

Top Of The News

APRIL 2010



SPECIAL SEMINAR EDITION



JACK BURT

FROM THE CHAIRMAN

of so many life-long friends, as well as those contractors who have joined forces with us more recently.

This year's Sales Seminar theme, *Partners for a Strong Tomorrow*, was an ideal fit for our event. At Duro-Last, we are extremely proud that the relationships we have with our customers are unlike any in the roofing industry.

At our Seminar awards banquet, we recognized not only this year's award winners, but those who have won Duro-Last sales awards for ten years, twenty years, or even more. When discussions about business strength came up, all anyone had to do was look at the history of excellence represented

by everyone in that room!

My mother expressed it best when she said at the banquet, "thank you for your fellowship with our family throughout the years. Thank you for the leadership you display in your communities. And thank you for your partnership that will ensure success for Duro-Last well into the future."

We're looking forward to doing it all over again next year in Orlando. Please plan on joining us at our 2011 National Sales Seminar!

It was terrific to be in Tucson with all the Duro-Last customers who were at our National Sales Seminar. As I mingled, I talked with many who have been with us since the early years of our business. It's very reassuring to see that Duro-Last is in the good, strong hands

FROM THE PRESIDENT



TOM HOLLINGSWORTH

we outpaced the rest of the commercial roofing industry – again – in 2009. Your level of commitment to Duro-Last, as demonstrated by your willingness to attend our event, is unmatched throughout the industry.

One of the highlights of this year's Seminar was the recognition of five contractors in our *Partners in Goodwill* program. We created the program to honor contractors who are making a positive impact as citizens of their cities, towns, and villages. It was inspirational to hear the stories of these people, who are not only working hard to be successful as Duro-Last contractors, they are working hard to make a difference in their communities.

And I know that there are many

others of you out there who are making great personal contributions in your own neighborhoods and throughout the world. I commend all of you for the way you represent your business and Duro-Last in the public spotlight.

Our future success depends on partnerships: between Duro-Last and our contractors; between you and the people of your communities. As I said during my General Session presentation – to quote Winston Churchill: if we are together, nothing is impossible. Let's have a great 2010 together!

I was thrilled to stand on the stage at our Seminar General Session and see a wall-to-wall audience. The final numbers showed that 730 guests representing more than 150 authorized contractors attended the Seminar – remarkable! No wonder

2010 NATIONAL SALES SEMINAR PERFECT FOR CELEBRATING PARTNERSHIP WITH CONTRACTORS AND INDEPENDENT REPS

This year's event confirmed what we've known all along – that the annual Duro-Last National Sales Seminar is one of the premier events in the roofing industry! We were honored to welcome 730 guests from more than 150 authorized contractors to our Seminar, held January 25-27 in Tucson. This year's theme was *Partners for a Strong Tomorrow*, and it was clear from the interaction between Duro-Last, our authorized contractors, and our independent sales representatives that our history of working and growing together points toward a tremendously successful future.

As usual, we delivered a combination of solid business information and fun, family-focused diversions. Our business emphasis this year was on providing strategies and tactics to help contractors strengthen their ability to sell and install the Duro-Last roofing system in an increasingly challenging economy. We also introduced the new Centrix induction welding system and new products from Duro-Last's metal fabrication subsidiary, EXCEPTIONAL® Metals.

We were treated to great keynote presentations from nationally-known speakers. Scott McKain discussed *The Collapse of Distinction* on Tuesday, and on Wednesday, Steve Gilliland encouraged General Session guests to *Enjoy the Ride*.

We took a different approach this year to General Session departmental updates, which were presented by Duro-Last managers in a panel discussion format, hosted on stage in the "Cool Zone" by JRB Vice Presidents Jason Tunney and Shawn Sny. This interactive, conversational approach was well received by Seminar guests.

During Tuesday's General Session, We were thrilled to honor five Duro-Last contractors for their community service work in our *Partners in Goodwill* program. This recognition wasn't about business size or Duro-Last sales level, but about the difference that people make as citizens of their cities, towns, and villages. Those contractors set an excellent example for all of us in demonstrating what "partnership" really means as they serve their communities.

A variety of Breakouts were well-attended on Tuesday and Wednesday. In addition to sessions delivered by Duro-Last staff, professional speaker and communication strategist Onlee Bowden presented *Make it Memorable: Communication Strategies that Work!* Also, author Tony Rubleski discussed marketing techniques from his book, *MIND CAPTURE: How You Can Stand Out in the Age of Advertising Deficit Disorder*.

At our awards banquet, Parsons



Commercial Roofing of Waco, Texas, was named Duro-Last's 2009 Contractor of the Year. This is the fourth consecutive year that Parsons has been awarded the Contractor of the Year award and the third straight year they have reached over \$7 million in Duro-Last sales. This achievement puts Parsons at the top of the list for all-time Duro-Last sales.

We're already planning the 2011 National Sales Seminar, which will be held January 30 – February 1 at Disney's Contemporary Resort in Orlando, Florida. We hope to see all of you there!

A PROVERB SAYS THAT A CORD WITH THREE STRANDS IS NOT EASILY BROKEN. WHEN WE CONSIDER THE THREE STRANDS OF OUR PARTNERSHIP – OUR AUTHORIZED CONTRACTORS, OUR INDEPENDENT SALES REPRESENTATIVES, AND THE DURO-LAST CORPORATION ITSELF – IT'S NO WONDER THAT TOMORROW LOOKS STRONG FOR ALL OF US!

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

For the fourth consecutive year, Buddy Wilson was recognized as the Independent Sales Representative of the Year by Duro-Last. He was honored during the annual Independent Sales Rep Awards Banquet on Sunday, January 24 at The Westin La Paloma Resort. In 2009, Buddy, who manages Duro-Last's East Texas sales territory, reached a sales level of \$22.5 million.

During the event, Duro-Last honored many other independent representatives for their years of service and sales achievements in 2009.

The banquet was hosted by National Sales Manager John Deal, and those in attendance were treated to entertainment provided by "guest celebrities" Austin Powers and Donald Trump, and the "world's greatest pick-pocket," Bob Arno.

Congratulations to these outstanding independent sales reps!



Sales Increase Compared to 2008

Darrell Arndt
Dean Borkowski
Bruce Peters
Darrin Boatman

Phil Davis
John Hall
Thomas L. Allen



Ring Winners for Exceeding a Significant Sales Level

\$500,000

Mike Vazquez
Bruce Peters

\$2,000,000

Scott Franklin

\$1,000,000

Terry Haney
Alan Tolley
Will Williams

\$3,000,000

Ryan Clark
Daniel & Leah Lakstins

\$8,000,000

Don Morris, Mark Akagi, & Wes Neal



Contractor Activations

8 activations

Buddy Wilson

9 activations

Lyn Davis & Roger Bertolini

Jeff Gottron, J. Costen,
& Trevor Wagester

Don Morris, Mark Akagi, & Wes Neal

Mike Keating & Scott Franklin



Top Sales Increase Award Winners

Joey Weatherford
(An increase of over \$30,000)

Daniel & Leah Lakstins
(An increase of over \$400,000)

Ryan Clark
(An increase of over \$300,000)

Don Morris, Mark Akagi, & Wes Neal
(An increase of over \$900,000)

Top Sales Volume Award Winners

Tom Allen & John Myers
(Sales exceeding \$10 million)

Jeff Gottron, J. Costen, &
Trevor Wagester
(Sales exceeding \$12.5 million)

Buddy Wilson
(Sales exceeding \$22.5 million)



***Congratulations to these
outstanding independent
sales reps!***



DICK JOZWIAK MEMORIAL GOLF TOURNAMENT



DICK JOZWIAK 1937 – 2009

Our annual golf outing was renamed in honor of long-time Duro-Last employee Richard J. “Dick” Jozwiak who passed away May 30, 2009. This year’s tournament was held at the Arizona National Golf Club. Rated the top golf course in Tucson by the *Arizona Republic*, Arizona National was designed by Robert Trent Jones and is the home course of the University of Arizona’s golf teams.



The winning team (pictured left to right, above) included Nate Bush and Tony Koshar from Weather Shield Roofing Systems of Grand Rapids, Michigan; Duro-Last Independent Sales Representative J. Costen; and Kurt Wassink from Weather Shield Roofing Systems.

The winners received trophies and a gift certificate from Creative Impressions.

Closest to the pin winner: Ned Heydinger from Cosam Contracting of Tiro, Ohio. Ned won a DeWalt hammer drill.

Longest drive winner: Martha Shedd from Building Associates of Bloomington, Indiana. Martha won a Honda generator.





Eighty-five golfers enjoyed their day on the course, which is nestled in the foothills of the beautiful Santa Catalina Mountains and offers some of the most spectacular scenery of any golf course in Southern Arizona.



MONDAY WELCOME PARTY

Duro-Last friends and colleagues gathered around the pool at the La Paloma Resort for a laid-back reception on Monday evening. Light refreshments were served, and guests mingled in the twilight while a three-piece combo provided background music.



Good food
& great company!





TUESDAY'S GENERAL SESSION

Tuesday's General Session with Keynote Speaker Scott McKain

We modified our General Session format at this year's event, using a panel discussion set we called the "Cool Zone," modeled after television sports report shows. Following Duro-Last President Tom Hollingsworth's corporate update, Cool Zone hosts and JRB Vice Presidents Jason Tunney and Shawn Sny discussed a number of issues with Contractor Advisory Board Chairman Ken Kelly and Vice President of Sales Steve Ruth. Keynote speaker Scott McKain captivated the audience with his presentation, *The Collapse of Distinction*. Also on Tuesday, we honored five Duro-Last contractors for their community involvement in our *Partners in Goodwill* program.



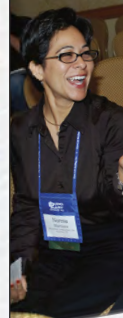
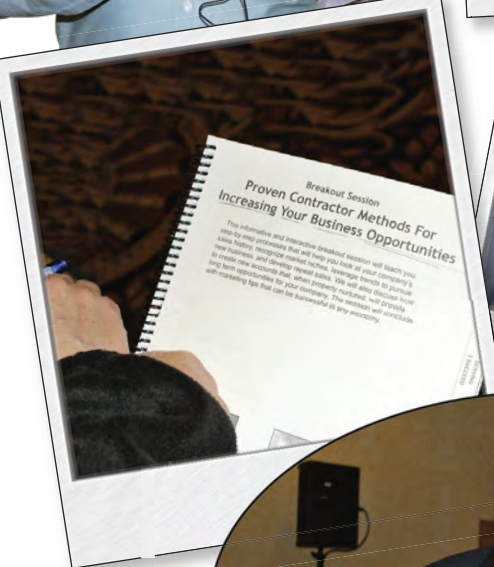


Partners in Goodwill honorees (l-r): **Tom Lawler**; Jack Thompson, Martha Shedd, Building Associates, Inc., Bloomington, Indiana; Harry Treder, Irene Treder, H. Treder & Sons, Inc., Princeton, Wisconsin; **Carol Stuhr**; **Kathy Burt Allen**; **Mildred Burt**; **Sharon Sny**; **Connie Moeller**; Cindy Ziegelbauer, Jerry Ziegelbauer, Precision Roofing Services, Inc., Sheboygan, Wisconsin; Steve Boyd, Maier Roofing Co., Inc., Albany, Oregon. Not pictured: Marty Robbins Roofing Co., Inc., Dothan, Alabama.

To view the *Partners in Goodwill* video and see the work that these contractors are doing in their communities, visit http://www.duro-last.com/2010seminar/partners_in_goodwill.php



BREAKOUT SESSIONS





Breakout Sessions Included:

Referral Magic: How To Keep Your Customers Coming Back Again And Again

Tony Rubleski - Mind Capture Group
Fred Sitter - Marketing Director

Capturing The Mind Of Your Customer: How To Win More Business In A Challenging Economy

Tony Rubleski - Mind Capture Group
Fred Sitter - Marketing Director

Hands-On Tips For Metal At The Tin Snip Tent

Art Gilles - EXCEPTIONAL® Metals National Production Manager
Brian Manyen - EXCEPTIONAL® Metals Fabricator/Lead Operator

Making Your Business Stand Out In Today's Roofing World

Steve Ruth - Vice President of Sales & Marketing
Jim Miller - Regional Sales Manager

Make It Memorable: Communication Strategies That Work!

Onlee Bowden - Onlee Bowden, Inc.
Drew Ballensky - Iowa General Manager

Proven Contractor Methods For Increasing Your Business Opportunities

Tim Hart - Vice President of West Coast Operations
John Deal - National Sales Manager

Serving 2 Succeed

Steve Gilliland - Guest Speaker
Lee Cobb - District Sales Manager

QA Show & Tell: New Induction-Weld Attachment Plus Perfecting Duro-Last Flashings

Mitch Guettler - Quality Assurance Manager
Don Garno - Quality Assurance Regional Manager

Breakout Session and Feedback Form Drawing Winners:

This year's Breakout Session attendance winners were Brian Meyers of Zimmer Roofing in Port Huron, Michigan, and Curtis Anderson of HC Anderson Roofing in Rockton, Illinois. Both attended four Breakout Sessions and their names were randomly selected from all participants. They each won a Lowe's gift card.

Ray Harvey of Acme Roofing in San Antonio, Texas, was the winner of two round-trip airline tickets and three nights' stay at next year's National Sales Seminar in Orlando. Ray's name was randomly selected from all who submitted Seminar feedback forms for this year's event.

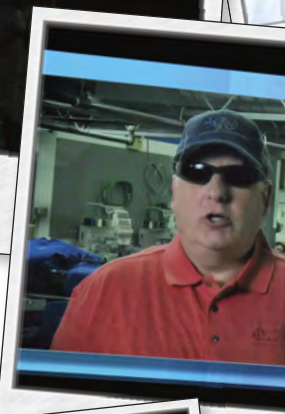
Congratulations!

Do you have any suggestions for future Breakout Session topics? Contact Mike Gwizdala at 800-248-0280 or mgwizdal@duro-last.com.

WEDNESDAY'S GENERAL SESSION

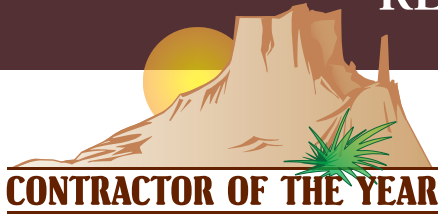
Wednesday's General Session with Motivational Speaker Steve Gilliland

Hosts Jason Tunney and Shawn Sny welcomed Ken Kelly back to the Cool Zone, as well as Engineering Services Director Keith Gere, Quality Assurance Manager Mitch Guettler, and Marketing Director Fred Sitter. After a lively discussion on a variety of roofing topics, guest speaker Steve Gilliland encouraged Seminar attendees to *Enjoy the Ride!*





DURO-LAST CONTRACTORS HONORED FOR 2009 SALES RESULTS AT SEMINAR AWARDS BANQUET



Parsons Commercial Roofing

Waco, Texas



Over \$7 million in Duro-Last sales!

(Back row from left to right) Duro-Last Chairman Jack Burt, Robert Tindle, Brian Tindle, Royal Wiseman, Phil Gustafson, Derek Pierce, Craig Tindle, Orlando Esqueda, Jim Flath, Jack Jerman, Jerome Smith, Ken Wells, Stuart Parsons, Duro-Last Independent Sales Representative Buddy Wilson, Randy Durham, Justin Mahan, Marty Honey, Ennis Degrate, Tyler Herbert, Roger Parsons, Les Farmer, Duro-Last President Tom Hollingsworth

(Middle row from left to right) Debbie Tindle, Heather Tindle (holding Cole Tindle), Patricia Jerman, Laci Tindle, Betsi Flath, Jackie Wells, Ashton Parsons, Jennifer Parsons, Ashley Parsons, Brittany Mahan, Aame Hughes, Amy Smith, Stacie Herbert, Sky Parsons, Jimmie Farmer

(Front row from left to right) Hailey Tindle, Trey Parsons, Hunter Herbert, Kaden Herbert

This is the fourth consecutive year we've had the privilege of honoring Parsons as the Duro-Last Contractor of the Year. Parsons has also won a JRB award three times and a Golden Eagle award. In 2009, they exceeded the seven million dollar sales threshold for the third year in a row and, as a result, Parsons has become the contractor with the most Duro-Last sales in history.

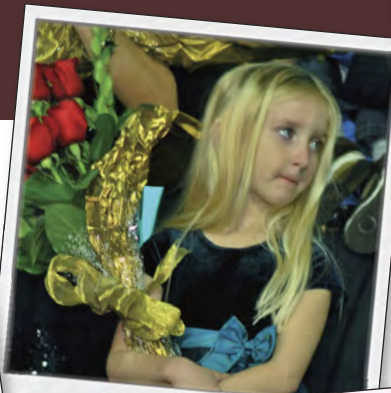
Representing Parsons Commercial Roofing at the Awards Banquet were Stuart Parsons, Jennifer Parsons, Ashton Parsons, Trey Parsons, Ashley Parsons, Sky Parsons, Ennis Degrate, Randy Durham, Orlando Esqueda, Les

Farmer, Betsi Flath, Phil Gustafson, Marty Honey, Aame Hughes, Jack Jerman, Justin Mahan, Derek Pierce, Jerome Smith, Brian Tindle, Craig Tindle, Robert Tindle, Jackie Wells, and Ken Wells.

Owner Stuart Parsons credits much of his business success to the company's tight relationship with Duro-Last. During his acceptance speech, Stuart said, "Duro-Last stays on the cutting edge and listens to the contractor – even the president of the company will pick up the phone when you call. Duro-Last is there for you, with whatever support you need. That's what makes them who they are." Stuart also mentioned some of the support

he takes advantage of, including engineering services and Duro-Last's Ad-PLUS program.

Stuart took a few minutes to thank Duro-Last for putting on a great event, and to recognize everyone from Parsons Roofing by name who joined him on the stage, as well as Duro-Last independent sales representative, Buddy Wilson. He concluded his remarks by saying, "Duro-Last has been around for 30 years. They keep getting better. They keep growing. That gives me confidence that we'll go into the next generation and be successful."



TUESDAY NIGHT AWARDS BANQUET

Century Club

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

Generals Club

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

Presidents Club

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

John R. Burt Award

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

Admirals Club

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

Golden Eagle Award

4 contractors, including Contractor of the Year Parsons Commercial Roofing, achieved Duro-Last sales of \$2,000,000 or more.

Congratulations to our 2009 award winners and thank you for your loyalty to Duro-Last!



Century Club Award Winners



Ace Roofing, Inc.



Acker & Guerrero Roofing Co., Inc.



Allen Roofing & Construction



Best Contracting Services



Bordeau Contracting



Bruttell Roofing, Inc.



Colony Commercial Roofing, Inc.



Commercial Roofing, Inc.



Cosam Contracting, Inc.



Cowan Roofing, Inc.



Custom Construction Systems



ESMAC, Inc.



Etheridge Roofing



Four Seasons Energy Efficient Roofing



H. Treder & Sons, Inc.



H. C. Anderson Roofing Company, Inc.



Herbert Roofing & Insulation



Homeland Roofing & Construction



I.C. Enterprises, Inc.



Leak Solutions



Mikalan Roofing, Inc.



Mitchell's Roofing



Morgan Corp.



North Central Wisconsin Exteriors, Inc.



Northern IL Seamless Roofing, Inc.



Pell Roofing



Precision Roofing Services, Inc.



Roof Master & Construction



Roofing Plus, Inc.



Rooftec Systems, Inc.



Ross Roofing, Inc.



Schroeder's Exteriors, Inc.





Scudder Roofing Co.



Soloha Contractors, Inc.



Southern Roofing Company



Taylor Roofing, Inc.



Turner Morris, Inc.



West Central Roofing Contractors, Inc.



Presidents Club Award Winners



Acme Roofing Company



A.H. Sturgill Roofing, Inc.



Beckwith Commercial Roofing, Inc.



Broken Arrow, Inc.



Ciaccio Roofing Corporation



Competitive Commercial Roofing, Inc.



D. Thomas Roofing Company, Inc.



Delaney Roofing



Engineered Roofing Systems



Goodmen Roofing, Ltd.



Hinkle Roofing Products, Inc.



Horning Roofing & Sheet Metal



JBK, Inc.



Kelly Roofing



Koopman Construction, LLC



Lake State Roofing, Inc.



Maier Roofing Co., Inc.



Pitts Roofing Co., Inc.



Roof Solutions, Inc.



Roof-Tec National, Inc.



Roofing by Fred Gross



Sealtite



State Roofing Systems, Inc.



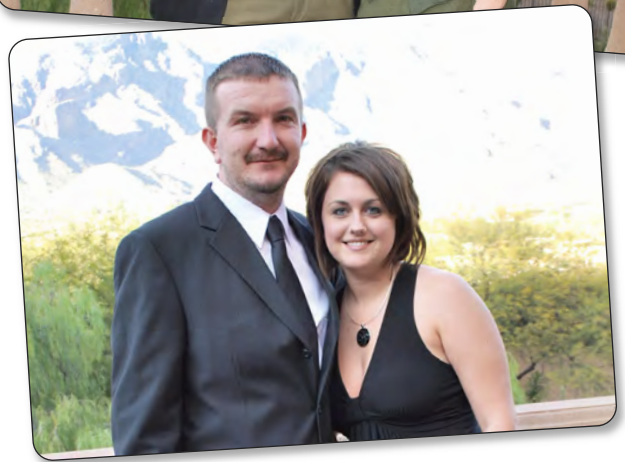
Tusing Builders Ltd.



Ultimate Roofing Systems



Urethane Unlimited





Washington Roofing Company



Watertite Roofing



Watson Roofing Company



Wayne Nasi Construction, Inc.



Admirals Club Award Winners



All Elements, Inc.



All Seasons Roofing Services



Building Associates, Inc.



Damschroder Construction, LLC



GKS Commercial, Inc.



Goodmen Roofing, Ltd.



Guycan Aluminum, Ltd.



Harrison Roofing Co., Inc.



Matthews Construction



Reynolds Construction Co., Inc.



Roof USA, LLC



Springfield Construction



Technique Roofing Systems, LLC



Ted's Quality Roofing, Inc.



Tomkat Roofing, Inc.



Umbrella Roofing Systems, Inc.



Zimmer Roofing & Construction, Ltd.





Generals Club Award Winners



Cool Roofing Systems, Inc.



Davis Contracting



Jewett Roofing Co.



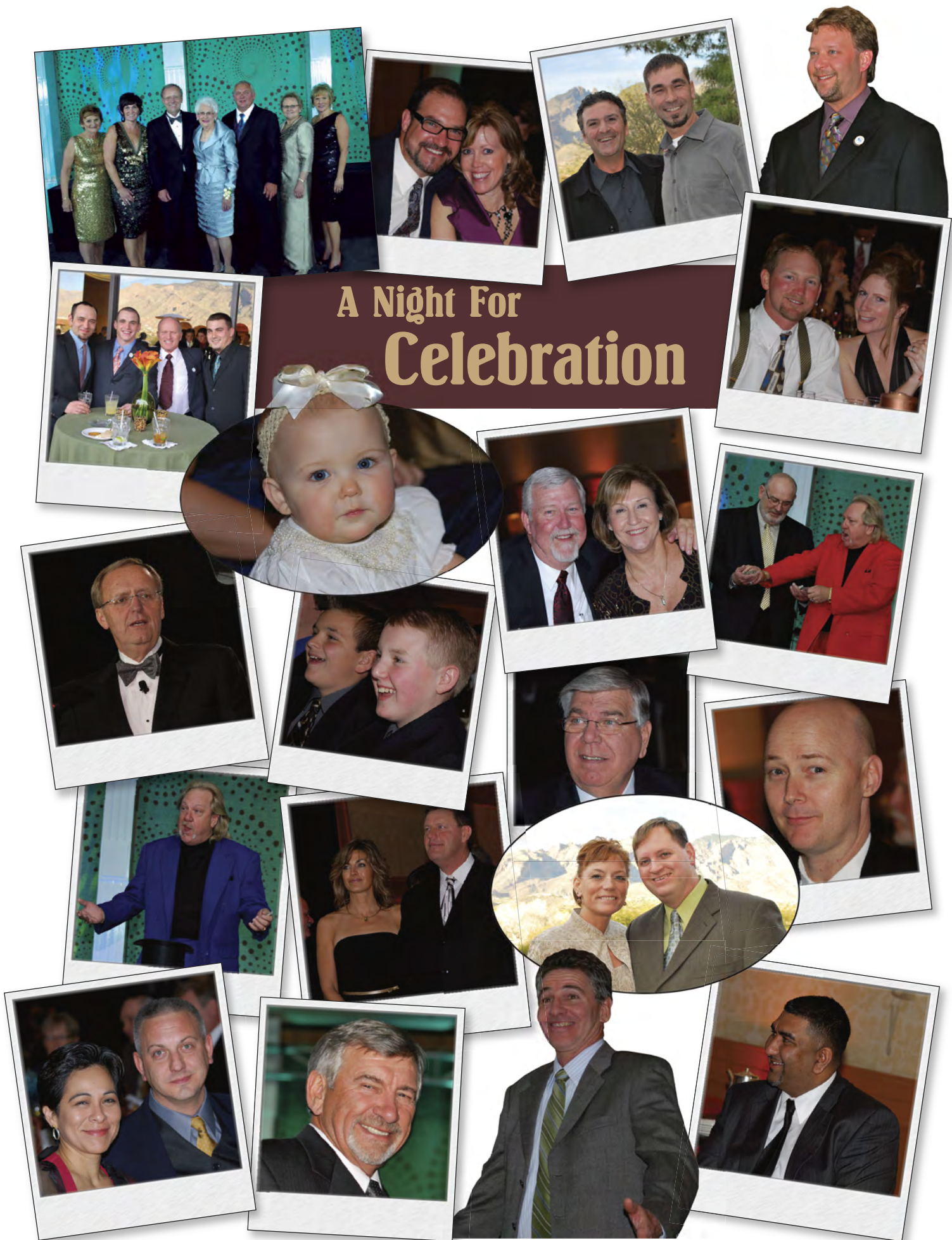
Ohio & Indiana Roofing Co.



Weather Shield Roofing Systems, Inc.



A Night For Celebration



COTTERMAN & COMPANY, INC.

Minster, Ohio



*(Standing left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representatives
Bryan Gottron, Mike Gottron; Duro-Last President
Tom Hollingsworth.*

*(Sitting left to right) Jon Plattner, Mike Cotterman,
Max Cotterman, Andy Cotterman, Joe Bender*

Previous Duro-Last Sales Awards

John R. Burt	6
Admirals Club.....	2
Presidents Club.....	2
Century Club	1

10-year Club Member



DUERSON CORPORATION

Des Moines, Iowa



First-time John R. Burt Award Winner

Previous Duro-Last Sales Awards

Generals Club	1
Admirals Club.....	2
Presidents Club.....	9
Century Club	4

15-year Club Member

*(Left to right) Duro-Last President Tom Hollingsworth;
Paul Drey, Roger Cox, Lori Duer, Kirk Duer, Peggy Allen;
Duro-Last Independent Sales Representatives Tom Allen,
John Myers; Duro-Last Chairman Jack Burt*



GREAT LAKES ROOFING & INSULATION SYSTEMS

Sault Ste. Marie, Michigan



(Standing left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Jeff Gottron;
Randy Young, Keenan Young, Kevin "Koonney" Kenney,
Craig Miller, Matt Shultz; Duro-Last Independent Sales
Representative Trevor Wagester; Duro-Last President
Tom Hollingsworth

(Sitting left to right) Lindsey Lalonde, Laura Young,
Lois Kenney, Tracey Miller, Sue Shultz

Previous Duro-Last Sales Awards

John R. Burt	4
Generals Club	1
Admirals Club.....	7
Presidents Club.....	8
Century Club	3

20-year Club Member



HAROLD HALL ROOFING, INC.

Stuttgart, Arkansas



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	3
Generals Club	1
Admirals Club.....	4
Presidents Club.....	4
Century Club	1

15-year Club Member

*(Back row left to right) Duro-Last Chairman Jack Burt;
Jamie Hall, Harold Hall, Michael Smith; Duro-Last
Independent Sales Representative Darrin Boatman;
Duro-Last President Tom Hollingsworth
(Front row left to right) Sara Grace Hall, Jimmie Hall,
Brock Smith*



LA FERNEY, INC.

Kingsport, Tennessee



(Standing left to right) Duro-Last Chairman Jack Burt; Duro-Last Independent Sales Representative Roger Bertolini; Michael Smith, Scott Lawson, Harold Boyd, David Reynolds, Chris Pickwell; Duro-Last Independent Sales Representative Lyn Davis; Duro-Last President Tom Hollingsworth
(Sitting left to right) Teri LaFerney, Don LaFerney, Derrick Belanger, Debbie Reynolds, Laura Pickwell

Previous Duro-Last Sales Awards

Contractor of the Year	1
Golden Eagle	1
John R. Burt	8
Generals Club	2
Admirals Club.....	1
Presidents Club.....	2
Century Club	4

20-year Club Member



MIDWEST COATING, INC.

Topeka, Kansas



Previous Duro-Last Sales Awards

John R. Burt	3
Generals Club	6
Admirals Club.....	2
Presidents Club.....	3
Century Club	10

25-year Club Member

(Left to right) Duro-Last Chairman Jack Burt; Duro-Last Independent Sales Representative Wes Neal; Larry Geraghty, Julie Morris, Larry Morris, Nathan Morris, Shawn Myers, Tony Jackson, Garrison Morris; Duro-Last Independent Sales Representatives Mark Akagi, Don Morris; Duro-Last President Tom Hollingsworth



MONUMENT CONSTRUCTORS, INC.

Beaumont, Texas



*(Standing left to right) Duro-Last Chairman Jack Burt;
John McLean, Jim Humble, Kenneth Ray, Tom Lanza,
Slade Smith, Shayne Fowler, Thomas Lanza;
Duro-Last Independent Sales Representative
Buddy Wilson; Duro-Last President Tom Hollingsworth
(Sitting left to right) Barbara Mulroy, Debbie Ray,
Letty Lanza, Lauren Smith, Lacy Liner, Norma Martinez*

Previous Duro-Last Sales Awards

John R. Burt	2
Century Club	3



MW MORSS ROOFING

Romulus, Michigan



(Left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Jeff Gottron;
Mike Morss, Bill Tortoriello; Duro-Last President
Tom Hollingsworth

Previous Duro-Last Sales Awards

Contractor of the Year	6
Golden Eagle	1
John R. Burt	14
Generals Club	1
Admirals Club.....	2
Presidents Club.....	1
Century Club	1

25-year Club Member



PRIME SOURCE CONSTRUCTION

Burleson, Texas



*(Left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Buddy Wilson;
Karen Doty, Tommy Doty, Brad Doty, Brandy Levens,
Danny Levens, Blake Bolin; Duro-Last President
Tom Hollingsworth*



Previous Duro-Last Sales Awards

John R. Burt	1
Generals Club	1
Admirals Club	3
Presidents Club.....	4
Century Club	1

10-year Club Member

ROBERTS-McNUTT, INC.

Little Rock, Arkansas



Previous Duro-Last Sales Awards

John R. Burt	3
Generals Club	2
Admirals Club	3
Presidents Club.....	1
Century Club	1

10-year Club Member

*(Left to right) Duro-Last Chairman Jack Burt;
Jessica Faught, Michael Faught, Bruce Faught,
Kary Faught, Kristin Hill, Mike Hill; Duro-Last
Independent Sales Representative Darrin Boatman;
Duro-Last President Tom Hollingsworth*



ROYALTY ROOFING & INSULATION

Seymour, Indiana



(Left to right) Duro-Last President Tom Hollingsworth; Duro-Last Independent Sales Representatives Dan Johnson, Ron Boots; Dale Sveteck, Andy Royalty, Darrell Couch, Thom Hayes; Duro-Last Chairman Jack Burt

Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	5
Generals Club	1
Admirals Club	1
Presidents Club.....	2
Century Club	2

10-year Club Member



RYAN ROOFING

Salina, Kansas



Previous Duro-Last Sales Awards

John R. Burt	1
Admirals Club	1
Presidents Club	11
Century Club	4

15-year Club Member

(Left to right) Duro-Last President Tom Hollingsworth; Duro-Last Independent Sales Representative Wes Neal; Ed Dumas, Kelsey Kieborz, Marci Kieborz, Kyle Kieborz, Dan Kieborz; Duro-Last Independent Sales Representatives Mark Akagi, Don Morris; Duro-Last Chairman Jack Burt



SENTRY ROOFING, INC.

Covington, Indiana



(Left to right) Duro-Last Chairman Jack Burt; Duro-Last Independent Sales Representatives Ron Boots, John Myers; Tim Fowler, Gene Fowler, Aaron Nuetzmann; Duro-Last Independent Sales Representative Tom Allen; Brian Eades; Duro-Last Independent Sales Representative Dan Johnson; Duro-Last President Tom Hollingsworth

Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	4
Generals Club	2
Admirals Club	5
Presidents Club	5
Century Club	5

20-year Club Member



UNITED ROOFING & SHEET METAL, INC.

Bryan, Texas



Previous Duro-Last Sales Awards

John R. Burt	8
Generals Club	2
Admirals Club	1
Presidents Club.....	1
Century Club	1

10-year Club Member

*(Left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Buddy Wilson;
Matt Nichols, Kevin Stewart, Larry Winkler,
Gary Swanson, Adrian Williams, Matt Winkler,
Josh Henson; Duro-Last President Tom Hollingsworth*



WESTERN ROOFING, INC.

Golden, Colorado



*(Standing left to right) Duro-Last Chairman Jack Burt;
Gordon Lane, Susan Nicholson, Curtis Nicholson,
Mike Reeder; Duro-Last Independent Sales Representative
Tom Allen; Duro-Last President Tom Hollingsworth
(Sitting left to right) Kevin Keyes, Katie Keyes,
Lucy Benson, Dan Burggraf*

Previous Duro-Last Sales Awards

John R. Burt	2
Generals Club	3
Admirals Club	2
Presidents Club.....	4
Century Club	2

10-year Club Member



D.K. HANEY CONSTRUCTION

Fort Worth, Texas



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	3
Admirals Club	1
Presidents Club.....	1
Century Club	1

*(Left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Buddy Wilson;
Dustin Haney, Jayme Haney; Duro-Last President
Tom Hollingsworth*



JACO CONSTRUCTION, INC.

Clute, Texas



*(Standing left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representative Buddy Wilson;
Bennie Clawson, Steve Good, Rocky DeMarco;
Duro-Last President Tom Hollingsworth
(Sitting left to right) Lou Walcik, Bob Walcik,
Nicole Stillisano, Patrick Moody*

Previous Duro-Last Sales Awards

Contractor of the Year	3
Golden Eagle	1
John R. Burt	10
Generals Club	1
Admirals Club	3
Presidents Club	3
Century Club	3

25-year Club Member



MID-WESTERN COMMERCIAL ROOFERS, INC.

Mobile, Alabama



Previous Duro-Last Sales Awards

Contractor of the Year	1
Golden Eagle	3
John R. Burt	4
Century Club	3

10-year Club Member

*(Standing left to right) Duro-Last Chairman Jack Burt;
Duro-Last Independent Sales Representatives Phil Davis,
Ryan Clark; Daniel Smith, Marcus Dobert;
Duro-Last Independent Sales Representative
Darrin Boatman; Duro-Last President Tom Hollingsworth
(Sitting left to right) Chuck Smith, Rick Romero,
George Bock, Richard Noel*



ADDITIONAL AWARD WINNERS

These award winners did not attend the Wednesday Night Awards Banquet at the 2010 National Sales Seminar. We extend our congratulations to these winners!

Century Club

A & A Contracting
A & V Roofing Co.
A to Z Roofing
A.J. Edwards Roofing Co.
ACI Century, Inc.
Ad Veritas Construction Co., Inc.
Advanced Roofing Solutions, LLC
Affordable Construction Co.
All Weather Roofing Co.
All Weather Systems, Inc.
Alliance Roofing
Alpine Roofing & Construction Co.
Ann Arbor Roofing Co., Inc.
A-Plus Roofing Company
Apollo Roofing & Sheet Metal, Inc.
ATC General Contracting
Atlantic Roofing Systems, Inc.
B & M Construction, Inc.
Baldwin Roofing Co., Inc.
Barnett Roofing & Siding
Barton Roofing, Inc.
Bill Chambers Roofing
Bleser Built Roofing
Bloyer & Sons, Inc.
Breault Roofing, Inc.
C.I. Services, Inc.
Cardinal Roofing, Inc.
Carl T. Johnson, Inc.
Carpenters Plus, Inc.
Carroll's Roofing & Construction Co.
CEI Group, LLC
Certified Roofing Specialists, Inc.
Chislett Asphalt Roofing, Ltd
CJ Phoenix Enterprises, Inc.
Clark Restoration & Custom Roofing
Colonial Roofing, Inc.
Commercial Roof Services, Inc.
Commercial Single Ply, Inc.
Construction Specialty Assoc.
Cooper Roofing Co., Inc.
Coppell Commercial Roofing
Craig Wilson Enterprises
Crosby Building Systems, Inc.
DeWitt Sheet Metal, Inc.
Dils Roofing
Done Right Roofing
Do-Right Roofing, Inc.
Dublin Construction Company, Inc.
Durable Roofing, LLC
East Central Roofing & Sheet Metal, Inc.

Eau Claire Roofing Co., Inc.
ECO Roofing Systems, Inc.
Ed Rutherford Roofing Co.
Ed's Sheet Metal & Air Conditioning, Inc.
Energy Waterproofing & Roofing Systems, Inc.
Esko Maintenance Company
Excel Roofing Service
Final Solutions Roofing, LLC
Fortenberry Roofing Co.
Fountainhead Development
Freeport Industrial Roofing, Inc.
G. Bishop Roofing, LLC
Geisler Roofing, Inc.
Gem City Roofing, Inc.
Gem Exteriors
Groves Roofing Services
H & S Contracting, Inc.
Habetz Roof Service, Inc.
Hallmark Sheet Metal Co., Inc.
Holko Enercon
Ingold Company, Inc.
Innovative Roofing Solutions
Interstate Roofing, Inc.
IRC Roofing, Inc.
J.L. Associates
JAM Associates, Inc.
Jessie Bryant Roofing Co., Inc.
Jordan Construction
Kautz Construction
Koch Building Company, Inc.
Kysor / Warren
LaDuke Corporation
Laguna Siding & Roofing
Lake City Power Wash & Roofing, Inc.
Lakewood Roofing, Inc.
Lee's Roofing & Spouting, Inc.
Leeward Roofing
Liberty County Roofing
Lindholm Roofing
Lockard Fortuny Roofing
Louis & Riparetti, Inc.
MacDermott Roofing & Sheet Metal, Inc.
Maintenance Systems, Inc.
Malooof Roofing & Gutters
Max C. Smith Co.
MC Roofing
McDermott & Son Roofing Co.
Metro Building Supply
MG Roofing, Inc.

MGC Roofing & Construction, Inc.
Mid-West Roofing & Sheet Metal
Mike Bolding Roofing
Mike's Roofing, Inc.
Miller Roofing, Inc.
Montano Construction & Roofing
Moore Roofing, Inc.
Moore's Roofing Company
Murray Roofing
Nazareth Roofing
Neibert Enterprises, Inc.
Nickerson Construction
Overhead, Inc.
Overton Roofing, LLC
Pacific Yurts, Inc.
Paff Contractors, LLC
Page Corporation
Palmer Roofing & Sheet Metal
Paul Horschel & Son, Inc.
Pearl Construction
Permaroof Structures
Pinnacle Roofing Company
Pinnacle Roofing Systems, Inc.
Premium Roof Services
Pro-Tek Exterior Services, Inc.
Pyramid Roofing Co., Inc.
Quinn Roofing Solutions
R.D. Elliott & Sons Roofing
Rainbow Enterprises, Inc.
Ray Black & Sons Construction
Rayco Construction, Inc.
Restoration Roofing
Reva Murphy Associates, Inc.
Rich Roofing Systems, Inc.
Risco, Inc.
Ritz Roofing Co.
Robbins Roofing, Inc.
Robert Binns Roofing, Inc.
Rocky Mountain Applicators
Roof Roof, Inc.
Roofing Services, Inc.
Sechrist-Hall Company
Service World, LLC
Skyline Roofing & Sheet Metal Co., Inc.
Stanric, Inc.
Starfish Roofing
Starkweather Roofing, Inc.
Stevens Construction
Sunray Roofing, Inc.
Superior Single Ply
Sweers Eavestrough & Roofing Co., Inc.
TCR Roofing
Templeton Roofing Co., Inc.
The Cool Roofing Co., Inc.
The Renew Roofing Company
Topside Construction, Inc.
Turley Construction, Inc.

Twin Rivers Improvement
 U.S. Roofing
 USA Roofing Systems, Inc.
 Vanguard Construction, Inc.
 W.A.L. General Contractor
 W.H. Demmons, Inc.
 Wagner's Energy Center, Inc.
 Watertight Exteriors, Inc.
 West Coast Roofing & Building
 Wheeler Roofing Co.
 Willuweit Construction
 Wilson Roofing
 Wright Roofing, Inc.
 WRS Seattle

Presidents Club

Adler & Sons Roofing
 Alternative Roofing Systems, Inc.
 Ampco Seamless Roof Coatings
 Becker Roofing
 Bligh Pacific
 Bond/Tec, Inc.
 Borntrager Enterprises, Inc.
 Brandle Roofing & Sheet Metal Co.
 Buchinger Roofing, Inc.
 Champion Roofing, Inc.
 Columbia River Roofing
 Commonwealth Roofing Corp.
 Competitive Commercial Roofing, Inc.
 Conex Roofing Co.
 Consolidated Contracting
 Dempsey Roofing Co., Inc.
 Dynamic Exteriors 01, Inc.
 Elliott & Elliott Co.
 Fidelity Roofing Company
 Flat Roof Specialists
 Flying Out Construction
 Frank Fiala Roofing, Inc.
 Gage Roofing & Constructors, Inc.
 Grell Commercial Roofing, Inc.
 Hermitage Roofing Co., Inc.
 Holthaus Companies, Inc.
 J.G. Roofing & Construction
 Knox Roofing
 Lifetime Construction Services, Inc.
 Lake State Roofing, Inc.
 Marchbanks Specialty Company, Inc.
 Marlette Roofing & Sheet Metal Co.
 McDonald Roofing & Sheet Metal Co.
 Otterskin Roof Gear & Construction
 Port Huron Roofing & Sheet Metal
 Riddell Roofing, Inc.
 Roof Management Co., Inc.
 Roof-Tec National, Inc.
 Sealtite Applicators, Inc.
 Spirit Roofing Co., Inc.
 Superior Services RSH, Inc.
 T. Holt Brothers General
 Contractors, Inc.



TBR Systems, LLC
 TBRC, Inc.
 Terra Firma Estates, Inc.
 THL Enterprises, Inc.
 Total Roofing & Reconstruction
 TRC Roofing
 United Roofing Contractors, Inc.
 Vega Roofing Co.

Admirals Club

Affordable Roofing Co., Inc.
 Badgerland Commercial Roofing, Inc.
 Beyer Roofing Company, Inc.
 Draeger Construction, Inc.

Heritage Roofing Systems
 of Oklahoma
 Jim Stevens Construction, Inc.
 Kidd-Luukko Corporation
 L.J. Beck Roofing & Guttering, Inc.
 Marty Robbins Roofing Company, Inc.
 Merit Roofing Systems, Inc.

Generals Club

Wormley Bros. Roofing, Inc.

John R. Burt Award

Nohava, Inc.

**We hope to see all of you accepting an award on
 stage next year at the 2011 Duro-Last Sales Seminar.**

Final Night Celebration!

We closed the 2010 edition of our National Sales Seminar with a Mardi Gras themed, Masquerade in the Mountains finale! Guests gathered for the Festival of Floats parade, adorned with crazy hats, masks, and strands of beads. An authentic strolling Dixieland jazz band and wildly decorated floats led everyone to the main event – a journey “around the world” to celebrate Mardi Gras in three uniquely themed venues: a New Orleans Court of the Jesters; Masquerade Madness at the Carnival of Venice; and the Carnaval de Brazil's Samba Celebration. Seminar revelers were treated to cuisine that's typical in those parts of the world. Partygoers then joined the Pink Flamingos band – both on the dance floor and on the stage – to send this year's Seminar out on a tremendous note!



SEMINAR ACTIVITIES

DESERT MUSEUM TOUR



SEMINAR ACTIVITIES

KARTCHNER CAVERNS STATE PARK TOUR



SEMINAR ACTIVITIES

OLD TUCSON STUDIOS TOUR









Top of the News is designed to be an interesting, informative, and useful newsletter for Duro-Last contractors, independent 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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Disney's Contemporary Resort in Orlando, Florida, is the Site for our 2011 National Sales Seminar

Start planning now to be a part of the 2011 Duro-Last National Sales Seminar – Sunday January 30 through Tuesday February 1.

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 engaging keynote presentations delivered by nationally-known speakers.

To see all of the *Partnership* testimonials that leading Duro-Last contractors shared with our awards banquet audience in Tucson, please visit www.duro-last.com/2010seminar.

The Seminar also affords an ideal setting for sharing ideas. In many ways, this principle is the foundation that Duro-Last's business was built on. Our history includes decades of ongoing interaction between Duro-Last and our valued customers, as well as situations where two contractors meet at our event for the first time – and share business ideas.

And because we're holding next year's Seminar in Orlando, you can count on plenty of options for family-friendly fun!

Disney's Contemporary Resort is an ultra-modern, lakeside Disney Deluxe Resort conveniently located within walking distance of Magic Kingdom theme park. The sprawling grounds include a marina, pools, restaurants, recreational facilities, a health club, tennis courts, and convention facilities.

Boasting views of nearby Space Mountain and Cinderella Castle, Disney's Contemporary Resort

overlooks 4.5 miles of shoreline along Bay Lake and Seven Seas Lagoon. Guests can pick up the Walt Disney World monorail system on the fourth floor and easily make their way to Magic Kingdom and Epcot theme parks.

Rooms at Disney's Contemporary Resort offer fantastic views in an elegant setting. Dining includes three restaurants – one serving California cuisine, one featuring

Character Dining, and one offering contemporary, health conscious cuisine.

Our annual Seminar is where the best wisdom, problem solving, encouragement, networking – and fun – in the roofing industry come together during a jam-packed, three-day event. We are already excited about strengthening our business partnership with you in Orlando next January.

During the awards banquet at the Tucson event, our 2009 JRB and Golden Eagle sales award winners discussed what our Seminar theme, *Partners for a Strong Tomorrow*, meant to them. Comments included observations such as:

- Duro-Last is always there when I call. It doesn't matter who in the company I need to reach – a customer service rep or an owner. A person answers the phone and takes care of what I need.
- Duro-Last is really an extension of my own company. If I don't have all the resources in my own business to sell a project or close a deal, Duro-Last steps up to support me in every way they can.
- No one knows what the future holds. But our track record with Duro-Last gives me confidence that we will be successful together in the days and years to come.

As these remarks indicate, Duro-Last's relationships with our customers are unlike any in the roofing industry.

In much the same way, our National Sales Seminar is unlike any other event in the roofing industry. It enables us to add value to customer relationships, by providing a forum for listening to your suggestions as well as for delivering information on products, services, and business practices. The Seminar energizes us – together – for tomorrow's opportunities.

**Start making
your plans
to attend
today!**

