



For Immediate Release

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FIRST WOMAN TO LEAD ARIZONA TRADE ASSOCIATION FOR ROOFERS

*George Named to Guide the Organization Through one of the
Greatest Building Booms for the State*

(April 2021, Phoenix, AZ) – For the first time in its 52-year history, as cranes tower over major projects across the state, and housing development and sales near record pace, **Jennifer George** has stepped in to lead the Arizona Roofing Contractors Association (ARCA). As director of the organization, George will oversee the needs of its 250 members made up of commercial and residential roofing contractors, and associated businesses and manufacturers. Prior to this leadership role, she oversaw operations for ARCA and its foundation, as well as membership outreach, event coordination and sponsorship, marketing and other needs.

“We are thrilled to be able to have Jennifer take the helm after working with us for nearly seven years,” says Russel Hyman, Owner and Operator of Gryphon Roofing and chair of the ARCA board. “She has been with us through a few ups and downs, and pivots, and has proven to be the focused, detail-oriented leader we need. She is definitely a “go to” kind of person and are confident she will continue to serve our members and our trade association as we navigate through an exciting construction growth period in the state.”

As George steps in, the industry is experiencing material shortages, price increases and limitations on certain products that are popular in the sunny Arizona climate. An ongoing and critical area of focus will be to provide education and safety training programs for its members, now both offered virtually and in-person. Yet even with the training, the industry struggles with workforce shortages. To address these and other issues, ARCA is working with the Registrar of Contractors and the Arizona Division of Occupational Safety and Health on licensing, standards and safety. George will also help guide the organization’s foundation that provides scholarships for continued education to ARCA’s members and their immediate family members.

George is the current co-chair for the National Women in Roofing Arizona Chapter, and was part of shaping the coalition of Arizonans for Fair Contracting. Prior to her work at ARCA, George had been an independent consultant or team member supporting a variety of events, membership and marketing initiatives, including work with the Alliance of Arizona Nonprofits, Inspired Connections, the American Subcontractors of Arizona, and other clients. She is a proud mom of a teen and young adult and enjoys the Arizona outdoors.

About Arizona Roofing Contractors Association:

The [Arizona Roofing Contractors Association](#) (ARCA) is a dynamic and well-respected statewide trade association made up of commercial and residential roofing contractors and roofing-related manufacturers, suppliers and service providers. Established in 1969, this 501c3 organization represents hundreds of members making it one of the largest trade groups in the state. It focuses on advancing a code of ethics for the trades, shares relevant information on and to the industry, advances innovation in the trade sector to its members, advocates for the trades including with policy, recruits, trains and supports the trade as a career path, and advances the integrity of the trade sector to grow confidence in the roofing industry. For more information on ARCA, visit [azroofing.org](#). For more on the organization's efforts to advance members and their immediate family members seeking secondary education, go to [Arizona Roofing Industry Foundation](#). Applications for scholarships are accepted through May 1st.

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