



Winter 2007

Issue One

ROYAL QUARTERLY

Royal Project a Main Attraction of World Series Hot Spot

A favorite destination for post and pre-game spirits, for all of Detroit's pro-sports teams, is Cheli's Chili Bar. Owned by Detroit Red Wings Defenseman and future Hall of Famer, Chris Chelios, Cheli's is located just outside the walls of Comerica Park. Ironically the height of popularity for this hockey player owned restaurant might have been realized during Major League Baseball's World Series. This was obvious to on-lookers during pre-game festivities by the long lines, that translated into wait times of up to four hours just to get inside, and the party atmosphere that was apparent on the facilities roof. That's right the Roof! Chelios had transformed his commercial style flat roof into a roof-top deck that turned out to be a major attraction on game night. The deck overlooks the corner right-field wall and made for a perfect spot to pre-game for the MLB fall classic; thus justifying the wait time.



Photos Above: Underneath Chelios installed party deck is a Single-Ply Firestone Roofing System installed by Royal Roofing.

With that being said, this outside spectacular wouldn't have been possible for Chelios without the underlying efforts performed by the Royal Roofing Company. Underlying is the key word here because Royal installed, prior to the arrival of the deck / platform, a single-ply Firestone rubber roof beneath where the deck now sits. Due to the historic nature of the original facility Royal was called in to oversee this roof project. As shown evident by the final product Royal was up to the challenge. Headed by seasoned project manager Mike Tacoma, Royal was able to implement a roof system suited for the time-challenged structure.



So the next time you're waiting for a Tiger game, enjoying a beverage on the roof of Cheli's, remember this one's on Royal.



Photo Above: Cheli's Chili Bar OPEN for business, while protected from the elements thanks to Royal Roofing.

The roof of Cheli's Chili Bar prior to the Chelios / Royal Roofing overhaul.

Be sure to look inside under the *ROYAL Exclusive Section* for a special 15% off food order coupon at Cheli's Chili Bar!



2445 Brown Road
Orion, MI 48359
(248) 276-7663
www.royalroofingco.com

The *Royal Preventative Maintenance Program* is a “*Must Have*” for every Facility Manager



Preventive maintenance extends the life of your roof and protects your capital investment. By preventing leaks, you can protect the inside of your facility from unexpected interruptions, production delays, loss of inventory and employee

accidents. *The Royal Service & Maintenance Program* is the right choice if you want to maximize productivity while minimizing your time commitment to the roof. Employing this services on an ongoing basis protects your warranty and, more importantly, your building assets. For more information on the full scope of our program visit www.royalroofingco.com or call (248) 276-7663.

Ideally, a properly installed roof system should last longer and need much less maintenance than a roof installed solely based on cost. But, even well-designed roof systems have to deal with the five most common roof problems found on low-slope roofs, and require periodic maintenance.

Five Common Roof Problems (and steps you can take to avoid them).

1. Debris: 90% of existing roofs have potentially damaging debris.	Debris on a roof can lead to plugged drains, scuppers and gutters, and in severe cases, roof collapse. Cleaning debris twice yearly and after major storms will reduce the chance of plugged drains, scuppers and gutters.
2. Mechanical Damage: Punctures from roof traffic and mechanical debris left on the roof can lead to leaks.	On ballasted roofs, punctures may be more difficult to find and identify. Limiting the amount of roof traffic and installing walkways can reduce the potential for punctures in your roof.
3. Wind: Roof terminations are the primary points where blow-offs are initiated.	Inspecting and repairing termination points twice a year and following proper wind uplift guidelines will reduce the chances of blow-off.
4. Flashings: Flashings are the weakest link in the roof system – wind, mechanical damage, and improper installation can all lead to leaks.	70% of new roof penetrations are not properly flashed and 25% of existing roof penetrations are in need of repair or replacement. Contacting your roofing contractor immediately when adding or replacing equipment on the roof will reduce your chance of leaks.
5. Ultraviolet Degradation: The sun is the primary cause of roof deterioration and shortened life span.	Applying a roof coating along with regular preventive maintenance can extend the average life of a roof from five to ten years.

For More information call (248) 276-7663 or visit us online at www.royalroofingco.com

ROYAL Entertainment Section

Royal in the Kitchen



“Royal in the Kitchen” is a segment of the ROYAL Quarterly where we focus on different recipes based on events that occur within the timeframe of that edition. In this issue were focusing on the most important holiday of the year—SUPER BOWL Sunday!

Featured Recipe: Nacho Bread Pizza

Preheat oven to 350 degrees F. Heat a small nonstick skillet over medium heat. Add oil, 1 turn of the pan, garlic and hot peppers. Drain beans. Add half of the beans then mash the remainder of the beans in the can using a fork. Add mashed beans to the pan and combine with whole beans. Season beans with hot sauce, chili powder, cumin, salt and pepper. When the spicy beans are hot through, spread them evenly across all of the bread. Top with salsa and liberally sprinkle with cheese, covering bread to all edges. The boats will only be half-full. Melt cheese in the oven until it bubbles and begins to brown. Top Nacho Bread Pizzas with lettuce, olives, onions and tomatoes and serve.

Source: Food Network / Rachel Ray

- 1 loaf baguette or semolina bread, day old is fine
 - 1 tablespoon extra-virgin olive oil, 1 turn of the pan
 - 2 cloves garlic, chopped
 - 1 jalapeno, seeded and chopped or 1 pickled hot pepper, chopped
 - 1 (15-ounce) can black beans
 - 2 teaspoons hot sauce
 - 1 1/2 teaspoons chili powder
 - 1 1/2 teaspoons ground cumin
 - Salt and pepper
 - 1 cup prepared salsa, any variety
 - 2 cups shredded Cheddar, smoked Cheddar, Monterey Jack or pepper Jack
 - 1 heart romaine or 1/2 iceberg head, shredded
 - 1/2 cup green olives with or without pimiento, chopped
 - 1/4 red onion or 2 to 3 scallions, chopped
 - 2 plum or vine tomatoes, seeded and diced
- Split bread lengthwise. Hollow the bread out and cut each half in half across, making 4 boats.

Super Bowl Trivia

1. Including 2002, how many Super Bowls have been played in New Orleans?
2. What is the current cost of Super Bowl rings?
3. Who makes the Super Bowl Trophy?
4. Super Bowl I was played in what year and city?
5. Which of the following performers has not performed the national anthem at a Super Bowl?
Barry Manilow - Marvin Gaye - US Air Force Academy Chorale - Tom Jones
6. Who has the most career touchdowns in Super Bowl history ?
7. This Super Bowl III MVP’s team was a 17-point underdog going into the game.
8. Who has the most passes completed in one Super Bowl game?
9. What team won back-to-back Super Bowls in 1973 & 1974?
10. Super Bowl V saw two firsts in its award of the game MVP. What were they?

ANSWERS ON FOLLOWING PAGE

Source: www.scbb.org/fun/superbowl.pdf
www.learysbullpen.homestead.com



“Ask the Roofer”

This is a quarterly segment that allows our readers to submit questions they may have about commercial roofing. If you have a question pertaining to commercial roofing send us an email; mlevans@royal-roofing.com. We'll not only answer you back via email but we'll publish the question and response in the following edition of the *ROYAL Quarterly*. Since this is our first issue here are a couple of Questions & Answers to get you started.

Q. I'm in need of a new flat roof for my facility (commercial facility) should I use a union contractor?

R. Yes, because union contractors employ a union workforce. This is important because these employees, whom are members of a local roofers union, have mandatory training expectations; a 3.5 year apprenticeship program before they can become journeymen roofers. Thus, a very knowledgeable and experienced workforce.

Q. When shopping for a commer-

cial roofing contractor what should I be looking for above and beyond price?

R. First and foremost always ask for references; whom have they done work for in the past. How long has the company been in business, how much experience do they have and what types of roof-systems have they installed? Is the company an approved applicator by most or all of the major roofing system manufacturers? Is the company properly insured?



We might not be fashion experts, but we're the brightest when it comes to roofing! Go ahead, ask us any question!!

ROYAL Quote of the Quarter....



It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by the dust and sweat and blood; who strives valiantly; who errs and comes short again and again...who knows the great enthusiasms, the great devotions and spends himself in a worthy course; who at the best knows in the end the triumph of high achievement, and who, at worst, if he fails, at least fails while daring greatly; so that his place shall never be with those cold and timid souls who know neither victory nor defeat. —Theodore Roosevelt

A Look at Historical Buildings and the Roof that Cover Them



St. Anne Church is located at the corner of Howard and St. Anne Street, five blocks east of the Fisher Freeway (US 75) and two blocks north of West Fort Street. The building is open to the public.

Founded by M. Antoine de la Mothe Cadillac in 1701 along with the beginning of Fort Ponchartrain, the parish of Saint Anne is the second oldest Catholic parish with a continuous record in the United States. The Church's history is interlocked with the history of Detroit, and its records, beginning in 1704, are an invaluable source of information, especially on the French population of Detroit. The Complex consists of five buildings: church, rectory, school, convent and parish hall. In 1887, as it had twice before, the congregation outgrew its accommodations and had to erect a new building; **as for the roof, the latest round of renovations called for a Black Vermont slate variety.** The church, designed in a basic cruciform plan by Leon Coquard, is an excellent example of the Gothic Revival style, and contains the twin spires design common in northern French churches. The thirty-five foot altar is a purely gothic design with spires, pinnacles, turrets and flying buttresses. Below the steps of the main altar lies the crypt containing the tomb of Father Gabriel Richard (1767-1832), a figure who looms large in the Church's history.

Royal Quarterly Exclusive - COUPON

15% Off Food Orders
At
Cheli's CHILI BAR
Detroit

Offer valid on dine-in orders only
Not Valid During Detroit Tiger Baseball Games
Not Valid on Beverages
Expires April 30, 2007

1. Nine - 1970, 1972, 1975, 1978, 1981, 1986, 1990, 1997, and 2002. Three were played in Tulane Stadium, six in the Superdome.
2. The League pays for up to 150 rings at \$5,000 per ring (plus adjustments for increases in gold and diamonds). NFL also pays for 125 pieces of jewelry for the losing team, which may not cost more than half the price set for the Super Bowl ring.
3. Tiffany & Co. of New York
4. 1967 in Los Angeles. The game was between the Green Bay Packers and the Kansas City Chiefs.
5. Tom Jones
6. Jerry Rice - 7
7. Joe Namath. The New York Jets beat the Baltimore Colts 17 to 7.
8. Tom Brady - 32
9. The Miami Dolphins under coach Don Shula. Miami beat the Washington Redskins, 14 to 7 in 1973 and the Minnesota Vikings, 24-7 in 1974.
10. Dallas' Chuck Howley was both the first defensive player as well as the first player from a losing team to be named MVP.

Royal Roofing Company, Inc.

2445 Brown Road
Orion, MI
48359

Phone: (248) 276-7663
Fax: (248) 276-9170
www.royalroofingco.com

Mailing Address Line 1

Mailing Address Line 2

For More Information about Royal Roofing Company and all our available services visit our web-site:

www.royalroofingco.com

With Royal Roofing, your getting more than just a roof. You're getting a roofing company along with it.



Phone: (248) 276-7663
Fax: (248) 276-9170
www.royalroofingco.com



Arial view of the new Partridge Creek Fashion Mall that Royal Roofing Company is currently roofing.

Royal Roofing, First in Line for the Holiday Shopping Season at this new Mall!

The maintenance staff at the Partridge Creek Golf Club have begun the installation of a new hazard that will reign havoc for even the best of golfers. Reason being, this aforementioned hazard will consist of over 300,000 square feet of brick and mortar; oh, and lets not forget about the combination of sheet metal, rubber, and four-ply asphalt built-up roofing with aggregate surface.

Somewhere between the 1st and 27th hole of what was once Partridge Creek Golf Club has arisen a new shopping mall; "Partridge Creek Fashion Park", and guess who's doing the roofing? Like with most major construction projects throughout Michigan, Royal Roofing Company was awarded the roofing contract for this new

Metro-Detroit retail shopping hot spot. For the most part, "Partridge Creek Fashion Park" will be an outdoor mall that will be anchored by two end-cap stores, Nordstrom's and Parisian. In addition to those anchors, the mall will be made up of nine buildings showcasing a variety of retail vendors; all of which will keep their merchandise dry and out of the elements thanks to Royal Roofing.