



Talk About the Weather!

It seems that every week, there's another storm or "weather event" hitting the headlines. The big April rainstorms here in Hampton Roads, for example, took everyone by surprise. And as you can imagine, our phones were ringing off the hook.

I know many of you have seen or read my book, "10 Simple Steps you can do to save you thousands of dollars and add years to the life of your roof." Two of those tips (steps 7 and 8) are by far the most critical. In fact, they are must-do's – annually. I am going to present these tips to you a little differently than I do in my book. I do so because I truly want you to grasp what's at stake...it's that important.

1. Do Not Run Out Of Toilet Paper! Now, I know you don't ever let this happen, because it will likely create a mini-crisis at your house. Same thing when your roof leaks, although the discomfort could be worse: the cost of a roof repair and consequential damages will be significantly higher than a roll of Charmin. You must check your Pipe Collars annually! These are the plastic boots that form a waterproof seal around the plumbing vent pipes protruding through your roof. Without a doubt, the number one cause of roof leaks people phone us about is from worn pipe collars. These plastic boots typically wear out every 5-7 years; if you choose to ignore them, sooner or later your pipe collars will give way to the jaws of Mother Nature. Taking the "pray and hope it doesn't leak approach" is like flushing money down the toilet!

2. You, Your Lawn Guy, or Pyramid: Somebody needs to get up there and blow the debris off of your roof. This is a quick and easy maintenance item (assuming yours is a low slope "walkable roof"), but oh so important. Leaves and pine needles pile up and prevent water from traveling its natural course. This creates a "damn" (some have been known to use this word when a leak occurs!), which diverts the water underneath

shingles, flashings, skylights, and pipe collars. As I drive around Hampton Roads, I see house after house with leaves and pine needles just lying on the roof, behind chimneys, skylights, and along walls. Talk about a leak just waiting to happen!

It's amazing how even a single leak left unrepaired can lead to devastating results. We can't stress enough how just a little maintenance can lead to a pound of prevention - and a better night's sleep.

By the way, who ARE those guys?

You may recognize the dapper fellow on the left talking with me in front of the weather screen. It's none other than meteorologist Craig Moeller from WVEC ABC 13! Read more about that visit in "On My Mind" on page 4 of this newsletter.

Stay dry,

-Dan Worstell, President, Pyramid Roofing

You Know You're in Luck When You See the Yellow Truck



Inside This Issue

Meet Our Clients!
(Page 2)

Pyramid Wants You to Know...™
(Page 2)

What's Doing at Pyramid Roofing
(Page 3)

Pyramid Word Search Contest
(Page 3)

A Visit to WVEC ABC 13
(Page 4)



Williamsburg:
757.258.3595

Peninsula:
757.247.9600

Southside:
757.923.0999

Virginia Beach:
757.351.2555

Meet our Clients!

We don't often get high school students entering our Word Search Puzzles.

That's why we are especially pleased to introduce you to Bobby Clagett, almost age fifteen, who won last issue's Word Search contest!

Bobby hails from Jamestown High School in Williamsburg. He and his family moved to our area from New Jersey, around 10 years ago, and they really love living here. Clagett's Mom, Amy Clagett, is a successful Realtor for Century 21 Nachman Realty, and is a huge Pyramid Roofing fan.

"It's just great here in Virginia," says Clagett. "I like Busch Gardens, Water Country – and I like the weather." His favorite ride at Busch Gardens? "Apollo's Chariot," he responds.

A Miami Heat fan, Clagett wants to attend Virginia Tech someday. He is super excited about his Word Search prize: a "March Madness" party at Buffalo Wild Wings. The party, however, will have to wait until after Spring Break – the Clagetts are on a cruise to the Bahamas!

Please join us in wishing them a wonderful trip.



Bobby Clagett prefers Traditional Wings with medium classic wing sauce!

Pyramid Wants You to Know...™

"Draw The Yellow Truck" Contest – For Kids! (Two chances to win FREE passes to Kings Dominion!)

If you're a local TV or radio listener, you may have seen or heard our new commercials with the catchy jingle "you know you're in luck when you see the yellow truck."

Fact is, we are VERY proud of our trucks! We love seeing them out driving all over Hampton Roads, and people everywhere tell us how recognizable they are.

Even kids!

So this month we're having a special contest, for all our friends aged 5 -11.

Contest Details

Just ask your little guys or girls to break out their crayons or markers, and create and send us an original drawing of the Pyramid Roofing yellow truck. We'll pick not one, but TWO winners, each of whom will receive two (2) free passes to KING'S DOMINION, for some special summer fun!

Any type of drawing or painting will do (no photographs, please), on an 8" by 10" piece of paper. We will pick the winning drawing and hang it proudly in our office, where you and your lucky winner can come by to see it any time.

Send your child's entry along with your name and address to:

Yellow Truck Contest
Pyramid Roofing
1001 48th Street
Newport News, VA 23607

Or Scan and Email to: danw@pyramidroofing.com

You can even drop it by our offices!

Contest closes June 30, 2014.



Wyland Hanchey, son of Pyramid Roofing's Chris Hanchey, is mighty proud to ride in his Dad's truck!

What's Doing at Pyramid Roofing

This month, we want to share with you a story that makes us feel incredibly proud to be part of the Pyramid family.

Roofing Technician James Tuel – a “military kid” whose family moved around constantly – had always dreamed of owning his own home. But he never felt it was the right time to take on the risk.

“I worked for several smaller roofing companies here in the area,” says Tuel, “and I have always lived in rental apartments. The truth is, I never felt secure enough to even think about buying a home of my own.”

All that changed, however, almost 5 years ago, when Tuel found his dream job – at Pyramid Roofing. “It was a pivotal moment for me,” he says. “I’d always thought of Pyramid Roofing as the pinnacle of a roofing career. And when I began working here, I started to feel a financial security that I’d never felt before.”

Tuel says that the company encouraged him to pursue his dream. “They helped me out with all the important recommendations, procedures and paperwork involved in buying a house, and they made me feel safe,” he says. “Everything Pyramid does is about giving: to customers, employees, friends. I could never have done it without them.”

Today, Tuel, his fiancée Kristen Spriggs and their little boy, James, are the proud owners of their very first home. “I’m the first person in my family to own a house,” says Tuel. “I’ve set a standard for my kid, helped change his future. Honestly, [Pyramid owner] Dan and the company helped me reach a little higher.”

What does it feel like to have your own home? “Just great,” says Tuel. “And it even has a brand-new Pyramid roof!”



James Tuel and his family in front of their new dream home.

Win a backstage visit to WVEC Channel 13!

Pyramid Word Search Contest

Have you ever wondered what goes on behind the scenes at a TV news station? This month, two lucky winners – each with a guest – can get a backstage tour of the news station at WVEC Channel 13, in Norfolk! Winners will be able to visit and have photo opportunities with the 13 News Daybreak Team.

To enter, mail completed puzzle to:

Pyramid Roofing
1001 48th Street
Newport News, VA 23607

Or fax to: 757-258-5968

Or scan and email to: danw@pyramidroofing.com

Completed Word Search entries must be submitted by June 30, 2014.

Beginning this month, all winners of the Pyramid Word Search contest will be notified by email - so make sure you include your email address with your entry!

Your Name: _____

Email: _____

Phone: _____

Spring Into WVEC!



CRAIG	DAYBREAK	DOPPLER
JEFF	JULIE	LASALLE
REGINA	SANDRA	WVEC

W	V	X	X	D	O	Y	D	G	S	E	R	Y	N	A
V	O	G	C	O	B	A	W	A	M	F	Z	H	J	N
E	Y	W	S	D	Y	Y	R	E	L	P	P	O	D	I
C	N	D	E	B	C	R	A	I	G	U	G	S	C	G
J	J	I	R	L	W	Q	B	V	R	J	M	B	I	E
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K	C	O	O	F	N	D	S	N	T	B	M	T	I	I
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U	F	Y	S	W	P	M	K	D	A	X	N	Z	Z	Q
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108 Ingram Road, Ste. 21
Williamsburg, VA 23188

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A Visit to WVEC ABC 13

Earlier in this newsletter, we mentioned our new TV commercials, which are running on WVEC ABC 13 in Norfolk.

This is one of our first experiences with broadcast television advertising, and so far, it has been a terrific partnership. So when I was personally invited to visit the studio last month, I jumped at the chance.

And what a memorable experience it was! From the moment I walked into their studios, they made me feel like a welcome guest. Even as the news was being filmed, the crew was laughing, joking, calling me by name, and just making me feel like I was part of the team. Craig Moeller even invited me to stand in front of the weather camera and chat about hurricane preparedness! (See picture on page 1.)

By the end of the morning, I felt not like a starstruck fan, but like a friend. And their studio? Well, it felt like a big, happy family.

That's what Pyramid Roofing feels like too. We are more than just "those guys that fix your roof." We are truly nice guys – and gals. We get along together, know each other's birthdays, and look out for each other. And we, too, love our fans – that is to say, the many happy clients who make up Pyramid Roofing's large and growing group of family and friends.

If you want to learn more about the Pyramid family, do check out our regular feature, "What's Doing at Pyramid Roofing" (page 3). And if, like me, you've always wanted to get a peek at the inner workings of a TV studio, don't miss our Word Search Puzzle this month (page 3) – we are offering two lucky winners their very own visit to WVEC ABC 13! Now that's what I call a "newsworthy" prize.



*From the Desk
of Dan Worstell*

PyramidRoofing.com

*Williamsburg:
757.258.3595*

*Peninsula:
757.247.9600*

*Southside:
757.923.0999*

*Virginia Beach:
757.351.2555*



*Local roofer Dan Worstell added to the
Daybreak team!*