

Special Seminar Edition

TOP OF THE NEWS



April 2009

ABOUT & BEYOND

DURO-LAST® ROOFING, INC.



2009 Duro-Last® Sales Seminar



JACK BURT

The theme of our recent National Sales Seminar, *Above & Beyond*, really summed up 2008 for us. In the face of increasingly challenging economic conditions, you — our customers — came through again, driving us above and beyond previous years to a new sales record! Thank you for your continued, strong commitment to Duro-Last. If you were with us in

MESSAGE FROM THE CHAIRMAN

Daytona Beach, I'm glad you were able to join us. My conversations with attendees confirmed that the information presented through speakers, panel discussions and Breakout Sessions will help our customers strengthen their business operations this year.

If you weren't there, please plan to attend our 2010 National Sales Seminar in Tucson, Arizona. I guarantee your time will be well-spent.

Among other Seminar activities, we were excited to announce the promotions of Shawn Sny and Jason Tunney to Vice Presidents of John R. Burt Enterprises. They have been part of Duro-Last for many years, and we expect great things from them as they carry on the excellent business traditions

that were started by my father — their grandfather — John R. Burt.

I'm thrilled at every Seminar to rub elbows with our great team of contractors, and this year was no exception. Whether you've been with Duro-Last for many years or are just getting started, you should know that we distinguish ourselves in the roofing industry by providing exceptional support to every customer. Our entire Duro-Last team is looking forward to providing you with the resources you need for success this year.

Please accept my best wishes for a tremendous year as the "beat goes on" in 2009!



TOM HOLLINGSWORTH

We had a great National Sales Seminar in Daytona Beach. The weather was ideal, I — as well as everyone I spoke with — enjoyed the fellowship, and I heard from several attendees that the learning opportunities from our General and Breakout Sessions were among the best ever. I am very proud of the team effort throughout Duro-Last that makes this annual

MESSAGE FROM THE PRESIDENT

event truly unique in the industry.

I was excited this year to be able to announce another record sales year: in 2008, we exceeded \$164 million — an increase of 4.5% over 2007. Thank you!

We also have some new product initiatives in the works, including an extension of our Duro-Last Designer Series of membranes. Look for formal introductions of our Rock-Ply and Vinyl Rib systems in the near future. Both of these — along with the Shingle-Ply system we introduced last year — will give you more roofing options to offer your customers.

As Vice President of Sales & Marketing, Steve Ruth and I emphasized during our corporate update, the Duro-Last business

has been built on four "pillars": a strong team of people; sound financial management; product and production innovation; and a focus on core competencies.

These have been the foundation of our past success, and they are what we will rely on as we navigate the uncertainties that lie ahead in 2009. I encourage you to look at the areas that have made your business successful, and make sure those pillars are solid. I'm confident that together we'll meet any challenges that arise, and end the year in record territory again.

Thank you for your continued partnership!

SALES SEMINAR A PERFECT SETTING FOR EDUCATING CONTRACTORS AND SALES REPS

Another successful Sales Seminar has gone down in the Duro-Last record books. We were privileged to host over 800 guests representing more than 175 Duro-Last contractors at this year's event, which was held January 25-27 in Daytona Beach, Florida. Our theme this year was *Above and Beyond*, and the positive feedback we received from our attendees confirmed that, indeed, this conference exceeded everyone's expectations.

Our combination of business-oriented meetings and family-friendly activities provided a well-balanced event. Much of the business emphasis was on environmentally-friendly or "green" construction trends, and how the Duro-Last membrane is the ideal sustainable roofing choice. We also introduced new products, including several from Duro-Last's metal fabrication division, EXCEPTIONAL® Metals.

Nationally-known Keynote Speaker Jim Pancero and Motivational Speaker Mark Scharenbroich provided interesting and inspiring presentations during the General Sessions, and important departmental updates were delivered by various Duro-Last managers. Special guest Paul Montelongo presented two educational Breakout Sessions dealing with advanced marketing strategies and beating the competition.

One of the highlights of our annual event is the Awards Banquet, where we recognized those customers who reached various sales thresholds during the previous year. It's exciting to see long-term customers attain higher levels than they've previously

reached, and to see newer customers accept an award for the first time. Pride is clearly evident on all faces as people reach the stage to be greeted and congratulated by Duro-Last executives.

Parsons Commercial Roofing of Waco, Texas, was named Duro-Last's 2008 Contractor of the Year by virtue of surpassing the \$7 million sales plateau. This is the third consecutive year that Parsons has been awarded the Contractor of the Year award and the second straight year they have reached over \$7 million in Duro-Last sales.



Mark Scharenbroich

Duro-Last is blessed with an extraordinarily loyal customer base, many of whom have been affiliated with Duro-Last since 1978. It's remarkable to overhear conversations about "family," where the reference is to the relationship between the contractor's business and ours. Duro-Last truly enjoys a unique standing in the roofing industry.

We've already begun planning the 2010 National Sales Seminar, which will be held January 25-27 in Tucson, Arizona at The Westin La Paloma Resort and Spa (see related article on back cover). More details will follow!

Top of the News is designed to be an interesting, informative, and useful newsletter for Duro-Last contractors, sales representatives, and corporate personnel.

Articles contain the most current information available at the time of publication.

Although tremendous efforts are taken to ensure accuracy, there may be an occasional misprint or omission. If so, we apologize for any inconvenience or hardship the error caused.

Submit article ideas to the Duro-Last Marketing Communications Department at 800-248-0280.

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BUDDY WILSON HONORED AS DURO-LAST SALES REP OF THE YEAR

For the third consecutive year, Buddy Wilson, who manages the East Texas sales territory, was recognized as the Sales Rep of the Year by Duro-Last at the annual Sales Rep Awards Banquet. His Associate Sales Rep, Trey Hansen, was also honored. The pair's sales exceeded an astonishing \$24 million; an increase of over \$3.8 million from the previous year!

Held on Saturday night at Daytona International Speedway's

Daytona 500 Experience, the awards banquet also paid tribute to other sales reps for their years of service and sales increases.

National Sales Manager John Deal hosted the event and was joined by Vice President of Sales & Marketing Steve Ruth, Vice President of Western Operations Tim Hart, and Duro-Last Regional Managers who introduced the high achievers in our sales rep network.



Recognition For Years Of Service

5 Years

Barry Hirsch
Daniel Lakstins
Jason Carpenter
Scott Bieber

10 Years

Mike Spaniol

25 Years

Jeff Gottron

15 Years

Lyn Davis



Sales Achievements

2008 Sales Increase Compared To 2007

Scott Sny

Darrin Boatman

Sales Increase Over Best Year Ever

Joe Sweeney

Steve McElhaney

Lyn Davis & Roger Bertolini

Ring Winners For Exceeding A Significant Sales Level

\$500,000

Gabe Holley

\$1.0 Million

Joey Weatherford

\$3.0 Million

Jeremy Tunney – Earned a gem update.

Mike Duchien

\$6.0 Million

Dan Johnson – Earned a gem update.

Sales Increase In 2008 Over \$250,000

Scott Bieber – Earned a gem update.
(Sales over \$2.0 million)

Barry Hirsch

Sales Increase Over \$500,000

Daniel & Leah Lakstins

Dean Shannon

Ryan Clark – Earned a gem update.
(Sales over \$2.0 million)

Sales Increase Over \$750,000

Chris Hemphill, Tim Hickman & Ryan Williams
– Earned gem updates.
(Sales over \$6.0 million)

Ryan & Matt Moeller – Earned gem updates.
(Sales over \$6.0 million)

Sales Increase Over \$1.25 Million

Mike Gottron, Bryan Gottron & Jason Dark
– Earned gem updates.
(Sales over \$11 million)



Top Increase

1st Place

Buddy Wilson & Trey Hansen
(Increase over \$3.8 million)

2nd Place

Tom Allen, John Myers, Rodger Wood,
& Jason Carpenter
(Increase over \$1.6 million)

3rd Place

Don Morris, Mark Akagi & Wes Neal
(Increase over \$1.4 million)

Top Volume

1st Place

Buddy Wilson & Trey Hansen
(Sales exceeding \$24 million)

2nd Place

Jeff Gottron, J. Costen & Trevor Wagester
(Sales exceeding \$15 million)

3rd Place

Tom Allen, John Myers, Rodger Wood,
& Jason Carpenter
(Sales exceeding \$13 million)



Contractor Activations

With 7 Activations

Tom Allen, John Myers, Rodger Wood,
& Jason Carpenter

Ryan Clark

Dan Johnson

With 9 Activations

Buddy Wilson & Trey Hansen

John Hall

Jeff Gottron, J. Costen & Trevor Wagester

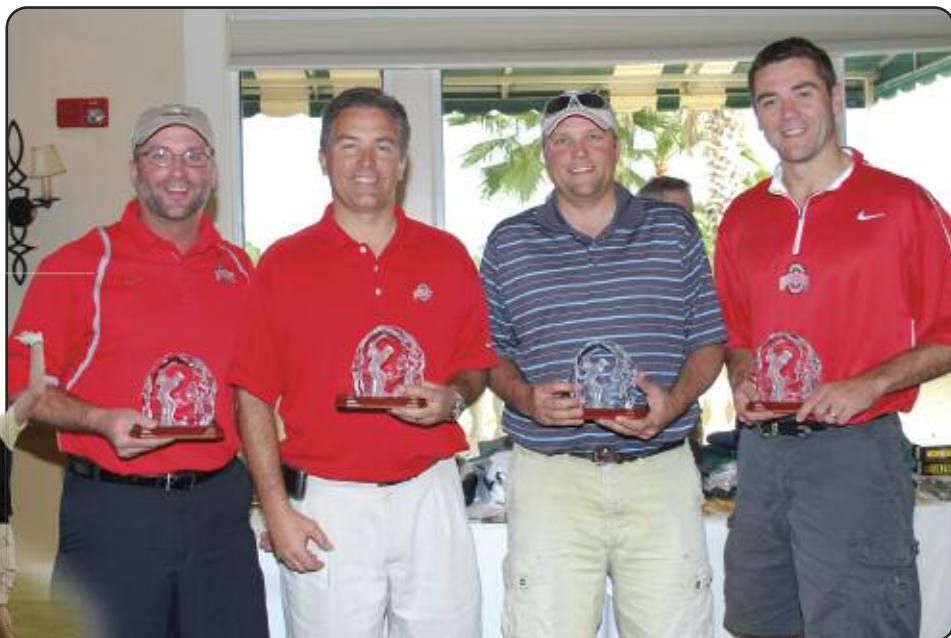


Congratulations to these outstanding sales reps!

ANNUAL GOLF TOURNAMENT FULL OF BIRDIES, BOGEYS AND BIG FUN

Approximately 80 Seminar guests participated in the Mildred B. Burt Golf Tournament, which took place at the LPGA International in Daytona Beach, Florida on Sunday.

It was a “par-fect” day to be on the course, and all the participants enjoyed a relaxing game on the links.



1st Prize

Mark Gottron, Mike Gottron, Mike Tignor, & Bryan Gottron

Each winner received a trophy and a golf shirt.

Closest to the pin:

- Hole #3 – Ethan Wagner
- Hole #7 – Jeff Gottron
- Hole #12 – Chris Gohr
- Hole #15 – Jeff Beckwith

These individuals were awarded pro shop gift certificates.





FORE!

Golfers had to overcome challenges at every turn on the 1997 Arthur Hills Legends course, including natural wetlands, narrow pine corridors, small greens, and strategically-placed water hazards.

SUNDAY WELCOME PARTY

SEMINAR GUESTS ENJOY "UNDER THE BOARDWALK"
WELCOME PARTY ON SUNDAY NIGHT

Duro-Last friends and colleagues gathered for the Sunday Welcome Party at the historic Daytona Beach Bandshell. Our "Under the Boardwalk" theme gave guests the opportunity to sample lots of carnival food and play a variety of boardwalk-style games. Many danced the night away to fun, summertime music that blended with the sound of waves from the Atlantic Ocean rolling up on the beach.

Check out all the fun they had!





MONDAY'S GENERAL SESSION WITH KEYNOTE SPEAKER JIM PANCERO

After a rousing, interactive opening provided by the Drum Café, Monday's General Session attendees heard presentations from Tom Hollingsworth, Steve Ruth, Fred Sitter and Keynote Speaker Jim Pancero.





BREAKOUT SESSIONS WELL-ATTENDED BY SEMINAR GUESTS

Seminar guests packed the rooms of this year's Breakout Sessions, taking home useful sales, marketing, and installation information.



The Breakout Sessions included:

Performance Driven Layout

– Tom Allen & Nick Orwig

What's New In The Metal Rock-N-Roll World

– Art Gilles, Mitch Guettler & Aaron Kisser

Green, LEED®, Cool, Photovoltaics – Remove The Overburden & Get To Sustainability

– Al Janni & Drew Ballensky

Selling The Differences & Separating Yourself From The Rat Race

– John Deal & Scott Bieber

The Winning Touch With Architects & Consultants

– Steve Ruth & Scott Franklin

Advanced Marketing Strategies For Roofing Contractors

– Paul Montelongo & Fred Sitter

Rising Above The Competition

– Paul Montelongo & Fred Sitter



Do you have any suggestions for future Breakout Session topics? If so, contact Mike Gwizdala at 800-248-0280, Ext. 2214 or E-mail him at mgwizdala@duro-last.com.

BREAKOUT SESSION WINNERS

This year's Breakout Session attendance winners were Blair Harvill of Marty Robbins Roofing Company, Inc. in Dothan, Alabama; Jerry Ziegelbauer of Precision Roofing Services, Inc. in Sheboygan, Wisconsin; and Ryan Koch of Twin Rivers Improvement in Two Rivers, Wisconsin. Each of these contractors attended four Breakout Sessions, and then their names were randomly selected from all qualifying Breakout Session participants, earning them a Sears® gift card, which they received during the Tuesday Night Awards Banquet. Congratulations!



ROOFERS' CHALLENGE AN INTENSE COMPETITION BETWEEN TEAMS

Workmanship, accuracy, speed, aesthetics, and knowledge about the Duro-Last roofing system were some of the qualities that participating team members were judged on during this year's Roofers' Challenge.

Nine two-man teams took part in the competition, with judges

awarding Randy Young and Keenan Young of Great Lakes Roofing & Insulation Systems in Sault Ste. Marie, Michigan, the winners. They were recognized during the Tuesday Night Awards Banquet and presented with the championship trophy.

Second place went to Ivan Elias and Gabriel Perez of Kelly Roofing in Naples, Florida, and third place went to Daniel Smith and Ben Sohar of Damschroder Construction, LLC. in Fremont, Ohio, respectively. Way to go, guys!



TUESDAY'S GENERAL SESSION WITH MOTIVATIONAL SPEAKER, MARK SCHARENBROICH

Tuesday's General Session highlights included presentations from Shawn Sny, Al Janni, Drew Ballensky, and Contractor Advisory Board President Ken Kelly; a panel discussion led by Tim Hart; and motivational speaker Mark Scharenbroich.



DURO-LAST SALUTES NEW CLUB INDUCTEES

The following contractors were honored during the Duro-Last National Sales Seminar for earning sales awards for a total of 10, 20, and 25 years.

Inductees to these clubs received a commemorative trophy during the Tuesday Night Awards Program.



Cowan Roofing, Inc. of Marshalltown, Iowa; JBK, Inc. of Corbin, Kentucky; Mid-Western Commercial Roofers, Inc. of Mobile, Alabama; Prime Source Construction of Burleson, Texas; and Roberts-McNutt, Inc. of North Little Rock, Arkansas.



Tomkat Roofing, Inc. of Streator, Illinois.



Watson Roofing Company of Friendship, Tennessee.

CONGRATULATIONS TO THESE WINNERS!



DURO-LAST CONTRACTORS RECOGNIZED FOR GOING *ABOVE & BEYOND* IN SALES

CONTRACTORS ENJOY ANOTHER SUCCESSFUL YEAR



CONTRACTOR OF THE YEAR:

Parsons Commercial Roofing

There were lots of winners at this year's Tuesday Night Awards Banquet, where approximately 130



Duro-Last contractors were honored for achieving excellent sales levels in 2008.

Each award category recognized outstanding achievement in sales, quality workmanship, customer satisfaction, and other goals accomplished in the interest of Duro-Last Roofing, Inc.

Celebrating a contractor who truly went above and beyond in their sales, Duro-Last honored Parsons Commercial Roofing of Waco, Texas, who earned the Contractor of the Year Award for the third consecutive year!

A hard-working and highly

professional businessman, Stuart Parsons, Jr. has continually set higher and higher standards for his crew and other contractors to follow.

As a matter of fact, Parsons Commercial Roofing has set new sales records for Duro-Last for the last two years, including exceeding \$7 million in sales for the second consecutive year!

Representing Parsons Commercial Roofing were: Stuart and Jennifer Parsons; their son Trey and daughter Ashton; Robert Tindle; Ennis Degrate; Marty Honey; Randy Durham; Phil Gustafson; Craig and Heather Tindle; Lane Reed; Les Farmer;

(Continued on page 17)

(Continued from page 16)

Ken and Jackie Wells; Jerome Smith; Brian Tindle and Michael Brem.

So how does Stuart do it all... be a loyal son, dedicated and loving husband, caring father, AND a motivated and trusted boss?

"I credit my success to not only working harder, but working harder AND smarter," said Stuart. "I think it is also very important to listen to the people around you...you're only as good as the team you've got working with you."

Another factor that has energized Stuart over the years is the recollection of his first encounter with Duro-Last Founder, John R. Burt.

"The first time that I saw John Burt walk into a room, it felt like there was electricity in the air," recalled Stuart. "It was awe-inspiring!"

Clearly, it was another busy year for Parsons. Hurricane Ike provided many unique opportunities including a large beverage distributor warehouse in Texas that sustained significant damage from the storm.

Receiving news about the damage on a Saturday, Stuart and a crew of 30 rushed to the 300,000-square foot facility and took action the following day.

"We had the warehouse up and running again in two days," noted Stuart.

The reward for Parsons: the job ended up being a million dollar roofing project and the beverage distributor has provided additional work to Parsons.

Stuart and his crew always try to be proactive rather than reactive, continually exceeding the expectations of every customer they encounter.

And it certainly has paid off! This past year, Parsons installed more than 5.3 million square feet of Duro-Last membrane!

In addition to his involvement

with the roofing company and his family, Stuart supports many local charities, including the Special Olympics, the Family Abuse Center, and the Muscular Dystrophy Association. As a matter of fact, the counseling room at the local Family Abuse Center was named in memory of Stuart's mother, Sue, for his continued support. Additionally, he was also honored by the MDA as an Outstanding Citizen in the community.

Stuart also takes pride in actively supporting educational foundations in schools throughout Texas as well as starting scholarships in memory of his mother, who passed away in 2004 from cancer.

Giving back to the community is another important contribution Parsons Commercial Roofing values. The company donates at least one roof to a needy person or organization each year.

Stuart and his entire staff and



family bring tremendous value not only to their community, but to Duro-Last as well!

In recognition of his company's success in 2008, Duro-Last awarded Stuart with a new Chevrolet Cobalt Coupe 1LT.

Congratulations Parsons Commercial Roofing!

TUESDAY NIGHT AWARDS BANQUET

Century Club

53 contractors achieved Duro-Last sales of \$100,000 or more.

Presidents Club

29 contractors achieved Duro-Last sales of \$250,000 or more.

Admirals Club

16 contractors achieved Duro-Last sales of \$500,000 or more.

Generals Club

7 contractors achieved Duro-Last sales of \$750,000 or more.

John R. Burt Award

18 contractors achieved Duro-Last sales of \$1 million or more.

Golden Eagle Award

6 contractors achieved Duro-Last sales of \$2 million or more.

Congratulations to our 2008 award winners and thank you for your loyalty to Duro-Last!



A.J. Edwards Roofing Co., Inc.



Acme Roofing Company



Ampco Seamless Roof Coatings



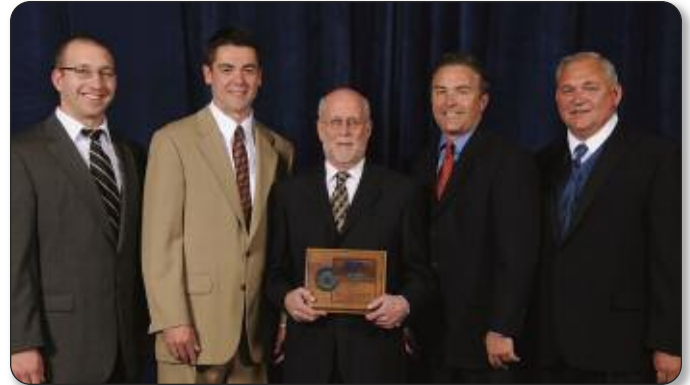
B & M Construction, Inc.



Bob Harvey Roofing, Inc.



Bruttell Roofing, Inc.



Colony Commercial Roofing, Inc.



Complete Commercial Roofing



Cosam Contracting, Inc.



Cowan Roofing, Inc.



Custom Construction Systems



Dakota Coating



DeWitt Sheet Metal, Inc.



Eagle Roofing, Inc.



Eau Claire Roofing Co., Inc.



Furey Roofing Co., Inc.



Gilliland & Son Roofing, LLC



I. C. Enterprises, Inc.



JAM Associates, Inc.



Maintco Corp.



Morgan Corp.



Nickerson Construction



North Central Wisconsin Exteriors, Inc.



Northern IL Seamless Roofing, Inc.



Paff Contractors, LLC



Paul Horschel & Son, Inc.



Peters Roofing



Pinnacle Roofing Company



Pitts Roofing Co., Inc.



Rainbow Enterprises, Inc.



Schroeder's Exteriors, Inc.





Seaside Roofing Co.



Sensible Construction, LLC



Slagle Roofing & Construction, Inc.



Southern Roofing Company



Systems Roofing



The Cool Roofing Co., Inc.



Traska Roofing & Ventilation Company



Turner Morris, Inc.



Tusing Builders, Ltd.



Twin Rivers Improvement



Vega Roofing Co.



W. H. Demmons, Inc.



Wagner's Energy Center, Inc.



Watertite Roofing



West Central Roofing Contractors, Inc.



West Wind Roofing, LLC



Acker & Guerrero Roofing Co., Inc.



Breault Roofing, Inc.



Building Associates, Inc.



Ciaccio Roofing Corporation



Esko Maintenance Company



GKS Commercial, Inc.



H. C. Anderson Roofing Company, Inc.



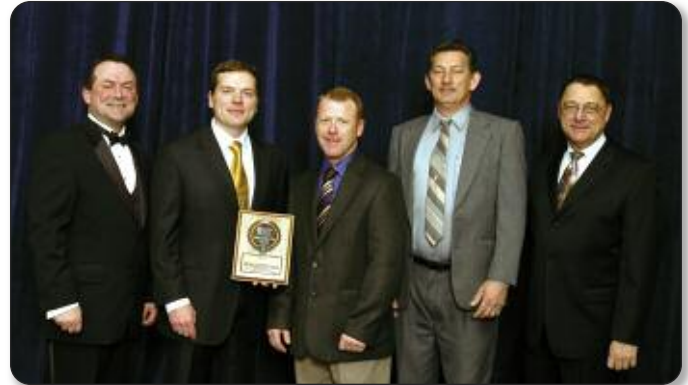
Holko Enercon



Holthaus Companies, Inc.



Horning Roofing & Sheet Metal



JBK, Inc.



Kelly Roofing



MacDermott Roofing & Sheet Metal, Inc.



Matthews Construction



Meyer Roofing, Inc.



Mid-West Roofing & Sheet Metal



Overhead, Inc.



Pell Roofing



Precision Roofing Services, Inc.



Roof Solutions, Inc.



Roofing by Fred Gross



Sealtite



Taylor Roofing, Inc.



THL Enterprises, Inc.



Tomkat Roofing, Inc.





Ultimate Roofing Systems



Umbrella Roofing Systems, Inc.



Urethane Unlimited



Western Roofing, Inc.



All Seasons Roofing Services



All Weather Roofing Systems, Inc.



Beckwith Commercial Roofing, Inc.



Brandle Roofing & Sheet Metal Co.



Columbia River Roofing



Commercial Roof Services, Inc.



Commonwealth Roofing Corp.



D. Thomas Roofing Company, Inc.



Fidelity Roofing Company



Guycan Aluminum, Ltd.



Heritage Roofing Systems of Oklahoma



Jim Stevens Construction, Inc.



Maier Roofing Co., Inc.



Marchbanks Specialty Company, Inc.



Marty Robbins Roofing Company, Inc.





Pro-Tek Exterior Services, Inc.



Reynolds Construction Co., Inc.



Roofing Plus, Inc.



Roof-Tec National, Inc.



Ryan Roofing



Sealtite Applicators, Inc.



Ted's Quality Roofing, Inc.



Watson Roofing Company



Broken Arrow, Inc.



Cool Roofing Systems



Davis Contracting



Duerson Corporation



Goodmen Roofing, Ltd.



Springfield Construction



Technique Roofing Systems, LLC

**AWARD WINNERS WHO
ATTENDED AWARDS
BANQUET BUT DID NOT
GET A PHOTO TAKEN:**

Century Club

Four Seasons Energy
Efficient Roofing
Koopman Construction, LLC
Mastercraft Roofing, Inc.
McCormick Single Ply
Roofing & Consultants
TBR Systems, LLC
United Construction
of Salida, Inc.

Admirals

Starfish Roofing



#

Conex Roofing Co.

Orange, California



*(L-R) Duro-Last President Tom Hollingsworth;
Paul Rogers, Terry Craine, Robert Williamson;
Duro-Last Sales Representative Mike Duchien;
Duro-Last Chairman Jack Burt*



Conex Roofing is a three-time recipient of the John R. Burt Award. "Our business philosophy is to solve our customers' problems as efficiently as possible. Nobody likes spending thousands of dollars on a roof, but they do like having their problems solved."

– Paul Rogers

Cotterman & Company, Inc.

Minster, Ohio



Founded in 1978, Cotterman & Company has been an annual John R. Burt Award winner since 2003. "We are committed to exceptional customer service and dedicated to preserving their trust. The customer always comes first at Cotterman."

– Mike Cotterman

*(L-R) Duro-Last President Tom Hollingsworth;
Duro-Last Sales Representative Mike Gottron;
Mike Cotterman, Joe Bender; Duro-Last Sales
Representatives Brian Gottron, Jason Dark;
Duro-Last Chairman Jack Burt*



D.K. Haney Construction

Fort Worth, Texas



(L-R) Duro-Last President Tom Hollingsworth; Jayme Haney, Dustin Haney, Craig Owens, Beverly Stapleton, Ralph Harris, Barbie Gold, Monroe Trammell, Larry Johnson, Jerri Johnson, Percy Land, Daniel Torres; Duro-Last Sales Representatives Trey Hansen, Buddy Wilson; Duro-Last Chairman Jack Burt



Four-time John R. Burt Award winner; prior Golden Eagle Award winner. "A 97 on an inspection does not cut it. Until you hit 100 on every job and with your customers, there is room for improvement. If you pay attention to quality installations and first-class customer service, everything else falls into place."

– Dustin Haney

Damschroder Construction, LLC.

Fremont, Ohio



A first-time John R. Burt Award winner, Damschroder has been with Duro-Last since 1987. "I love to listen, ask questions, make observations, and try to figure out how something can be done. I consider 'success' to be the balancing in life between work, family, and service."

– Dave Damschroder

*(L-R) Duro-Last President Tom Hollingsworth;
Duro-Last Sales Representatives Mike Gottron, Joe Gottron;
Dave Damschroder, Dana Howell, Duro-Last Sales
Representatives Jason Dark, Bryan Gottron;
Duro-Last Chairman Jack Burt*



Goodmen Roofing, Ltd. (AB)

Red Deer, Alberta



*(L-R) Duro-Last President Tom Hollingsworth;
Michel Jacques, Marco Gilbert; Duro-Last Sales
Representative Barry Hirsch; Duro-Last
Chairman Jack Burt*



A first-time John R. Burt Award winner, Goodmen Roofing is also the first international contractor to exceed \$1 million in sales. "We strive for total customer satisfaction and complete our projects in a timely manner, using high-quality Duro-Last products."

– Michel Jacques

Great Lakes Roofing & Insulation Systems

Sault Ste. Marie, Michigan



Great Lakes is a four-time John R. Burt Award winner. "Even though we are a small company, we view every employee as an extended family member, and this closeness fosters pride in our workmanship, which translates into excellent customer satisfaction."

– Kevin Kenney

(L-R) Duro-Last President Tom Hollingsworth; Lois Kenney, Kevin Kenney, Traci Miller, Craig Miller, Keenan Young, Randy Young; Duro-Last Sales Representatives Trevor Wagester, Jeff Gottron; Duro-Last Chairman Jack Burt



Harold Hall Roofing, Inc.

Stuttgart, Arkansas



*(L-R) Duro-Last President Tom Hollingsworth;
Harold Hall, Brock Smith, Mike Smith; Duro-Last
Sales Representative Darrin Boatman;
Duro-Last Chairman Jack Burt*



An authorized contractor and Duro-Last award winner since 1994, Harold Hall Roofing came to the rescue of building owners following a major tornado that struck in 2008. "We have an excellent reputation in our community and were able to properly respond to our customers' needs."

– Jamie Hall

Jewett Roofing Co.

Greenville, Illinois



Jewett has been an authorized Duro-Last contractor for more than 13 years. "Our success is the result of many individuals who daily contribute time, energy, and their gifts and talents to our company. The everyday challenges that God presents helps us become stronger and more successful. When you fall... get back up!"

– Dan Jewett

(L-R) Duro-Last President Tom Hollingsworth; Dan Jewett, Eric Jewett, Adam Evans, Brent Summers, Geoff Battersby, Bruce Huneycutt, Brian Moore, Chris Ceriotti; Duro-Last Sales Representatives Tom Allen, Jason Carpenter, Rodger Wood; Duro-Last Chairman Jack Burt



Midwest Coating, Inc.

Topeka, Kansas



*(L-R) Duro-Last President Tom Hollingsworth;
Julie Morris, Randy Morris, Nathan Morris,
Shawn Myers, Larry Geraghty; Duro-Last Sales
Representatives Don Morris, Mark Akagi, Wes Neal;
Duro-Last Chairman Jack Burt*



A three-time John R. Burt Award winner, Midwest Coating has been an authorized Duro-Last contractor for over 24 years, installing more than 11 million square feet on over 1,500 projects. "Aggressively soliciting new and existing customers helped drive our high sales numbers in 2008."

– Randy Morris

Mid-Western Commercial Roofers, Inc.

Mobile, Alabama



An authorized Duro-Last contractor since 1999, Mid-Western has earned multiple awards, including the 2005 Contractor of the Year. "We are very proud of our proficiency and excellent workmanship. Mid-Western takes full advantage of the services that Duro-Last provides to contractors."

– Chuck Smith

(L-R) Duro-Last President Tom Hollingsworth; George Bock, Richard Noel, Rick Romero, Chuck Smith, Daniel Smith; Duro-Last Sales Representatives Darrin Boatman, Phil Davis, Ryan Clark; Duro-Last Chairman Jack Burt



MW Morss Roofing

Romulus, Michigan



*(L-R) Duro-Last President Tom Hollingsworth;
Mike Morss, Bill Tortoriello; Duro-Last Sales
Representative Jeff Gottron; Duro-Last
Chairman Jack Burt*



Morss Roofing has been affiliated with Duro-Last for more than 25 years, earning Duro-Last awards every year, including Contractor of the Year six times. Morss has installed 25 million square feet of Duro-Last material on 2,700 projects. "I believe in selling a quality product and stress to my customers that you should never substitute quality for price."

– Mike Morss

Monument Constructors, Inc.

Beaumont, Texas



A Century Club Award winner in 2007, Monument Constructors is a first-time John R. Burt Award recipient. "We have good leadership within our company who emphasize honesty, fairness, service to others, and faith in God. We try to remember that our customers are the ones who feed and clothe our families."

– Charles Smith

(L-R) Duro-Last President Tom Hollingsworth; Slade Smith, Lauren Smith, Charles Smith, Renee Wise, Sheila Oyler, Paul Oyler, Letty Lanza, Tom Lanza, Debbie Ray, Ken Ray; Duro-Last Sales Representatives Buddy Wilson, Trey Hansen; Duro-Last Chairman Jack Burt



Ohio & Indiana Roofing, Co.

St. Henry, Ohio



*(L-R) Duro-Last President Tom Hollingsworth;
Duro-Last Sales Representative Mike Gottron;
Lisa Erwin, Frank Erwin, Mary Burns, Michael Burns;
Duro-Last Sales Representatives Jason Dark,
Bryan Gottron; Duro-Last Chairman Jack Burt*



A first-time John R. Burt Award winner. "Every employee treats each roofing project as though it were their own. Our repeat customers believe in high-quality roofing materials and installations at a fair price, and our new customers rely on the excellent reputation we have established."

– Michael Burns

Prime Source Construction

Burleson, Texas



A first-time John R. Burt Award winner, Prime Source has installed more than 4.5 million square feet of the Duro-Last roofing system since 1996, emphasizing high-quality products and services to customers. "Quality always sells itself."

– Tommy Doty

(L-R) Duro-Last President Tom Hollingsworth; Tommy Doty, Karen Doty, Brad Doty, Trent Doty, Delania Doty, Austin Levens, Brandy Levens, Danny Levens; Duro-Last Sales Representatives Buddy Wilson, Trey Hansen; Duro-Last Chairman Jack Burt



Roberts-McNutt, Inc.

Little Rock, Arkansas



*(L-R) Duro-Last President Tom Hollingsworth;
Michael Faught, Jessica Faught; Duro-Last Sales
Representative Darrin Boatman;
Duro-Last Chairman Jack Burt*



Roberts-McNutt has installed nearly 6.5 million square feet of Duro-Last membrane since 1997. "Diversification in various advertising media is very important to our company. Name recognition in the marketplace and a good reputation are the keys to our success."

– Michael Faught

United Roofing & Sheet Metal, Inc.

Bryan, Texas



A John R. Burt Award winner in eight of their 13 years as an authorized contractor. Success in 2008 came from emphasizing the basics of marketing: concentrating on sending out mailers, doing tele-marketing, and making lots of cold calls. "We try to make the most of each and every day, stressing the need to always do the right thing."

– Larry Winkler

(L-R) Duro-Last President Tom Hollingsworth; Larry Winkler, Matt Winkler, Matt Nichols, Kevin Stewart; Duro-Last Sales Representatives Buddy Wilson, Trey Hansen; Duro-Last Chairman Jack Burt



Weather Shield Roofing Systems, Inc.

Grand Rapids, Michigan



*(L-R) Duro-Last President Tom Hollingsworth;
Kurt Wassink, David Sny, Tony Koshar; Duro-Last
Sales Representatives J. Costen, Jeff Gottron;
Duro-Last Chairman Jack Burt*



Weather Shield is a ten-time John R. Burt Award winner, a two-time Contractor of the Year recipient, and a member of the 25-Year Club. Weather Shield emphasizes superior workmanship, enabling the company to grow throughout Michigan. The company has installed more than 15.6 million square feet of the Duro-Last roofing system since 1987.

Wormley Bros. Roofing

Buford, Georgia



An authorized Duro-Last contractor since 1997, Wormley is a prior winner of one Century Club Award, four Presidents Club Awards, two Admirals Club Awards, and three Generals Club Awards. "My father always told me to do a good job at a fair price, so that's what I do."

– Bryan Wormley

*(L-R) Duro-Last President Tom Hollingsworth;
Bryan Wormley; Duro-Last Sales Representatives
Chad Hall, Phil Brown; Duro-Last Chairman Jack Burt*



Jaco Construction, Inc.

Clute, Texas



(L-R) Duro-Last President Tom Hollingsworth; Bob Walcik, Bennie Clawson, Bill Walcik, Steve Good, Rocky DeMarco, Patrick Moody; Duro-Last Sales Representatives Buddy Wilson, Trey Hansen; Duro-Last Chairman Jack Burt



Jaco has been with Duro-Last since 1989, and has won the Contractor of the Year Award three times. "I credit my success to three mentors: my dad, my brother, and John Burt, who said I should surround myself with people who knew more than I did and to embrace a philosophy of 'can do!'"

– Bob Walcik

La Ferney, Inc.

Kingsport, Tennessee



La Ferney earned Duro-Last's Contractor of the Year Award in 2002. "I knew at a very young age, after my dad started the business, that I wanted to work for La Ferney, Inc. and maybe someday own it. Our business philosophy is: Stand out. Don't settle for being good. Be the best!"

– Don La Ferney

(L-R) Duro-Last President Tom Hollingsworth; Teri La Ferney, Don La Ferney, Laura Pickwell, Chris Pickwell, Harold Boyd, Susan Thomas, Gary Thomas, Debbie Reynolds, David Reynolds; Duro-Last Sales Representatives Lynn Davis, Roger Bertolini; Duro-Last Chairman Jack Burt



Nohava, Inc.

LeMars, Iowa



*(L-R) Duro-Last President Tom Hollingsworth;
Duro-Last Sales Representative John Myers;
Brenda Nohava, Brock Nohava, Bryan Nohava, Jr.,
Bryan Nohava; Duro-Last Sales Representative
Tom Allen; Duro-Last Chairman Jack Burt*



Nohava is a first-time Golden Eagle Award winner. "We were successful in 2008 by applying the 80-20 rule: selling 80 percent of the time and doing administrative work 20 percent of the time. We've always known that we could be successful with Duro-Last because it is a great company with a great product."

– Bryan Nohava

Royalty Roofing & Insulation

Seymore, Indiana



(L-R) Duro-Last President Tom Hollingsworth; Andy Royalty, Darrell Couch, Thom Hayes, John Tingley; Duro-Last Sales Representatives Dale Sveteck, Dan Johnson, Tom Allen; Duro-Last Chairman Jack Burt

Royalty is a first-time Golden Eagle Award winner, increasing their sales 90 percent over 2007. "I've learned that there is really no other reason to carry another product other than Duro-Last. Couple that with our commitment to high-quality installations, and you have a perfect fit."

– Andy Royalty



Sentry Roofing, Inc.

Covington, Indiana



*(L-R) Duro-Last President Tom Hollingsworth;
Gene Fowler, Tim Fowler, Brad Smith, Brian Eades,
Aaron Nuetzmann; Duro-Last Sales Representatives
Tom Allen, Dan Johnson, Rodger Wood;
Duro-Last Chairman Jack Burt*



Sentry is a multiple Duro-Last award winner, and increased their sales 71 percent in 2008. "We rely on outstanding marketing, excellent salesmanship, 22 years of quality installations, and hundreds of satisfied customers. Without the Lord's blessing and care every day, nothing of value would be accomplished."

– Gene Fowler

FUN IN THE SUN...



"On a blanket
with my baby..."



ADDITIONAL AWARD WINNERS

These award winners did not attend the Tuesday Night Awards Banquet at the 2009 National Sales Seminar. We extend our congratulations to these winners!

Century Club

A & M Contractors, Inc.
A & A Contracting
A.H. Sturgill Roofing, Inc.
ABC Roofing
Accurate Roofing Co., Inc.
Advance Construction Co., Inc.
Advanced Roofing Solutions, LLC
Affordable Construction Co.
AKM Roofing Company, LLC
Allen Brothers, Inc.
Alpine Roofing & Construction Co.
Ann Arbor Roofing, Inc.
A-Plus Roofing Company
Arrow Roofing & Sheet Metal, Inc.
Barnett Roofing & Siding
Basic Capital Management, Inc.
Bel Air Foamed Insulation, Inc.
Bennett Remodeling, Inc.
Bill Chambers Roofing
Bleser Built Roofing
Bloyer & Sons, Inc.
Bond/Tec, Inc.
Bowman Roofing
& Sheet Metal Co., Inc.
Bradford-Cameron, Inc.
Brigadier Roofing, Inc.
Brinkmann Roofing Co.
Brown Brothers Roofing, Inc.
Bullock & Sons Roofing
Cardinal Roofing, Inc.
Carpenters Plus, Inc.
Carroll's Roofing & Construction Co.
CEI Group, LLC
Champion Roofing, Inc.
Childers Roofing, Inc.
Chislett Asphalt Roofing, Ltd.
Church Roofing Co.
City Roofing, Inc.
CJ Phoenix Enterprises, Inc.
Clark Restoration & Custom Roofing
Colonial Roofing, Inc.
Color Unlimited
Commercial Roofing Co., Inc.
Commercial Roofing Concepts, Inc.

Commercial Single Ply, Inc.
Condia Roofing Contractors, LLC
Consolidated Contracting
Cooper Roofing Co., Inc.
Coppell Commercial Roofing
Craig Wilson Enterprises
Crosby Building Systems, Inc.
Delaney's Roofing
Delta Roofing & Sheet Metal Corp.
Delta Roofing, Inc.
DeMarco, Inc.
Dils Roofing
Do-Right Roofing, Inc.
Double E Roofing
Durable Roofing, Inc.
Dynamic Exteriors 01, Inc.
East Central Roofing
& Sheet Metal, Inc.
Ed's Sheet Metal
& Air Conditioning, Inc.
Elliott & Elliott Co.
EMC, Inc.
Energy Roofing Technology
Energy Waterproofing
& Roofing Systems, Inc.
Engineered Roofing Systems
Esary Roofing & Siding Co., Inc.
Flat Roof Specialists
Freeport Industrial Roofing, Inc.
Fridley Roofing & Remodeling, Inc.
G. Bishop Roofing Co.
Geisler Roofing, Inc.
Goodmen Roofing, Ltd. (Calgary)
Great Lake Systems, Inc.
Grell Commercial Roofing, Inc.
H & S Contracting, Inc.
H. Treder & Sons, Inc.
Habetz Roof Service, Inc.
Hallmark Sheet Metal Co., Inc.
Herbert Roofing & Insulation
Hermitage Roofing Co., Inc.
Hinkle Roofing Products, Inc.
Hoekstra Roofing Co.
Hoperidge Construction Co.
Hunts Contracting, Inc.
Insulated Roofing Systems

J & B Contracting
J. A. Smith Roofing
Jessie Bryant Roofing Co., Inc.
Jim Wallis & Sons Roofing, Inc.
John Paul Young Construction
Company, LLC
Jordan Construction
JR Roofing, Inc.
Koch Building Company, Inc.
Kolpak Industries, Inc.
Kysor Panel Systems
Leakmaster, Inc.
Lee's Roofing & Spouting, Inc.
Liberty County Roofing
Liberty Fence & Supply
Lindholm Roofing
Lockard Fortuny Roofing
Louis & Riparetti, Inc.
Marshall Roofing Co.
Mason City Roofing
Max C. Smith Co.
McDonald Roofing Co.
Metro Building Supply
MGC Roofing & Construction, Inc.
Michael/Howard, Inc.
Midwest Roofing & Custom Metals
Mikalan Roofing, Inc.
Miller Roofing, Inc.
Moore's Roofing Company
Nazareth Roofing
Newcorp Construction, Inc.
Nor-Lake, Inc.
Pacific Weathershield, Inc.
Pacific Yurts, Inc.
Palmer Roofing & Sheet Metal
Peak Roofing, Inc.
Pearl Construction
Piedmont Professional Upfitters, Inc.
Pinnacle Roofing Systems, Inc.
Precision Roofing Co., Inc.
Premium Roof Services
Provider Industries
R. D. Elliott & Sons Roofing
Rayco Construction, Inc.
Rich Roofing Systems, Inc.
Richland Co. & Associates, Inc.

ADDITIONAL AWARD WINNERS

Ridge Runner Roofing, Inc.
Risco, Inc.
Robert Binns Roofing, Inc.
Robert Pusey Construction, Inc.
Roof Roof, Inc.
Roofcraft Services, Inc.
Roofs Plus, Inc.
San Mateo Cal-Kiwi Roofing
Savage Roofing, Inc.
Schaus Roofing
& Mechanical Contracting, Inc.
Scudder Roofing Co.
Skyline Roofing
& Sheet Metal Co., Inc.
South East Roofing
Special Maintenance Roofing, Inc.
Starkweather Roofing, Inc.
State of the Art Roofing, LLC
Sunnyside Roofing, Inc.
Sunray Roofing, Inc.
Synthetic Mastics
T. Holt Brothers General
Contractors, Inc.
TCR Roofing
The Renew Roofing Co.
Titan Roofing, Inc.
Total Roofing & Reconstruction
U.S. Industries Group, Inc.
Universal Roofing Co., Inc.
Wagoner Roofing & Remodeling, LLC
Walker Roofing Co., Inc.
Weather Tight Solutions, Inc.

Presidents Club

Ace Roofing, Inc.
Affordable Roofing Co., Inc.
All-Rite Construction, Inc.
All Tex Roofing, Inc.
Alternative Roofing Systems, Inc.
Babco Roofing Co., Inc.
Becker Roofing
Beyer Roofing Company, Inc.
Borntrager Enterprises, Inc.
Clark Roofing Co.
Commercial Roofing, Inc.
Dempsey Roofing Co., Inc.
Done Right Roofing
Draeger Construction, Inc.
Ed Rutherford Roofing Co.
Final Solution Roofing, LLC

Flying Out Construction
Fortenberry Roofing Co.
Frank Fiala Roofing, Inc.
Groves Roofing Services
Innovative Roofing Solutions
J. G. Roofing & Construction
Jack Buchinger Roofing
Jim Brown & Sons Roofing Co., Inc.
Knox Roofing
Lake State Roofing, Inc.
Lifetime Construction Services, Inc.
Maintenance Systems, Inc.
Marlette Roofing & Sheet Metal Co.
Master Construction Co.
MC Roofing, Inc.
McDermott & Son Roofing Co.
Modtek Roofing, Inc.
Moore Roofing, Inc.
Murray Roofing
Otterskin Roof Gear & Construction
Pyramid Roofing Co., Inc.
Reroof America Corp.
Reva Murphy Associates, Inc.
Riddell Roofing, Inc.
Ritz Roofing Co.
Rocky Mountain Applicators
Roof Management Co., Inc.
Roofing Services, Inc.
Scott Quick Construction
Spirit Roofing Co.
Stanric, Inc.
Superior Single Ply
Sweers Eavestrough
& Roofing Co., Inc.
T & T Construction of Watseka, Inc.
TRC Roofing
U.S. Commercial Roofing, Inc.
U.S. Roofing
United Roofing Contractors, Inc.
Washington Roofing Company
Watertight Exteriors, Inc.
Wayne Nasi Construction, Inc.
Wright Roofing, Inc.
WRS Seattle
WTI

Admirals Club

Adler & Sons Roofing
All Elements, Inc.
All Time Roofing, Inc.

Flying Out Construction
Gage Roofing & Constructors, Inc.
Harrison Roofing Co., Inc.
Champion Roofing, Inc.
L.J. Beck Roofing & Guttering, Inc.
McDonald Roofing & Sheet Metal Co.
Port Huron Roofing & Sheet Metal
Roof USA, LLC
State Roofing Systems, Inc.
Superior Services RSH, Inc.
Terra Firma Estates, Inc.
Zimmer Roofing & Construction, Ltd.

Generals Club

Dublin Construction Company, Inc.
Kidd-Luukko Corporation
Merit Roofing Systems, Inc.
Vanguard Construction, Inc.

JRB Awards

Badgerland Commercial Roofing, Inc.

10-Year Club

A & A Contracting
Barnett Roofing & Siding
Great Lakes Systems, Inc.
Jim Brown & Sons Roofing Co., Inc.
Knox Roofing
Maintenance Systems, Inc.
THL Enterprises, Inc.
United Roofing Contractors, Inc.

25-Year Club

Dublin Construction Company, Inc.

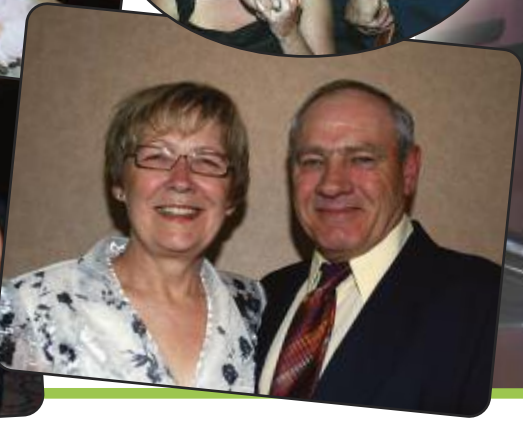


We hope to see all of you
accepting an award on
stage next year at the
2010 Duro-Last
Sales Seminar.





HT BANQUET



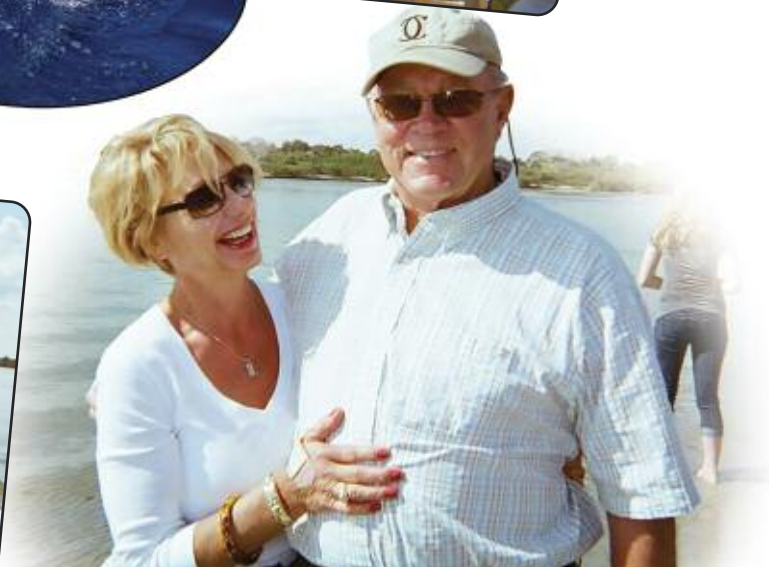
SEMINAR ACTIVITIES

KIDS PARTY



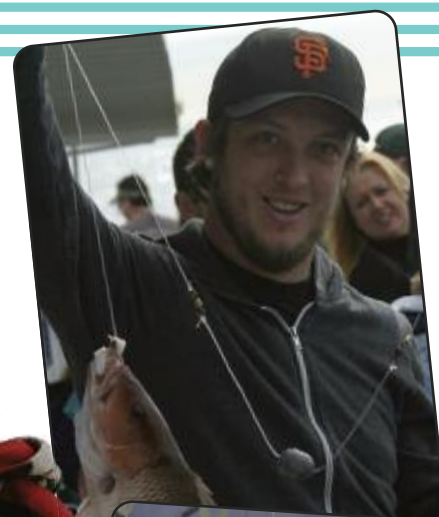
SEMINAR ACTIVITIES

AQUA SAFARI



SEMINAR ACTIVITIES

FISHING TRIP



SEMINAR ACTIVITIES

KENNEDY SPACE CENTER





2010 SALES SEMINAR TRAVELS TO TUCSON, ARIZONA!

Plan now to attend next year's event. Here's why:

"The time we spend at Duro-Last's Seminar is invaluable."

"It's an exceptionally rewarding experience."

"We can see, investigate, and try new products, then bring them into our operation with confidence."

"The insights we get are tremendous, and add a lot of value to our business operation."

These are just some of the comments expressed by Duro-Last contractors who are regular Seminar attendees. We believe that we put on one of the premier business-oriented events in the roofing industry, and we're delighted that these experienced, top-notch Duro-Last contractors find great value in our program. You can read more about what they had to say at duro-last.com/2009seminar/.



Our 2010 Duro-Last National Sales Seminar headquarters will be The Westin La Paloma Resort & Spa in Tucson. The dates are Monday, January 25 through Wednesday, January 27, 2010.

An important change:

Please note that next year's Sales Seminar is scheduled for Monday through Wednesday, rather than our traditional Sunday through Tuesday.

Our event will provide plenty of educational opportunities, with timely information on Duro-Last's business initiatives from company leadership; relevant, interactive Breakout Sessions; and keynote presentations delivered by nationally-known motivational speakers.

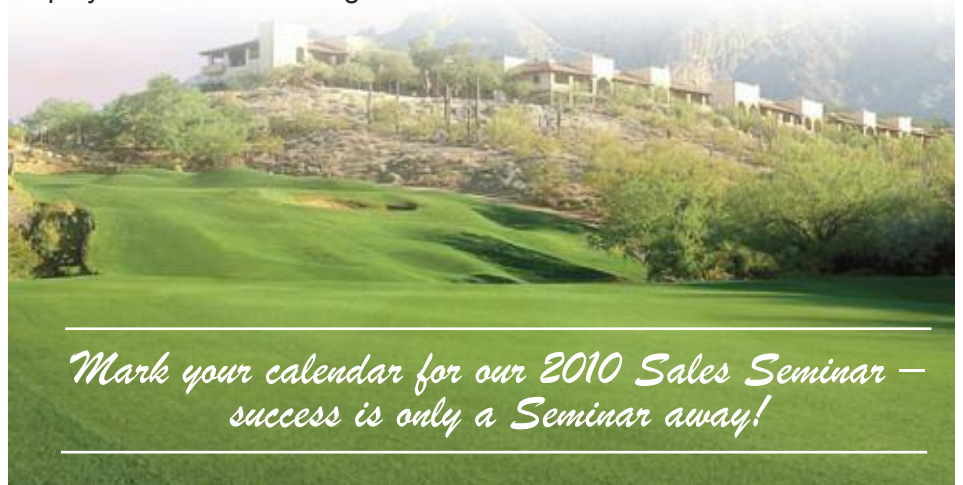
The Seminar also provides a terrific venue for you to network with other Duro-Last contractors, who can share how they tackled a particular installation challenge or addressed a unique market niche.

But don't think we're all work and no play. Nestled in the magnificent



Catalina Mountains and the serene Sonoran Desert, the La Paloma Resort offers guests every opportunity for relaxation including: five spectacular pools; the Summer Dive-In Theatre – poolside entertainment that's family-friendly and one-of-a-kind; 10 championship tennis courts; a Tennis & Health Center; indoor racquetball courts; a pro shop; a yoga and Pilates studio; a weight-lifting room; a 27-hole Jack Nicklaus Signature Golf Course; the Westin Kids Club Discovery Room; and hiking, biking, horseback riding and ballooning activities.

In short, the Duro-Last National Sales Seminar will help you make your business stronger, plus give you the opportunity to enjoy a little "R & R." We're already planning to make next year's Seminar the best ever. So mark your calendar now to join us in January 2010!



Mark your calendar for our 2010 Sales Seminar — success is only a Seminar away!