

# Curriculum Vitae

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*William J. Esser*

## ESSER & ASSOCIATES

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## **BACKGROUND**

After completing two years in the US Marine Corps, a decorated tour in Vietnam, and being honorably discharged at the rank of E-5 (Sergeant),

Mr. Esser began his roofing career in 1971 in Covina, California. Starting as a laborer (kettle tender), Mr. Esser experientially worked his way to the position of company superintendent in less than three years. In 1975, Mr. Esser moved to San Clemente, California and qualified for California State Contractor's License No. \*316362 (C-39 Roofing) on March 3, 1976. On March 4, 1976, Mr. Esser founded Esser Roofing Company (ERC). ERC was sold for profit in 1979 with no loss to creditors.

In 1981, Mr. Esser founded Commercial Roof Management, Inc. (CRM) located in San Juan Capistrano, California. CRM is an independent consulting and roof management firm specializing in preventive maintenance. In the mid 1980's, CRM had regional offices in Texas, Washington, Oregon, Arizona, Northern and Southern California. Over time, all regional offices (excluding San Juan Capistrano) were either closed or sold to employees. As President and CEO, Bill oversaw the day to day operations of a staff that varied in size from 35 to over 50 employees.

Annual CRM was directly responsible for maintaining the watertight integrity of over \$500 million dollars in roofing asset value. Services included conduction annual inspections, performance of preventive maintenance, new and re-roofing specifications writing, Bid solicitation, job supervision, quality control and tenant improvement interaction. On May 1, 2004, Bill sold controlling interest in CRM to his close friend and General Manager, Dan King. Mr. King has been a consultant employed with CRM for over twenty years.

Mr. Esser is also founder and sole proprietor of Esser & Associates (E&A). Founded in 1995, E&A is a professional service organization, offering general roofing consulting,

expert witness testimony and cost estimating primarily in construction defect litigation, personal injury matters, and insurance related disputes.

Mr. Esser is a published author and industry recognized authority on roof management, preventive roof maintenance and construction defect litigation (from a contractor's perspective).

In June 2000, Mr. Esser assisted in drafting the State of California's licensing examination for the C-39 roofing contractor category. Mr. Esser has been certified by the State of California as an Industry Expert and participates on an as needed basis. Mr. Esser has also provided adjudication services as an impartial Umpire and Appraiser in insured vs. insurer roofing related disputes.

Over the past twenty-six years, Mr. Esser has testified in deposition, Federal and Superior Court, as well as binding arbitration. He finds defense assignments more challenging than plaintiff work; however, Mr. Esser has accepted plaintiff assignments and has been awarded sizeable judgments on behalf of his clients.

**Mr. Esser is:**

\*\*A published author of articles on the subjects of proper roofing installations, roof management and preventive maintenance.

**Articles appeared in the following publications:**

- CALIFORNIA INNTOUCH Magazine (March/April 1985)  
Roof Management - "Out of Sight, Out of Mind"
- BUSINESS TO BUSINESS Magazine (February 1985)  
The Sky Is Falling
- COMMUNITY LIFE Magazine (November 1983)  
Leak-Proof Advice
- ORANGE COUNTY APARTMENT NEWS (January 1985)  
"Out of Sight, Out of Mind"

\*\* A past/present member of:

- Construction Specifications Institute (CSI)
- National Roofing Contractor's Association (NRCA)
- Western States Roofing Contractor's Association (WSRCA)
- International Conference of Building Officials (ICBO)

\*\* Listed in 2007 AM Best Directory of Recommended Attorneys, Adjusters & Experts

Mr. Esser has:

- OVER thirty-six (36) consecutive years of roofing experience
- BEEN a licensed C-39 roofing contractor (#316362) since March, 1976
- OVER thirty-one (31) years experience as a Licensed Contractor
- OVER twenty-six (26) years experience as a Forensic Consultant
- TESTIFIED as an Expert Witness in Federal Court, Superior Court,
- Binding Arbitration and 30 - 50 depositions.

- SERVED as an Insurance Umpire and an Appraiser in claim disputes.

**Note:**

*In January, 2007 California State Contractor license #316362 was voluntarily retired to inactive status. Prior to that time it had been maintained continuously in good standing for over thirty (30) years without a single complaint and/or licensing violation.*

**Mr. Esser has conducted educational workshops for:**

**'85 RENTAL HOUSING EXPO** - Angel Stadium, Anaheim, CA June 2, 1985  
Title: *Everything You Wanted To Know About The 'Outside' Of Your Building*

**THE APARTMENT ASSOCIATION OF ORANGE COUNTY** January 25, 1986  
Rental Owners Course  
Title: *Everything You Should Know about Roofing (But were afraid to ask)*

**CALIFORNIA STATE UNIVERSITY - NORTHRIDGE** April 14, 1986  
Physical Plant Workshop & Trade Show, Northridge, CA

**BEVERLY ENTERPRISES, INC. (Convalescent Hospitals)** June 25, 1986  
Title: *Roofing - Asset or Liability?*

**PACIFIC BELL, Pasadena, CA** January 15, 1988  
Title: *Roof Maintenance & Emergency Repair Workshop*

**PACIFIC BELL, Riverside, CA** June 29, 1988  
Title: *Roof Maintenance & Emergency Repair Workshop*

**R & B COMMERCIAL MANAGEMENT CO., Los Angeles, Ca** June 29, 1989  
Title: *Emergency Repair & Preventive Maintenance Workshop*

**BIRTCHEr MANAGEMENT TRAINING SEMINAR** March 1, 1990  
Title: *Management by Plan vs. Management by Crisis*

**INTERNATIONAL ASSOCIATION OF SPECIAL INVESTIGATION UNITS (OR-IASIU)**  
Spring Fraud Conference, Portland, OR March 1, 2005  
Title: *Gone With The Wind*

**EDUCATION**

- Attended Northview High School, Covina, CA (graduated- 1968)
- Attended Citrus College, located in Glendora, CA (no degree)
- Attended Mt. San Antonio College, Walnut, CA (no degree)
- Attended Roofing Industry Educational Institute seminars.
- Attended Roofing Consultants Institute seminars and meetings.
- Attended various roofing material manufacturer's training seminars and facility tours.

- Maintains an extensive library of roofing information dating back over 25 years.

## **HANDS-ON ROOFING EXPERIENCE**

- Built-up Roofing (BUR) - gravel, mineral cap, SBS, torch applied APPs, EPDM, TPO, peel-n-stick, all types and all aspects of
- Shingling - Cedar shakes shingles, laminates, composition asphalt, all types, and all aspects of
- Tile - clay two piece, "S" & concrete, cement fiber, slate, asbestos, all types, all aspects of
- Waterproofing - above & below-grade, parking structures, all types and aspects of
- Cold applied membrane applications and reinforced elastomeric coatings all types and aspects of
- Metal roofing - Standing seam, Architectural steel Stone-coated Steel, metal & concrete roof decking
- Sheet metal -as components of, and/or related to roofing, siding, waterproofing and exterior building flashing details

## **COST ESTIMATING, SALES & MANAGERIAL EXPERIENCE**

- 31 years experience estimating commercial, industrial, institutional and residential roofing
- 33 years of roofing sales experience - all types of roofing systems and roofing materials
- Been a California employer & S Corporation for over 31 years. Never missed a payroll or tax payment.

## **WORK HISTORY (1971 TO PRESENT)**

**1971 - 1972:** Apprentice roofer for Hughes Roofing Co., Glendora, California.

Achieved foreman status

**1972 - 1974:** Roofing foreman for Holly Roofing Company, Baldwin Park, California.

Achieved Company Superintendent Status

**1974 - 1975:** C. Smith Construction Company, Mission Viejo, California.

Responsible for direct on-site supervision of general construction crews including; carpentry, concrete, below-grade waterproofing, roofing (all types).

Provided customer consultation on roofing options, applications, and architectural detail modifications.

**1976 - 1980:** Founder & Sole Proprietor of Esser Roofing Company & California Gutter Company located in San Clemente, California.

Both companies were sold for profit in 1980 at no loss to creditors

**1980 - 1981:** Partner in Trans-Continental Roofing Consultants with Gerald Wilson.

Company was dissolved at no loss to creditors.

**1981:** National Roofing Consultants, Glendora, California, employed as Senior Consultant and Director of Roof Management.

Provided general consulting services including; surveys, forensic investigations, specification development, expert witness services.

Established and oversaw roof management programs for corporate clients.

**1981 - 2004:** Founder, majority stockholder, CEO / President of Commercial Roof Management, Inc., Irvine, California.

Responsibilities include overseeing all corporate operations, and staff of 50+ employees.

Duties included: training of associate consultants, expert witness & litigation forensics, research, continuing education by conducting work shops and in-house training seminars for institutional clientele.

Company sold for profit on May 1, 2004 at no loss to creditors

**1994 – Present:** Owner and Sole Proprietor of Esser & Associates located Dana Point, CA.

E&A provides roofing, waterproofing and sheet metal forensics, consultation, seminars and expert witness services.