

BUILDING & CONSTRUCTION

MIDSOUTH

BUILDING A STRONGER REGION

TAKING *great* PRIDE

San Antonio's CRAM Roofing strives to maintain a highly experienced workforce with top notch technical skills



Taking Great Pride

✦ San Antonio's CRAM Roofing strives to have an experienced work force and the technological skills to stay ahead in the marketplace. *By Libby John*

"Building life-long relationships with our customers has sustained us through economic downturns."

> Gary Cram, owner



Gary Cram, owner of CRAM Roofing, is proud that most of the company's employees have been with it for five to 10 years.

CRAM Roofing

cramroofing.com

Revenues: \$12 million

Headquarters: San Antonio

Employees: 100-plus

> **The main factor that separates CRAM Roofing** from other companies is that its management truly cares about its employees, owner Gary Cram says. "We know about their families and what's going on with their family," he adds.

"We make a family commitment and try to be understanding. That makes a big difference."

San Antonio-based CRAM Roofing specializes in commercial and governmental roofing and custom sheet metal

fabrication and installation, such as re-roofs and liquid-applied membrane, roof repair, emergency response, disaster recovery and design consultation.

Cram says he knew having the best employees would be essential when he started the company in 1986. Most of its employees have been with the company for five to 10 years.

"I knew it was critical to surround myself with employees of the same mindset and be heavily invested in their technological training, while providing them with the best equipment available," he says. "I take great pride in our employee retention, and as a result, our craftsmen are consistent, motivated and thorough."

Key Employees

Some of the company's key employees include:

- > Mark Eichelbaum, CPA and COO
- > Jon Pett, Operations Manager
- > George Carroll, Sales and Estimating Manager
- > Scott Voyles, Project Manager
- > Kim Cram, Office Manager
- > Leslye Hernandez, Director of Business Development

Community Involvement

CRAM Roofing works with organizations such as:

- > Ronald McDonald House
- > Susan G. Komen Breast Cancer Foundation
- > Communicare
- > San Antonio Economic Development Fund
- > San Antonio Stock Show & Rodeo
- > Southwest Research Multiple Sclerosis
- > Alzheimer's Association Golf Tournament
- > Jewish Community Center
- > St. George Episcopal Church
- > Texas Military Institute



“We employ many of the top superintendents, service managers, estimators, project managers, foremen and service professionals in the industry,” he continues. “We strive to work closely together, create an environment that encourages professional growth and provide an atmosphere driven by enthusiasm to excel.”

“Our employee retention is a testimony to our success in achieving this goal. Our employees are knowledgeable and experienced.”

Industry Involvement

CRAM has been able to stay updated on trends through participation in industry organizations. In fact, Cram has served on the board of directors for the Roofing Contractors Association of Texas, Midwest Roofing Contractors Association, San Antonio Chamber of Commerce and the National Roofing Contractors Association. He also has participated on the San Antonio Independent School District’s Roofing Committee, he says.

Another experienced employee he notes is COO Mark Eichelbaum. He is an accredited CPA and participates in the Roofing Contractor’s Institute, the San Antonio’s Chapter of CPA’s and the Construction Financial Management Association.

The company is a member of several industry organizations, such as

- » National Roofing Contractors Assoc.
- » Roofing Contractors Assoc. of Texas
- » Building Owners and Managers Assoc.
- » American Subcontractors Assoc.
- » Free Trade Alliance of San Antonio
- » Int. Facilities Management Assoc.
- » Midwest Roofing Contractors Assoc.
- » SA Assoc. of Building Engineers
- » SA Air Conditioning Contractors Assoc.
- » San Antonio Manufacturers Assoc.
- » San Antonio Chamber of Commerce
- » Construction Mgmt. Assoc. of Amer.
- » San Antonio Military Engineers
- » Nat. Assoc. of Women in Construction

“Our commitment to service has

driven our company to become a premier choice of general contractors, property managers, roofing consultants and commercial/governmental property owners throughout the country,” Cram says. “We are known for our customer loyalty, realistic work schedules, completion date adherence, safety record, environmental responsibility and highly ethical work environment.”

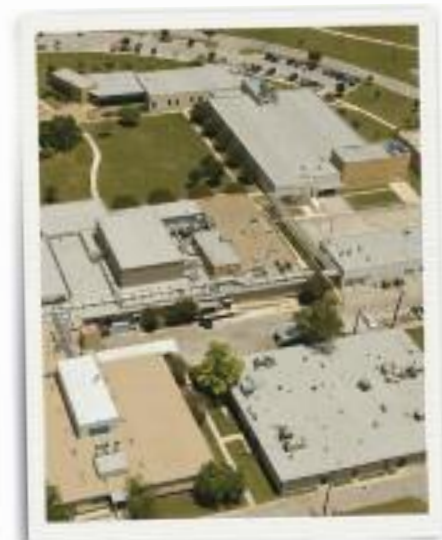
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Savvy Technology

Along with good employees, CRAM’s use and knowledge of technology enable it to grow. For example, it utilizes EDGE, a detail estimating system that allows it to provide precise estimates, and Suretrak, to manage the project task management. “We employ state-of-the-art computerized systems and equipment to ensure project accuracy and determine our client’s best solution/design,” Cram says. “Armed with laptops, our team has direct access from any off site location to enable efficiency and continuity.”

The company has more than 100 vehicles and equipment in its commercial fleet and each includes a global positioning system. “As new or improved equipment materializes, we research and test it,” he says. “If it enables us to improve our operations, we buy it.”

CRAM also strives to stay up-to-date on green roofing technologies, which is



an up-and-coming trend, he notes. “We are very excited to be offering this innovative alternative to our customers, and are quoting more and more of these projects with some underway,” he says.

CRAM Roofing’s customers have become more technically savvy, and the company is following suit, he notes. “They are more demanding of ecological solutions and green technology,” he explains. “We think that our marketplace will continue to grow in technology, and those that lead in technology will lead the pack.”

Renewed Commitment

The current economic conditions have impacted the company, Cram says, primarily in the private sector. As a result,

most of the organization’s current projects are in the public sector for clients such as the municipal, state and the federal governments.

“At CRAM Roofing, we have been fortunate during the slump,” he acknowledges. “We’ve had more public work available, and we have been somewhat more aggressive with our marketing efforts. We still have the luxury of a very loyal customer base, and they are perpetually referring us.”

For example, CRAM is more aggressive with pricing and schedules, he says. “We continue to focus on relentless customer service,” he adds. For example, it provides 24-hour access to service and promises to provide a roofing solution within 48 hours.

Surviving these down conditions is not new to the company. It managed to grow during the down market in the 1980s because of its customer service, work ethic, integrity, innovation and attention to detail.

“As is occurring in the residential housing market, commercial property owners may look to reface/repair their current property rather than the ‘tear it down and rebuild’ practice of the ’90s,” Cram says. “We are prepared for either occurrence, and our company is operating at its peak performance.

“We are fortunate to be privately held and free of debt, which enables us to remain very competitively priced and continue to be strong trusted partners with our customers,” he says.



We Have Gone Green

> **Green is the rage in this day of environmental consciousness.** It has inundated in our country's politics, businesses, lifestyles and buildings. Green Roofing encompasses so much more than one might initially consider. Green Roofs can conserve energy, produce energy, be recyclable, and even contribute to cleaner air. The metal roof that has been so popular in recent years has some very surprising green features that might surprise you.

Conserve Energy

Roofs today have a "Green factor." This measures their ability to help maintain the temperature of the building they cover. This factor also contributes to LEED credits which often are the very points needed to certify a LEED building.

Produce Energy

Solar panel systems and now roll-on varieties can be placed on top of roofs. These panels capture

energy from our sun that would go wasted and morphs this into usable energy to power buildings and sometimes replenish the grid.

Environmentally Roofing Materials

More and more roofing materials are becoming environmentally friendly to produce and to dispose of once the life of the roof has extinguished. The industry has been a part of protecting the environment before it was fashionable. Most of the oldest roof types were natural products that the environment could decompose. For example, the metal roof has

qualities that make it a very good choice when considering the environment. It lasts often 80 to 100 years. That is decades of no impact of our landfills. Also, the metal materials are eligible for salvaging once the roof has expired, providing the owner a final dollar in the pocket.

Clean Air Roofs

A growing trend is roofs composed of plant materials. Though these roof types must be seriously considered because of their weight load and water requirements, they can be ideal in certain situations. These roofs are made of primarily natural products and the plant materials filter our air and pour important components back into the environment.

Cram Roofing is perpetually training and working with our manufacturer's to incorporate the latest technologies into our green roofing program.

The emerging innovations are coming fast and furious, and we are committed to provide the best green solutions for our customers.



CRAM Roofing aims to be the customer's one-stop shop. They are able to meet each demand by providing an on-site fully automated sheet metal shop, an extensive fleet, a 24/7 operation and a 48-hour response. Their mission statement has proven to be the best recipe for success: Create life-long customers, hire and train people who share your vision, and arm them with the technology and equipment they need in order to be leaders in the industry.

CRAM Roofing has been called upon numerous times to assist in disaster recovery. We are able to rapidly provide trained, uniformed men with housing, showers and equipment. During Hurricane Dolly (2008), the CRAM team drove into the storm and repaired the switching station roof in order to keep AT&T cell services operating. Now that's service!

Technology is a key factor in differentiating CRAM Roofing from other roofing companies around the country. We employ state of the art computerized systems to assist in project accuracy. From the initial bid to job completion, our employees are able to draw from detailed systems to assist customers at the highest level.

Computers / Communication: To better streamline all procedures, each office employee is equipped with a laptop computer. These computers are set up to have direct access from any offsite location to enable greater efficiency and accuracy. All superintendents utilize PDA technology to remain in constant contact with customers and personnel.

The EDGE Estimating System: The EDGE is a detailed estimating system that works quickly to provide the most precise estimate to include materials, labor and any deviations that could save our clients time and money. This system has made it possible to meet timelines that would otherwise be impossible to meet.

Infrared Cameras: These cameras produce thermal imaging to better illustrate flaws. By scanning your building with an infrared camera, our trained technicians are able to provide detailed reports with pictures covering the condition of your roof, including any current moisture penetrations.

StarBuilder: This savvy accounting system is a Windows-based, fully integrated software solution developed specifically for the construction industry. This software easily handles the demands and enables comprehensive job reporting to efficiently manage jobs.

Suretrak Project Manager by Primavera: Suretrak is a state of the art, critical path scheduling software. Scheduling the projects through Suretrak provides seamless, real-time communication from the office to the property manager and project superintendent.

Global Positioning System: GPS is used in the entire CRAM Roofing fleet. The system assures productivity and time tracking by allowing each piece of equipment and vehicle to be monitored by a computer system to assist in directions and timeliness.

Digital Plotting Capabilities: We utilize digital plotters in order to print your plans and design the perfect roof application and adaptations.

"I am confident that our mission statement has been responsible for our reputation as an innovative and highly responsive roofing company." Gary concluded. ☺



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