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DAVID SUSI

RSI Roofing president helps elevate industry

By ANN CHIN
The Daily Transcript

David Susi has been in the San Diego roofing business for 29 years. The president of **RSI Roofing** opened the full-service roofing contracting firm in 1993 with less than \$10,000 in startup capital.

Today RSI is located in Kearny Mesa with 90 employees, in addition to revenues approaching \$10 million per year, according to Susi. The company is comprised of four divisions including Roofing, Rain Gutters, Roof Maintenance and Solar Energy, which launched in August.

Susi said 2007 was a "banner year" for RSI. "We realized 12 percent revenue growth, purchased a second location in Kearny Mesa to accommodate our expansion, and opened the Solar Services division, which allows us the ability to help our customers 'go green,'" he said.

The 10,000-square-foot facility opened early October and the company jumped on the green building initiative through its solar services and products.

Among the monumental projects RSI has done over the year, Susi cites signing a \$1.2 million contract for a package of buildings in Orange County for **The**



Shidler Group.

Susi said RSI has been a role model in the roofing businesses. The company has "elevated the standard and image by which roofing contractors are perceived," he said.

According to Susi, RSI's well-defined structure, vision, mission goals and culture are unusual in the roofing industry. He has brought these characteristics to the roofing industry in the form of community participation.

During 2007, Susi served as a

member of Rebuilding Together San Diego board. He is also president elect of the San Diego Roofing Contractors Association for the upcoming year.

Susi attributes RSI's successful year to the company's managers and employees.

"I am nothing without their implementation of my ideas and initiatives; and without their hard work, commitment and dedication, I would not be as successful as I have been," he said.

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