

# Alliance Group Discussion

**The Alliance Brand  
Where do we go from here?**





# Alliance Branding Task Force

- Met in April of 2008
- Included members of the Alliance representing all industry sectors
- Included consultants from *Aspire Up!*
- Members of Alliance and NRCA staff
- Investigated where we have been and the overall industry impressions of the Alliance



# Accomplishments

- Viewed as an equal partnership among manufacturers, distributors, associations and contractors
- Comprised of industry leaders
- Has a portfolio of completed projects
- Maintains a strong sense of good will
- Membership provides access to talented peers



# Perceptions/Concerns

- Too contractor-oriented
- Mundane projects
- Unsuccessful outcomes
- Elitist fraternity
- Stagnate
- Unfulfilled hopes



# Moving Forward

- The Alliance needs a unique identity for future members
- The Alliance needs a common purpose and set of goals
- The Alliance needs to engage its members more effectively
- The Alliance needs to provide better and more consistent messaging



## In Summary

- The Alliance needs to do “*relevant work*” and then properly message the benefits of that work to industry stakeholders



## Breakout Session

- The recent survey sent to members identified, among others, two primary threats.
  - (1) Interference from the government.
  - (2) Other trades involving themselves in roofing work (landscapers, electricians, etc.)

***To what extent do you agree with this and what other threats concern you?***



# Breakout Session

- Members also identified challenges to the roofing industry, including:
  - Workforce concerns (aging workforce, immigration, etc.)
  - Education and training concerns
  - Government mandates
  - Adapting to a changing roofing environment
  - The economy
  - Roofing industry image problems

***What other challenges do you see for the roofing industry?***



# Breakout Session

- Given the list of threats and challenges we have identified:

***What projects should the Alliance undertake to address the threats and challenges?***

- As you develop your list of potential projects, challenge yourselves to answer the “*relevancy issue*”



# Breakout Session

- The Alliance has not been very effective in communicating to the broader roofing industry.

***What ideas can you offer to the Alliance to improve our messaging of who we are and what we have accomplished?***