

# RSI Roofing

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

## \$avings Issue

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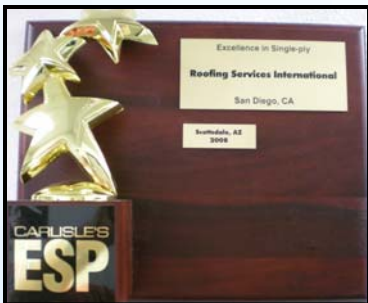
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## RSI Roofing receives prestigious **ESP** Award

**RSI Roofing** of San Diego received Carlisle's 2008 Excellence in Single-Ply (**ESP**) Award. One of the most prestigious awards in the commercial roofing industry, **ESP** was created 11 years ago to identify and reward Carlisle's most successful roofing contractors. **ESP** status is given out annually to a small percentage of Carlisle's most dedicated and professionally minded applicators. It is this unyielding dedication to quality, coupled with the sheer volume of installations that has allowed **RSI Roofing** to receive the **ESP** distinction.

*"You are one of a select group of authorized applicators that has received this honor, solidifying your elite status within our contractor recognition program."* - **Nick Shears, Vice President, Carlisle Syntec**



See page 3 for money saving tips

## RSI sends employees to sold out Mexico vs. Argentina soccer game at Qualcomm Stadium

It's not too often that the #1 ranked soccer team in the world-Argentina comes to San Diego to play Mexico in front of a sold out crowd of fans rooting for Mexico. **RSI** took notice and sent 25 of its employees to the game to celebrate its success for the first half of 2008. Although Argentina ended up winning, it ended up being a great event for everyone.

*"My son plays professional soccer, so I've always been a big fan. I wanted to show my appreciation to our crews for their hard work. They earned it."*

-**David Susi, President, RSI**



## JOBS SOLD/STARTED

**RSI Roofing** of San Diego was recently contracted by Terra Mar Centers to re-roof the Crystal Palace Building in **Seaport Village**. The re-roof includes a removal of underlayment before installing the 3000 square feet of 40-year Laminated Shingles and 500 feet of Single-Ply TPO. Because of the hazardous asbestos, **RSI** completed the demolition of the old roof at night to avoid interference to the thousands of visitors that visit Seaport Village every day.



# RSI Employee Albaro Diaz saves his mother, days after RSI's Safety Day



On June 13<sup>th</sup>, **RSI Roofing** shut down its production crews and hosted its yearly "Safety Stand Down" day. The 8-hour day consisted of Safety/Fall protection training hosted by **DBI Sala**, Electrical training by **SDG&E**, Fire Safety training by **Metro Fire**, and CPR/First Aid training by **Save a Heart**.

Albaro Diaz, a 2 year employee in the production department for **RSI** took part in the training. Little did he know that what he learned that day; he would be putting into practice the very next afternoon. It was a typical Saturday afternoon at his home here in San Diego. Family was over; the kids were playing in the pool-a very relaxing way to start off the weekend. Albaro's mother was outside in the pool while the rest of the adults resided inside. Screaming erupted and everyone rushed outside to see what the commotion was all about. Albaro's mother was passed out by the pool, skin blue and still wet from the water. Panic struck the Diaz family and Albaro's sisters began crying. Someone called 911 and one of Albaro's family members attempted The Heimlich maneuver, but with no luck. It is then when Albaro remembered a trick he learned from First Aid training the day before. Albaro grabbed a chair and placed her mom over the back of it just below her ribcage. He used his force and his mother's body weight to fall onto the back of the chair. This created pressure on her lungs from which the pool water flew from her mouth and cleared air for her to breathe again. She slowly came to life with violent coughs in Albaro arms with the family crying now in happiness. The ambulance arrived shortly after and asked what happened. Albaro saved his mother's life. He explained to the paramedics that his mother was drowning and had passed out. He just told them that he just put into practice what he had learned from his first aid class at his work the day before. The paramedics were impressed and said to Albaro, "You work for a great company" and that "Not too many companies commit the time and money to do that."

The very next day Albaro shared his story with the rest of the employees and thanked management for the "Safety Stand Down" day. It saved his mother's life and she is very thankful for **RSI**. Albaro said later, "Everything happened so fast and if it weren't for the training, I can't imagine what would have happened..."



Albaro pictured above, 4<sup>th</sup> from the left

All of the **RSI** employees that participated in the CPR training received CPR Certification. The hands-on training also included a Fire Extinguisher demo by Metro Fire that enabled the employees to put out a live fire with the training they received on-site. Fall protection and Electrical training on electrical lines were also a major focuses for the employees because of the nature of their work.

**"Albaro in particular showed great interest in the training throughout the day and it paid off. It goes to show that safety training should be taken seriously because you never know when you are going to need it either at the job site or in your own home."**

**-Brent House, Operations Manager, RSI**



# Ways to Save in '08

***“Some consumers are actually finding out that the tough economic times are benefiting them and the environment.”***

The Cost of Living has continued to hurt both consumers and businesses alike as we approach the summer of 2008. Along with the crunch comes the negativity, complaints and overall bitterness that can be very contagious. Bad news travels a whole lot faster than good news these days. However, some consumers are actually finding out that the tough economic times are benefiting them and the environment. Economists are saying the U.S. is in the early stages of a prolonged period of belt-tightening. The free credit market has tempted consumers and businesses to live and spend way beyond their means, and that an economic downturn might be a positive correction. These economists feel that the U.S. and consumers will come out stronger as they learn to live with less and actually become more savvy buyers of the goods and services that they need. Some consumers are even noticing a healthier lifestyle through the economic changes. Here are a few tips that are working for many:

## **Public Transportation/Carpooling.**

It is easily accessible, lowers emissions, and saves you from the \$5/gallon that is most-likely coming.

**Bring your lunch to work.** Figuring your average lunch is \$10 a day for a five day work week; that is \$50 a week you are blowing when you could be bringing a healthy lunch for a mere \$2/day.

**Change your light bulbs.** Reduce your electric bill by purchasing fluorescent lights which can be found at most 99 cent stores or for exchange at SDG&E.

**Kids in college? Don't buy new textbooks!** Bookrenter.com or half.com for textbooks.

**Go to farmer's markets.** You support local farmers, get it fresh, save money on produce and eat healthier.

**Recycle.** Make a habit of recycling and turning it in to your local recycler for extra cash to help offset the gas hike.

**Turn in your SUV in for a gas saver.** The days of CA SUV buyers are over. Lifted 4X4's were the trend even though most didn't see a lack of off-roading. Turn it in and save money on gas & insurance and help lower emissions.



**RSI Roofing** is pleased to announce the hiring of Fidel Cruz. Fidel grew up in Southern California and has been living in San Diego since 1978. Fidel started in the roofing business as an owner of *Custom Roofing*, which he ran for 5 years successfully. From there he went into inspecting and general construction for 10 years. Fidel holds impressive education credentials including an M.B.A. from National University, a B.A. from SDSU, and an A.A. from Palomar in Construction Inspection. **RSI** is excited to have him on board as a Project Manager. His hobbies include car restoration, flying and being involved with community baseball teams with his kids. Fidel is married to his wife Maya and they have three children.



## **RSI donates custom-made surfboard to IREM Young Professionals**

An IYP ([IREM Young Professionals](#)) Charity mixer was held at the [Quail Botanical Gardens](#) on June 19<sup>th</sup> in Encinitas. **RSI Rain Gutters** was the sponsor and donated a custom-made **RSI Roofing** 7'6 Super Egg by [Plus One Surfboards](#). James Roe from Bay Cal Painting (pictured left) ended up being the lucky winner of the raffle. A silent auction was also held with the proceeds going to the Quail Botanical Gardens to aid in their recent 35-acre expansion. [BOMA](#), [CCIM](#) and the [Urban Land Institute](#) were among other associations in attendance.



**CHECK OUT RSI'S WEBSITE AT:**  
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