go as planned. You will find out how the contractor performs when things do not go well.
- 2. Can you provide me with a current copy of your insurance certificate?**
In particular, request copies of liability coverage and workers' compensation certificates. Share the insurance certificate with your property agent for coverage.
- 3. Can you provide me with copies of proposed assemblies and details from the manufacturers' published literature?**
- 4. Will you provide me with a copy of the proposed warranty?**
- 5. Will you submit a maintenance program for the new roof system?**
Most roofing contractors will not offer a maintenance program for your roof once it is installed. Regular inspections of the new roof will allow for potential problems to be caught early and remedied before they cause substantial damage.
- 6. Can you provide a list of the manufacturers with whom your company is a licensed or approved applicator?**
Most roof systems require special application expertise to achieve lasting quality.
- 7. What type of safety training do you provide for your workers and what industry education programs have they attended?**
The best roofing contractor is only as good as the workers who install the roof system. An emphasis on safety ultimately lowers the cost of doing business, and further assures that your job will go smoothly.
- 8. Who will inspect your crew's work after they have installed your new roof?**
A good roofing contractor should have a quality assurance program. Use third party inspection (RRC, Manufacturer's representative, etc.).
- 9. Are you a current member of any local and national roofing associations, i.e., the NRCA, C.S.I., NAHB?**
- 10. Are you an Energy Star provider?**

Restored to its Former Glory – 100 Years Never Looked So Good!

Who do you call when you want to restore your home to its original glory? Pfister Slate & Tile Division

This is a 100-year-old house in Tuxedo Park, New York, where the family has lived for many years. Although they bought the house because of its character and history, it never felt like home. With the help of Pfister Roofing, the residents decided to bring the house back to life, and create a history of their own. Call the Pfister Slate & Tile division to bring *your* home to its original glory. One hundred years has never looked so good!



BEFORE



AFTER



Pfister South

I would like to start with “What’s new with Pfister South.”

We now reside at 40 Chestnut St., Building 1, Unit 2 in Lakewood, New Jersey. We have consolidated our two existing shop/office locations into one location now. This move will increase our productivity in several areas. The travel from one shop to the other is now eliminated. Our geographic location puts us within minutes of Bradco, 84 Lumber, Home Depot, United Plumbing Supply and IWS. We are less than five minutes from the Parkway.

I would like to recognize Charlie DiNatale for the way he keeps his work truck. In my opinion, Charlie’s truck is a perfect example of how a work truck should be kept; inside and out.

Tech Tips for Leak Detection

When tech-ing for roof leaks, there are several important items to keep in mind before investigating the roof leak.

1. Know the type of roof deck you’re dealing with, i.e., steel, concrete, wood, etc. Each type of deck has its own characteristics when detecting leaks.
2. Know what kind of insulation each roof has.
3. Know how many layers of individual roof systems there are, whether the layers are separated by some means; i.e., hard board, ISO fabric, vapor barrier, etc., or if they are monolithic to each other (fused to each other)
4. Know if the pitch of the roof is by the construction of the structure or by the use of tapered insulation. This will determine the travel of the infiltrating water.

Always follow the pitch of the roof. Many times leaks are upstream and will manifest themselves downstream, often as far as 20 feet away.

I would like to take this opportunity to recognize all the people who work with me here at Pfister South. We have made some great strides, but we are still a work in progress.

Thanks everyone,
Joseph Gleason
Division Manager of Pfister South

It Isn’t Always About the Lowest Price

Why is it that the guy with the lowest price is always the expert? You wouldn’t listen to a doctor who said “don’t worry” and charged you half of what would be considered a standard fee!

Why, then, would you risk making the wrong decision on a major asset like your building’s roof? Recently, one of our newer customers had gotten two bids; us and them. After carefully analyzing the building and addressing the customer’s needs, we provided a scope of work which included deck replacement. The other guys were cheaper because they swore that the roof didn’t have to be removed and the new system could go “right over it.”

After reviewing our proposal and the differences between the scope of work each of us provided, the customer decided to choose Pfister Roofing. As he put it, “I worry when someone says ‘don’t worry about it’ especially when I know that we have had big problems. Price doesn’t always tell a complete story.” After removing his roof, we found that over 80% of his metal deck needed to be replaced. Imagine what would have happened if another roof’s weight was added to an already compromised deck!

Don’t be fooled by the lowest price. To quote Sy Syms of Syms Clothing, “An educated consumer is our best customer.”

Howard

When the Economy Stinks: Things You Should Do to Help You Stay in Business

- Every telephone and inquiry must be handled with utmost care, routing same to the right person to produce a quotation
- A list of all these inquiries must be reviewed daily by top management
- Lower your profit margin to keep busy
- Freeze all unnecessary spending
- Ask your employees for a list of sacrifices in their area of responsibilities and act upon them
- Cut travel and entertainment allowances in half
- Offer volume discount
- Negotiate every offer
- Know your bottom line
- Can you go below the lowest cost factor - remember some of your overheads may already be paid for
- Negotiate every purchase you make
- Secure payment schedule
- Don't deliver more than what you get paid for
- Stop work if progress payments are not forthcoming as promised
- Lien property within the allowable lien time
- Cash checks immediately if not sooner
- Accept cash payments if offered
- Accept credit card payments if offered
- Follow up on every quotation expeditiously
- Tell your customers you want to negotiate every job - with good customers, ask them to have last look
- Give your best price first - Don't have egg on your face
- Have a signed contract and delivery date as well as start-up date - if litigation is necessary, those are important items
- Set up a procedure for best people to make collection calls. Make them routinely and often
- Have a procedure in place of how to ask for your money
- Lock in the date that the check will be cut and mailed. Offer to pick up the check if necessary
- Look for ways to "advertise" for free. Write and submit articles (free in publications - free links on websites)
- Bad or good times, service and repairs will always take place. Service calls and work orders are important and should be treated as such
- Stay on top of warehouse material, equipment and vehicles
- Create a sense of urgency

Another Great Job by Our South Jersey Office:

BISHOP MEMORIAL LIBRARY **35 Washington Street** **Toms River, New Jersey**

The Bishop Memorial Library was originally built in 1841. The building was named after Nathaniel Holmes Bishop, born in 1837.

In 1864, Nathaniel Bishop moved to Ocean County, New Jersey. First Dover Township, (Toms River), then moving further south to Manahawkin. There he owned and operated cranberry bogs, developing different types of cranberries and bog-cultivating techniques. He is credited with developing a type of cranberry that is now used in the medical field to treat tuberculosis.

Mr. Bishop died in 1902. In his will, he set aside money to fund a public library for the township of Dover (Toms River). The library was renovated in 1940, and dedicated in his honor at a ceremony on January 16, 1941.

In 2009, we were given the privilege to be a part of another renovation/restoration project on the library. Our part of the restoration included the installation of a new slate roof, new copper built-in gutter, copper cladding of existing masonry copings, new flat roof, the complete restoration of all the ornate millwork corner cornices and the installation of a new cupola.



Pfister installing marquee item, a 14-foot, all fiber glass cupola replacing the original one



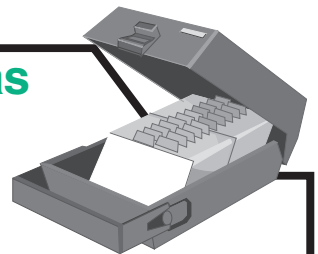
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80 E. FIFTH STREET
PATERSON, NJ 07524

Opa's Kitchen

Juicy Texas Burgers



Bobby Flay is working on a burger joint to be replicated around the U.S., as other chefs like Thomas Keller and Tim Love also start burger ventures. Flay created this recipe for his wife, Stephanie March, "a Texan who loves brisket and coleslaw."

Active: 25 min; Total: 1 hr.

4 Servings

Coleslaw:

3/4 c mayonnaise
1/2 small onion,
finely shredded
3 tbsp cider vinegar
2 tbsp sugar
2 tsp celery seeds
8 c shredded
green cabbage
1 large carrot,
finely shredded
Salt and freshly
ground pepper

Burgers

2 lbs. ground beef chuck
vegetable oil for rubbing
Salt and freshly
ground pepper
3/4 c barbecue sauce
4 hamburger buns, split
Sliced pickles

1. Make the Coleslaw: In a large bowl, whisk the mayonnaise with the onion, vinegar, sugar and celery seeds. Add the shredded cabbage and carrot, season with salt and pepper and toss well. Let stand until slightly softened, about 25 minutes.
2. Make the Burgers: Light a grill. Form the beef into 4 patties; rub with oil and season with salt and pepper. Sear over high heat, turning once, for 5 minutes for medium-rare. Brush with 1/2 c of the barbecue sauce and grill until glazed, about 1 minute per side.
3. Grill the buns and brush them with the remaining barbecue sauce. Top with the burgers, pickles and coleslaw and serve.

BEER: Smokey, full-bodied Texas bock beer: Spoetzl Brewery's Shiner Bock.