

# RSI Roofing

When you think Roofing...Think **RSI!**

## Social Media Issue



▶ Frank Delgado wins MVP Award pg.1

▶ Social Media in our Industry pg.2

▶ RSI's new website pg.3

VOLUME 4

ISSUE 1

2011

### Frank Delgado wins prestigious MVP Award



**F**ebbruary 16-18, **RSI** traveled up to the NRCA's International Roofing Expo held up in Las Vegas, NV to celebrate Frank Delgado winning an MVP Award for "Outstanding on the Job Performance." Out of thousands of candidates nationwide, Frank was chosen based off of his leadership, quality of work, experience and dedication to the industry. Frank started working with **RSI** from day one which was over 18 years ago and now serves as a Superintendent overseeing five different crews totaling 25 employees and managing multiple jobs throughout Southern California. For a list of all the MVP's, [go here](#). We sat down with Frank and asked him a few questions about his journey and how he got here.

Continued on page 2...

Connect with us on Facebook and Twitter and receive exclusive deals on your next roofing project!



Are you currently in the need of a Roofing or Roof Maintenance estimate? Click here and request one for free!  
[Click here](#)

### FOR IMMEDIATE PRESS RELEASE:



**RSI Roofing** of San Diego has signed three contracts with Sea Properties to Re-Roof buildings located at 2790 Midway, 1233 Camino Del Rio South (pictured) and 2665 Vista Way. The three buildings total up to over 90,000 square feet of re-roofing work. **RSI** will be installing white-reflective Single-Ply TPO roofing systems on all three of the buildings. "Single-Ply roofing membranes have become the new standard for flat roofs. Not only does it save on energy costs and help the environment, but it is also a great foundation to add solar in the future," David Susi, President-**RSI** Roofing.

## Frank Delgado Continued...



**RSI:** How did you get into the roofing industry?

**Frank:** *In 1976 my brother Tony was working for Anthony's Roofing. I was about 18 years old, just got out of high school and saw that he was making some good money on the roof. So I started working for him as a laborer and learned the trade."*

**RSI:** How did you end up with **RSI** Roofing?

**Frank:** *I met David Susi (owner of **RSI**) in the 80's and we worked with each other a few times at other roofing companies. He liked my work and when he decided to start **RSI** in 1993, he asked me to join him."*

**RSI:** What do you like most about your job?

**Frank:** *I love boosting the morale with the guys, especially when it gets real busy and hectic or maybe the job is challenging. Those are the times when I'm at my best.*

**RSI:** What does the MVP Award mean to you?

**Frank:** *I never thought I'd get an award like this. I've been in the business for over 35 years – so receiving an award like this means a lot. Getting recognized for all of my hard work makes it great.*

## Is Investing in Social Media in our Industry Worth it?

**Y**ou probably already know our stance by just looking at our links on the first page of this newsletter. But really? Another article on social media!?? It's everywhere we look now and impossible to ignore. The question is- can it work for every industry? How about ours? I would say the answer is yes. Social media outlets only continue to grow each day and with the popularity of internet enabled phones; you now have the ability to connect with anyone, anytime.

Unlike MySpace, Facebook appeals to all ages and it's no longer weird to have your mom on Facebook. It's also become the way to connect with people you normally wouldn't talk to on the phone or see that often. It's allowed introverts the ability to speak their voice and be heard. It's also allowed extroverts to give you updates on every single activity they take part of each day! It's allowed businesses to connect directly to their customers without wondering whether or not they saw their ad or read their article.

Twitter and Facebook are great ways to build that long-term relationship with your customers/tenants. It promotes loyalty and exclusiveness from dangerous competition. I think the management industry can benefit a lot from connecting with their tenants and their favorite vendors/strategic partners. It keeps the BOMA, IREM, CAI, SDCAA, \_\_\_\_\_ family together in a close knit online community.

Take the time to invest into a social media outlet and don't get left behind!

BTW, check out our social media pages by clicking on the buttons on page 1 -James



Does Twitter really belong in the Construction Industry?

# What's happening at RSI?



**Sneek Peak of RSI's brand new website due in the Spring.**

**RSI Roofing** is currently writing content for its brand new website coming this Spring. The new website will make it extremely easy for building owners and managers to find quick info on their roofing needs. One of the most exciting parts of the new website will include a new "Customer Portal" which will allow each of our customers access to their projects in progress –including notes, photos and time of completion.

*"The new website is going to be one of the best in our industry. We feel like we owe it to our customers to have a portal where they can access their projects at anytime."*

- David Susi-President **RSI Roofing**.



**RSI Roofing** is celebrating its 18<sup>th</sup> year and is looking for Single-Ply Journeyman to add to the team. Stability and consistent growth is something **RSI** has been fortunate to have throughout these years of the recession. If you or anyone you know has experience working with Single Ply TPO or PVC roofing systems please have them contact **RSI** immediately as the positions will fill quickly.

*"We are growing very fast, and we'd love for you to be a part of it,"* David Susi, President –**RSI Roofing**.

If interested:  
Please contact  
John Sawaya  
858-278-7200

Or

[jsawaya@thinkrsi.com](mailto:jsawaya@thinkrsi.com)

## Three projects total to \$5,825,455 in HOA sales



**RSI Roofing** of San Diego is finishing up three HOA roofing projects in 2011 that have been phased out over the course of 5 years. **RSI** will be wrapping up a six year phase with Stoneridge HOA in Poway, CA for a total combined amount of \$2,021,057 with the final phase project of 90,000 square feet of re-roofing work scheduled for July, 2011. **RSI** will be in its eighth year phase with Tiburon HOA, located in Carlsbad, CA with combined projects totaling \$2,235,176, including 120,000 square feet of re-roofing scheduled for May, 2011. Finally, **RSI** will be in its seventh year phase with Collwood HOA located in San Diego, CA with total contracts reaching \$1,569,222 including 110,000 square feet of re-roofing scheduled for March, 2011.



CHECK OUT **RSI'S**  
WEBSITE AT:  
[WWW.THINKRSI.COM](http://WWW.THINKRSI.COM)

8285 BUCKHORN ST  
SAN DIEGO, CA 92111  
858-278-7200

QUESTIONS, COMMENTS, OPT OUT  
EMAIL: [JADAMS@THINKRSI.COM](mailto:JADAMS@THINKRSI.COM)