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Commercial Building Executives Summit



# In Grand style

Summit provides introspective look at roofing industry





Commercial Building Executives Summit



**A Pulitzer Prize winning author. Hands-on, applicable** industry-related conversations. Peer-to-peer roundtable discussions. Bucket list Capitol Hill private tours. A cruise down the Potomac. The first Commercial Building Executives Summit had a little bit of everything – and much, much more.

Hosted by Commercial Construction & Renovation Magazine and sponsored by GAF, the Summit was a think tank of ideas and industry conversation, complemented by a series of invaluable networking events that pulled some of the biggest names in the commercial roofing sector.

From Pulitzer Prize-winner and New York Times bestselling author Charles Duhigg's opening keynote salvo on the power of habits, to the educational seminars hosted by key industry executives, and the power roundtable discussions, D.C. was buzzing with a full day of roofing expertise.

Following is a snapshot of the Commercial Building Executives Summit – from the opening to reception to the closing remarks. For more information on the event and a more in depth look at its content, visit our special Commercial Building Executives Summit webpage at [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609)



# Keynote: The Power of Habit

Noted author on what we do in life and business

**There might not have been a better way to kick off the** Commercial Building Executives Summit than to get a bunch of roofing executives in the room and talk habits. That just happens to be a specialty of Charles Duhigg, an investigative reporter for The New York Times who has written a fascinating book, "The Power of Habit: Why We Do What We Do in Life and Business."

Duhigg, whose presentation had Summit attendees clinging to his every word, was clear that Power is not a self-help book, but an in depth look at the science of habit formation and change.

"Once you understand that habits can change, you have the freedom – and the responsibility – to remake them," Duhigg said. "Once you understand that habits can be rebuilt, the power becomes easier to grasp, and the only option left is to get to work."

Based on hundreds of scientific papers and interviews with the scientists who wrote them, Duhigg spun a series of tales that relay spellbinding findings on habit formation. Of particular note was his suggestion that by

understanding the nature of habits, we can influence group behavior – influence that is able to turn companies into profit makers and ensure the success of social movements.

The key to reversing the course of a habit is to find how it started. Duhigg said habits are formed by a cycle of a cue that triggers some behavior (good or bad), then a reward, and then a craving develops to drive a loop of repetitive behavior.

To break a bad habit, Duhigg said you must keep the old cue and deliver the same reward, but insert a new routine. The good news – he said almost any behavior can be transformed if the cue and the reward stay the same. In other words, habits cannot be eliminated, but they can be replaced. He said this "golden rule" has influenced treatments for alcoholism, obesity and other disorders or destructive behaviors.

For more on how to tackle the habits (good or bad) that impact your life, check out The Power of Habit.



# Speaking With authority

Seminars go inside industry trends

**How to save the planet and save money. Solar roofing financing.** Extending your building's life. Commercial roofing trends. The D.C. political machine. The Commercial Building Executives Summit covered these areas – and more – giving attendees an insightful and practical look at some of the trends facing the marketplace. Following is a look at the presenters and their topics. To go inside their presentations, visit our Commercial Building Executives Summit webpage at [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).

## **Mark Graham: VP Technical Services National Roofing Contractors Association (NRCA)**

### **Understanding Trends in Commercial Roofing/Industry Update**

**With the news that we are experiencing the longest period** without a major roof system-related failure mechanism in the history of the U.S. roofing industry, Graham reviewed some of the issues facing contractors and what it takes to succeed in today's ultra-competitive landscape. The key to success today, Graham said, is simple: Your roofing projects must be properly designed and made from quality materials, and properly installed and maintained. "Roofing isn't a commodity item purchase, so you have to make sound roof purchasing decisions and ask for assistance."

**For a look at Graham's presentation,**  
visit [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).

## **Jeff Osborne: Managing Director & Senior Research Analyst Cowen and Company**

### **From Saving the Planet to Saving Dollars: The Changing Economics of Alternative Energy**

**Fact: Buildings account for 71 percent of all the electricity** consumed in the United States, which means that efficiency of buildings continues to become an increasing social and political issue. Osborne looked at how over the past decade, Alternative Energy technologies have switched from a "green" issue to an "economic" issue. His biggest takeaway was that Alternative Energy can save you money from Day One – without the need for major capital outlays. "The key is to take advantage of the savings, green image and let someone else deal with the financing, tax credits if applicable etc."

**For a look at Osborne's presentation,**  
visit [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).

## **Jason Barrett: Executive Director, Head of Renewable Energy Finance & Investments GAF, G-1 Energy**

### **Solar Roof Financing and the Expanding Opportunities for Building Owners**

**As Barrett admits, while solar generally makes sense, the process** can be overly cumbersome and time consuming. The market is fragmented with undercapitalized participants. Bait and switch tactics are prevalent, and building and roofing concerns are not contemplated. "If the goal is to make sense of the solar opportunity in the context of your building portfolio, you have to look behind the financial curtain."

**For a look at Barrett's presentation, visit [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).**

## **Scott Offermann: Managing Director Critical Operations Management Cushman & Wakefield**

### **Extending Your Building's Life – The Cost Effectiveness of Preventative Maintenance**

**For corporate real estate (CRE) professionals who are continually** faced with reducing expenses for their organizations, having to justify maintenance contracts to the C-suite and board are just part of a day's work. Offermann provided some keen insights into how to build a business case for investment in preventative maintenance programs. "There is no one correct way to approach maintenance. Preventative maintenance demonstrates a measurable decrease in the life-cycle cost of equipment. However, every organization will have the opportunity to operate using an approach mixed with run-to-failure and preventative maintenance activities."

**For a look at Offermann's presentation,**  
visit [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).

## **Craig Brightup: CEO The Brightup Group LLC**

### **What's happening in Washington and How it Will Affect Your Business**

**The edict is clear: Congress and the White House must re-** solve a number of major items before the end of the year, including funding the federal government for FY 2016. Brightup said major issues like these can cause a logjam in the House and Senate, but there's a good chance that Congress will pass a tax extenders bill before Dec. 31, 2015. "The package is now in the House Ways and Means Committee where Chairman Ryan (R-WI) has been working to make several extenders permanent, such as the research and development tax credit."

**For a look at Brightup's presentation,**  
visit [www.ccr-mag.com/?p=11609](http://www.ccr-mag.com/?p=11609).



# Roundtables: Packing a punch

Roundtables enable attendees to discuss industry topics

**Spread among four rooms, the Commercial Building Executives Summit roundtables enabled attendees to flush out a number of industry-related topics. The forums, which placed participants in a roundtable-like setting, covered the gamut of topics, including avoiding common pitfalls related to large capital projects, demystifying alternative energy and sustainability, leveraging preventative maintenance and roof asset management and maximizing strategic partnerships.**



# Networking Events: Pleased to meet you

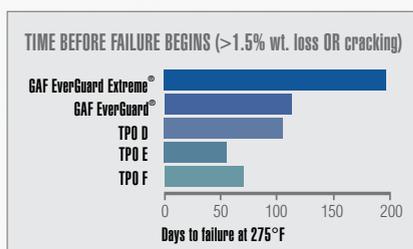
Networking sessions provide intimate look at D.C.

**If you're in D.C., you may as well see the sights.** As part of the Commercial Building Executives Summit networking events, attendees received a scenic trip down the Potomac (Air Force One or one of its decoys was spotted) and an after hours private tour of Capitol Hill, which included a trip inside Statuary Hall – the House of Representatives Chamber (where the no photo policy was strictly enforced). The day full of activities also included breakfast, lunch and dinner atop the The Hay-Adams Hotel – which featured a spectacular view of the White House.



# THE DEBATE... IS OVER.

## Top TPO revealed.



**Don't take our word for it...** An exhaustive study by SRI, one of the roofing industry's most respected testing laboratories, has named GAF EverGuard Extreme® TPO as the industry's top-performing TPO. EverGuard Extreme® TPO outperformed all of the other 60 mil leading brands in both ASTM accelerated aging and weight loss

testing—the tests most closely associated with long-term membrane performance. If you'd like to find out how each TPO brand fared, visit [TPOresults.com](http://TPOresults.com) for the complete test report.



**About Structural Research Inc. (SRI):** SRI is recognized as one of the oldest and most experienced commercial building envelope consulting firms in the country. The company specializes in architectural design, structural engineering, building inspection, management, and failure investigation of roofs and exterior walls. SRI's state-of-the-art materials testing and research laboratory provides objective and unbiased product testing services to manufacturers, contractors, industry associations, building owners, and other consultants. SRI is not affiliated with any manufacturers, suppliers, or contractors.