

Letter sent to Mr. Dana Summers
Orlando Sentinel Editorial Page Cartoonist

Sent via email: dsummers@orlandosentinel.com

Re: Cartoon featured in May 24, 2007 edition of the Orlando Sentinel

Dear Mr. Summers:

I represent the Florida Roofing, Sheet Metal and Air Conditioning Contractors Association (FRSA), a state trade association consisting of over 800 members. We have been fighting very hard over the last 85 years to improve the public's perception of our industry perpetuated by the actions of the unlicensed and unethical practices of a few. According to our bylaws, one of our association's main purposes is to foster and encourage a high standard of business ethics among members and inform the public of the importance of doing business with competent, ethical and licensed companies . . . but, this "official" purpose doesn't tell you a lot about us. Contrary to what's depicted in your cartoon published on May 24, 2007, Florida's roofing professionals do more than drink beer in a bar waiting for hurricane season and here a few examples.

Let's begin with right now – I've attached a press release detailing the efforts of our "Mission of Sharing" – a project initiated by our Ladies Committee to donate cash and goods valued at over \$4,000 to Shepherds Promise and the Arnold Palmer Medical Center Foundation. This event will take place during our trade show at 1:30 pm on Friday, June 15 at the Rosen Shingle Creek Resorts' Gatlin Hall.

Continued joint work in developing a local disaster preparedness and response plan with FRSA local affiliate, the Central Florida Roofing, Sheet Metal and Air Conditioning Contractors Association (CFRSA) and Deputy Director Spencer Hawkins of the Orlando Emergency Operation Center (EOC) – the results of these efforts will be the prototype for the coordination of future joint programs between other FRSA affiliates and their local emergency organizations.

In addition, our past efforts have included:

Work by our regional affiliates who have, over the years, donated both the materials and labor to install hundreds-of- thousands of dollars of roof repairs and replacements for organizations such as Habitat for Humanity and specific local charity organizations within their areas.

FRSA sponsorship of the NFL Super Bowl's Rebuilding Together project which included a cash donation plus individual members' donations of materials and labor to reroof two homes in Miami hit by Hurricane Hugo and a roof for the Boys and Girls Club in Pompano Beach. FRSA member company, Advanced Roofing, was designated a Title Sponsor through a donation of \$100,000 to this project.

Dana, we can appreciate the intent of your cartoon and its topical approach to the weather-related problems we have and may have to experience this year. But, please give us roofers a break. We

know that the “roofers from hell” moniker earned through the unlicensed, illegal and dishonest practices of the contractors that preyed on South Florida after Hurricane Andrew is hard to shake. But, FRSA is working hard on alerting the public on how to avoid this kind of unethical activity by providing them with information on what they need to insure their roof is installed properly and how to hire a true roofing professional. Our members are hard working people and not beyond enjoying a drink or two after a hard day of work but, given the information provided, you might agree with me that their conversation probably won’t include a wish for a busy hurricane season and the devastation the entire community experiences in its aftermath.

If you’d like additional information on FRSA – Florida’s Association of Roofing Professionals, you can visit our website: www.floridarooft.com. If you or one of your paper’s reporters would like to attend the charity presentation being held during our trade show at 1:30 pm at the Rosen Shingle Creek Resort’s Gatlin Hall please give me a call at 407-671-3772, ext. 127. I’ll be staying at the Rosen hotel working the convention and trade show from Tuesday, June 12 through June 16. If you need to contact me during those times, please give me a call on my cell phone: 407-435-6366.

Cordially,

Bonnie Pierce
FRSA Director of Marketing and Public Relations

Attachments

Cc: Jane Healy, Dixie Tate, Michael Murphy, Ned Popkins, Jack Snyder