

Immigration, roofing and the power of industry associations

By Emma Peterson.

Learn how roofing associations are able to strengthen the industry by uniting our voices.

Looking at the news today, it is impossible to ignore the continuous fluctuation of immigration policies in the United States. This nebulous environment has had a devastating impact on the roofing and construction industries where it is estimated that [one in three workers](#) are foreign-born. Here at The Coffee Shops™, we have heard stories from across the industry of raids and other harsh policy implementations that are harming crews and industry professionals who are just trying to do their jobs.

But there are ways that we as an industry can come together to create a better future where borders are secure and our hardworking roofers are protected. To learn how industry leaders and associations are working towards this goal, we sat down with Will Lorenz of [General Coatings](#) for an [episode of Roofing Road Trips®](#).

The importance of associations

Will is the president of General Coatings and an active member of many industry associations, such as the [Spray Polyurethane Foam Alliance \(SPFA\)](#), [Roof Coatings Manufacturers Association \(RCMA\)](#) and [National Roofing Contractors Association \(NRCA\)](#). In each of these different facets of his professional life, immigration policy has been a huge topic of discussion, and one he has taken seriously. He shared, “The big thing is that these aren’t just local issues, they’re federal. So, to figure out how to navigate them, associations are key.”

Why are associations so important for issues like this? As Will explained, they have the ability and resources to listen to each individual member and turn those concerns and opinions into cohesive, group action. As Will puts it, “Associations bring together contractors and manufacturers from every area to share what's important to them and what can help the economy grow so we can all work towards getting more people roofs that keep them clean and dry.”

NRCA and the Dignity Act

A great example of a roofing association unifying industry voices is the [NRCA's support of the Dignity Act](#). The Dignity Act is a bipartisan effort to create legal paths for foreign-born workers in the U.S. The bill was brought to the House of Representatives by Veronica Escobar (D-TX) and Maria Salazar (R-FL). [Representative Salazar explained the goal of the Act](#):

The Dignity Act of 2025 is a revolutionary bill that offers the solution to our immigration crisis: Secure the border, stop illegal immigration and provide an earned opportunity for long-term immigrants to stay here and work. No amnesty. No handouts. No citizenship. Just accountability and a path to stability for our economy and our future.

Will added, "The Dignity Act is about people who are already here working, not people standing at the border...These are people who are good citizens, who have clean records, who are responsible and offer benefits to America because they have capabilities that we need here to keep our economy moving forward and our industry successful."

By [publicly supporting the Dignity Act](#), NRCA is helping professionals like Will get their concerns heard by policymakers on a federal level. "What I really love about NRCA and the [Roofing Alliance](#)," Will stated, "is that they're committed to not only just putting on good roofs but building the industry long term with a payback mentality to help lift people up."

[Listen to the full episode to learn more about how to make your voice heard through industry associations.](#)