



Fall 2007

Issue Four

ROYAL REVIEW

Royal Roofing Has New Shopping Plaza Covered

Not often does a story about a grocery store opening grace the front page of publications such as *The ROYAL Review*, but this time our editors had to make an exception. The much anticipated grand-opening of the new Papa Joe's in Rochester Michigan finally saw its first customers in the Spring of 2007. What's Papa Joe's you might ask, or why are people making such a big-deal about its Rochester debut? Well, Papa Joe's is a gourmet market that focuses on the "grocery shopping experience" for both the distinguished and part-time cook. Featuring a variety of gourmet specialty products, full catering services, the finest fresh meat, seafood, and produce as well as a showcase of prepared foods together with staple products; this is not your conventional grocery store. Considering that Papa Joe's has been a southeastern Michigan tradition for a number of years, the anticipation of the new flagship store, that was created with the same vision but on a grander scale, was to be expected.



Photo Above: View new shopping center roofed by Royal Roofing Company.

But this article was not intended to be about Papa Joe's and their exquisite grocery shopping experience. Rather about the new Papa Joe's structure and it's surrounding buildings. Since the "Grocery Mall" is the anchor store, it's a focal point in this article. Truth-be-told, it's all about the impressive campus; both from a shopping and architectural standpoint.



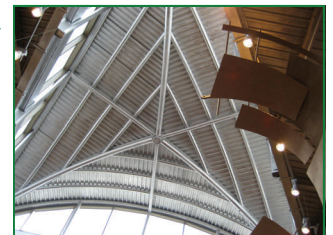
Photo Above: North end of shopping center, notice sheet metal-screen wall. Photos below: Top, interior view of custom skylight.

Within the gates of this unnamed plaza sits numerous nationally recognized retail / chain stores, those under the same roof as Papa Joe's are

Fitness-19, Cold Stone, Tom's Oyster Bar, and much more. Then there are multiple free-standing facilities which house businesses such as Starbucks, TCF Bank, and Rite-Aid.

All of the aforementioned businesses are not contained under one common roof, but the commonality they all share is that they were all roofed by one roofing company. When all is said and done Royal Roofing Company will have installed approximately 85,000 Sq.

Ft. of mechanically fastened E.P.D.M. rubber roofing; a system that's consistent throughout. Not to mention the hundreds of Sq. Ft. of custom color shop fabricated sheet metal that was made for the numerous screen walls and the custom designed sky-light. The sky-light's concaved radius is a combination of glass and Royal shop fabricated sheet-metal that was used to enhance the feature's decorative element. (see interior photo above)



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ROYAL Review - Entertainment Section

Royal in the Kitchen



“Royal in the Kitchen” is a segment of the *ROYAL Review* where we focus on different recipes that are relevant to an event or the season that the edition falls into. This edition is somewhat complicated since the 4th Quarter crosses over significant holidays and multiple sport seasons. Therefore, we’ll focus on the holiday that is based on eating-Thanksgiving, and subsequently the sport that is an added bonus to that day; Football!

For those that are reading this newsletter and live in a cold climate where a Professional Football Game is being played on Thanksgiving, this recipe is for you! Get ready for that cold morning of tailgating before the football game while staying with the holiday / turkey theme.

Featured Recipe:

30 Minute Turkey Chili

Heat the olive oil in a large, heavy skillet over medium-high heat. Add the onion, garlic, salt, chili powder, and oregano and cook, stirring, until fragrant, about 3 minutes. Stir in the tomato paste and the chipotle chili and sauce; cook 1 minute more. Add the turkey, breaking it up with a wooden spoon, and cook until the meat loses its raw color, about 3 minutes. Add the beer and simmer until reduced by about half, about 8 minutes. Add the tomatoes--crushing them through your fingers into the skillet--along with their juices and the beans; bring to a boil. Cook, uncovered, stirring occasionally, until thick, about 10 minutes.

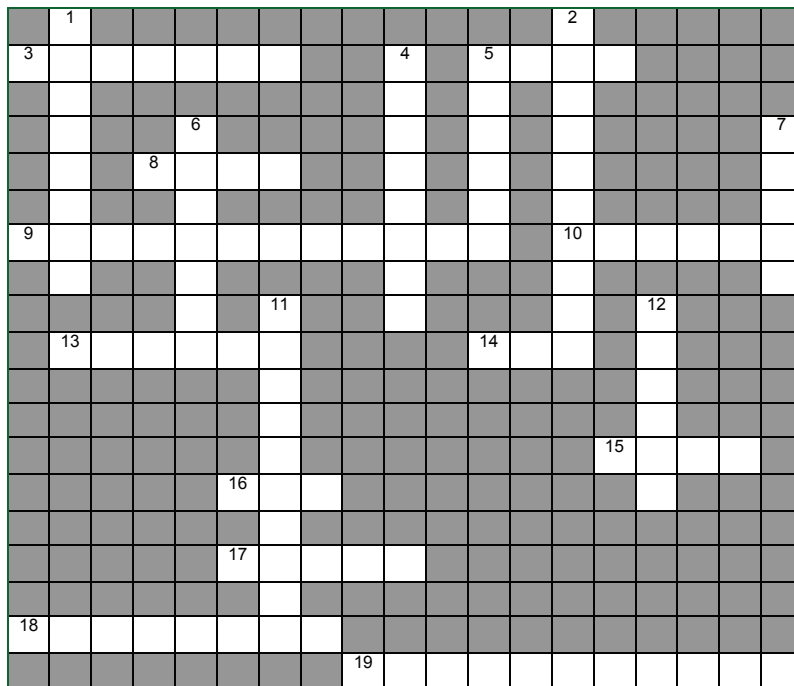
Source: Online — Food Network: <http://www.foodnetwork.com/>

Chili Recipe: http://www.foodnetwork.com/food/recipes/recipe/0,FOOD_9936_6732,00.html?rsrc=search

Ingredients

- 3 tablespoons extra-virgin olive oil
- 1 medium yellow onion, chopped
- 5 cloves garlic, chopped
- 1 tablespoon kosher salt
- 2 teaspoons chili powder
- 1 teaspoon dried oregano
- 1 tablespoon tomato paste
- 1 chipotle chili en adobo, coarsely chopped, with 1 tablespoon sauce
- 1 pound ground turkey
- 1 (12-ounce) Mexican lager-style beer
- 1 (14 1/2-ounce) can whole peeled tomatoes, with their juice
- 1 (15 1/2-ounce) can kidney beans, rinsed and drained
- Sliced scallions, cilantro sprigs, avocado, sour cream, grated Monterey jack cheese, and/or tortilla chips, for garnish, optional

Royal - Crossword Puzzle



Test your roofing knowledge by completing our Roofing Crossword Puzzle. All questions are based on terms that are used in the roofing industry. Answers are posted on the lower corner of the following page. **Good Luck!**

DOWN

1. An incombustible fibrous mineral form of magnesium silicate formerly used in fireproofing and sometimes in reinforcement of roofing materials.
2. (Two Words) A flanged, sheet metal edge flashing with an upward projection installed along the perimeter of a roof to stop the bitumen over the edge.
4. Components used to seal the roof system at areas where the roof covering is interrupted or terminated.
5. A piece of material used to cover the top of a wall and protect it from the elements.
6. A material installed over the top of a roof membrane to help hold it in place.
7. A fine-grained metamorphic rock that is used in steep sloped roofing applications.
11. Material used to help maintain a certain temperature in a building by reducing the flow of heat to and from that building.
12. A channel installed along the down slope perimeter of a roof to convey runoff water from the roof.

ACROSS

3. A substance left as a residue after evaporating or otherwise processing crude oil or petroleum.
5. A raised member used to support skylights, HVAC units, exhaust fans, or other pieces of mechanical equipment above the level of the roof surface.
8. A roof edge that extends out past the exterior wall.
9. (Two Words) The mid-west's largest commercial roofing company.
10. The underside of a roof overhang.
13. A plastic strip, wood strip, or metal bar which is used to fasten or hold the roof or base flashing in place.

14. The angle formed by the intersection of two sloping roof planes.
15. The structural component of the roof of a building which provides the substrate to which the roof system is applied.
16. The part of the roofing material that overlaps a section of adjacent material.
17. Term used to describe Roof Slope, and also short for Coal Tar Pitch.
18. The portion of the roofing system that serves as the waterproofing material
19. (Two Words) The part of a perimeter wall that extends above the surface of the roof.

Royal Taking Part in a National Decathlon

Ok, it's not what you think. The title of this article might suggest that Royal Roofing has entered one or all of its employees into a decathlon; a contest which athletes compete in ten different track-and-field events and are awarded points for the best all around athlete. Fortunately for our employees and the integrity of track-and-field, we're referring to a different sort of decathlon; a "Solar Decathlon".

Recently Royal Roofing Company was selected by Lawrence Technological University to work on their submission to the 2007 Solar Decathlon. This is an international project sponsored by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE). Selected by the U.S. Department of Energy, twenty student teams from universities and colleges across the North America and Europe compete to design, build, and display a highly energy-efficient solar-powered home. As it turns out Lawrence Technological University was one of those twenty selected. From the school's perspective being selected was an accomplishment in and of itself, considering whom they were competing against; Universities such as Massachusetts Institute of Technology (MIT), New York Institute of Technology (NYIT), Penn State, and Cornell to name a few.

Royal Roofing shared in the enthusiasm when the opportunity to participate in an event such as the 2007 Solar Decathlon; especially with a local university. By donating cutting edge roofing products as well as over one-hundred man hours, Royal was able to help in the competition. Royal prides itself in keeping abreast of all the latest and greatest roofing technologies that benefit the environment. New products that become available that increase reflectance and help save energy, or those that provide a renewed source of oxygen; like green-roofs, Royal wants to be part of and be able to share with customers. Therefore, the opportunity with Lawrence Tech was not only a great cause but an even greater learning experience. Royal was proud to be a part of this project and looks forward to the school's results when they present in Washington DC mid-October 2007.

Story Links

This section is dedicated to those readers who would be interested in getting more information about some of the companies and charities that were discussed in our newsletter. Please see the links below:

1. Habitat for Humanity-Detroit Chapter



www.habitatdetroit.org

2. Lawrence Technological University - Solar Decathlon

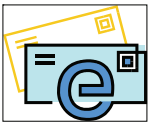


www.aloeterra.com

3. Papa Joe's Gourmet Market

<http://www.papajoesmarket.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 send us an email; dstiff@royal-roofing.com. We'll not only answer you but we'll publish the question and response in the following edition of the [ROYAL Review](#).

Q. I've recently received a quote from my roofing contractor, listed is an abbreviation depicting a suggested replacement roof system. What do these initials represent ; for instance EPDM?

R. The abbreviation that your contractor has listed is referring to the membrane they're suggesting to be installed. Moreover, the initials in those abbreviations represent the chemical make-up of the material used in the overlying roofing. The follow-

ing represents a few of the more widely used commercial roofing applications; their names/abbreviations and chemical make-up. 1.) EPDM-Ethylene Propylene Diene Monomer (Rubber Roof), 2.) PVC-Polyvinyl Chloride, 3.) CPE-Chlorinated Polyethylene, 4.) TPO- thermoplastic polyolefin

Q. In one of your previous "ROYAL Review" editions I read an article about Green Roofs. From that article it's easy to see why mega-corporations like Ford Motor Company would install cutting-edge roofing products like *Green-Roofing*. My question is, would a system like that be available / beneficial to a small shop owner like myself?

R. Yes-most definitely, a Green Roof is a great option, even for the smallest facility. As with most construction efforts, cost is a factor and is what usually comes into play when a green roof is suggested. A green-roof can almost be viewed as an

accessory, because it's essentially a function that sits on-top of your existing roof that adds excremental benefit. In other words, if you have a roofing system that needs to be replaced you would have to install a new roof, then the green roofing system on top. But what has to be factored in is the energy cost savings the system provides and the environmental benefits.

19.	Parapet Wall	Down
18.	Membrane	Across
17.	Pitch	
16.	Lap	
15.	Deck	
14.	Hip	
13.	Batten	
10.	Soffit	
9.	Royal Roofing	
8.	Eave	
5.	Curb	
3.	Asphalt	
1.	Asbestos	
2.	Gravel Stop	
4.	Flashing	
5.	Coping	
6.	Ballast	
7.	Slate	
11.	Insulation	
12.	Gutter	

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

www.royal-roofing.com

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



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Royal doing more than Roofing with Habitat

Founded in 1976 out of Americus Georgia by Millard Fuller, Habitat for Humanity International is a nonprofit ecumenical Christian housing ministry, that seeks to eliminate poverty housing and homelessness from the world. Habitat for Humanity International is now recognized around the world due in part to former President Carter who was a strong advocate and volunteer since its conception; President Carter's home was eight miles from Americus, in Plains, Georgia.

Thus far Habitat has built more than 225,000 houses around the world, providing more than 1 million people in more than 3,000 communities with safe, decent, affordable shelter. Habitat is a worldwide, grassroots movement that has a presence in more than 90 countries, including all 50 states of the United States, the District of Columbia, Guam and Puerto Rico. In Michigan there are more than eighty affiliates and college campus chapters, more than any other state, one of which is Habitat for Humanity-Detroit. Founded in 1986 the Detroit Chapter has helped house over 180 families in the City of Detroit alone. That number continued to grow most recently with the 2007 Blitz Build.

Amongst corporations such as Ford Motor Company, Pulte Homes, DTE Energy, and Comerica Bank, to name a few, Royal Roofing Company sponsored one of twelve homes that were built in the yearly blitz. As a major full-house sponsor, that company is responsible for financial support, volunteers, equipment, and follow through from project start to resident move in. 2007 was Royal's first "Major Sponsorship" with Habitat, but have been volunteering manpower and donating materials since 1995.



Photo Above: Build-Blitz signage marking Royal Roofing Company sponsored home. *Photo*

Below: Royal Roofing Company President-Dan Davis (right) with Royal Employee-Joel Trombley working on Royal sponsored home.



Photo Above-left: Royal Roofing Employees helping out by operating lift equipment. *Photo Above-right:* Royal Roofing sponsored home while under construction..