

# Top <sup>Of</sup> The News

March 2011



**Duro-Last® National  
Sales Seminar**



**Special Seminar Edition**



## FROM THE CHAIRMAN



JACK BURT

"The Best Get Better" was truly a great theme for this year's National Sales Seminar. I heard comments from many of our guests that this was our best event ever. That's certainly true in terms of the number

of people we hosted – more than 1200 – the most in Seminar history! It's also true with respect to our program content, and I want to express my sincere appreciation to the vast Duro-Last team that puts this exceptional event together every year. I'm convinced there's none other like it – three dynamite days of learning, fun, and recognizing your terrific accomplishments.

Throughout our history, Duro-Last has benefitted tremendously from our association with the world's best roofing contractors. You have grown with us, bringing ideas that we have turned into new products for you to sell, and offering im-

provements to our business that have made it easier to work together.

It was both exciting and humbling for me to be with you in Orlando, to see the confidence on your faces and to hear about your successes in the marketplace. Thank you for bringing us this far, and for helping all of us at Duro-Last look forward to even greater success this year. Please plan on joining us in Clearwater Beach next year – I'm already excited to hear how you made 2011 your best year ever!

A handwritten signature in black ink that reads "Jack".

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## FROM THE PRESIDENT



TOM HOLLINGSWORTH

It's always a thrill for me to attend our National Sales Seminar. This year was no exception, and as I mingled with our customers in Florida, I was greatly impressed with your accomplishments, ability to achieve success, and the challenges you've overcome to get the job done. Congratulations!

As a corporation, we set out in 2010 to grow the business 10%. Although we didn't quite get there (we reached 6.6%), our performance was stronger than much of the rest of the industry and we implemented several initiatives regarding new products and internal efficiencies. I'm very excited about the new sales opportunities our standing seam metal line and Duro-Last Fleeceback™ Systems will provide. Also, we are making great progress with our "lean" initiative, which is intended to eliminate waste throughout the entire company and help us become more efficient and better able to manage costs.

This is an exciting time for our company. As I said during my corporate update presentation, some industry analysts have pronounced

the future as "murky." However, my takeaway from the Seminar is just the opposite, as many of our contractors are optimistic about roofing opportunities in 2011. The feeling is that, as the economy recovers, our new product offerings combined with our fundamental message about providing long-term value with a worry-free roof will deliver success in the market.

Thank you for helping make our Seminar a most memorable event, as well as your commitment to making the future a clear success for Duro-Last. Have a great year!

A handwritten signature in black ink that reads "Tom".

# DURO-LAST® HOSTS A RECORD NUMBER OF GUESTS AT THE “BEST” EVENT IN THE ROOFING INDUSTRY: THE 2011 NATIONAL SALES SEMINAR

Duro-Last was delighted to welcome more than 1200 guests representing nearly 200 authorized contractors to our Seminar, held January 30-February 1 at Disney's Contemporary Resort® in Lake Buena Vista, Florida. This year's theme was “The Best Get Better,” and based on the business information that was discussed and the great camaraderie shared between Duro-Last, our authorized contractors, and our independent sales representatives, this may have been the “best” National Sales Seminar ever!

As usual, Duro-Last delivered a combination of solid business information and fun, family-focused activities. Not only did we present our customary program of updates, tips, and information from departments throughout Duro-Last, we introduced several new products and enhancements. These included:

- A new standing seam metal product line
- Our new Duro-Last Fleeceback™ Roofing System and a special adhesive developed for this system
- A new membrane color – terra cotta
- New options for our Duro-Bond™ induction welding system
- Several low-rise adhesive options.
- Underlayments: Duro-Weave™ and Duro-Blue™

We were excited to present several compelling guest speakers throughout our program. Monday's General Session featured speaker Mike Hourigan of Hourigan & Associates who discussed “How to Use Your Silent Sales Force.” On Tuesday, Ross Shafer presented, “Nobody Moved Your Cheese.”

Two of our Breakout Sessions also included guest speakers. The session “Positioning Your Company as a Unique Resource in the Market” featured Mike Hourigan and Steve Hackett of The Brooks Group. Hillary Bressler, CEO and Founder of .Com Marketing discussed “E-Marketing & Social Media for Your Business.”

Other popular Seminar programs made a return appearance this year. Thirteen two-man teams from around the country battled for bragging rights during the roofers' challenge. Also, we were thrilled to honor five more Duro-Last contractors for their community service work in our “Partners in Goodwill” program. Like last year, our “Partners” recognition is not about busi-



ness size or Duro-Last sales level, but about the difference that our contractors make as citizens of their cities, towns, and villages.

Lots of fun diversions were enjoyed by Seminar guests, including our annual Dick Jozwiak Memorial Golf Tournament, a tour of Gatorland, and a behind-the-scenes visit to Walt Disney World®. Our Seminar finale was held at Sea World®, where visitors were immersed in the mysteries of the sea, from up-close encounters with animals to the next generation of thrill rides.

For an unprecedented fifth consecutive year, we honored Parsons Commercial Roofing as the Duro-Last Contractor of the Year. In 2010, Parsons exceeded the \$7 million sales threshold for the fourth year in a row, and surpassed \$7.5 million – the first contractor to reach that level.

We were also excited to announce that the 2012 Duro-Last National Sales Seminar will be held at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida, January 29-31.

Please enjoy this keepsake edition of *Top of the News*. We look forward to seeing you in Clearwater Beach next January!





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

For the fifth consecutive year, Buddy Wilson was recognized as the Independent Sales Representative of the Year by Duro-Last. He was honored during the annual Sales Rep Awards Banquet on Saturday, January 29 at Orlando's House of Blues. In 2010, Buddy, who manages Duro-Last's East Texas sales territory, reached a sales level of over \$21.5 million.

Among the many other independent sales reps recognized for their 2010 sales achievements were Jeff Gottron and Trevor Wagester of Michigan (sales over \$11 million) and Tom Allen and John Myers, who handle Iowa, Southern Illinois, and Missouri (sales over \$10 million).

The banquet was hosted by JRB Executive Vice Presidents Shawn Sny and Jason Tunney, and those in attendance were treated to entertainment provided by "guest celebrities" the Blues Brothers and Aretha Franklin.





### **Duro-Last Durations**

**1 Year:** Dean Borkowski, Terry Haney, Bruce Peters, Alan Tolley,  
Rick Rzepka, Aaron Rzepka, Will Williams, & Mike Vazquez

**5 Years:** Roger Bertolini

**10 Years:** Darrin Boatman & John Myers

**15 Years:** Chris Hemphill

**20 Years:** Phil Davis

### **Sales Increase Compared To 2009**

Scott Bieber

Darrin Boatman

Tom Allen & John Myers

Mike Skaggs

Matt Jozwiak

Phil Brown, Chad Hall,  
& Asa Kelley

Chris Hemphill, Ryan Williams,  
& Bob Hemphill

Lyn Davis & Roger Bertolini

### **Ring Winners for Exceeding a Significant Sales Level**

**\$1,000,000**

Michael Krug

### **Sales Increase Over Their Best Year Ever**

Bruce Peters

Joe Sweeney

Daniel Lakstins, Leah Lakstins,  
& Micah Hackney

Mike Spaniol

Will Williams

Alan Tolley

### **Sales Increase of \$250,000 or More**

Don Morris, Mark Akagi, & Wes Neal

Mike Vazquez

Thomas L. Allen

### **Sales Increase of \$500,000 or More**

Dean Borkowski

Dean Shannon

Ryan Clark

Joey Weatherford

### **Top Sales Increase Award Winners:**

Matt Stephens & Scott Franklin

Mike Duchien

Terry Haney

### **Top Sales Volume Award Winners:**

Tom Allen & John Myers

Jeff Gottron & Trevor Wagester

Buddy Wilson

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





# GOLF TOURNAMENT

Eighty-two golfers enjoyed our tournament this year, held on the Crooked Cat course at Orange County National Golf Center. Along with great golf, players enjoyed some of the best examples of natural beauty that Orlando area golf courses have to offer.



## THE WINNING TEAM!

Mike and Sheila Gottron from Duro-Last independent rep agency Engineered Systems of Ohio; Mark Gottron from Technique Roofing Systems of Burgoon, Ohio; and Matt Jozwiak, independent sales representative for southwest Florida. Also pictured is Rebecca O'Donnell. The winners received trophies and a gift certificate to Creative Impressions.

**Closest to the pin winner:** Mike Gottron and Mark Gottron. Mike and Mark won pro shop gift certificates.

**Longest drive winner:** Mike Reynolds from Reynolds Construction Company of White Hall, Arkansas. Mike won a pro shop gift certificate.









# GATORLAND TOUR





# ROOFERS' CHALLENGE



The ever-popular Duro-Last Roofers' Challenge made a return appearance at the 2011 Seminar. Thirteen two-man teams competed for the grand prize trophy and Duro-Last-branded apparel.

Roofs were scored by five inspectors using the Duro-Last inspection report. There were a total of 500 possible inspection points, plus one bonus point for every minute that the roof was completed under 75 minutes. The sequestered inspectors did not know which team installed which roof.

**First place:** Roofing Plus, Inc. of Lawrenceville, Georgia, represented by Jason Wilkie and Josh Wilkie. The team received 472 inspection points plus 26 bonus points for a total of 498 points. In addition to the trophy, the Roofing Plus team won a jacket and polo shirt for each participant.

**Second place:** Great Lakes Roofing of Sault Ste. Marie, Michigan, represented by Randy Young and Keenan Young. The team received 460 inspection points plus 27 bonus points for a total of 487 points. Members of the Great Lakes Roofing team each won a windshirt.

**Third place:** Harold Hall Roofing of Stuttgart, Arkansas, represented by Ronnie King and Alex Stout. The team received 450 inspection points plus 32 bonus points for a total of 482 points. Members of the Harold Hall Roofing team each won a polo shirt.





# SUNDAY WELCOME PARTY



"The best" get to know each other!









# MONDAY GENERAL SESSION



## Keynote Speaker Mike Hourigan

This year, our General Session was billed as “The Best Darn Roofing Show, Period.” Following Duro-Last President Tom Hollingsworth’s corporate update, hosts and JRB Vice Presidents Jason Tunney and Shawn Sny discussed a number of issues with Contractor Advisory Board Chairman Michael Faught, Vice President of Sales and Marketing Steve Ruth, Director of Engineering Services Keith Gere, and Manager of Quality Assurance Mitch Guettler. Keynote speaker Mike Hourigan provided several insights during his presentation, “Your Silent Sales Force.” Also on Monday, we honored five Duro-Last contractors for their community involvement in our “Partners in Goodwill” program.

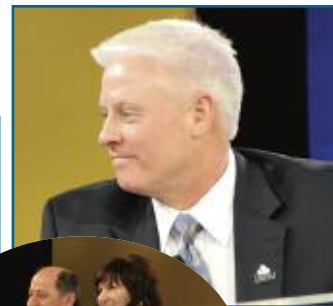






**"Partners in Goodwill" honorees (l-r): Tom Hollingsworth; Kathy Burt Allen; Bryan Nohava; Tom Lawler; Mark Slagle; Larry Tombaugh; Connie Moeller; Terry Deichert; Tom Deichert; Carol Stuhr; Austin Kelly; Ken Kelly; Sharon Sny.**

To view the "Partners in Goodwill" video and see the work that these contractors are doing in their communities, visit <http://www.duro-lastseminar.com/partners>





# BREAKOUT SESSIONS







## Breakout Sessions Included:

### *Understanding the Specifier as a Customer*

Steve Ruth – Vice President of Sales

### *The Duro-Last Roof as an Active Asset*

Drew Ballensky – Iowa General Manager

Al Janni – Engineering Services Manager

Keith Gere – Director of Engineering Services

### *E-Marketing & Social Media for Your Business*

Fred Sitter – Director of Marketing

Hillary Bressler – CEO/Founder – .Com Marketing

### *Positioning Your Company as a Unique Resource in the Market*

John Deal – National Sales Manager

Mike Hourigan – Hourigan & Associates

Steve Hackett – The Brooks Group

### *EXCEPTIONAL® Metals: Rising to the Top*

Art Gilles – EM National Production Manager

Steve Kowalewski – EM Technical Manager

### *Where to Get Work Now!*

Tim Hart – VP of West Coast Operations

Lee Cobb – Southern District Sales Manager

### *We Have a Lot that is New...Let's Review*

Mitch Guettler – Quality Assurance Manager

Scott Shockey – Quality Assurance Training Coordinator

## Breakout Session and Feedback Form Drawing Winners:

This year's Breakout Session attendance winners were Mike Topolewski from The Cool Roofing Company of Blue Ridge, Georgia; and Mike Leski from Charles Copley Roofing of Crystal Lake, Illinois. Both attended four Breakout Sessions and their names were randomly selected from all participants. They each won a \$75 gift card to Dick's Sporting Goods.

Robert Werner of Homeland Roofing and Construction of Wichita, Kansas, was the winner of two round-trip airline tickets and four nights' stay at next year's National Sales Seminar in Clearwater Beach, Florida. Robert's name was randomly selected from all who submitted Seminar feedback forms for this year's event.

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

# TUESDAY GENERAL SESSION







### ***Motivational Speaker Ross Shafer***

Jason Tunney and Shawn Sny hosted another lively roofing dialogue, welcoming Michael Faught and Mitch Guettler back to "The Best Darn Roofing Show," as well as National Sales Manager John Deal and Marketing Director Fred Sitter. President Tom Hollingsworth discussed Duro-Last's "lean" initiative and gave a hands-on demonstration with audience volunteers. Guest speaker Ross Shafer motivated Seminar attendees with his presentation, "Nobody Moved Your Cheese."







# Parsons Commercial Roofing

Waco, Texas



**Over \$7.5 million in Duro-Last sales!**

*(Back row from left to right) Duro-Last President Tom Hollingsworth, Duro-Last Independent Sales Representative Buddy Wilson, Brian Tindle, Marty Honey, Michael Brem, Les Farmer, Phil Gustafson, Jack Jerman, Gloria Barrera, Orlando Esqueda, Andrew Schmidt, Jerome Smith, Stuart Scaff, Tim Jarvis, Chris Parsons, Roger Parsons, Brandon Finks, Craig Tindle, Jay Glazener, Derek Pierce, Dr. Manuel Gomez, Duro-Last Chairman Jack Burt*

*(Front row from left to right) Robert Tindle, Jackie Wells, Ken Wells, Trey Parsons, Stuart Parsons, Jennifer Parsons, Ashton Parsons, Ashely Parsons, Aame Hughes, Ennis Degrate*

When discussions about “the best” roofing contractors take place, the name Parsons Commercial Roofing is sure to be included. For an unprecedented fifth consecutive year, we paid tribute to Parsons as the Duro-Last Contractor of the Year. In past years, Parsons has won a JRB award four times and a Golden Eagle award. In 2010, they exceeded the seven million dollar sales threshold for the fourth year in a row, and surpassed seven-and-a-half million dollars – the first contractor to reach that level.

In his acceptance remarks, owner Stuart Parsons commended Duro-Last for putting together a great event and for fostering a corporate culture that has created a close-knit contractor family throughout the years. Stuart said that Parsons Commercial Roofing is a better business because of the relationships he has forged with other contractors and his ability to solve problems and share ideas with them. Stuart also credited Duro-Last independent sales representative Buddy Wilson for the role he has played in Parsons’ success.

It is our sincere honor to once again recognize Parsons Commercial Roofing as the Duro-Last Contractor of the Year for 2010.







## MONDAY NIGHT AWARDS BANQUET

### Century Club

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

### Generals Club

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

### Presidents Club

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

### John R. Burt Award

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

### Admirals Club

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

### Golden Eagle Award

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

**Congratulations to our 2010 award winners  
and thank you for your loyalty to Duro-Last!**





# Century Club Award Winners



*A+ All-Pro Roofing, Inc.*



*Acme Roofing Company*



*Allen Roofing & Construction*



*AMPCO Seamless Roof Coatings*



*Breault Roofing, Inc.*



*Bullock & Sons Roofing*





*C.I. Services, Inc.*



*Clark Restoration & Custom Roofing*



*Commercial Roof Services, Inc.*



*Complete Commercial Roofing, Inc.*



*Cowan Roofing, Inc.*



*Dakota Coating*





*Eau Claire Roofing, Co., Inc.*



*Ed's Sheet Metal & Air Conditioning, Inc.*



*Four Seasons Energy Efficient Roofing*



*Freeport Industrial Roofing, Inc.*





*Gem Exteriors*



*H. Treder & Sons, Inc.*



*Kelly Roofing*



*Leak Solutions*



*Liberty Fence & Supply*



*Lindholm Roofing*





*Mid-West Roofing & Sheet Metal*



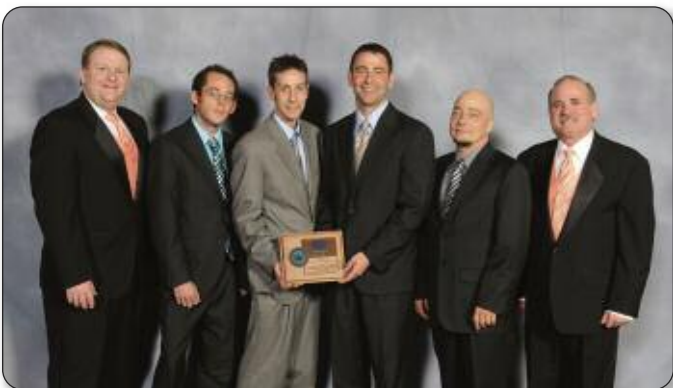
*Mikalan Roofing, Inc.*



*Montano Construction & Roofing*



*Nazareth Roofing*



*Nickerson Construction*



*Paul Horschel & Sons, Inc.*





*Pitts Roofing Co., Inc.*



*Professional Roofing Contractors*



*Pro-line Industries, Inc.*



*P.S.I. Roofing*



*Quinn Roofing Solutions*



*R.D. Elliot & Sons Roofing*





*Roof Management Co., Inc.*



*Roof Systems of Maine*



*SBR Construction, Inc.*



*Schroder's Exteriors, Inc.*

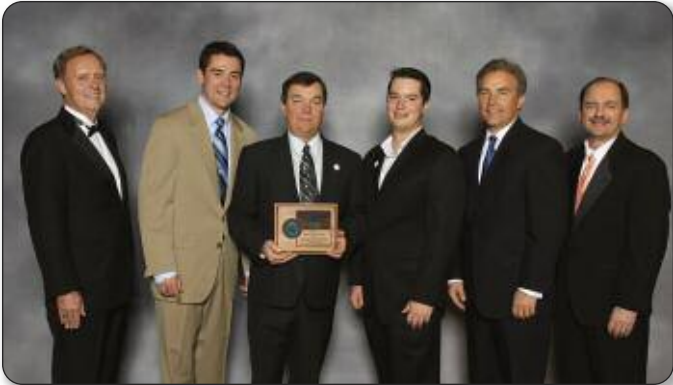


*Southern Roofing Co.*



*Umbrella Roofing Systems, Inc.*





*Urethane Unlimited*



*West Wind Roofing, LLC*



*Willoughby Roofing & Sheet Metal*



*WM Services, Inc.*



*WTI*





# Presidents Club Award Winners



*All Weather Roofing, Co.*



*B & M Construction, Inc.*



*Barton Roofing, Inc.*



*Bel Air Foamed Insulation, Inc.*



*Bruttell Roofing, Inc.*



*Construction Specialty Assoc.*





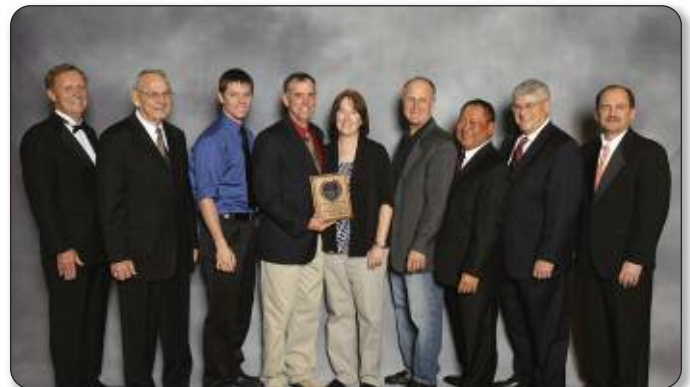
*CRS Companies*



*Delta Roofing & Sheet Metal Corp.*



*DeWitt Sheet Metal, Inc.*



*Energy Roofing Technology*



*Etheridge Roofing*



*Fidelity Roofing Company*



*Goodmen Roofing, Ltd.*



*Grell Commercial Roofing, Inc.*



*Habetz Roof Service, Inc.*



*H.C. Anderson Roofing Company, Inc.*



*Hinkle Roofing Products, Inc.*



*Holthaus Companies, Inc.*





*JAM Associates, Inc.*



*Koopman Construction, LLC*



*Maier Roofing Co., Inc.*



*Matthews Construction*



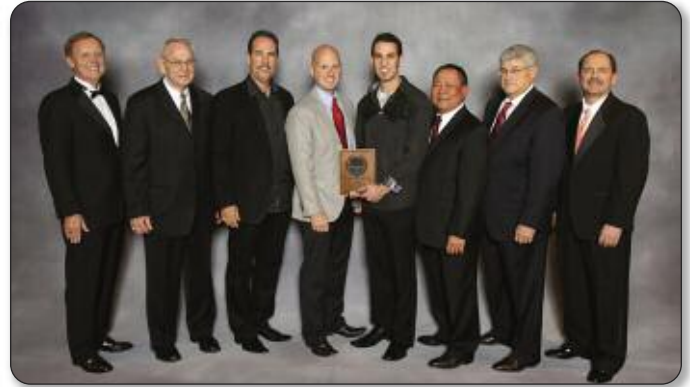
*MC Roofing, Inc.*



*Mitchell Roofing, Inc.*



*Nasi Roofing, LLC*



*Page Corporation*



*Pell Roofing*



*Precision Roofing Services, Inc.*



*Roof-Tec National, Inc.*



*Roofing by Fred Gross*

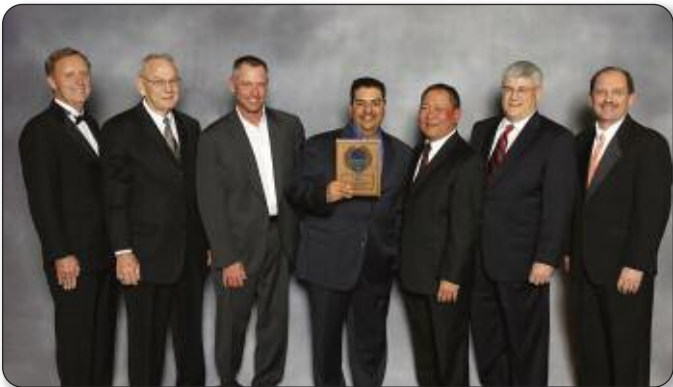




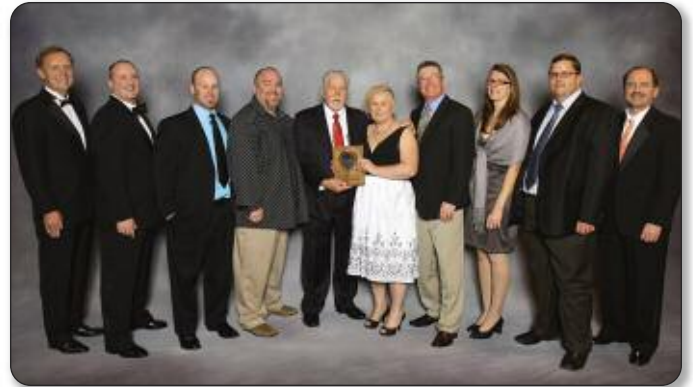
*Roofing Plus, Inc.*



*Roofing Solutions, Inc.*



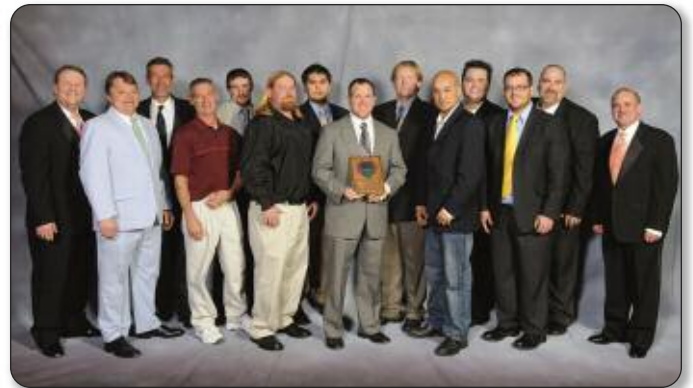
*Ryan Roofing, Inc.*



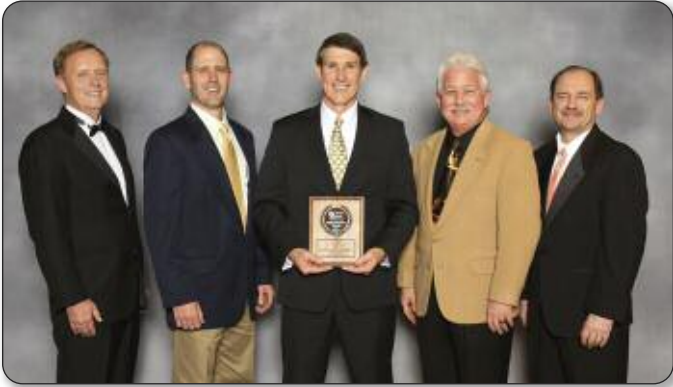
*Sealtec White Roof, Inc.*



*Sealtite Applicators, Inc.*



*Slagle Roofing & Construction, Inc.*



*Tadlock Roofing, Inc.*



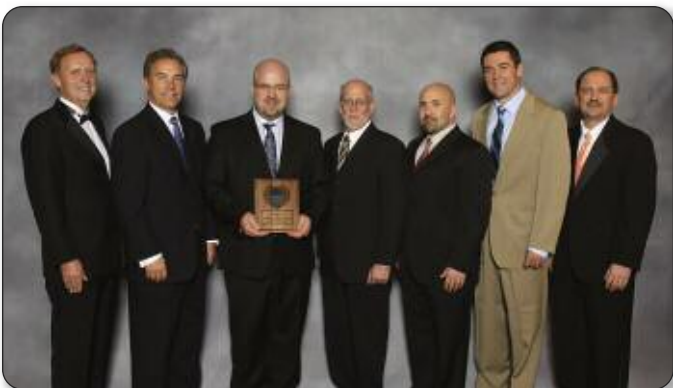
*The Cool Roofing Co., Inc.*



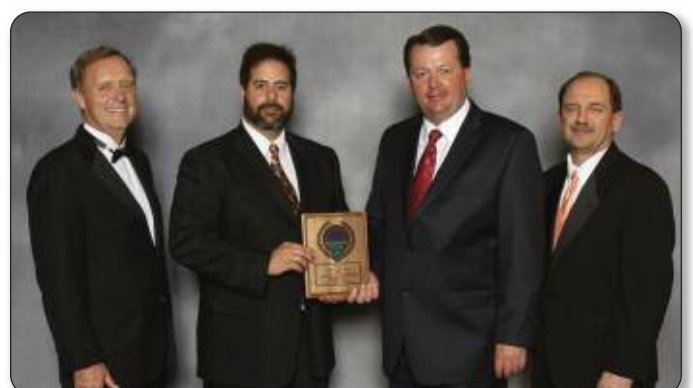
*THL Enterprises, Inc.*



*Turley Construction, Inc.*



*Tusing Builders, Ltd.*

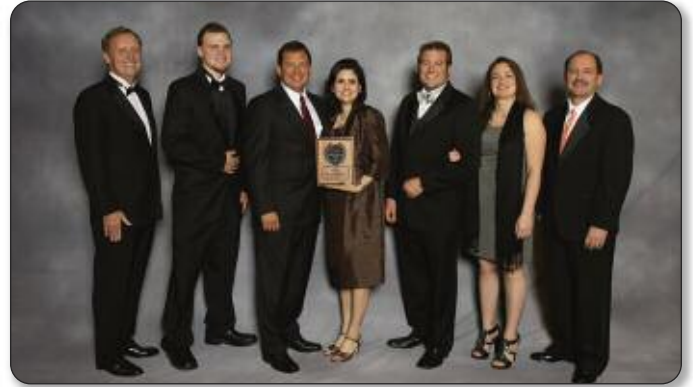


*Ultimate Roofing Systems*





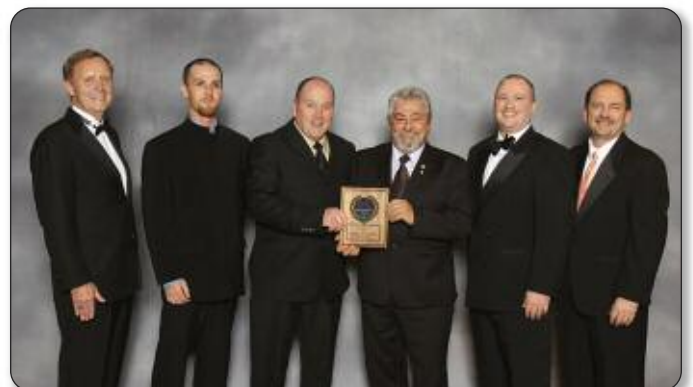
*U.S. Roofing*



*Vega Roofing, Co.*



*W.A.L. General Contractor*



*Watertite Roofing*

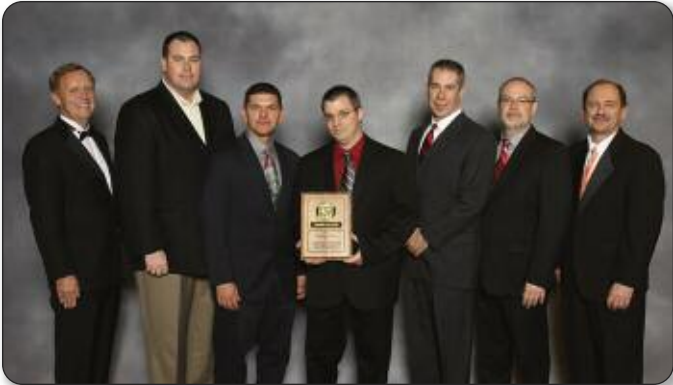


*Weather Shield Roofing Systems, Inc.*





# Admirals Club Award Winners



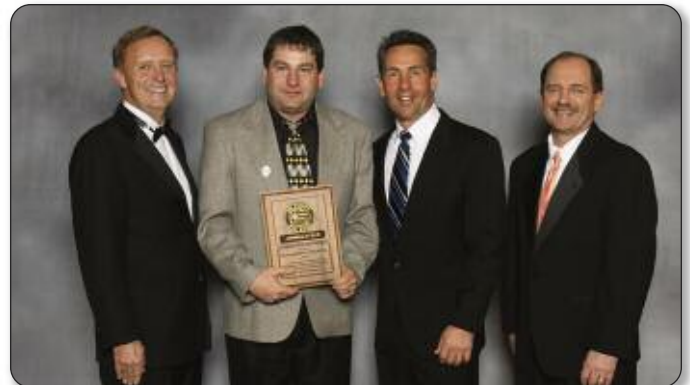
*Ace Roofing, Inc.*



*All Elements, Inc.*



*Beckwith Commercial Roofing, Inc.*



*Beyer Roofing Company, Inc.*



*Broken Arrow, Inc.*

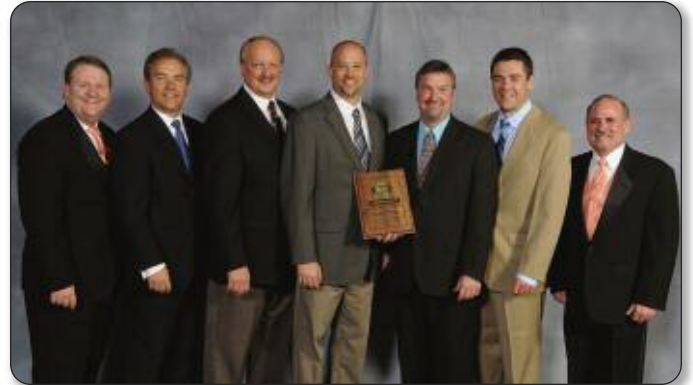


*Certified Roofing Specialists, Inc.*





*Ciaccio Roofing Corporation*



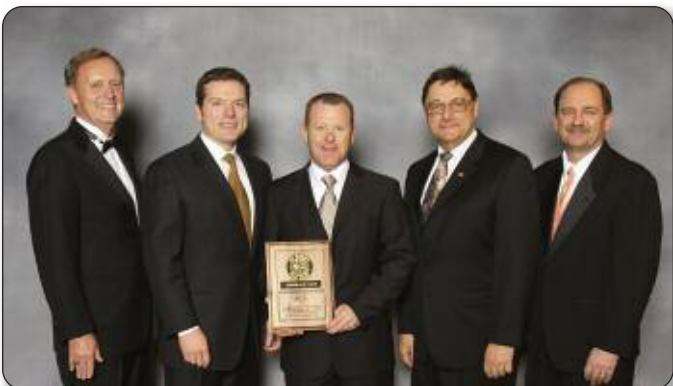
*Damschroder Construction, LLC*



*Ed Rutherford Roofing Co.*



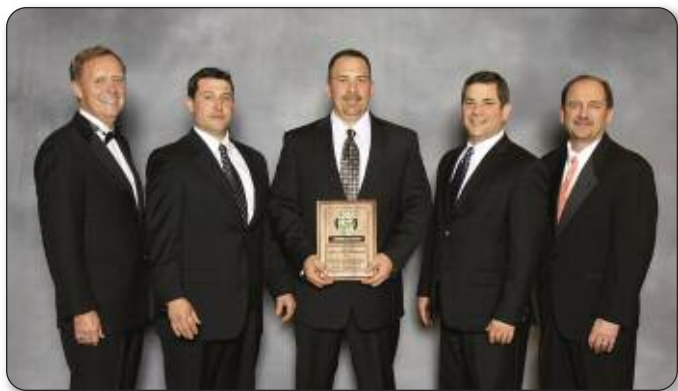
*Goodmen Roofing, Ltd.*



*JBK, Inc.*



*Jewett Roofing Co.*



*Kidd-Luukko Corporation*



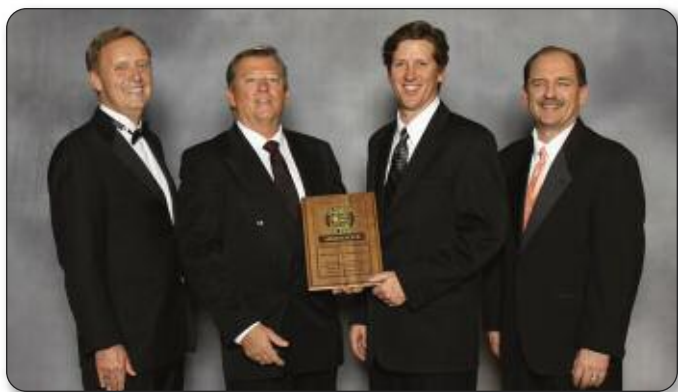
*Marty Robbins Roofing Company, Inc.*



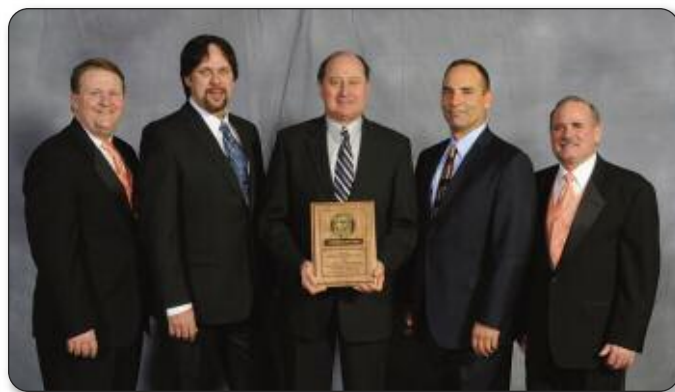
*McDonnell Roofing, Inc.*



*Springfield Construction*



*Ted's Quality Roofing, Inc.*



*Tomkat Roofing, Inc.*





## Generals Club Award Winners



*Competitive Commercial Roofing, Inc.*



*Cool Roofing Systems, Inc.*



*Great Lakes Roofing & Insulation Systems*



*Guycan Aluminum, Ltd.*



*Harrison Roofing Co., Inc.*



*Roberts-McNutt, Inc.*



*Technique Roofing Systems, LLC*



*Zimmer Roofing & Construction, Ltd.*





# Badgerland Commercial Roofing, Inc.

Watertown, Wisconsin



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Ryan Moeller, Jeff Schoechert, Duro-Last Independent Sales Representative Matt Moeller, Duro-Last President Tom Hollingsworth

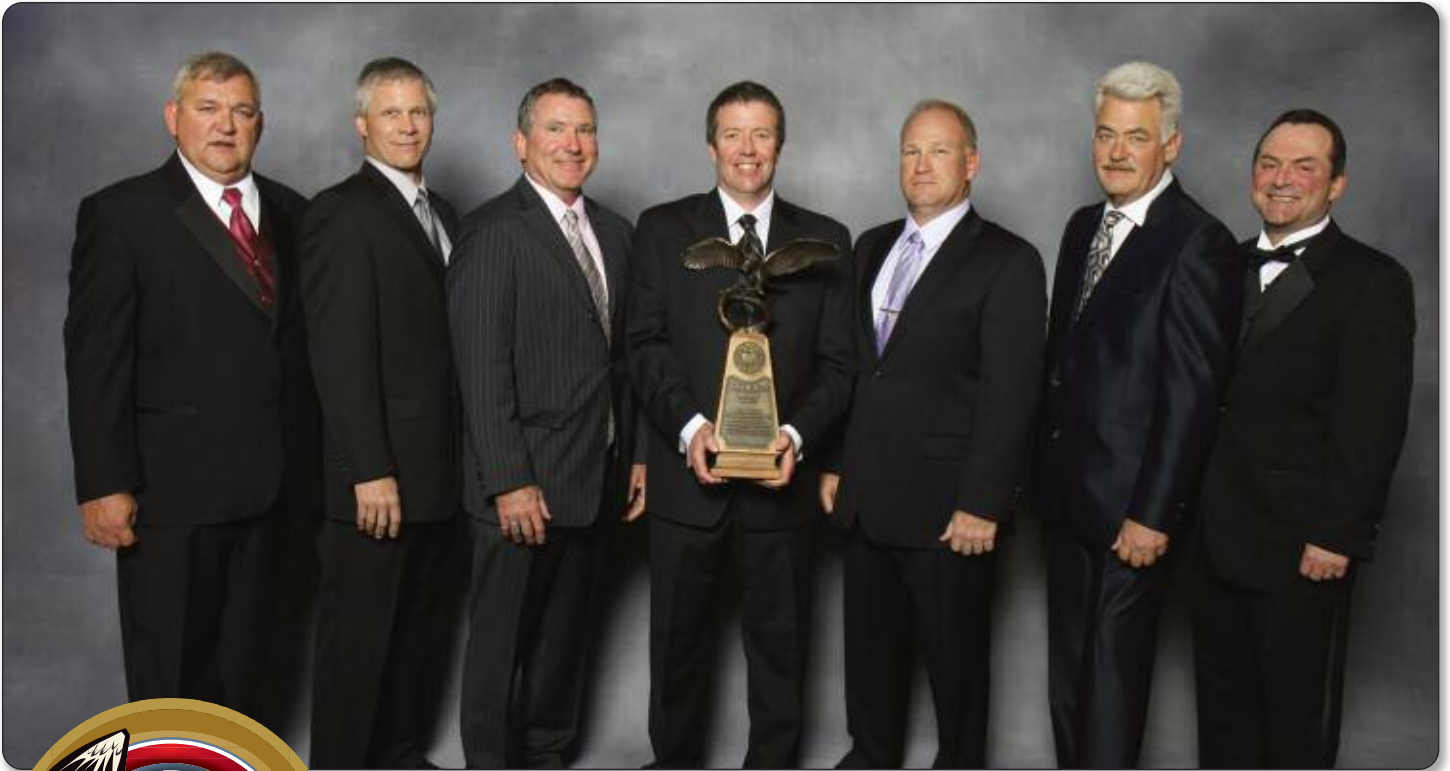
### Previous Duro-Last Sales Awards

John R. Burt .....	6
Generals Club .....	5
Admirals Club .....	4
Presidents Club .....	3

**15-year Club Member**

# Columbia River Roofing

Gresham, Oregon



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Mike Duchien, Jay Reid, Eric Finnerty, Darryl McCrory, Duro-Last Independent Sales Representative Mike Spaniol, Duro-Last President Tom Hollingsworth

## ***Previous Duro-Last Sales Awards***

Generals Club .....	2
Admirals Club .....	1
Presidents Club.....	1
Century Club .....	3

## ***First-time John R. Burt Award Winner***



# Cotterman & Company, Inc.

Minster, Ohio



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Bryan Gottron, Jon Plattner, Mike Cotterman, Joe Bender, Duro-Last Independent Sales Representative Mike Gottron, Duro-Last President Tom Hollingsworth

## Previous Duro-Last Sales Awards

John R. Burt .....	7
Admirals Club .....	2
Presidents Club .....	2
Century Club .....	1

**10-year Club Member**

# Duerson Corporation

Des Moines, Iowa



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

## ***Previous Duro-Last Sales Awards***

John R. Burt .....	1
Generals Club .....	1
Admirals Club .....	2
Presidents Club .....	9
Century Club .....	4

***15-year Club Member***



# Harold Hall Roofing, Inc.

Stuttgart, Arkansas



(Back Row l to r) Duro-Last Chairman Jack Burt, Mike Smith, Courtney Smith, Melody Smith, Ronnie King, Harold Hall, Alex Stout, Jamie Hall, Duro-Last Independent Sales Representative Darrin Boatman, Duro-Last President Tom Hollingsworth

(Front Row left to right) Brock Smith, Haleigh Hall, Jennifer Hall, Sarah Grace Hall, Jimmie Hall

## ***Previous Duro-Last Sales Awards***

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

***15-year Club Member***

# Jaco Construction, Inc.

Clute, Texas



(Left to right) Duro-Last Chairman Jack Burt, Bill Walcik, Duro-Last Independent Sales Representative Buddy Wilson, Bob Walcik, Duro-Last President Tom Hollingsworth



## Previous Duro-Last Sales Awards

Contractor of the Year.....	3
Golden Eagle .....	2
John R. Burt .....	10
Generals Club.....	1
Admirals Club .....	3
Presidents Club .....	3
Century Club.....	3

**25-year Club Member**



# La Ferney, Inc.

Kingsport, Tennessee



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Bruce Peters, Duro-Last Independent Sales Representative John Hall, John Kemp, Todd Pauley, David Reynolds, Gary Thomas, Mike Smith, Don LaFerney, Kevin Patterson, Duro-Last Independent Sales Representative Roger Bertolini, Duro-Last Independent Sales Representative Lyn Davis, Duro-Last President Tom Hollingsworth

### Previous Duro-Last Sales Awards

Contractor of the Year .....	1
Golden Eagle .....	1
John R. Burt .....	9
Generals Club .....	2
Admirals Club .....	1
Presidents Club .....	2
Century Club .....	4

**20-year Club Member**

# Merit Roofing Systems, Inc.

Richardson, Texas



(Left to right) Duro-Last Chairman Jack Burt, Brian Kimbrell, Duro-Last President Tom Hollingsworth



## Previous Duro-Last Sales Awards

Generals Club.....	1
Admirals Club .....	3
Presidents Club .....	6
Century Club.....	3

**10-year Club Member**  
**First-time John R. Burt Award Winner**



# Mid-Western Commercial Roofers, Inc.

Mobile, Alabama



*(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Phil Davis, Daniel Smith, George Bock, Chuck Smith, Marcus Dobert, Duro-Last Independent Sales Representative Darrin Boatman, Duro-Last Independent Sales Representative Ryan Clark, Duro-Last President Tom Hollingsworth*

## ***Previous Duro-Last Sales Awards***

Contractor of the Year .....	1
Golden Eagle .....	3
John R. Burt .....	5
Presidents Club .....	1
Century Club .....	2

***10-year Club Member***

# Midwest Coating, Inc.

Topeka, Kansas



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

## ***Previous Duro-Last Sales Awards***

John R. Burt .....	4
Generals Club .....	6
Admirals Club .....	2
Presidents Club .....	3
Century Club .....	10

***25-year Club Member***



# M.W. 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.....	15
Generals Club.....	1
Admirals Club .....	2
Presidents Club .....	1
Century Club.....	1

**25-year Club Member**

# Nohava Construction

LeMars, Iowa



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative John Myers, Bryan Nohava, Duro-Last Independent Sales Representative Tom Allen, Duro-Last President Tom Hollingsworth

## ***Previous Duro-Last Sales Awards***

Golden Eagle .....	1
John R. Burt .....	6
Generals Club .....	1
Admirals Club .....	2
Presidents Club .....	1
Century Club .....	1

***10-year Club Member***  
***First-time John R. Burt Award Winner***



# Ohio & Indiana Roofing Co.

St. Henry, Ohio



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Bryan Gottron, Mike Bruns, Mary Bruns, Andy Cason, Lisa Bruns, Frank Urwin, Duro-Last Independent Sales Representative Mike Gottron, Duro-Last President Tom Hollingsworth

## ***Previous Duro-Last Sales Awards***

John R. Burt .....	1
Generals Club .....	3
Admirals Club .....	3
Presidents Club .....	5
Century Club .....	7

***25-year Club Member***

# Reynolds Construction Co., Inc.

White Hall, Arkansas



(Left to right) Duro-Last Chairman Jack Burt, Brenda McEntire, Mack McEntire, Ginger Cooper, Rick Cooper, Ashlee Reynolds, Mike Reynolds, Avenia Reynolds, Ronnie Reynolds, Duro-Last Independent Sales Representative Darrin Boatman, Greg Bass, Pam Bass, Duro-Last President Tom Hollingsworth

## Previous Duro-Last Sales Awards

Admirals Club .....	2
Presidents Club .....	3
Century Club .....	3

## First-time John R. Burt Award Winner



# Royalty Roofing & Insulation

Seymour, Indiana



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Brad Podojil, Dale Sveteck, Tom Hayes, Andy Royalty, Duro-Last Independent Sales Representative Tom Allen, Duro-Last President Tom Hollingsworth

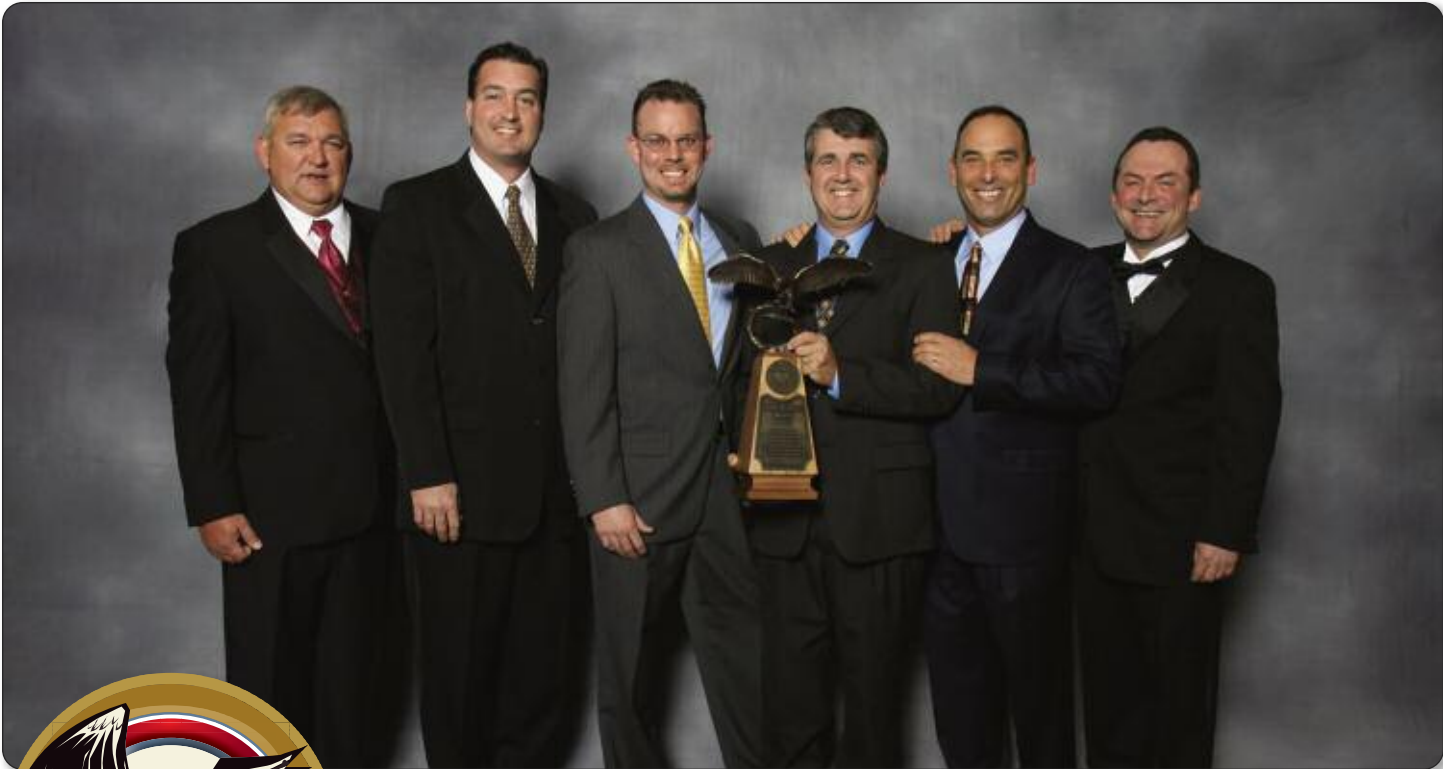
## ***Previous Duro-Last Sales Awards***

Golden Eagle .....	1
John R. Burt .....	6
Generals Club .....	1
Admirals Club .....	1
Presidents Club .....	2
Century Club .....	2

***10-year Club Member***

# Sentry Roofing, Inc.

Covington, Indiana



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Brad Podojil, Aaron Nuetzmann, Gene Fowler, Duro-Last Independent Sales Representative Tom Allen, Duro-Last President Tom Hollingsworth

### Previous Duro-Last Sales Awards

Golden Eagle .....	2
John R. Burt .....	11
Generals Club .....	1
Admirals Club .....	2
Presidents Club.....	4
Century Club .....	3

**20-year Club Member**



# State Roofing Systems, Inc.

San Leandro, California



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Bob Hemphill, Steve Tong, Duro-Last Independent Sales Representative Chris Hemphill, Rich Penarelli, Jack Lanto, Duro-Last Independent Sales Representative Ryan Williams, Duro-Last President Tom Hollingsworth

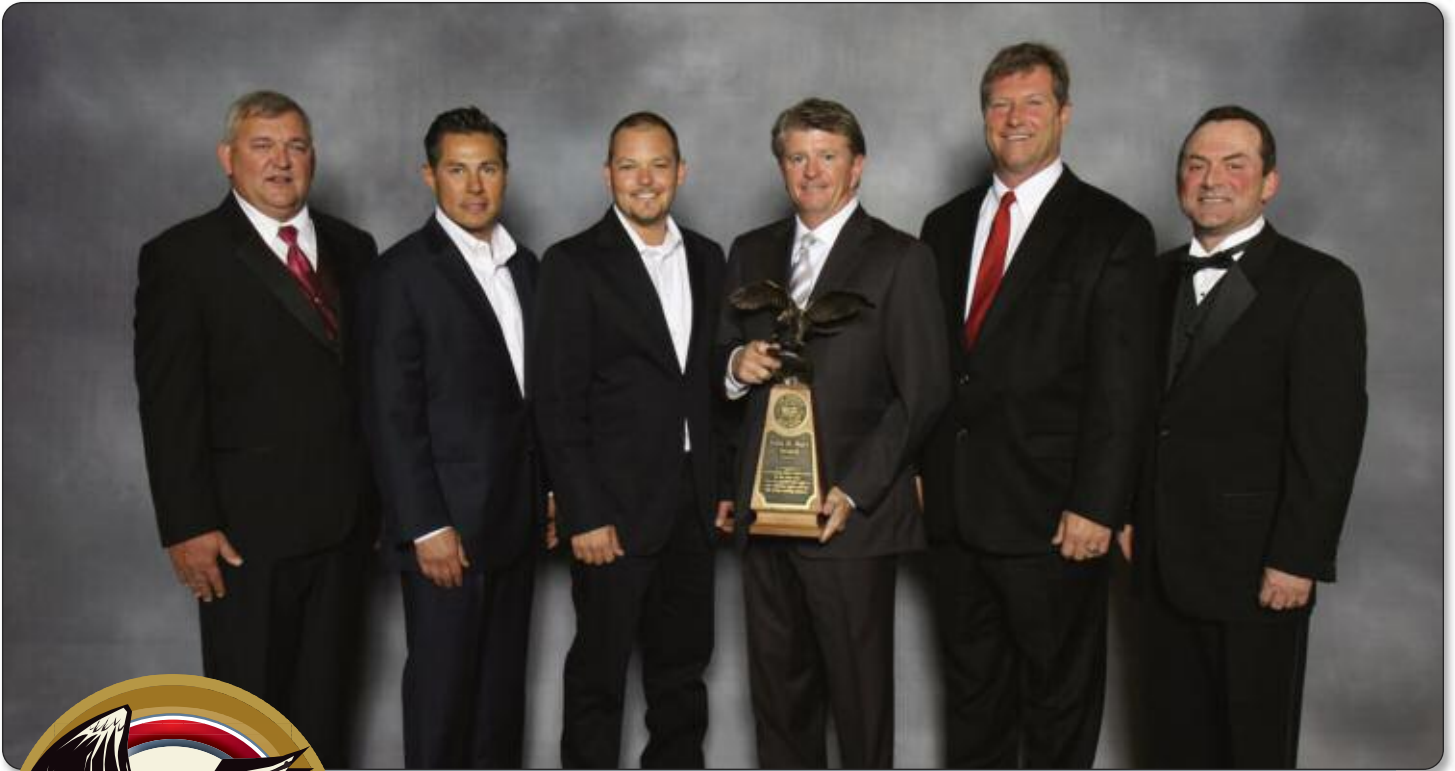
## ***Previous Duro-Last Sales Awards***

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

***10-year Club Member***

# TBRC, Inc.

Dallas, Texas



(Left to right) Duro-Last Chairman Jack Burt, Ernest Arnesen, Sean Harshaw, Dan Nelson, Duro-Last Independent Sales Representative Buddy Wilson, Duro-Last President Tom Hollingsworth

## ***Previous Duro-Last Sales Awards***

Presidents Club .....	1
Century Club .....	3

## ***First-time John R. Burt Award Winner***



# Western Roofing, Inc.

Golden, Colorado



(Left to right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Tom Allen, Gil Herrera, Tim Okonski, Yvonne Herrera, Gordon Lane, Susan Nicholson, Curtis Nicholson, Lucy Benson, Dan Burggraf, Mike Reeder, Kevin Keyes, Duro-Last President Tom Hollingsworth

## ***Previous Duro-Last Sales Awards***

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

***15-year Club Member***

# Wormley Bros. Roofing, Inc.

Buford, Georgia



*(Left to Right) Duro-Last Chairman Jack Burt, Duro-Last Independent Sales Representative Chad Hall, Robbie Clark, Steve Wilkie, Summer Wilkie, Bryan Wormley, Lisa Wormley, Duro-Last Independent Sales Representative Phil Brown, Duro-Last Independent Sales Representative Asa Kelley, Duro-Last President Tom Hollingsworth*

## ***Previous Duro-Last Sales Awards***

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

***10-year Club Member***



# Monument Constructors, Inc.

Beaumont, Texas



*(Back Row Left to Right) Duro-Last Chairman Jack Burt, Terry Haney, Ken Ray, Duro-Last Independent Sales Representative Wes Neal, Sean Wiley, Tom Allen, Tom Lanza, Charles Smith, Wayne Parker, Slade Smith, John McLean, Mike Herveat, John Chesser, Duro-Last Independent Sales Representative Buddy Wilson, Duro-Last President Tom Hollingsworth*

*(Front Row Left to Right) Debbie Ray, Letty Lanza, Renee Smith, Lacey Liner, Lauren Smith, Shelly Chesser*

*(On Laps) Mac Smith, Claire Smith*

## **Previous Duro-Last Sales Awards**

John R. Burt .....	3
Century Club .....	2

## ADDITIONAL AWARD WINNERS

These award winners were not able to attend this year's Awards Banquet. We extend our congratulations to these winners!

### Century Club

A.H. Sturgill Roofing, Inc.  
Acker & Guerrero Roofing Co., Inc.  
Advance Construction Co., Inc.  
Advanced Roofing Solutions, LLC  
Advanced Roofing Systems  
All Seasons Roofing Services  
All Weather Systems, Inc.  
Alliance Roofing  
All-State Roofing & Construction  
Ann Arbor Roofing Co., Inc.  
ATC General Contracting  
AV Roofing, Inc.  
Babco Roofing Co., Inc.  
Baldwin Roofing Co., Inc.  
Barger-Ashe Roofing Co.  
Becker Roofing  
Ben Timko's  
Bennett Remodeling, Inc.  
Bleser Built Roofing  
Bloyer & Sons, Inc.  
Bond/Tec, Inc.  
Borntrager Enterprises, Inc.  
Bourdeau Contracting  
Brandle Roofing & Sheet Metal Co.  
Brigadier Roofing, Inc.  
Building Associates, Inc.  
Cardinal Roofing, Inc.  
Carpenters Plus, Inc.  
Church Roofing 1, LLC  
Clark Restoration & Custom Roofing  
Colonial Roofing, Inc.  
Colony Commercial Roofing, Inc.  
Color Unlimited  
Commercial Roofing  
& Coating Systems  
Commercial Roofing, Inc.  
Commercial Single Ply, Inc.  
Condia Roofing Contractors, LLC  
Consolidated Contracting  
Cooper Roofing Co., Inc.  
Coppell Commercial Roofing  
Crosby Building Systems, Inc.  
Crown Fixtures, Inc.  
Delaney's Roofing  
Dempsey Roofing Co., Inc.  
Dils Roofing  
Done Right Roofing  
Do-Right Roofing, Inc.  
Dowers Roofing, Inc.  
DP Byers Company, LLC  
Draeger Construction, Inc.

Durable Roofing, LLC  
E.C. Matthews Co., Inc.  
Energy Waterproofing  
& Roofing Systems, Inc.  
Engineered Roofing Systems  
Enviro-Tech, LLC.  
Esary Roofing & Siding Co.  
ESMAC, Inc.  
Excel Roofing Service  
Final Solution Roofing, LLC  
Flat Roof Specialists  
Fortuny Roofing, LLC  
Future Construction  
G. Bishop Roofing Co.  
Griffith Roofing Co.  
Guy's Diversified, Inc.  
H & S Contracting, Inc.  
Hallmark Sheet Metal Co.  
Herbert Roofing & Insulation  
Heritage Roofing Systems  
of Oklahoma  
Holland Roofing  
I.C. Enterprises, Inc.  
Independent Roofing & Siding  
Industrial Roofing, Inc.  
Innovative Roofing Solutions  
J & K Roofing, Inc.  
J.G. Roofing & Construction  
Johns & Kirksey, Inc.  
Jordan Construction  
Koch Building Company, Inc.  
Kysor / Warren  
Laguna Siding & Roofing  
Lake State Roofing, Inc.  
Leak Seekers, LLC  
Lighty Construction Co.  
Lydick-Hooks Roofing Co.  
MacDermott Roofing  
& Sheet Metal, Inc.  
Madison Industries  
Maloof Roofing & Gutters  
McDermott & Son Roofing Co.  
Metro Building Supply  
MG Roofing, Inc.  
Midian Roofing  
Miller Roofing, Inc.  
Moore Roofing, Inc.  
Moore's Roofing Company  
Moreno Roofing  
Murray Roofing  
Otterskin Roof Gear & Construction  
Overhead, Inc.

Pacific Yurts, Inc.  
Palmer Roofing & Sheet Metal  
Paradise Roofing Co., Inc.  
Peak Roofing, Inc.  
PetersenDean  
Piedmont Professional Upfitters, Inc.  
Premium Roof Services  
Pressure Point Roofing, Inc.  
Prime Waterproofing, Inc.  
Pro-Tek Exterior Services, Inc.  
Quality Roofing, Inc.  
R & B Roofing, LLC  
R.A.M.E., Inc.  
Rainbow Enterprises, Inc.  
Ray Keller Construction  
Ridge Runner Roofing, Inc.  
Risco, Inc.  
Robbins Roofing, Inc.  
Robert Binns Roofing, Inc.  
Rockwell Roofing, Inc.  
Rocky Mountain Applicators  
Roof Services Corporation  
Rooftec Systems, Inc.  
San Mateo Cal-Kiwi Roofing  
Schaus Roofing & Mechanical  
Contracting, Inc.  
Scudder Roofing Co.  
Sensible Construction, LLC  
Sidney Roofing Co., Inc.  
Skyline Roofing & Sheet  
Metal Co., Inc.  
Skyline Roofing, Inc.  
South East Roofing  
Southern Roofing Services, Inc.  
Southwest Roofing & Sheet Metal, Inc.  
Spearhead Roofing, LLC  
Specialty Roof Services, Inc.  
Stanric, Inc.  
Starkweather Roofing, Inc.  
Sunbelt Roofing Services  
Superior Single Ply  
Sweers Eavestrough  
& Roofing Co., Inc.  
Taylor Roofing, Inc.  
TBR Systems, LLC.  
TCR Roofing  
Terra Firma Estates, Inc.  
The Renew Roofing Company  
Tichenor, Inc.  
Titan Roofing, Inc.  
Tom's Sheet Metal & Roofing  
Twin Rivers Improvement  
U.S. Commercial Roofing, Inc.  
Universal Roofing Co., Inc.  
Vanguard Org, Inc.  
Watertight Exteriors, Inc.  
West Central Roofing Contractors, Inc.  
Wheeler Roofing Co.  
Wright Roofing, Inc.



### Presidents Club

Adler & Sons Roofing  
Affordable Roofing Co., Inc.  
Alternative Roofing Systems, Inc.  
Bill Chambers Roofing  
Buchinger Roofing, Inc.  
Champion Roofing, Inc.  
Clark Roofing Co.  
Commonwealth Roofing Corp.  
D. Thomas Roofing Company, Inc.  
Dale Tadlock Roofing, Inc.  
Davis Contracting  
DDP Roofing Services, Inc.  
Dublin Construction Company, Inc.  
Elliott & Elliott Co.  
Frank Fiala Roofing, Inc.  
Gage Roofing & Constructors, Inc.  
Geisler Roofing, Inc.  
GKS Commercial, Inc.  
Hermitage Roofing Co., Inc.  
Holko Enercon  
Horning Roofing & Sheet Metal  
Jessie Bryant Roofing Co., Inc.  
Jim Wallis & Sons Roofing, Inc.  
Knox Roofing  
L.J. Beck Roofing & Guttering, Inc.  
Lee's Roofing & Spouting, Inc.  
Lifetime Construction Services, Inc.  
Louis & Associates, Inc.  
Marchbanks Specialty Company, Inc.  
Marlette Roofing & Sheet Metal Co.  
MGC Roofing & Construction, Inc.  
Midwest Roofing & Custom Metals  
Nationwide Waterproofing  
Permaroof Structures  
Pinnacle Roofing Systems, Inc.  
Progressive Roofing / Roof USA, LLC.  
Rain-Tite Roofing  
Ray Black & Sons Construction  
Restoration Roofing  
Riddell Roofing, Inc.  
Roofing Plus, Inc.  
Salazar Roofing & Construction  
Sealtite  
Spirit Roofing Co., Inc.  
Superior Services RSH, Inc.  
Total Roofing & Reconstruction  
TRC Roofing  
Turner Morris, Inc.  
United Roofing & Sheet Metal, Inc.  
United Roofing Contractors, Inc.  
Washington Roofing Company  
Zonamerica SA



### Admirals Club

Esko Maintenance Company  
Flying Out Construction  
Jim Stevens Construction, Inc.  
Prime Source Construction  
Property Development Solutions  
Restoration Roofing

T. Holt Brothers General  
Contractors, Inc.  
Watson Roofing Company

### John R. Burt Award

D.K. Haney Construction

**We hope to see all of you accepting an award on stage next year at the 2012 Duro-Last Sales Seminar.**





## FINAL NIGHT CELEBRATION AT SEA WORLD ORLANDO!

A delectable dinner, close encounters with beluga whales, polar bears, and walruses, a pulse pounding jet-copter ride to the wild Arctic, and Sea World's mega attraction Manta coaster were all part of our 2011 Seminar farewell party!









# KIDS' PARTY





# SEMINAR FUN



To see all the Seminar Photos visit:  
<http://duro-lastseminar.com/2011/>

*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 or [information@duro-last.com](mailto:information@duro-last.com).

**PUBLISHER:** Jack Burt  
**EDITOR:** Fred Sitter  
**DESIGNER:** Mick McArt  
**PRINTING:** Creative Impressions



# Join us in Clearwater Beach, Florida, for the 2012 Duro-Last National Sales Seminar!



Start planning now to be part of the best three days in the roofing industry, January 29-31, 2012. Our Seminar headquarters will be the Hilton Clearwater Beach Resort.

Spanning 10 acres along the Gulf of Mexico's shimmering coastline, this newly transformed resort overlooks one of the world's most brilliant white-sand beaches. Escape to this three-diamond resort and

enjoy enchanting accommodations in a landmark location next to Pier 60, across from the marina, and within walking distance of Clearwater Beach's best restaurants and recreational activities.

Sleek, remodeled guest rooms include new furnishings, luxury bedding, hand-selected artwork, and a color palette that accents the breathtaking beauty of the Gulf.

Newly-expanded event facilities include the only Gulf-view ballroom hotel in Clearwater Beach.

The Hilton Clearwater Beach Resort will be a superb locale for Duro-Last to host the world's best roofing contractors. We're looking forward to providing a great educational agenda as well as a full slate of fun activities. See you there!



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