



Spring 2007

Issue Two

ROYAL REVIEW

Royal Project Going Green in the 07' Spring

Commercial Roofing is commonly thought of as an industry where its fraternity of contractors keep interiors of large industrial facilities dry by roofing them with materials that range from byproducts of plastic to asphalt, pitch, or rubber. This is all true but not quite that narrowly focused. Customers of commercial roofing contractors are manufacturer's that own large industrial complexes, but that same database also includes condo complexes, casinos, supermarkets, restaurants, and more; any roof (flat or sloped) with the exception of residential homes. The same can be said for the types of roofing systems that Commercial Roofers install. The majority of those installed systems include the aforementioned asphalt, pitch, plastic, and rubber. But there's also a host of other system choices gaining popularity such as Slate, Sheet-Metal, Tile, and Green / Living Roofs.



Photo Above: Green / Living Roof of Ford Rouge Plant—Dearborn Truck Final Assembly building. Green Roof System provided by Xero Flor America, LLC.

In an era of environmental consciousness, the Commercial Roofing Industry is trying to do its part by employing Green Roofing Systems as an alternative to the conventional methods.

This movement's popularity was heightened most recently when Ford Motor Company decided to replace 454,000 Sq Ft of the Ford Rouge Plant - Dearborn Truck Final Assembly building with a Green / Living Roof System. Essentially Ford created a 10.4 acre garden on its roof. Currently, this is the largest of its kind in the world; as stated in the Guinness Book of World Records. A few



Photo Above: Sisters of Mercy Academy with New, Royal Roofing Installed, Green Roof System.

of the many environmental benefits of Green Roofing are subsequent cleaner water drain-off, reduced urban heat effect, air quality improvement, and the creation of natural habitats for birds and insects.

Realizing its importance to the environment, Royal Roofing Company is continuing with the Green Roof trend into 2007. This Spring, Royal will begin installation of a 15,900 Sq Ft Xero Flor Green /Living Roof



system at the Sisters of Mercy of The Americas - Regional Community of Detroit; over the D-Wing of the International Academy Building. This will be the third installment of Green Roofing for Sisters of Mercy by Royal Roofing. Previously installed were two different sections of the Sisters of Mercy McCauley Center totaling almost 20,000 Sq Ft.



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SAFETY - Job #1 on Every Royal Roofing Project



Royal Roofing is an industry leader in the field of safety! First and foremost, Royal employs a full-time Safety Director. We are in constant adherence to the OSHA and MIOSHA regulations for jobsite safety. Prior to the beginning of any project, our safety director will perform a pre-task analysis of any potential safety issues that may arise on the project. All potential safety issues are written into the pre-construction documents that are reviewed with the roofing crew. Furthermore, Royal has a set of "M.U.S.T." (Management and Unions Serving Together) safety modules (electronic testing) that each crew member must take and complete in a satisfactory manner before they are allowed on a job-site. Royal Roofing has a current Experience Modification Rate (EMR) of .68. This low EMR benefits a facility owner two-fold; indicating a very small chance of a safety incident and, as a result of lower insurance costs to Royal, a lower cost for roofing. For more information on the Royal Roofing Safety program or to request a copy of the "Royal Roofing Safety and Health Program" handbook please call (248) 276-7663 and speak with our Safety Director - Roger Lee. You can also email him at rlee@royal-roofing.com.

ROYAL Review 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 we were focusing on the most important day of the Spring—Major League Baseball's *Opening Day!*

Featured Recipe: Mac & Cheese Dog Casserole

You won't get this at any ballpark! Boil a large pot of water for macaroni. Salt water and under cook macaroni, cook about 7 minutes until just under al dente in doneness.

Preheat broiler and set rack 12 inches from heat.

While pasta works, heat a large deep nonstick skillet over medium-high heat. Add 1 tablespoon extra-virgin olive oil, 1 turn of the pan, then add hot dogs and brown on both sides, 4 minutes total. Remove the dogs with a slotted spoon to a paper towel lined plate. Add another tablespoon extra-virgin olive oil, 1 turn of the pan, and the butter. When butter melts, cook onions 4 to 5 minutes, then add flour and cook another minute. Add beer and cook off completely, 1 minute. Whisk in milk and bring to a bubble, then season the sauce with salt and pepper and stir in the mustard and ketchup. Lower heat and add 2 cups of the cheese. Stir to melt, 1 minute. Adjust mustard, ketchup, and salt and pepper, to your taste. Drain pasta well. Combine pasta and hot dogs with sauce and coat evenly then pour into large casserole and top with remaining cheese. Melt and brown cheese under broiler, 2 minutes. Serve.

Ingredients

1 pound elbow macaroni
Salt
2 tablespoons extra-virgin olive oil, divided
1 package beef or pork hot dogs, chopped into 1-inch pieces
1 tablespoon butter
1 medium onion, finely chopped
2 tablespoons all-purpose flour
1/2 cup beer, 1/3 of a bottle – whatever you have on hand, chicken broth can be substituted
2 cups milk
Pepper
1 rounded tablespoon spicy mustard
2 rounded tablespoons ketchup
3 cups yellow sharp Cheddar, shredded, divided (Buy pre-shredded cheese. You will need 1 1/2 sacks of 10-ounce packages.)

Serving Size: 4 to 6 servings (4 huge, 6 normal)

Royal's Top Five Memorable Opening Day Moments

1. Best Way to Start a Franchise

In their opening game in 1901, the Detroit Tigers launched their franchise (the first for the American League as a recognized major league) in miraculous fashion, rallying from a 13-4 deficit to defeat Milwaukee, 14-13. The Tigers scored 10 runs in the bottom of the ninth, helped by Frank Dillon's two doubles and five RBI, to set a record that still stands, for the largest ninth-inning comeback on any day, let alone Opening Day. *The Sporting Life* wrote at the time: "This one game secured the success of the American League season in Detroit."

2. Most Famous Opening Day Homer

Opening Day April 4, 1974, Hank Aaron delighted the crowd at Riverfront Stadium in Cincinnati, when he slugged his 714th career home run to tie Babe Ruth on the all-time list.

3. Babe Ruth Christens Yankee Stadium

On the first Opening Day at Yankee Stadium, April 18, 1923, Ruth slammed the first home run in the ballpark's history, a blast into the right-field bleachers. To make things even sweeter, it was a three-run blow off the Red Sox, the club that had dealt him to New York three years earlier. The Yankees won, 4-1.

4. Reagan Throws a wild pitch (1986)

Legend has it that Ronald Reagan was an excellent athlete. But you wouldn't have known it if you'd witnessed his ceremonial first pitch to Orioles catcher Rick Dempsey at Baltimore. Throwing from about 30 feet away, Reagan went into a full windup and uncorked a toss that flew way to the left of Dempsey and 10 feet over the catcher's head. It was, perhaps, the worst first pitch in history. (FDR's 1940 toss, which nailed a Washington Post photographer, is also a contender.)

5. Frank Robinson homers in first game as Manager

Robinson, debuted as player-manager of the Cleveland Indians on opening day, April 8, 1975, the first African-American manager in major league history. Batting second as Cleveland's DH, he took Doc Medich over the fence. He "got me 0-2, then threw a bastard slider that I barely fouled off," recalled Robinson. "I thought, 'This sonofabitch is trying to strike me out on three pitches on my day. He's trying to embarrass me.'" Robinson's homer was the eighth he hit on Opening Day, a major league record.

Source: http://danholmes.mlblogs.com/from_cooperstown/2006/03/special_opening.html

<http://espn.go.com/page2/s/list/openingday.html>



Source: Food Network / Rachel Ray

http://www.foodnetwork.com/food/recipes/recipe/0,1977,FOOD_9936_31140,00.html

“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 Review*.

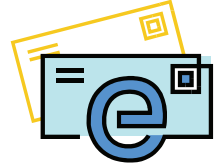
Q. What is the difference between “Asphalt” and “Coal Tar Pitch” roofing systems?

R. A “Coal Tar Pitch” system is

designed for low-sloped roofs with the max pitch of 1/2 inch combined with organic felts, and can withstand ponding water. “Asphalt” roofs are designed for sloped roofs greater than 1/2 inch and thus require positive drainage. Finally, the biggest difference is that “pitch” is made from coal whereas “asphalt” is made from oil.

Q. I'm getting close to needing a new roof. With all the different types of roof systems available how do I know which system is best for my facility?

R. You are correct, in the current marketplace there are a number of roofing systems available to choose from. For every facility there's a roof system that will work best for that building. Therefore, the best advice for this question would be to work with a roofing company that has experience and is a certified installer of multiple brand named systems. You'll not only get proper direction as to which system is right for you but you can be confident that you'll have a roof that is installed correctly.



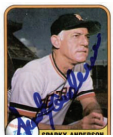
Email us a question, we'll get it answered! “Ask the Roofer” the one stop shop for all your commercial roofing questions!

A Look at Historical Detroit Buildings and the Roofs that Cover Them



The only son of automobile pioneer Henry Ford, Edsel began his career at the Ford Motor Company in 1912. He was promoted to vice-president five years later, and in 1919 Edsel, now 26, became president of Ford. His personal life was also changing rapidly -- in 1916 he married childhood friend Eleanor Hudson, and by 1925 the couple had four children. The Fords decided they needed a new home, choosing a plot his father owned in the exclusive lakeside suburbs north of Detroit. Edsel and Eleanor then asked architect Albert Kahn and landscape architect Jens Jensen to recreate the "charm and livability" of the Cotswolds, a rural area of picturesque stone homes located some 90 miles northwest of London they had visited many times. **The roofing on this home is only found on one place on the earth and that is Cotswold, England. This product is a type of Limestone that can be hewn thin enough for use as roofing.** Kahn successfully modified the modest Cotswold architecture for the Fords' more grandiose needs, designing a 60-room mansion that maximized access to the dramatic lakeside, and Jensen skillfully created a landscape of curving paths, low stone walls, and clipped hedges. The couple filled their house with English and French antiques, and several rooms featured priceless works by masters like Henri Matisse, Paul Cezanne, Franz Hals, and Diego Rivera. Though Edsel died in 1943, Eleanor continued to live in the house until the 1970s. Before her death in 1976, Eleanor continued her and her husband's support for the arts by creating an endowment to preserve their home and its collection. Today, the Ford Estate is a house museum, fulfilling Eleanor's wish that the property be used for "the benefit of the public."

ROYAL Quote of the Quarter...



"If a team is in a positive frame of mind, it will have a good attitude. If it has a good attitude, it will make a commitment to playing the game right. If it plays the game right, it will win—unless, of course, it doesn't have enough talent to win, and no manager can make goose-liver pate out of goose feathers, so why worry?"

—George (Sparky) Anderson

ROYAL Classified Section

Royal Service Department

It's that time of year! Time to do your Spring Cleaning, and that includes your Roof!

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- Protect the Contents of your Facility



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



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Future Renderings of Motor City Casino after all phases of construction have been completed; including the roof!



Royal Roofing, Covering Detroit's Revitalization Plan

As of the year 2007, most Michiganders are aware and excited about the fact that the city of Detroit is in the midst of a revitalization effort. The first evidence of this resurgence was witnessed when new stadiums were built for both the professional baseball and football teams of Detroit. The strategy behind these developments would be the creation of a need for additional entertainment and/or retail businesses. Moreover, creation of *new* jobs, an influx of a *new* population base, the need for *new* housing, and thus *new* revenue for the city; which equals the beginnings of revitalization.

Recognizing that Detroit was a city in turmoil looking for anyone to invest within its deserted property lines, but still one of the top ten markets in the country because of its automotive ties and thriving suburbs, Las Vegas came calling. With a willingness to invest in land and construction, and an eye-popping revenue stream that would belong to Detroit, the governors of the city and state acted fast to adopt this, on the surface, quick fix proposal by the casino owners. Shortly thereafter Michigan Law authorized three licensed commercial casinos in the City of Detroit.

On December 14, 1999 one of those three licenses were issued to Detroit Entertainment, LLC; thus Motor City Casino. To get the casino up and running as quick as possible, developers chose to take advantage of existing / vacant buildings within the city. In search of a profitable location, casino owners decided on a set of buildings that at one time made the most "*Bread*" for the city, the old Wonder Bread and Continental Bakeries. As it turns out, this was a good decision for Detroit Entertainment, LLC. Currently, expansion projects are on the way for both the casino and restaurant, in addition to new shopping and parking areas. As to be expected, the expansion called for additional roofing, and that's where Motor City laid all their chips on Royal. Today, Royal Roofing Company is in the midst of a 120,000 Sq Ft installation of a Siplast Modified Built-up roof. Finally, Motor City is not done after this project. If all goes as planned the next expansion phase calls for a high-rise hotel and another parking structure, that will be connected to the casino. All the details of this project have not been finalized, but without checking with Vegas, odds are Royal will be the front runner for the roofing end of this project.