

Top Of The News

Duro-Last® Roofing, Inc. 2012 National Sales Seminar



BEYOND
BOUNDARIES

FROM THE CHAIRMAN



JACK BURT

What a superb Seminar! Over 800 people attended our event in Clearwater Beach this year, and it certainly stood out in my mind as

one of our best events ever. Thank you for your commitment to Duro-Last and your ongoing enthusiasm for selling and installing our roofing products.

I really enjoyed our awards banquet this year. Our Seminar theme – “Beyond Boundaries” – seemed especially appropriate for the procession of Duro-Last customers that I was able to greet on stage. Because every one of the companies represented – whether long-time Duro-Last friends or new customers – helped us open new doors and reach new goals in 2011.

The Seminar also provided a good catalyst for the new year. The information presented at general sessions and breakouts is a big part of this, of course. Equally important is the networking that takes place between everyone who attends – contractors as well as Duro-Last staff. What a great collection of wisdom to draw from! I hope that the things you learned at this year’s Seminar – both formally and informally – will help you reach your goals in 2012.



FROM THE PRESIDENT



TOM HOLLINGSWORTH

Our annual Sales Seminar is the forum we use to recognize accomplishments for the previous year, and get prepared to reach new heights in the current year. We

certainly achieved both those goals in Clearwater Beach. We were able to celebrate 2011 as a terrific sales year for Duro-Last, as we grew almost 9% and closed out the year with five consecutive months of record sales. This year has started out with a bang as well, as January and February kept the string of record months going.

We anticipate that 2012 will be a great year, with our success coming from several areas. At the Seminar, we introduced a complete line of ISO and EPS insulation products, branded under the Duro-Guard™ name. In a few months, we expect to announce a formal

program that will enable you to provide rolled goods as an option for your customers. We’ve greatly expanded the number of warranties we have, so that you can offer the industry’s best coverage for any roof installation. And our new AMP-Up incentive program will reward contractors who help us meet our corporate growth objectives.

I’m looking forward to working together with you to achieve great things in 2012!



DURO-LAST NATIONAL SALES SEMINAR GOES "BEYOND BOUNDARIES" IN CLEARWATER BEACH, FLORIDA!

More than 800 guests representing nearly 200 authorized contractors attended this year's Seminar, held January 29-31 at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida. We believe our Seminar is the best three days in the roofing industry, due to the great educational content we strive to deliver, as well as the fellowship we enjoy by spending this time with the world's best roofing contractors.

This year's theme was *Beyond Boundaries* and, to that end, we were able to introduce several new business initiatives as well as recognize many contractors for reaching new heights in 2011. Here are some highlights from our event:

- Duro-Last President Tom Hollingsworth introduced new CEO Tom Saeli, and together they discussed Duro-Last's corporate goals for 2012.



- "The World's Best Roofing Show" took center stage during General Sessions, when co-hosts Jason Tunney and Shawn Sny led discussions on a variety of Duro-Last topics.
- Sales and Marketing Vice President Steve Ruth and new Marketing Director Robert Carnick discussed product initiatives, including the introduction of our Duro-Guard™ insulation line and progress on rolled goods.



Several key managers presented information about the new and revised warranties that are now available – 16 in all.

- We introduced our new AMP-Up contractor incentive program: an **A**dvertising and **M**arketing **P**artnership to drive sales **U**pward.
- We welcomed nationally renowned guest speakers Robert Stevenson and Larry Winget to our General Sessions.
- Nine contractors participated in the Roofers' Challenge this year; the winner was determined by the closest of point margins!
- We recognized over 120 contractors for their sales achievements in 2011, including Contractor of the Year, Parsons Commercial Roofing, who has now won the award six consecutive years.
- Just for fun, Seminar guests were able to participate in the annual Dick Jozwiak Memorial Golf Tournament, go deep sea fishing, or take part in the beach olympics. We said farewell to everyone at our closing night celebration – a Duro-Last version of Tampa's famous Gasparilla Pirate Festival.

Preparations have already begun for next year's National Sales Seminar, taking place January 27-29, 2013, at the Manchester Grand Hyatt in San Diego. We're hoping we can even go "beyond" this year's fantastic event. Start making your plans to attend now!



SALES REP AWARDS BANQUET

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

For the sixth consecutive year, Buddy Wilson was recognized as the Independent Sales Representative of the Year by Duro-Last. He was honored during the annual Rep Awards Banquet on Saturday, January 28 at the Hilton Clearwater Beach Resort. In 2011, Buddy, who manages Duro-Last's East Texas sales territory, reached a sales level of over \$19.2 million.

During the event, Duro-Last honored many other representatives for their years of service and sales achievements in 2011. Among the highlights was the privilege we had to honor Independent Sales Representative Don Morris for his 30 years of service to Duro-Last.

The banquet was hosted by National Sales Manager, John Deal, who was assisted with his master of ceremony duties by comedian, Mark Cordes. Other entertainment was provided by drumming "chefs" Cantastick, ventriloquist Lynn Trefzger, and juggler Max Winfrey.



DURO-LAST DURATIONS

1 YEAR

Mike Krug, Matt Stephens,
Bob Hemphill

5 YEARS

Leah Lakstins, Wes Neal, Ryan Williams

10 YEARS:

Jeremy Tunney, Trevor Wagester

15 YEARS

Bryan Gottron, Ryan Moeller,
Mike Skaggs

20 YEARS

Tom Allen

30 YEARS

Don Morris

SALES INCREASE OVER 2010

Mike Lawler

Ryan Blake

Phil Davis

Barry Hirsch

Matt and Ryan Moeller

Brad and Larry Podojil

Jay Dziubek

Brett Franz

Tom Allen, John Myers, Chip Seidel,

Cyndi Hammes

Mike & Bryan Gottron

Jeff Gottron, Trevor Wagester,

Ron Krueger

RING WINNER FOR EXCEEDING A SIGNIFICANT SALES LEVEL

\$500,000

Glenn Wurst

Ryan Blake

RING WINNER FOR EXCEEDING A SIGNIFICANT SALES LEVEL

\$1,000,000

Ryan Bogert

Jay Dziubek

RING WINNER FOR EXCEEDING A SIGNIFICANT SALES LEVEL

\$4,000,000

Brad and Larry Podojil

SALES INCREASE OVER THEIR BEST YEAR EVER

Mike Skaggs

Joey Weatherford

Alan Tolley

Don Morris, Mark Akagi, Wes Neal

Mike Spaniol

SALES INCREASE OF \$250,000 OR MORE

Will Williams

SALES INCREASE OF \$750,000 OR MORE

Ryan Clark

Mike Krug

SALES INCREASE OF \$1,000,000 OR MORE

Dean Borkowski

CONTRACTOR ACTIVATIONS

Second Place - 2-way tie with
8 activations:

Buddy Wilson

Tom Allen, John Myers, Chip Seidel,
Cyndi Hammes

First Place with 10 activations:

Jeff Gottron, Trevor Wagester,

Ron Krueger

SALES INCREASE AWARDS

Third place:

Sales over \$3 million for the first time

Dean Shannon (\$1.2 million increase)

Second Place:

Sales of over \$4 million for the first time

Jeremy Tunney (\$1.3 million increase)

First Place:

Sales of over \$5 million for the first time

Scott Franklin, Matt Stephens

(\$1.6 million increase)

SALES VOLUME AWARD WINNERS

Third Place:

Tom Allen, John Myers, Chip Seidel,

Cyndi Hammes

Sales over \$11.8 million

Second Place:

Jeff Gottron, Trevor Wagester,

Ron Krueger

Sales over \$14 million

**CONGRATULATIONS
TO BUDDY AND OUR OTHER
OUTSTANDING INDEPENDENT
SALES REPS!**





GOLF TOURNAMENT

Twenty-two teams participated in the annual Dick Jozwiak Memorial Golf Tournament on Sunday, January 29. Our event was held at the Westchase Golf Club in Tampa, Florida. Duro-Last golfers enjoyed a challenging round through Westchase's 213 acres of lakes, woods, and scenic conservation areas.



Ohio's best!



THE WINNING TEAM!

Members of the winning team were Scott Fitzkee from Sealtite Applicators, Inc., of Cockeysville, Maryland; Ken Sullivan and Peter Pellegrino from Kenco Designs, Inc., of Bellmore, New York; and Jim Schriber, Duro-Last Northeast Region Sales Manager. Winning team members each received a \$50 gift certificate from Creative Impressions.

Closest to the pin winners:

Scott Fitzkee; Jimmy Griffin from Freeport Industrial Roofing of Freeport, Illinois; and Shawn Miller from Ted's Quality Roofing of Lethbridge, Alberta.

Longest drive winner:

Mike Reynolds from Reynolds Construction Company of White Hall, Arkansas.

Closest to the pin and longest drive winners each received a dozen golf balls.





*I should have brought
my unicycle!*



*If you watch a game, it's fun.
If you play it, it's recreation.
If you work at it, it's golf.*

– Bob Hope



DEEP SEA FISHING





Beach OLYMPICS!



ROOFERS' CHALLENGE



The Duro-Last Roofers' Challenge returned to the 2012 Seminar. Nine 2-man teams competed for the grand prize trophy and Duro-Last-branded apparel.

Roofs were scored by 5 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 inspectors did not know which team installed which roof.

First place

Great Lakes Roofing of Sault Ste. Marie, Michigan, took home first prize by the slimmest of margins – one point! Great Lakes, represented by Kevin Kenney and Keenan Young, received 480 plus 25.55 for a total of 505.55 points. In addition to the grand prize trophy, the Great Lakes team received a heat gun, jackets, and shirts.

Second place

I.C. Enterprises of Effingham, Illinois, represented by Kenyon Frye and Josh Moyer. I.C. Enterprises received 480 plus 24.24 for a total of 504.24 points. They were awarded a heat gun and shirts.

Third place

J.T. Roofing of Melbourne, Florida, represented by Davis Pennington and Paul Pennington. J.T. Roofing received 475 plus 23.52 for a total of 498.52 points. They were awarded shirts.



FIRST TIME ATTENDANCE RECEPTION

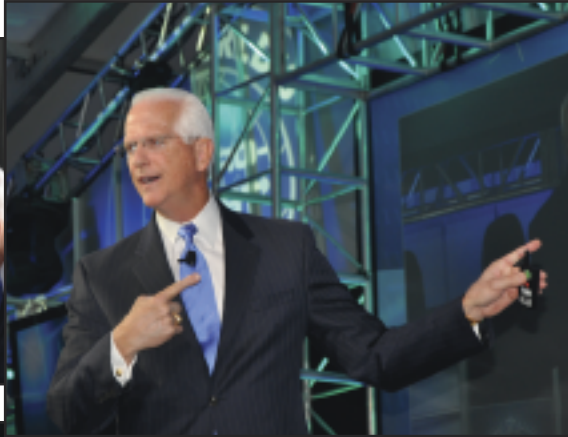


SUNDAY WELCOME PARTY





MONDAY GENERAL SESSION



Featured Speaker Robert Stevenson

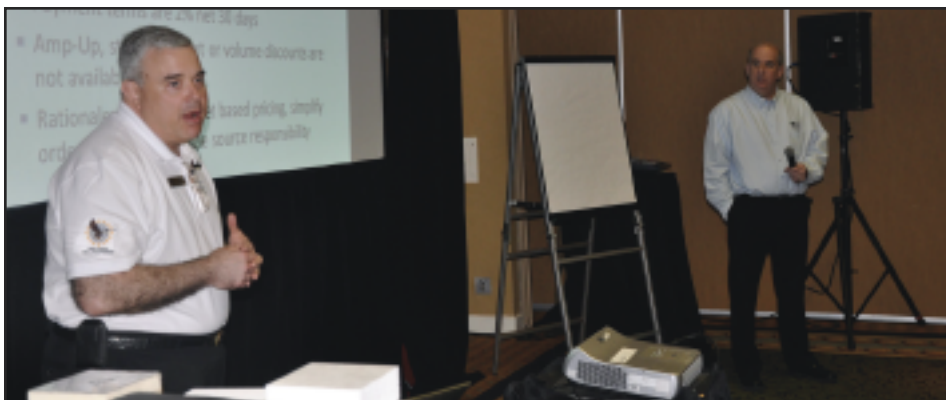
Music filled the tent Monday morning when the acappella group 42Five started the General Session. Jason Tunney and Shawn Sny then took the stage to host this year's version of "The World's Best Roofing Show." Highlights of the Monday program included the introduction of new CEO Tom Saeli by Duro-Last President Tom Hollingsworth, as well as discussions about sales results and new products.

Monday's featured speaker, Robert Stevenson, is an internationally recognized speaker and author of the bestselling books, "How to Soar like an Eagle in a World Full of Turkeys" and "52 Essential Habits for Success." His presentation blended humor, facts, inspiration, conviction, and audience participation, with the objective of motivating attendees to take their businesses "Beyond Boundaries."





BREAKOUT SESSIONS



“Innovation: More Products & More Markets”

Steve Ruth – Vice President of Sales & Marketing • Jason Tunney – General Counsel & Executive Vice President
Robert Carnick – Director of Marketing



“Evaluating Your Business for Growth & Success”

Tom Hollingsworth – President • John Deal – National Sales Manager



“Let the Sun Shine! – Delivering Rooftop Solar Solutions To Your Customers”: A Panel Discussion

Kevin Kelley – Engineering Specialist • Fred Sitter – Director of Marketing Communications

Guest panelists included: Michael Faught – Roberts-McNutt, Inc., Brian Swanson – Fidelity Roof Company

Mark Bauer – General Manager, Alpine Power Systems • James Kirby – Associate Executive Director of Technical Communications, NRCA
Jamie Skendarian – Product Training Manager, SolarWorld



“Why You Should be Purchasing EXCEPTIONAL® Metals Products”

Art Gilles – EXCEPTIONAL Metals National Production Manager • Jim Townsend – EXCEPTIONAL Metals Product Manager



“How Contractors Increased Their Sales in Recessionary Times”: A Contractor Panel Discussion

Tim Hart – Vice President of West Coast Operations • Lee Cobb – Vice President of Southern Operations
Guest panelists included: Stuart Parsons – Parsons Commercial Roofing • Don La Ferney – La Ferney, Inc.
 Curtis Nicholson – Western Roofing, Inc., Chuck Uptergrove – Cool Roofing Systems, Inc.



“Solar – Wind – Hail: We Now Cover It All!”

Mitch Guettler – Quality Assurance Manager • Keith Gere – Director of Engineering Services

Breakout Session and Feedback Form Drawing Winners:

This year's Breakout Session attendance winners were Rob Clausen from McDermott & Son Roofing Co. of Atlantic, Iowa; and Dan Campbell from W.H. Demmons, Inc., of Portland, Maine. Both Rob and Dan attended six Breakout Sessions and their names were randomly selected from among all participants. They each won a \$75 Visa gift card.

Joe Santamaria from Joe Santamaria Construction of Hebron, New Hampshire, was the winner of two round-trip airline tickets to next year's National Sales Seminar in San Diego. Joe's name was randomly selected from all who submitted Seminar feedback forms for this year's event. Do you have any suggestions for future Breakout Session topics? Contact Mike Gwizdala at 800-248-0280 or mgwizdala@duro-last.com.

TUESDAY GENERAL SESSION



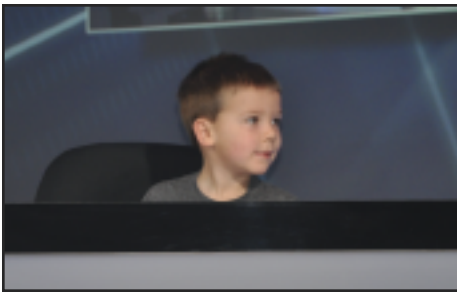
Featured Speaker Larry Winget

Tuesday's General Session was opened by singing group 42Five, who were followed by Jason Tunney and Shawn Sny hosting another installment of "The World's Best Roofing Show." The Duro-Last management team presented updates on warranty, engineering, and marketing initiatives.

Featured speaker Larry Winget then took the stage. Larry is a philosopher of success who teaches universal principles that work for everyone from the janitor to the CEO. He entertained the Seminar crowd while stepping on some toes, and pulled no punches about what it takes to be successful.

Larry is the author of, "It's Called Work for a Reason: Your Success Is Your Own Damn Fault," a business book that cuts through business clichés.





Contractor of the Year
Parsons Commercial Roofing
Waco, Texas



Over \$7.5 million in Duro-Last sales!

(Back row from left to right) Duro-Last CEO Tom Sacli, Buddy Wilson, Robert Tindle, James Lassetter, Trey Parsons, Wendell Olson, Stuart Parsons, Marty Honey, Ken Wells, Michael Brem, Jerome Smith, Phil Gustafson, Dr. Manuel Gomez, and Duro-Last General Counsel & Executive Vice President Jason Tunney

(Front row from left to right) Debbie Tindle, Patricia Lassetter, Ashton Parsons, Jennifer Parsons, Jackie Wells, Michelle Brem, Amy Smith, and Melissa Gustafson.



For the sixth consecutive year, we paid tribute to Parsons Commercial Roofing of Waco, Texas, as the Duro-Last Contractor of the Year. Parsons has also been recognized multiple times as a winner of the John R. Burt and Golden Eagle awards.

Parsons Commercial Roofing is a contractor that exemplifies this year's Seminar theme, "Beyond Boundaries." In 2011, Parsons

exceeded the seven and a half million dollar sales threshold for the fifth consecutive year. Parsons is an Elite-level contractor that has been with Duro-Last since 1998. Owner Stuart Parsons is also a member of the Duro-Last Contractor Advisory Board.

In his acceptance remarks, Stuart recognized the Parsons roofing team, many of whom joined him on stage. He also gave credit to Independent Sales Representative Buddy Wilson as well as Duro-Last staff for their contributions to his company's success.

It is our sincere honor to recognize Parsons Commercial Roofing as the Duro-Last Contractor of the Year for 2011.





MONDAY NIGHT AWARDS BANQUET

Century Club

*38 contractors were recognized
for Duro-Last sales of
\$100,000 or more.*

Presidents Club

*44 contractors were recognized
for Duro-Last sales of
\$250,000 or more.*

Admirals Club

*18 contractors were recognized
for Duro-Last sales of
\$500,000 or more.*

Generals Club

*8 contractors were recognized
for Duro-Last sales of
\$750,000 or more.*

John R. Burt Award

*19 contractors were recognized
for Duro-Last sales of
\$1 million or more.*

Golden Eagle Award

*4 contractors were recognized
for Duro-Last sales of
\$2 million or more.*

**Congratulations to our
2011 award winners and
thank you for your
continuing loyalty
to Duro-Last!**



Century Club Award Winners



Acme Roofing Company



AMPCO Seamless Roof Coatings



Barton Roofing, Inc.



Beal Roofing & Sheet Metal



Ben Timko's



Bourdeau Construction, LLC



Borntreger Enterprises



Bruttell Roofing, Inc.



Colorado Commercial Roofing, Inc.



Complete Commercial Roofing



Cosam Contracting



Cowan Roofing, Inc.



Diekevers Roofing, Inc.



Diesslin Structures, Inc.



Eau Claire Roofing, Co., Inc.



Enviro-Tech, LLC.



Evans Roofing AMPCO



Gem Exteriors



Habetz Roof Service, Inc.



Herbert Roofing & Insulation



JRS Facilities, Inc.



Lake State Roofing, Inc.



Paradise Roofing Co., Inc.



Paul Horschel & Sons, Inc.



Pell Roofing



Pitts Roofing Co., Inc.



Roy Collins Construction Company, Inc.



Schroeder's Exteriors, Inc.



Signet Construction, Inc.



Soloha Contractors, Inc.



Southern Roofing Company



Urethane Unlimited



U.S. Roofing



Vanguard Org., Inc.



Wagner's Energy Center, Inc.



Weather Tight Corporation



West Central Roofing Contractors, Inc.



WM Services, Inc.



Presidents Club Award Winners



Ace Roofing, Inc.



All Weather Systems, Inc.



Breault Roofing, Inc.



Certified Roofing Specialists, Inc.



Construction Specialty Assoc.



CRS Companies



DP Byers Company, LLC



Fidelity Roofing Company



Four Seasons Energy Efficient Roofing



Freeport Industrial Roofing, Inc.



Goodmen Roofing, Ltd.



H.C. Anderson Roofing Company, Inc.



Hinkle Roofing Products, Inc.



Jewett Roofing Company



Kelly Roofing



Leak Solutions



Liberty Fence & Supply



Lindholm Roofing



M & W Construction Co., Inc.



Maier Roofing Co., Inc.



Manchester Roofing Systems



Matthews Construction



MC Roofing, Inc.



McDermott & Son Roofing Co.



Morgan Corp.



Nasi Roofing, LLC



Nickerson Construction



Premium Roof Services



Pro-Line Industries, Inc.



Property Development Solutions



Roof Management Co., Inc.



Roof Solutions, Inc.



Roofing by Fred Gross



Roofing Plus, Inc.



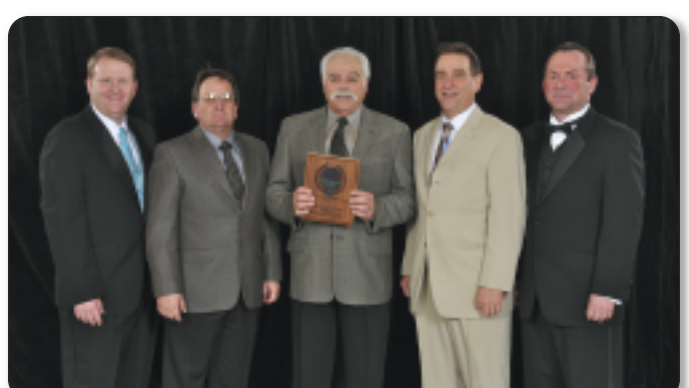
San Marino Roof Co., Inc.



Sealtite Applicators, Inc.



Slagle Roofing & Construction, Inc.



State Roofing Systems, Inc.



The Cool Roofing Co., Inc.



Turley Roofing



Tusing Builders, Ltd.



Ultimate Roofing Systems



W.A.L. General Contractor



Watson Roofing Company





Admirals Club Award Winners



Beckwith Commercial Roofing, Inc.



Bill Chambers Roofing



C.I. Services, Inc.



Can-AM Coating Services, Inc.



Commonwealth Roofing Corp.



Goodmen Roofing, Ltd.



Great Lakes Roofing & Insulation Systems



Holthaus Companies, Inc.



I.C. Enterprises, Inc.



JBK, Inc.



Kenco Designs, Inc.



Marchbanks Specialty Company, Inc.





Precision Roofing Services, Inc.



Sealtec White Roof, Inc.



Ted's Quality Roofing, Inc.



Umbrella Roofing Systems, Inc.



Watertite Roofing



Willoughby Roofing & Sheet Metal



Generals Club Award Winners



All Elements, Inc.



Broken Arrow, Inc.



Damschroder Roofing, Ltd.



JAM Associates, Inc.



Marty Robbins Roofing Company, Inc.



Ohio & Indiana Roofing, Co.



Ryan Roofing, Inc.



Technique Roofing Systems, LLC



DUERSON CORPORATION

Des Moines, Iowa



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Tom Allen, Kirk Duer, Lori Duer, Roger Cox, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

15-year Club Member

MCDONNELL ROOFING, INC.

Anaheim, California



Previous Duro-Last Sales Awards

Admirals Club	1
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(Left to right) Duro-Last Executive Vice President Shawn Sny, Dan Gentile, Brandon Ewart, Gene McDonnell, Alvin Cung, and Duro-Last President Tom Hollingsworth

ROBERTS-MCNUTT, INC.

Little Rock, Arkansas



(Left to right) Duro-Last Executive Vice President Shawn Sny, Mike Hill, Kristin Hill, Jessica Faught, Michael Faught, Glenda Bozarth, Monty Bozarth, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

10-year Club Member

COLUMBIA RIVER ROOFING

Portland, Oregon



Previous Duro-Last Sales Awards

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



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Mike Duchien, Duro-Last Independent Sales Representative Mike Spaniol, Jay Reid, Eric Finnerty, Duro-Last Independent Sales Representative Will Williams, and Duro-Last President Tom Hollingsworth

ZIMMER ROOFING & CONSTRUCTION, LTD

Port Huron, Michigan



(Left to right) Duro-Last Executive Vice President Shawn Sny, Mark Winter, Stacy Zimmer, Paul Zimmer, Brian Meyers, Duro-Last Independent Sales Representative Trevor Wagester, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

10-year Club Member

CIACCIO ROOFING CORPORATION

Bellevue, Nebraska



Previous Duro-Last Sales Awards

Admirals Club	9
Presidents Club	9
Century Club.....	5

20-year Club Member



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Wes Neal, Alison David, John Ciaccio, Tamy Ciaccio, Pete Ciaccio, Ron Hansen, Kelly Rice, Tom Robbins, Duro-Last Independent Sales Representative Mark Akagi, Duro-Last Independent Sales Representative Don Morris, and Duro-Last President Tom Hollingsworth

WESTERN ROOFING, INC.

Golden, Colorado



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Regional Sales Manager Jeff Butler, Kevin Keyes, Katie Keyes, Curtis Nicholson, Susan Nicholson, Lucy Benson, Dan Burggraf, Yvonne Herrera, Tim Okonski, Gil Herrera, Mike Reeder, Gordon Lane, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

15-year Club Member

MERIT ROOFING SYSTEMS, INC.

Richardson, Texas



Previous Duro-Last Sales Awards

John R. Burt	1
Generals Club.....	1
Admirals Club	3
Presidents Club	6
Century Club.....	3

10-year Club Member



(Left to right) Duro-Last Executive Vice President Shawn Sny, Russell Messer, Brian Kimbrell, Alisa Kimbrell, Duro-Last Independent Sales Representative Buddy Wilson, Ryan Williams, and Duro-Last President Tom Hollingsworth

HAROLD HALL ROOFING, INC.

Stuttgart, Arkansas



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Darrin Boatman, Mike Smith, Lillian Smith, Melody Smith, Brock Smith, Jenna Smith, Courtney Smith, Eloise Hall, Harold Hall, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

15-year Club Member

C.E. DAVIS CONTRACTING, LLC

Ford City, Pennsylvania



Previous Duro-Last Sales Awards

Generals Club.....	2
Admirals Club	4
Presidents Club	6
Century Club.....	1

10-year Club Member



(Left to right) Duro-Last CEO Tom Saeli, Eric Davis, Craig Davis, Duro-Last Independent Sales Representative Jeremy Tunney, and Duro-Last General Counsel & Executive Vice President Jason Tunney

REYNOLDS CONSTRUCTION CO., INC.

White Hall, Arkansas



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Darrin Boatman, Greg Bass, Pam Bass, Ronnie Reynolds, Ginger Cooper, Rick Cooper, Brenda McEntire, Mack McEntire, Ashlee Reynolds, Mike Reynolds, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

10-year Club Member

M.W. MORSS ROOFING

Romulus, Michigan



Previous Duro-Last Sales Awards

Contractor of the Year..	6
Golden Eagle	1
John R. Burt	16
Generals Club.....	1
Admirals Club	2
Presidents Club	1
Century Club.....	1

25-year Club Member



(Left to right) Duro-Last Executive Vice President Shawn Sny, Mike Morss, Duro-Last Independent Sales Representative Jeff Gottron, and Duro-Last President Tom Hollingsworth

MONUMENT CONSTRUCTORS, INC.

Beaumont, Texas



(Left to right) Duro-Last Senior Vice-President Tom Lawler, Duro-Last Independent Sales Representative Buddy Wilson, Wayne Parker, Slade Smith, Lacey Liner, Charles Smith, and Duro-Last Chairman of the Board Jack Burt



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	3
Century Club.....	2

COTTERMAN & COMPANY, INC.

Minster, Ohio



Previous Duro-Last Sales Awards

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

10-year Club Member



(Left to right) Duro-Last Senior Vice-President Tom Lawler, Duro-Last Independent Sales Representative Bryan Gottron, Jon Plattner, Andy Cotterman, Mike Cotterman, Joe Bender, Duro-Last Independent Sales Representative Mike Gottron, and Duro-Last Chairman of the Board Jack Burt

SUPERIOR SERVICES RSH, INC.

Lansing, Michigan



(Left to right) Duro-Last Executive Vice President Shawn Sny, Derek Hines, Greg Fitzsimons, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

Generals Club.....8
Admirals Club6
Presidents Club3

15-year Club Member

MIDWEST COATING, INC.

Topeka, Kansas



Previous Duro-Last Sales Awards

John R. Burt5
Generals Club.....6
Admirals Club2
Presidents Club3
Century Club.....10

25-year Club Member



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Wes Neal, Nathan Morris, Adam Sutphen, Randy Morris, Julie Morris, Shawn Myers, Duro-Last Independent Sales Representative Mark Akagi, Duro-Last Independent Sales Representative Don Morris, and Duro-Last President Tom Hollingsworth

SENTRY ROOFING, INC.

Covington, Indiana



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Tom Allen, Aaron Nuetzmann, Gene Fowler, Duro-Last Independent Sales Representative Brad Podojil, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

Golden Eagle	2
John R. Burt	12
Generals Club.....	1
Admirals Club	2
Presidents Club	4
Century Club.....	3

25-year Club Member

TBRC

Carrollton, Texas



Previous Duro-Last Sales Awards

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



(Left to right) Duro-Last Chairman of the Board Jack Burt, Dan Galloway, Duro-Last Independent Sales Representative Buddy Wilson, Duro-Last CEO Tom Saeli, and Duro-Last President Tom Hollingsworth

MID-WESTERN COMMERCIAL ROOFERS, INC.

Mobile, Alabama



(Left to right) Duro-Last Executive Vice President Shawn Sny, Duro-Last Independent Sales Representative Darrin Boatman, Duro-Last Independent Sales Representative Phil Davis, George Bock, Marcus Dohert, Duro-Last Independent Sales Representative Ryan Clark, Daniel Smith, and Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

Contractor of the Year..	1
Golden Eagle	3
John R. Burt	6
Presidents Club	1
Century Club.....	2

10-year Club Member

JACO CONSTRUCTION, INC.

Clute, Texas



Previous Duro-Last Sales Awards

Contractor of the Year..	3
Golden Eagle	2
John R. Burt	11
Generals Club.....	1
Century Club.....	3

25-year Club Member



(Left to right) Duro-Last CEO Tom Saeli, Dan Jones, Duro-Last Independent Sales Representative Buddy Wilson, Glen Christensen, Bill Walcik, Rocky DeMarco, Bob Walcik, and Duro-Last General Counsel & Executive Vice President Jason Tunney

LA FERNEY, INC.

Kingsport, Tennessee



(Back Row - Left to right) Duro-Last CEO Tom Saeli, Duro-Last Independent Sales Representative Roger Bertolini, Johnnie Underwood, Todd Pauley, Derrick Belanger, Gary Thomas, David Reynolds, Mike Smith, Troy Poore, Duro-Last Independent Sales Representative Lyn Davis, A.J. Vines, Roger Tolbert, and Duro-Last General Counsel & Executive Vice President Jason Tunney
(Front Row - Left to right) Debbie Reynolds, Jennifer Davis, Floydeann Poore, Terri La Ferney, Don La Ferney



Previous Duro-Last Sales Awards

Contractor of the Year..	1
John R. Burt	10
Generals Club.....	2
Admirals Club	1
Presidents Club	2
Century Club.....	4
Golden Eagle	1

20-year Club Member

COOL ROOFING SYSTEMS, INC.

Manteca, California



Previous Duro-Last Sales Awards

John R. Burt	1
Generals Club.....	3
Century Club.....	1



(Back Row - Left to right) Duro-Last CEO Tom Saeli, Duro-Last Independent Sales Representative Mike Spaniol, Yonah Camacho, Dan Eagle, Armando Saldana, Chuck Uptergrove, Julio Ponce, Duro-Last Independent Sales Representative Mike Krug, and Duro-Last General Counsel & Executive Vice President Jason Tunney
(Front Row - Left to right) Dan Klatt, Stephanie Bays, Denise Quinton, Ethan Quinton, Wyatt Billman, Melissa Cotta, Emily Quinton, Jamie Billman

ROYALTY ROOFING & INSULATION

Seymour, Indiana



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	7
Generals Club.....	1
Admirals Club	1
Presidents Club	2
Century Club.....	2

15-year Club Member



(Left to right) Duro-Last Senior Vice-President Tom Lawler, Duro-Last Independent Sales Representative Tom Allen, Duro-Last Independent Sales Representative Larry Podojil, Dale Sventech, Andy Royalty, Shawn Johnson, Duro-Last Independent Sales Representative Brad Podojil, and Duro-Last Chairman of the Board Jack Burt

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 & A Contracting
A & M Contractors, Inc.
A.H. Sturgill Roofing, Inc.
A.S.P.V. Roofing
A+ All Pro Roofing, Inc.
Accurate Roofing Co., Inc.
Acme Roofing Company
Advance Canvas Design
Advance Construction Co., Inc.
Advanced Roofing Solutions, LLC
AKM Roofing Company, LLC
All Weather Roofing Co.
Allen Brothers, Inc.
Allen Roofing & Construction
Alliance Roofing
All-Rite Construction, Inc.
Alves, Inc.
Anderson Roofing
Ann Arbor Roofing Co., Inc.
Apex Projects, LTD
A-Plus Roofing Company
Arocon Roofing & Construction
Austin 360 Roofing
AV Roofing, Inc.

Babco Roofing Co., Inc.
Barnett Roofing & Siding
Basic Capital Management, Inc.
Bel Air Foamed Insulation, Inc.
Bennett Remodeling, Inc.
Black Construction Services
Bleser Built Roofing
Bond/Tec, Inc.
Brigadier Roofing, Inc.
C & J Construction
Cardinal Roofing, Inc.
Carpenters Plus, Inc.
Commercial Roofing Services, Inc.
Commercial Roofing, Inc.
Condia Roofing Contractors, LLC
Cooper Roofing Co., Inc.
Coppell Commercial Roofing
Cottles Roofing, Inc.
D & M Roofing Company
Dale Tadlock Roofing, Inc.
David A Chenoweth Roofing, Inc.
DDP Roofing Services, Inc.
Delta Roofing & Sheet Metal Corp.
Dempsey Roofing Co., Inc.
Dils Roofing

Draeger Construction, Inc.
Ed Rutherford Roofing Co.
Ed's Sheet Metal & Air Conditioning, Inc.
Elliott Home Improvements, LLC
EMC, Inc.
Energy Waterproofing
& Roofing Systems, Inc.
Enterprise Roofing & Sheet Metal
Enviro-Tech, LLC
Esary Roofing & Siding Co., Inc.
Excel Roofing Service
Final Solutions Roofing, LLC
Fischer's Inc.
Five-C Roofing Professionals, Inc.
Fortuny Roofing, LLC
Future Construction
G. Bishop Roofing Co.
Geisler Roofing, Inc.
Genco Roofing, LLC
Great Lakes Systems, Inc.
H & S Contracting, Inc.
H. Treder & Sons, Inc.
Hartman & Tyner, Inc.
Hermitage Roofing Co., Inc.
Holko Enercon
Horning Roofing & Sheet Metal

IBOS Roofing Co., Inc.
 Independent Roofing Systems, Inc.
 Industrial Roofing, Inc.
 J. Reynolds & Co., Inc.
 Jim Stevens Construction, Inc.
 Jim Wallis & Sons Roofing, Inc.
 John Shaffer Roofing, Inc.
 Jottan - Jorel, Inc.
 K & M Distributing & Roofing Systems, Inc.
 Kelco Builders, LLC
 Koch Building Company, Inc.
 Kodiak Roofing & Waterproofing Co.
 Kolpak Industries, Inc.
 Kysor/Needham
 Laguna Siding & Roofing
 Lee's Roofing & Spouting, Inc.
 Lighty Construction Co.
 Louis & Associates, Inc.
 M & D Flat Roof Systems
 Madison Industries
 Mars Roofing & Exteriors, Inc.
 Master Construction Co.
 Maxwell Roofing & Sheetmetal
 MB Roofing, Inc.
 McDonald Roofing & Sheet Metal Co.
 Melvin T. Morgan Roofing
 Midwest Roofing & Custom Metals
 Montano Construction & Roofing
 Moore Roofing, Inc.
 Murray Roofing
 Nazareth Roofing
 Nelson Roofing Company
 New Century Roofing, LLC
 Nor-Lake, Inc.
 Northern IL Seamless Roofing, Inc.
 Otterskin Roof Gear & Construction
 Overhead, Inc.
 Pac West Roofing, Inc.
 Pacific Yurts, Inc.
 Paff Contractors, LLC
 Page Corporation
 Peak Design & Construction
 Piedmont Professional Upfitters, Inc.
 Precision Roofing Co., Inc.
 Professional Quality Construction, LLC
 Pro-Tek Exterior Services, Inc.
 Quality Exteriors, Inc.
 Quinn Roofing Solutions
 R. Behmer Roofing, Inc.
 R.D. Elliott & Sons Roofing
 Rainbow Enterprises, Inc.
 Reliable Roofing, Construction & Repair Service, Inc.
 Rich Roofing Systems, Inc.
 Robbins Roofing, Inc.

Rockwell Roofing, Inc.
 Rocky Mountain Applicators
 Roofing Services, Inc.
 Roofing Standards
 Ross Roofing, Inc.
 Santucci & Sons Construction
 Schaus Roofing & Mechanical Contracting, Inc.
 Scott Quick Construction
 Select Construction Co.
 Sidney Roofing Co., Inc.
 Skyline Roofing & Sheet Metal Co., Inc.
 Skyline Roofing, Inc.
 Starkweather Roofing, Inc.
 Swindoll Construction, LLC
 T. Perry and Sons
 Taylor Roofing, Inc.
 TBR Systems, LLC
 TCR Roofing
 The Roof Depot, Inc.
 Tie-On Roofing Co., Inc.
 Titan Roofing, Inc.
 Tom's Sheet Metal & Roofing
 Total Roofing & Reconstruction
 Trotter Commercial Roofing, Inc.
 Twin Rivers Improvement
 U.S. Commercial Roofing, Inc.
 U.S. Industries Group, Inc.
 Webco
 West Wind Roofing, LLC
 Wheeler Roofing Co.
 White Roofing & Sheet Metal Co.
 Wright Roofing, Inc.

Presidents Club

Alternative Roofing Systems, Inc.
 B & M Construction, Inc.
 Bloyer & Sons, Inc.
 Brandle Roofing & Sheet Metal Co.
 Buchinger Roofing, Inc.
 Consolidated Contracting
 Crosby Building Systems, Inc.
 D. Thomas Roofing Company, Inc.
 DeWitt Sheet Metal, Inc.
 Dublin Construction Company, Inc.
 Elliott & Elliott Co.
 Energy Roofing Technology
 Etheridge Roofing
 Flying Out Construction
 GKS Commercial, Inc.
 Grell Commercial Roofing, Inc.
 Independent Roofing & Siding
 Infinity Exteriors
 Innovative Roofing Solutions
 J.G. Roofing & Construction

Jessie Bryant Roofing Co., Inc
 Jim Brown & Sons Roofing Co., Inc.
 Johns & Kirksey, Inc.
 Kalkreuth Roofing & Sheet Metal, Inc.
 Kidd-Luukko Corporation
 Knox Roofing
 Koopman Construction, LLC
 Lydick-Hooks Roofing Co.
 Marlette Roofing & Sheet Metal Co.
 Mid-West Roofing & Sheet Metal
 Pinnacle Roofing Systems, Inc.
 Pressure Point Roofing, Inc.
 RTN Roofing Systems, Inc.
 Scudder Roofing Co.
 Spirit & Son's, Inc.
 Springfield Construction
 Sweers Eavestrough & Roofing Co., Inc.
 T. Holt Brothers General Contractors, Inc.
 Terra Firma Estates, Inc.
 Tomkat Roofing, Inc.
 TRC Roofing
 Tri-Star Industries
 Turner Morris, Inc.
 United Roofing Contractors, Inc.
 Vega Roofing Co.
 Watertight Exteriors, Inc.
 Weather Shield Roofing Systems, Inc.

Admirals Club

A.W. Farrell & Son, Inc.
 Affordable Roofing Co., Inc.
 All Seasons Roofing Services
 Beyer Roofing Company, Inc.
 D.K. Haney Construction
 Esko Maintenance Company
 Frank Fiala Roofing, Inc.
 Harrison Roofing Co., Inc.
 Lifetime Construction Services, Inc.
 M. Walter Roofing
 Prime Source Construction
 United Roofing & Sheet Metal, Inc.
 Washington Roofing Company

Generals Club

Badgerland Commercial Roofing, Inc.
 Guycan Aluminum, Ltd
 L.J. Beck Roofing & Guttering, Inc.

John R. Burt Award

Wormley Bros. Roofing, Inc.

Golden Eagle

Nohava, Inc.

We hope to see all of you accepting an award on stage next year at the 2013 Duro-Last Sales Seminar.

FINAL NIGHT CELEBRATION



It was Duro-Last's version of Tampa's famous Gasparilla Festival! A pirate theme, boatloads of great food, and music provided by the Pink Flamingos helped close the 2012 Duro-Last National Sales Seminar on a rollicking note!



PIRATE FUN



Kids Party



To see all the Seminar Photos visit:
<http://duro-lastseminar.com/2012/>

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.

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2013 NATIONAL SALES SEMINAR HEADS WEST – TO SAN DIEGO, CALIFORNIA!



Plan on joining us for the best three days in the roofing industry, at San Diego's Manchester Grand Hyatt, January 27-29, 2013.

Our Seminar headquarters is conveniently located in the heart of San Diego, within easy access to local attractions such as Sea World and San Diego Zoo, Balboa Park, the Gaslamp Quarter, several beaches, and the Seaport Village. The Manchester Grand Hyatt has

been named one of the best meeting and conference hotels in the US by Groups International. Premium amenities include a bayside pool, city-view tennis courts, and a serene spa. Guest rooms are spacious, convenient, and beautifully appointed. The hotel also features breathtaking views of the waterfront and the hotel's pool area.

Our agenda for next year's event will be chockfull of business and

product information from company leadership, relevant, interactive breakout sessions, and keynote presentations delivered by nationally-known motivational speakers. We're also looking forward to having some fun and honoring the world's best roofing contractors for your accomplishments in 2012.

We'll see you there!



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



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