

Having trouble viewing this email? [Click here](#)



LaFerney Commercial Roofing February 2013



In This Issue

[Selecting a Commercial Contractor](#)

[Nearly Invisible Installation](#)

About Us

LaFerney Commercial Roofing provides quality solutions to customer's roofing needs. With over 36 years of service to commercial and industrial facilities of every size, LaFerney Commercial Roofing is experienced in recovery and repair work. As a major installer of single-ply roofing membranes, the recovery of EPDM, built-up, modified, and metal roofing systems are a specialty. LaFerney is an award winning installer of PVC roofing systems.

Many companies begin planning roofing projects this time of year. The sales consultants at LaFerney Commercial Roofing are here to help. We offer phased installation, recovery, retro-fits, and more. Our proposals include an evaluation of your current roof, a summary of the findings, a detailed account of our proposed solution, and information on why the solution is right for your individual needs. Our service extends beyond the installation of your roof. Below is a list of criteria to help select the right roofing contractor to meet your needs. Please feel free to pass this information along to those you think will find it helpful. As our President Don LaFerney, Jr. says, "Remember, the leak stops here."

Regards,
LaFerney Commercial Roofing

 [Forward to a Friend](#)

Easy Red Velvet Cookies

Cookies so easy even the kitchen-challenged can make them.

What you need:

Cookies:

- 1 box Red Velvet cake mix (18.5 oz size)
- 2 eggs
- 6 Tbs butter - melt it
- 1 tsp vanilla

Cream Cheese Frosting:

- 1 package cream cheese (8oz) softened
- 4 Tbs butter, also softened
- 1 lb powdered sugar
- 1 tsp vanilla

Preheat oven to 350.

Spray a heavy cookie sheet or line it with parchment paper.

With an electric mixer, beat cream cheese and butter until smooth. Add powdered sugar a little bit at a time. (Otherwise your kitchen turns white... trust us on this one.) Beat in vanilla. Chill frosting while cookies bake and cool. It sets a bit easier this way.

Combine cake mix, butter, eggs, and vanilla in bowl until well blended. A large spoon works best.

Scoop about 1 tablespoon of batter and roll into a ball - about the size of a golf ball. Place it on the cookie sheet and push it down to flatten just a little. Continue to fill up sheet. Bake for 9-10 minutes. The cookies will start to crack around edges and on top. This is how they are supposed to look.

Let cool for 2-3 minutes before placing on cooling rack. Make sure they are completely cool before frosting. Sprinkles can be added. Or little chocolate chips. Or nothing.

Follow us on Pinterest!

<http://pinterest.com/laferneyinc/easy-recipes/>

Dates In History

- 2/1/1769-Construction began on Thomas Jefferson's Monticello.
- 2/1/1653 - New Amsterdam was incorporated. This later became New York City.
- 2/3/1889 - Outlaw Belle Starr died.

Selecting a Commercial Contractor



LaFerney Commercial Roofing strives to be the best possible contractor. We realize that your roof is an investment in both your building and your business. As part of our commitment to excellence and integrity, we follow the recommendations of the National Roofing Contractors Association (NRCA) for contractor selection. Below, we address how LaFerney meets each criteria set forth by the NRCA.

A permanent place of business

The NRCA suggests confirmation that the contractor is well-established with a permanent address, telephone number, tax identification number, and a business license. LaFerney's corporate headquarters are in Kingsport, Tennessee. We may be reached at 800-633-3119. A copy of our business licenses, contractor licenses, and verification of insurance is available upon request.

Knowledge of roof systems

Within the past 10 years there has been a significant change in technology within the roofing industry. LaFerney's team is well trained. LaFerney Commercial Roofing has over 36 years of experience and expertise. Our knowledgeable sales consultants can guide you to the best roofing system to meet your unique needs.

Affiliated with an industry organization

LaFerney Commercial Roofing is a member of the National Roofing Contractors Association and the Associated General Contractors of America.

Committed to education

The NRCA recommends selecting a contractor committed to safety and education. LaFerney is committed to safety, maintaining a strict safety policy. Please click [here](#) to learn more.

Insured and committed to safety

"Don't hesitate to ask the roofing contractor for proof of insurance," recommends the NRCA. LaFerney Commercial Roofing provides a copy of our insurance verification in every roofing proposal. LaFerney's installation crews adhere to OSHA safety standards and will obtain any special safety training required by a customer's facility.

Licensed and bonded

Depending on the state, contractors may be required to have special licensing or bonding. Your state department or professional regulation will have a list. LaFerney Commercial Roofing always meets licensing and bonding requirements. Our team secures special permits when necessary.

Financial stability

"A professional contractor will be able to supply you with current financial information, including assets, liabilities, and references from an auditing firm or financial institution," states the NRCA. LaFerney will present this information upon request.

Application expertise

Some material manufacturers require special training and approval to install the roofing system. LaFerney has been trained and approved by the manufacturer of every system we install.

Insist on a written proposal

The NRCA recommends customers insist on a written proposal which includes complete descriptions of the work and specifications, approximate start and completion dates, payment procedures, and any additional issues such as damage prevention and debris cleanup. LaFerney Commercial Roofing presents a formal proposal to each prospective customer outlining the full scope of work. We discuss any specific concerns in detail.

Warranties

Warranties come in two basic categories, according to the NRCA: a contractor's warranty and a manufacturer's warranty. A contractor warranty covers workmanship. A manufacturer warranty covers materials. Certain things, such as ponding water, can void warranties. LaFerney Commercial Roofing offers one of the best warranties in the industry which includes a manufacturer warranty for both materials and workmanship along with our own No Fault Guarantee. Ponding water does not void this warranty. Copies of all

- 2/3/1924 - President Woodrow Wilson passed away.
- 2/4/1782 - George Washington was appointed President of the Constitutional Convention.
- 2/6/1788 - Massachusetts became the 6th state to enter the Union.
- 2/6/1911- President Ronald Regan was born.
- 2/6/1970- The Beatles album "Hey Jude" was released in the US.
- 2/7/1910- The Boy Scouts of America was incorporated.
- 2/7/1964 - The Beatles began their first US visit in New York.
- 2/9/1773- President William Henry Harrison was born.
- 2/9/1945- The US invaded Iwo Jima during WWII.
- 2/10/1763 - The Treaty of Paris ended the Seven Years War.
- 2/10/1899- President McKinley signed a peace treaty with Spain.
- 2/11/1943- During WWII, the Japanese resistance ceased on Guadalcanal.
- 2/12/1775- Former First Lady Louisa Adams was born.
- 2/12/1809- President Abraham Lincoln was born.
- 2/13/1816 - Former First Lady Angelica Van Buren was born.
- 2/13/1885- Former First Lady Bess Truman was born.

[Click here for more.](#)

warranties are included in each proposal.

Completed projects and references

"Look for a company with a proven track record that readily offers client references and a list of completed projects," states the NRCA. LaFerney Commercial Roofing is proud of its roofing installations. These are featured [on our website](#). References are also readily available.

Provisions for on-site supervision

The NRCA recommends asking contractors about project supervision and quality control. Operations managers from LaFerney Commercial Roofing contact customers prior to installation to explain the process and answer any questions. LaFerney also requires installations to be inspected to ensure compliance with the warranty.

A professional maintenance program

"Professional roofing contractors will offer periodic maintenance inspections throughout the year. These inspections will help ensure that your project complies with the standards specified in the warranty," states the NRCA. LaFerney offers maintenance agreements in addition to repairs and all warranty requirements.

"Guidelines for selecting a commercial (low slope) roofing contractor." National Roofing Contractors Association.NRCA, n.d. Web. 5 Feb 2013.
<http://www.nrca.net/consumer/low.asp&xgt;>.

Nearly Invisible Installation

Clients frequently cite the need for minimal disruption and inconvenience for the building occupants as a top concern when facing a roof recovery project. LaFerney Commercial Roofing offers just that - a convenient, minimally intrusive installation, which generally allows for business as usual to continue. With no loud equipment or noxious odors, the occupants are not disturbed. This practice saves time, money, and frustrations. The project concludes with a cost-effective, leak-eliminating, roof in place and one of the best warranties in the business.



The needs of LaFerney Commercial Roofing's customers come first. Customer satisfaction and safety are priorities. The LaFerney team meets with the customer prior to the installation to address any concerns and to prepare to meet any safety requirements outside of the high LaFerney standards. Any roofing company can install a roof, but LaFerney Commercial Roofing does so with knowledge, experience, and integrity.

[Forward this email](#)

SafeUnsubscribe™

Trusted Email from
Constant Contact
 Try it FREE today.

This email was sent to aturner@laferney.com by marketing@laferney.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
 LaFerney Commercial Roofing | 2642 Sullivan Gardens Pkwy | Kingsport | TN | 37660