

Top ^{Of} The News

Duro-Last® Roofing, Inc. 2013 National Sales Seminar

DURO-LAST® ROOFING, INC.

AMERICAN SUCCESS STORIES



A CELEBRATION OF SUCCESS



From The Chairman



JACK BURT

It was a wonderfully “successful” Seminar! Over 900 people attended this year’s event in San

Diego and, although the weather was a bit uncooperative, everyone I spoke with had a terrific time and commended us for the excellent program we put together. All of us at Duro-Last greatly appreciate your steadfast dedication to ensuring that the “World’s Best Roof”® maintains its enviable position in the marketplace.

On stage at our awards banquet, it was truly a pleasure for me to greet well over 100 companies that depict “American Success Stories.” That was our theme this year, and it certainly applies to our award

winners – both this year’s recipients as well as those of you who are destined to receive awards in the coming years because of your commitment to success.

We’re expecting it to be a great year for Duro-Last. We’re off to a good start already, as our January sales reached a new record. I’m confident that the enthusiasm, the learning, and the networking that was shared at this year’s National Sales Seminar will propel us to new levels of success in 2013!

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

From The President



TOM HOLLINGSWORTH

Operational efficiency, product innovation, and customer intimacy are three important drivers of business success. During my General Session presentation, I felt privi-

leged to talk about these topics, and how Duro-Last is committed to being strong in all of them. With the changes we’re implementing in production and other departments, as well as our large and growing group of products, we’re confident that Duro-Last will indeed be the “Edge to Edge & Deck to Sky”™ supplier that will enable you to efficiently address virtually any commercial roofing opportunity.

The most important of these three qualities to Duro-Last is, of course, customer intimacy. It’s the one that’s at the heart of how we do business. Our relationship is much more than manufacturer-supplier. We take a

sincere interest in your needs, with the knowledge that our success is dependent on your success. Every year, our Seminar gives us the opportunity to reinforce this theme, and learn from you how we can make our commitment even stronger. Thank you!

As I said in my Seminar remarks, I challenge you to examine your own business and strive to improve in each of these areas. I’m confident that our combined dedication to excellence will help us reach new heights in 2013 and beyond.

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

DURO-LAST® NATIONAL SALES SEMINAR AN AMERICAN SUCCESS IN SAN DIEGO!

More than 900 guests representing nearly 200 authorized contractors attended this year's Seminar, held January 27-29 at the Manchester Grand Hyatt in San Diego, California. Our National Sales Seminar gives Duro-Last an opportunity to share great information about new products and services, learn about what our customers need to help improve their business operations, and have some fun as well with the world's best roofing contractors. It's the best three days in the roofing industry!



This year's theme was "American Success Stories," and we were thrilled to honor the 2012 sales successes of 136 authorized Duro-Last contractors at our Awards Banquet. In addition, during our General Sessions, we recognized the achievements of three contractors in particular, who have overcome many obstacles to become successful American businesses.

Here are some other highlights from our event:

- During General Sessions, Duro-Last CEO Tom Saeli gave a high-level review of 2012 business activities and his vision for 2013 and beyond. Tom also introduced our Edge to Edge & Deck to Sky™ and Time off the Roof™ initiatives. President Tom Hollingsworth discussed the three primary drivers of Duro-Last's success:

operational efficiency, product innovation, and customer intimacy. Tom challenged the audience to strive for excellence in these areas for their own businesses.

- Sales and Marketing Vice President Steve Ruth and National Sales Manager John Deal went into detail about our record-breaking sales year, discussing how various products and market segments contributed to Duro-Last's 2012 revenue.
- JRB Executive VP Shawn Sny and Communications Director Fred Sitter presented several of our new marketing initiatives, including the Duro-Last mobile reference application, and our new company logo.
- Steve Ruth and Quality Assurance Manager Mitch Guettler provided details about several projects where contractors addressed unique installation challenges using a variety of Duro-Last products.
- The "World's Best Roofing Show" made another General Session appearance, with co-hosts Jason Tunney and Shawn Sny (JRB Executive Vice Presidents). Contractor Advisory Board President John Thurber summarized the Board meeting that took place earlier at the Seminar, and the panel discussed new initiatives from the Engineering Services

Department and EXCEPTIONAL® Metals. The ever-popular "C'mon, man!" segment poked fun at some less-than-optimal roofing techniques.

- During Monday's General Session, guest speaker Rick Barrera talked about "Overpromising and Overdelivering." On Tuesday, our guest speaker was Vietnam War veteran and former POW, Captain J. Charles Plumb, author of the book, "I'm No Hero."
- Among the contractors we honored for their sales achievements in 2012 was our Contractor of the Year, Parsons Commercial Roofing, who has now won the award seven consecutive years.
- The annual Dick Jozwiak Memorial Golf Tournament, kayaking, bicycling, and a trip to the world famous San Diego Zoo were among the fun diversions available to Seminar guests. The aircraft carrier USS Midway Museum was the setting for our closing night celebration.

Preparations have already begun for next year's National Sales Seminar, which will be held January 26-28, 2014, at the Hyatt Regency Grand Cypress in Orlando, Florida. We're looking forward to hearing and celebrating an entire new collection of contractor success stories in 2013. Start making your plans to attend now!

Sales Rep Awards Banquet

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

For the seventh consecutive year, Buddy Wilson was recognized as the Sales Representative of the Year by Duro-Last. He was honored during our "Mad Men" themed Rep Awards Banquet on Saturday, January 26 at the Andaz Hotel in San Diego.

In 2012, Buddy, who manages Duro-Last's East Texas territory, reached a sales level of over \$21.8 million.

During the event, Duro-Last honored many other representatives for their years of service and sales achievements in 2012.

The banquet was hosted by National Sales Manager John Deal, who was assisted by "celebrity guest star" Joan Rivers. Additional entertainment for the evening was hilariously provided by comic magician Dana Daniels and his psychic parrot, Luigi.

Congratulations to Buddy and our other outstanding sales reps on a great year!



**Duro-Last durations
1 Year**

Brad Podojil, Larry Podojil,
Jay Dziubek, Ryan Blake,
Brett Franz, Chip Seidel, Ron Krueger,
Glenn Wurst, Cyndi Hammes,
& Jennifer Davis

5 Years

Matt Jozwiak & Ryan Clark

10 Years

Mark Akagi, Matt Moeller,
& Scott Bieber

20 Years

Lyn Davis

Sales increase over 2011

Dave Kick
Wes Neal
Cameron Stoddard
Mike & Bryan Gottron
Brad Klees
Scott Bieber
Phil Davis

**Ring winner for exceeding
a significant sales level
\$500,000**

Jeremiah Price

**Ring winner for exceeding
a significant sales level
\$1,000,000**

Brad Klees
Wade Evans
Mike Shelton & Austin Patterson
Troy Osborne & Jeff Denenberg
Bill Paynter
Cameron Stoddard

**Sales increase over their best
year ever**

Joey Weatherford
Matt Jozwiak
Ryan Blake
Terry Haney

**Sales increase of
\$250,000 or more**

Glenn Wurst

**Sales increase of
\$500,000 or more**

Barry Hirsch
Will Williams

**Sales increase of
\$750,000 or more**

Tom Allen (Colorado) & Jeff Butler
Daniel & Leah Lakstins
Brad & Larry Podojil

**Sales increase of
\$1,000,000 or more**

Lyn Davis, Roger Bertolini,
& Jennifer Davis

Contractor activations

Third Place with 9 activations:
Jeff Gottron, Trevor Wagester,
& Ron Krueger

First Place tie with 12 activations:

Lyn Davis, Roger Bertolini,
& Jennifer Davis
Buddy Wilson

Top sales increase awards

Third place:
Ryan & Matt Moeller
\$1.4 million increase

Second Place:
Mike Krug \$2.1 million increase

First Place:
Ryan Clark \$2.4 million increase

Sales volume award winners

Third Place:
Tom Allen, John Myers, Chip Seidel,
& Cyndi Hammes
Sales over \$12 million

Second Place:
Jeff Gottron, Trevor Wagester,
& Ron Krueger
Sales over \$15 million

**FIRST PLACE IN SALES VOLUME AND
SALES REP OF THE YEAR WITH SALES
OVER \$21 MILLION:**

Buddy Wilson





Golf Tournament

Eighty golfers participated in the annual Dick Jozwiak Memorial Golf Tournament on Sunday, January 27. Our event was held at the Maderas Golf Club in San Diego. With over 40 acres of mountain views, waterfalls, and natural habitat, Maderas is one of the top golf courses in San Diego County.



THE WINNING TEAM!

Members of the winning team were Mike Tigner from All Weather Systems, Inc. of Newark, Ohio, and Mike and Bryan Gottron, Duro-Last independent sales representatives for Ohio. Each received a first place trophy and a \$50 Creative Impressions® gift certificate.

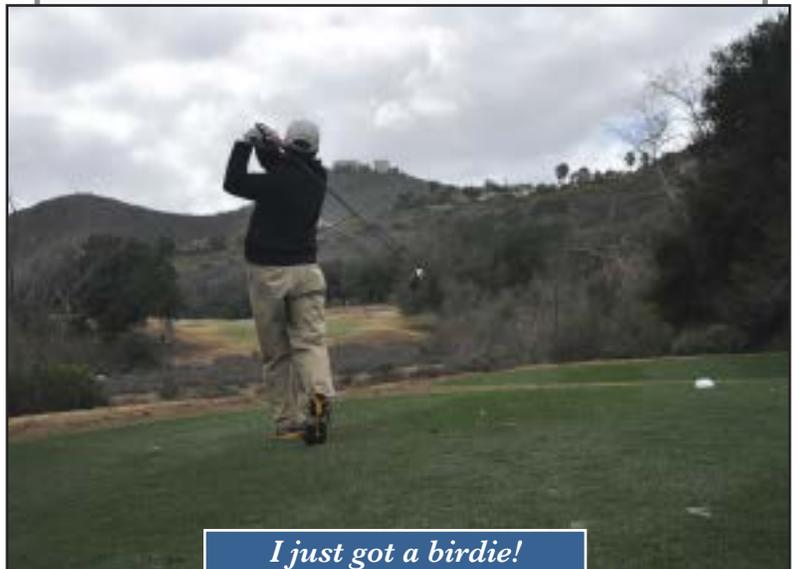
Closest to the pin winners:

Mark Gottron from Technique Roofing Systems, LLC, of Burgoon, OH; Michael Faught from Roberts-McNutt of North Little Rock, Arkansas; and Mike Gottron.

Longest drive winner:

Women: Sarah Griffin from Freeport Industrial Roofing of Freeport, Illinois
Men: Bryan Gottron

Closest to the pin and longest drive winners each received \$50 pro shop gift certificates.



*I just got a birdie!
I hope it's okay...*



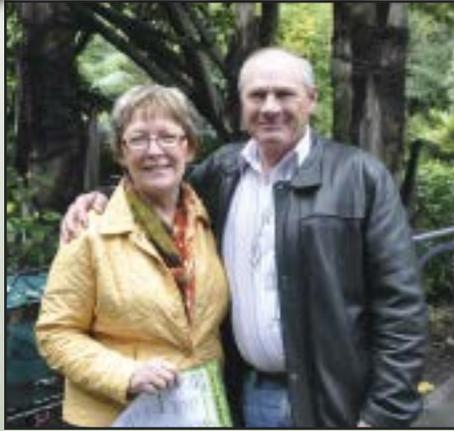
Over the river and through the woods...



*"Golf is a game in which you yell 'fore', shoot six and write down five."
– Paul Harvey*



SAN DIEGO ZOO



Kayaking/Biking



New Customer Reception



Sunday Welcome Party



Monday General Session



Monday's General Session with Keynote Speaker Rick Barrera

Executive Vice Presidents Jason Tunney and Shawn Sny hosted Monday's "American Success Stories" General Session. It was kicked off by Duro-Last CEO Tom Saeli, who reviewed 2012 activities and provided his perspective on the state of the business and his vision for the future. He was followed by Vice President of Sales and Marketing Steve Ruth and National Sales Manager John Deal, who went into detail about the products, market areas, and other initiatives that generated sales in 2012. Shawn Sny and Communications Director Fred Sitter discussed marketing activities and introduced the Duro-Last mobile application and our new logo. The morning's session was wrapped up by featured speaker Rick Barrera, who talked about "Overpromising and Overdelivering."



Tuesday General Session



Tuesday's General Session with Guest Speaker J. Charles Plumb

After Jason Tunney and Shawn Sny welcomed Seminar guests back for day two of "American Success Stories," they were followed by Duro-Last President Tom Hollingsworth, who spoke about three critical elements of business success. "The World's Best Roofing Show" made another appearance, and the morning's General Session concluded with inspiring words from Vietnam War veteran and former POW, Captain J. Charles Plumb, author of the book, "I'm No Hero."



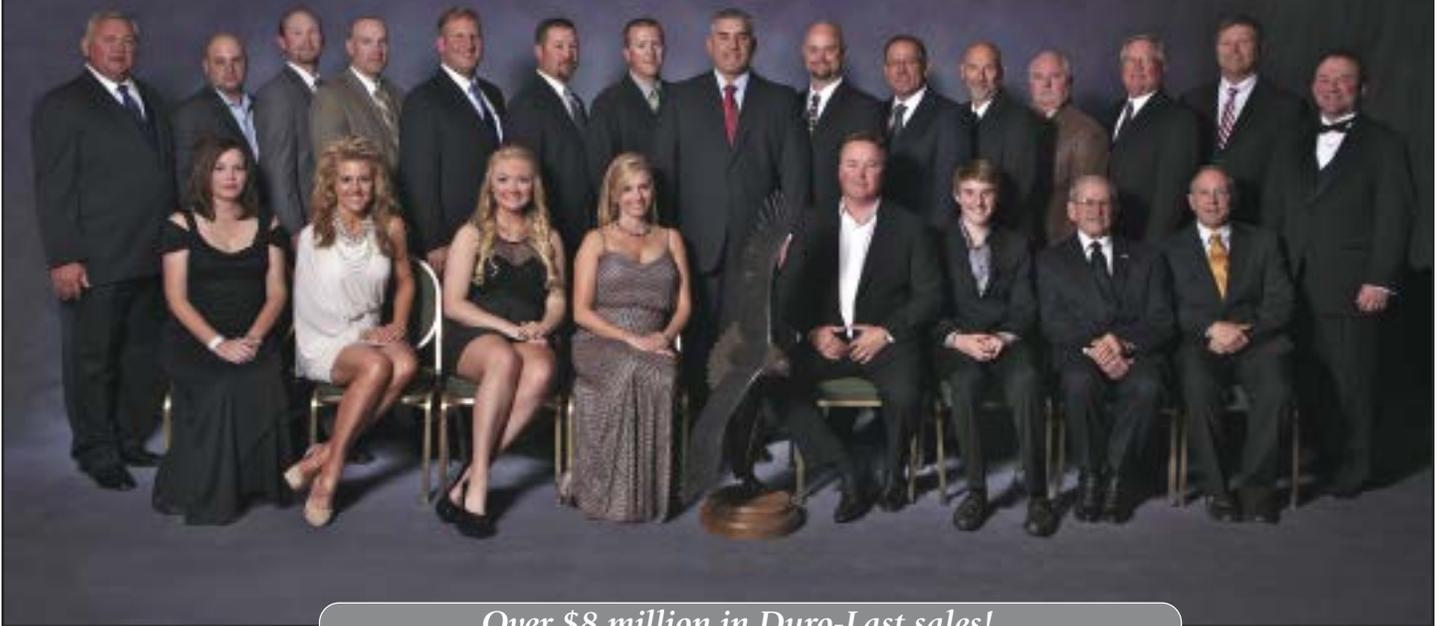
Breakout Session and Feedback Form Drawing Winners:

This year's Breakout Session attendance winners were Jeff Traska from Traska Roofing, Inc. of Wausau, Wisconsin; and Bill Johnson from H.C. Anderson Roofing Company, Inc. of Rockton, Illinois. Both Jeff and Bill attended six Breakout Sessions and their names were randomly selected from among all participants. They each won a \$75 Visa gift card.

Gary Thomas from LaFerney, Inc. of Kingsport, Tennessee, was the winner of two round-trip airline tickets to next year's National Sales Seminar in Orlando. Gary'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 mgwizdal@duro-last.com.

Contractor of the Year
Parsons Commercial Roofing
Waco, Texas



Over \$8 million in Duro-Last sales!

(Back row from left to right) Duro-Last Chairman of the Board Jack Burt, Ken Wells, Jerome Smith, Craig Tindle, Adam Periard, Brian Tindle, Austin Montgomery, Rodney Castilleja, Wendell Olson, Roger Parsons, James Lassetter, Marty Honey, Robert Tindle, Duro-Last Independent Sales Representative Buddy Wilson, Duro-Last President Tom Hollingsworth

(Front row from left to right) Jackie Wells, Kristi Bass, Ashton Parsons, Jennifer Parsons, Stuart Parsons, Trey Parsons, Dr. Manuel Gomez, Phil Gustafson



Success is measured in many ways – sales growth, overcoming business challenges, developing constructive relationships with customers and suppliers, consistently high quality installations. Parsons Commercial Roofing of Waco, Texas, our Contractor of the Year, has met each of these criteria – and many more – in their story of becoming one of the most successful roofing contractors in America.

For the seventh consecutive year we had the privilege of honoring Parsons as the Duro-Last Contractor of the Year. Parsons has also won a JRB Award four times and a Golden Eagle Award. Parsons had an enviable string of exceptional years prior to 2012, including five straight years of exceeding the seven million dollar threshold. That string was broken in 2012, as Stuart Parsons and his team surpassed eight million dollars in sales!

It is our sincere honor to recognize Parsons Commercial Roofing as the Duro-Last Contractor of the Year for 2012.



Monday Night Awards Banquet



<p>Century Club 41 contractors were recognized for Duro-Last sales of \$100,000 or more.</p> <p>Presidents Club 49 contractors were recognized for Duro-Last sales of \$250,000 or more.</p> <p>Admirals Club 18 contractors were recognized for Duro-Last sales of \$500,000 or more.</p>	<p>Generals Club 8 contractors were recognized for Duro-Last sales of \$750,000 or more.</p> <p>John R. Burt Award 19 contractors were recognized for Duro-Last sales of \$1 million or more.</p> <p>Golden Eagle Award 4 contractors were recognized for Duro-Last sales of \$2 million or more.</p> <p style="text-align: center;">Congratulations to our 2012 award winners and thank you for your continuing loyalty to Duro-Last!</p>
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Century Club Award Winners



*A1 Roof Management
San Leandro, California*



*ACME Roofing Company
San Antonio, Texas*



*Al's Roofing, LLC
Tacoma, Washington*



*All Weather Roofing Co., Inc.
Stockton, California*



*Ben Timko's/768-ROOF
Clearfield, Pennsylvania*



*Bob Harvey Roofing, Inc.
Layton, Utah*



Bruttell Roofing, Inc.
Oak Park, Michigan



Complete Commercial Roofing
Kokomo, Indiana



Cosam Contracting, Inc.
Tiro, Ohio



Dakota Coating
Dodge, North Dakota



Dils Roofing
Vista, California



Esary Roofing & Siding Co., Inc.
Burlington, Washington



Four Seasons Energy Efficient Roofing
Marine St. Croix, Minnesota



Freeport Industrial Roofing, Inc.
Freeport, Illinois



*G. Bishop Roofing Co.
Las Cruces, New Mexico*



*G. Donovan Associates, Inc.
Lebanon, Connecticut*



*Greystone Roofing, LLC
Krugerville, Texas*



*JD Ventures, LLC
Germantown, Tennessee*



*Jordan Construction
Brandon, Mississippi*



*Kelly Roofing
Naples, Florida*



*Lindholm Roofing
Chicago, Illinois*



*M & W Construction Co., Inc.
Lima, Ohio*



***Magic Roofing & Construction**
Farmington, New Mexico*



***Maintco Corp.**
Burbank, California*



***Mike's Roofing, Inc.**
Duvall, Washington*



***Morgan Corp.**
Clinton, Ontario*



***Oldham's Roofing**
Carthage, Tennessee*



***Paradise Roofing Co., Inc.**
San Diego, California*



***Premium Roof Services**
Spring Valley, California*



***Prestige Pro Contracting**
Mahopac, New York*



*Price Exteriors & Construction
Pleasant Grove, Utah*



*P.S.I. Roofing
Oakland Park, Florida*



*Rest Assured Roofing
Howell, New Jersey*



*Ri-Ky Roofing
Portland, Oregon*



*Rooftec Systems, Inc.
Jacksonville, Florida*



*Seaside Roofing, Co.
Stuart, Florida*



*Select Construction Co.
Ashburn, Virginia*



*Soloha Contractors
Galloway, Ohio*



*Southern Roofing Company
West Point, Mississippi*



*Stout Roofing
N. Las Vegas, Nevada*



*Ultimate Roofing Systems
Cedar Park, Texas*



*Urethane Unlimited
Gratis, Ohio*



*Vanguard Org, Inc.
Wappinger Falls, New York*



*W.H. Demmons, Inc.
Portland, Maine*



Presidents Club Award Winners



*All Seasons Roofing Services
San Jose, California*



*All Weather Systems, Inc.
Newark, Ohio*



*Ampco Seamless Roof Coatings
New Philadelphia, Ohio*



*B & M Roofing Contractors
Rocky Mount, North Carolina*



*Bel Air Foamed Insulation, Inc.
Bel Air, Maryland*



*Bill Chambers Roofing
Lake Havasu City, Arizona*



*C.I. Services
Mission Viejo, California*



*Commercial Roofing Services, Inc.
Grain Valley, Missouri*



*Cowan Roofing, Inc.
Marshalltown, Iowa*



*CRS Companies
Dumont, New Jersey*



*Eau Claire Roofing Co., Inc.
Chippewa Falls, Wisconsin*



*Ed Rutherford Roofing Co.
Palmyra, Missouri*



*FC & Sons Roofing, Inc.
Bell Gardens, California*



*Fidelity Roofing Company
Oakland, California*



*Goodmen Roofing Calgary, Ltd.
Airdrie, Alberta*



*Habetz Roof Service, Inc.
Rayne, Louisiana*



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



*Holthaus Companies, Inc.
Canton, Illinois*



*JAM Associates, Inc.
Poughkeepsie, New York*



*JBK, Inc.
Corbin, Kentucky*



*Koopman Roofing, Inc.
Pella, Iowa*



*Lake State Roofing, Inc.
Iron Mountain, Michigan*



*Matthews Construction
Russellville, Kentucky*



*Mikalan Roofing, Inc.
Zeeland, Michigan*



*Mitchell's Roofing
Burlington, North Carolina*



*Monument Constructors, Inc.
Beaumont, Texas*



*Pell Roofing
Brazil, Indiana*



*Precision Roofing Services, Inc.
Sheboygan, Wisconsin*



*Quinn Roofing Solutions
Windsor, Ontario*



*Robbins Roofing, Inc.
Mustang, Oklahoma*



*Roof Management Co., Inc.
Farmington Hills, Michigan*



*Roofing By Fred Gross
Medford, New Jersey*



*Roofing Plus, Inc.
Lawrenceville, Georgia*



*RTN Roofing Systems, Inc.
Loveland, Colorado*



*Scudder Roofing Co.
Monterey, California*



*Sorenson & Associates Roofing
Brentwood, California*



*Southland Roofing, Inc.
Regina, Saskatchewan*



*TRC Roofing
Alpena, Michigan*



Admirals Club Award Winners



*Ace Roofing, Inc.
Lafayette, Louisiana*



*All Elements, Inc.
Monticello, Minnesota*



*Alternative Roofing Systems, Inc.
Snohomish, Washington*



*GKS Commercial, Inc.
Lubbock, Texas*



*Great Lakes Roofing & Insulation Systems
Sault Ste Marie, Michigan*



*Harrison Roofing Co., Inc.
San Angelo, Texas*



*Hinkle Roofing Products, Inc.
Birmingham, Alabama*



*I.C. Enterprises, Inc.
Effingham, Illinois*



*Jewett Roofing Products, Inc.
Greenville, Illinois*



*Marchbanks Specialty Company, Inc.
Winter Valley, Mississippi*



*Nasi Roofing, LLC
Minocqua, Wisconsin*



*Roofing Solutions, Inc.
Louisville, Kentucky*



*Ryan Roofing, Inc.
Salina, Kansas*



*SBR Construction, Inc.
Orange, California*



*Springfield Construction
Kingsley, Michigan*



*State Roofing Systems, Inc.
San Leandro, California*



*Ted's Quality Roofing, Inc.
Lethbridge, Alberta*



*Tusing Builders, Ltd.
Monroeville, Ohio*



*Umbrella Roofing Systems, Inc.
Ellwood City, Pennsylvania*



*Washington Roofing Company
McMinnville, Oregon*





Generals Club Award Winners



*Superior Services RSH, Inc.
Lansing, Michigan*



*Ciaccio Roofing Corporation
Bellevue, Nebraska*



*Esko Maintenance Company
Shelby Twp., Michigan*



*Frank Fiala Roofing, Inc.
Pleasanton, California*



*McDonnell Roofing, Inc.
Anaheim, California*



*Ohio & Indiana Roofing Co.
St. Henry, Ohio*



*Property Development Solutions
Lubbock, Texas*

Reynolds Construction Co., Inc.

White Hall, Arkansas



(Left to right) Duro-Last Executive Vice President Jason Tunney, Pam Bass, Greg Bass, Duro-Last Ind. Sales Representative Darrin Boatman, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

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

10-year Club Member

Technique Roofing Systems, LLC

Burgoon, Ohio



Previous Duro-Last Sales Awards

Admirals Club	7
Generals Club.....	7
Presidents Club	4
Century Club.....	1

20-year Club Member



(Back row - left to right) Duro-Last Executive Vice President Jason Tunney, Mark Gottron, Tony Wourms, Bill Wourms, Kurt Timmons, Keith Timmons, Mike Alt, Duro-Last Ind. Sales Representative Bryan Gottron, Duro-Last Ind. Sales Representative Mike Gottron, Duro-Last CEO Tom Saeli

(Front row - left to right) Brittany Wourms, Edyie Wourms, Lisa Timmons, Nancy Timmons, Michelle Alt

Broken Arrow, Inc.

Tooele, Utah



Previous Duro-Last Sales Awards

Contractor of the Year..	1
John R. Burt	2
Generals Club.....	4
Admirals Club	7
Presidents Club	9
Century Club.....	1

25-year Club Member



(Left to right) Duro-Last Vice President Tim Hart, Duro-Last Sales Representative Cameron Stoddard, Duro-Last Ind. Sales Representative Mike Spaniol, David Thomas, Russell Nielson, Scott Maxfield, Duro-Last Executive Vice President Shawn Sny

Commonwealth Roofing Corp.

Louisville, Kentucky



(Left to right) Duro-Last Executive Vice President Jason Tunney, Michael Sasse, Mary Sasse, Joe Sasse, Crystal Sasse, Duro-Last Ind. Sales Representative Roger Bertolini, Duro-Last CEO Tom Saali



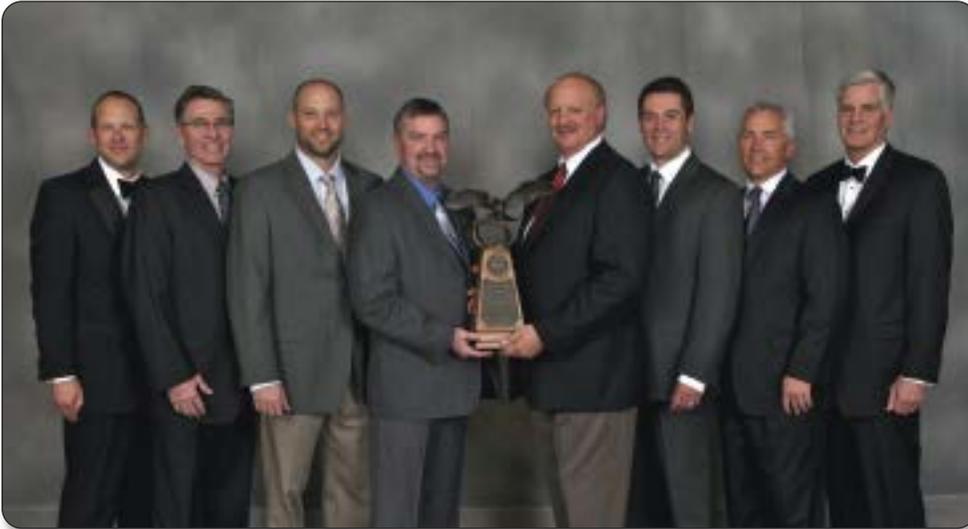
Previous Duro-Last Sales Awards

Admirals Club	2
Presidents Club	5
Century Club.....	7

15-year Club Member

Damschroder Roofing, Inc.

Fremont, Ohio



(Left to right) Duro-Last Executive Vice President Jason Tunney, David Damschroder, Jamy Leonetti, Dana Howell, John Fahrbach, Duro-Last Ind. Sales Representative Bryan Gottron, Duro-Last Ind. Sales Representative Mike Gottron, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

John R. Burt	1
Generals Club.....	4
Admirals Club	13
Presidents Club	4
Century	3

25-year Club Member

Goodmen Roofing, Ltd.

Red Deer, AB



Previous Duro-Last Sales Awards

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

10-year Club Member



(Back row - left to right) Duro-Last Executive Vice President Jason Tunney, Noah Gilbert, Ryley Gilbert, Marco Gilbert, Duro-Last Ind. Sales Representative Barry Hirsch, Michel Jacques, Nick Gilbert, Duro-Last CEO Tom Saeli

(Front row - left to right) Christine Gilbert, Lisa Jacques

Maier Roofing Co., Inc.

Albany, Oregon



Previous Duro-Last Sales Awards

Generals Club.....	1
Admirals Club	2
Presidents Club	5
Century Club.....	2

10-year Club Member



(Left to right) Duro-Last Executive Vice President Jason Tunney, Kerry Vandervort, Ploypenmas Boyd, Pitsachaporn Boyd, Steve Boyd, Sophia Boyd, Duro-Last CEO Tom Saeli

Midwest Coating, Inc.

Topeka, Kansas



(Left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Mark Akagi, Randy Morris, Duro-Last Ind. Sales Representative Don Morris, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

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

25-year Club Member

Cotterman & Company, Inc.

Minster, Ohio



(Left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Bryan Gottron, Randy Hirschfeld, Mike Cotterman, Joe Bender, Jon Plattner, Duro-Last Ind. Sales Representative Mike Gottron, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

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

15-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 Executive Vice President Jason Tunney, Dan Galloway, Duro-Last Ind. Sales Representative Buddy Wilson, Duro-Last CEO Tom Saeli

Roberts-McNutt, Inc.

North Little Rock, Arkansas



Previous Duro-Last Sales Awards

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

10-year Club Member



(Back row - left to right) Duro-Last Executive Vice President Jason Tunney, Michael Faught, Monty Bozarth, Glenda Bozarth, Kristin Hill, Mike Hill, Brian Martin, Duro-Last Ind. Sales Representative Darrin Boatman, Duro-Last CEO Tom Saeli

(Front row - left to right) Jessica Faught, Hailey Pruitt, Landrey Pruitt, Jonathan Martin, Joseph Martin, Evelyn Martin

Harold Hall Roofing, Inc.

Stuttgart, Arkansas



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	6
Generals Club.....	1
Admirals Club	4
Presidents Club	4
Century Club.....	1

15-year Club Member



(Back row - left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Darrin Boatman, Harold Hall, Jamie Hall, Duro-Last CEO Tom Saeli

(Front row - left to right) Sarah Grace Hall, Jimmie Hall, Haleigh Hall

Western Roofing, Inc.

Golden, Colorado



(Back row - left to right) Duro-Last Executive Vice President Jason Tunney, Eric Nicholson, Tim Okonski, Gordon Lane, Curtis Nicholson, Dan Burggraf, Duro-Last Sales Representative Jeff Butler, Mike Reeder, Duro-Last CEO Tom Saeli
(Front row - left to right) Kevin Keyes, Katie Keyes, Susan Nicholson, Lucy Benson, Yvonne Herrera, Gil Herrera



Previous Duro-Last Sales Awards

John R. Burt	5
Generals Club.....	3
Admirals Club	2
Presidents Club	4
Century Club.....	2

15-year Club Member

Duerson Corporation

Altoona, Iowa



Previous Duro-Last Sales Awards

John R. Burt	3
Generals Club.....	1
Admirals Club	2
Presidents Club	9
Century Club.....	4

20-year Club Member



(Left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Tom Allen, Kirk Duer, Lori Duer, Roger Cox, Duro-Last CEO Tom Saeli

Zimmer Roofing & Construction, Ltd

Port Huron, Michigan



Previous Duro-Last Sales Awards

- John R. Burt1
- Generals Club.....3
- Admirals Club3
- Presidents Club2
- Century Club.....1

10-year Club Member



(Back Row - left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Trevor Wagestor, Brian Meyers, Paul Zimmer, Mark Winter, Duro-Last CEO Tom Saeli

(Front row - left to right) Kathy Meyers, Stacy Zimmer, Carol Winter

Marty Robbins Roofing Company, Inc.

Portland, Oregon



(Left to right) Duro-Last Executive Vice President Jason Tunney, Marty Robbins, DJ Robbins, Mark Robbins, Duro-Last Ind. Sales Representative Ryan Clark, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

- Generals Club.....3
- Admirals Club6
- Presidents Club6
- Century Club.....2

15-year Club Member

Sentry Roofing, Inc.

Covington, Indiana



(Left to right) Duro-Last Executive Vice President Jason Tunney, Duro-Last Ind. Sales Representative Tom Allen, Gene Fowler, Luann Fowler, Duro-Last Ind. Sales Representative Brad Podojil, Duro-Last CEO Tom Saeli



Previous Duro-Last Sales Awards

Golden Eagle	1
John R. Burt	7
Generals Club.....	2
Admirals Club	5
Presidents Club	5
Century Club.....	5

25-year Club Member

Nohava, Inc.

LeMars, Iowa



Previous Duro-Last Sales Awards

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

15-year Club Member



(Left to right) Duro-Last Chairman of the Board Jack Burt, Brock Nohava, Brenda Nohava, Bryan Nohava, Bryan Nohava, Jr., Duro-Last President Tom Hollingsworth

Mid-Western Commercial Roofers, Inc.

Mobile, Alabama



Previous Duro-Last Sales Awards

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

10-year Club Member



(Back row - left to right) Duro-Last Chairman of the Board Jack Burt, Duro-Last Ind. Sales Representative Darrin Boatman, Duro-Last Ind. Sales Representative Phil Davis, Duro-Last Ind. Sales Representative Ryan Clark, Duro-Last Ind. Sales Representative Terry Haney, Duro-Last President Tom Hollingsworth

(Front row - left to right) Phil Hook, Daniel Smith, George Bock, Marcus Dobert

Jaco Construction, Inc.

Clute, Texas



(Left to right) Duro-Last Chairman of the Board Jack Burt, Duro-Last Ind. Sales Representative Buddy Wilson, Bob Walcik, Glen Christensen, Duro-Last President Tom Hollingsworth



Previous Duro-Last Sales Awards

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

25-year Club Member

LaFerney, Inc.

Kingsport, Tennessee



(Back row - left to right) Duro-Last Chairman of the Board Jack Burt, Duro-Last Ind. Sales Representative Roger Bertolini, Harold Boyd, Jeff Jenkins, Gary Thomas, Troy Poore, Mike Smith, Scott Lawson, Don LaFerney, David Reynolds, Duro-Last Ind. Sales Representative Lyn Davis, Lonnie Higgs, Duro-Last President Tom Hollingsworth

(Front Row - Left to right) Joe Hodges, Josh Irick, Susan Thomas, Floydeann Poore, Teri LaFerney, Debbie Reynolds, Duro-Last Ind. Sales Representative Jennifer Davis, Bob Lawhon



Previous Duro-Last Sales Awards

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

20-year Club Member

Royalty Roofing & Insulation

Seymour, Indiana



Previous Duro-Last Sales Awards

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

15-year Club Member



(Back row - left to right) Duro-Last Chairman of the Board Jack Burt, Shawn Johnson, Dale Svenceck, Chris Starr, Duro-Last Ind. Sales Representative Larry Podojil, Duro-Last President Tom Hollingsworth

(Front Row - Left to right) Duro-Last Ind. Sales Representative Brad Podojil, Andy Royalty, Thom Hayes, Darrell Couch

Cool Roofing Systems, Inc.

Manteca, California



Previous Duro-Last Sales Awards

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



(Left to right) Duro-Last Chairman of the Board Jack Burt, Jesus, Tania, Manuel, Mike, Armando, Arion, Karina, Yonah, Baby Armando, Lily, Angel, Alfonso, Alan, Vicki, Isaac, Joshua, Dan K Angel, Stephanie, Chuck, Martha, Wyatt, Melissa, Julio, Jamie, Duro-Last Ind. Sales Representative Mike Spaniol, Duro-Last CEO Tom Saeli, Duro-Last President Tom Hollingsworth

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 & V Roofing Co.
 A+ All Pro Roofing, Inc.
 ACC Roofing
 Acclaim Restoration
 ACI Century, Inc.
 Advance Construction Co., Inc.
 Advanced Roofing Solutions, LLC
 Aftermath Roofing & Construction
 Allen Roofing
 All-Rite Construction, Inc.
 Alves, Inc.
 A-Plus Roofing Company
 Arocon Roofing & Construction
 Arrow Roofing & Sheet Metal
 Atlantic Roofing Systems
 Baldwin Roofing Co., Inc.
 Becker Roofing
 Ben F. Blanton Construction
 Black Construction Services, Inc.
 Bloyer & Sons, Inc.
 Bond/Tec, Inc.
 Bourdeau Contracting
 Brigadier Roofing, Inc.
 Buckman Construction, Inc.
 C & J Construction
 Caldwell Roland Roofing, Inc.
 Carlton Roofing & Sheet Metal

Champion Roofing, Inc.
 Colonial Roofing, Inc.
 Colorado Commercial Roofing, Inc.
 Columbia River Roofing
 Commercial Roofing Co., Inc.
 Condia Roofing Contractors, LLC
 Consolidated Contracting
 Cooper Roofing Co., Inc.
 Coppel Commercial Roofing
 Cottles Roofing, Inc.
 Crabapple Roofing Contractors
 Cumberland Fabrication
 Custom Exteriors
 D & M Roofing Company
 Dal Mar Roofing
 Dale Tadlock Roofing, Inc.
 DDP Roofing Services, Inc.
 Delaney's Roofing
 Delta Roofing & Sheet Metal Corp.
 Dempsey Roofing Co., Inc.
 Diamond Roofing, Inc.
 Diesslin Structures, Inc.
 Do-Right Roofing, Inc.
 Duke Roofing
 Durable Roofing, LLC
 Dynamic Exteriors 01, Inc.
 Eastern Vinyl & Liner
 Eco-Tech Roofing Solutions
 Elliott & Elliott Co.
 Energy Roofing Technology

Energy Waterproofing & Roofing Systems, Inc.
 Enviro-Tech, LLC
 Etheridge Roofing
 Excel Roofing Service
 Final Solutions Roofing, LLC
 Fischer's Inc.
 Flying Out Construction
 Future Construction
 G & W Roofing & Construction
 Garey Roofing Services
 Geisler Roofing, Inc.
 Gem City Roofing, Inc.
 Gem Exteriors
 Genco Roofing, LLC
 Graco Roofing & Construction, LLC
 Great Lakes Systems, Inc.
 Grell Commercial Roofing, Inc.
 H. Treder & Sons, Inc.
 Hall Contractors
 Hausler Roofing, Inc.
 Herbert Roofing & Insulation
 IBOS Roofing Co., Inc.
 Industrial Roofing Co.
 J.A. Smith Roofing
 James R. Taylor & Sons, Inc.
 James Wright Roofing
 Jessie Bryant Roofing Co., Inc.
 Jim Stevens Construction, Inc.
 Jim Wallis & Sons Roofing, Inc.
 John Matthews Roofing

JR & Company
 JRS Facilities, Inc.
 Kalkreuth Roofing & Sheet Metal, Inc.
 Kautz Construction
 Kodiak Roofing & Waterproofing Co.
 Kolpak Industries, Inc.
 Kysor/Needham
 Lee's Roofing & Spouting, Inc.
 Lone Star Roof Systems
 M & D's Flat Roof Systems
 Madison Industries
 Mangrum Roofing
 Maxwell Roofing & Sheet Metal
 MB Roofing, Inc.
 McMurray & Sons, Inc.
 Michael/Howard Inc.
 Midwest Roofing & Custom Metals
 Miller Roofing
 Moore Roofing, Inc.
 Murray Roofing
 Natworx, Inc.
 Nazareth Roofing
 Newcorp Construction
 Nor-Lake, Inc.
 Pacific Yurts, Inc.
 Paff Contractors, LLC
 Palmer Roofing & Sheet Metal
 Paul Horschel & Son, Inc.
 Perfect Roofing
 Permaroof Structures, LLC
 Petersendean Roofing & Solar
 Piedmont Professional Upfitters, Inc.
 Precision Roofing Co., Inc.
 Pressure Point Roofing, Inc.
 Pro-Tek Exterior Services, Inc.
 R. Behmer Roofing, Inc.
 R.D. Elliott & Sons Roofing
 Rainbow Enterprises, Inc.
 Raincoat Roofing Systems
 Rain-Tite Roofing
 Ram Exteriors, Inc.
 Reliable Roofing, Construction
 & Repair Service, Inc.
 Restoration Roofing
 Reyes Single Ply
 Richard James Associates
 Robert Binns Roofing, Inc.
 Roof Roof, Inc.
 Roof Toppers, Inc.
 Rooftec Systems, Inc.
 Ross Roofing, Inc.
 San Marino Roof Co., Inc.
 Santucci & Sons Construction
 Schaus Roofing & Mechanical Contracting, Inc.
 Schroeder's Exteriors, Inc.
 Shuff Construction, Inc.
 Sidney Roofing Co., Inc.
 Skyline Roofing & Sheet Metal Co., Inc.
 Skyline Roofing Houston
 Southern Roofing & Vinyl
 Stanric, Inc.
 Statewide Construction, LLC
 Stephenson Corporation

Streng Construction, Inc.
 Sunray Roofing, Inc.
 Sweers Eavestrough & Roofing Co., Inc.
 Swindoll Construction, LLC
 TBT Roofing, Inc.
 Texas Roof Systems
 The Cool Roofing Co., Inc.
 The Lemar Company
 The Renew Roofing Co.
 The Roofing Company
 Tichenor, Inc.
 Tile Roofing, Inc.
 Titan Roofing, Inc.
 Tom's Sheet Metal & Roofing
 Tranberg Roofing
 Trotter Commercial Roofing, Inc.
 Twin Rivers Improvement
 U.S. Commercial Roofing, Inc.
 U.S. Industries Group, Inc.
 Universal Roofing Co., Inc.
 W.A.L. General Contractor
 Wagner's Energy Center, Inc.
 Warner Roofing, Inc.
 Waterline Industries
 West Central Roofing Contractors, Inc.
 Wheeler Roofing Co.
 Willoughby Roofing & Sheet Metal
 WM Services, Inc.
 Wright Roofing, Inc.

Presidents Club

A.J. Edwards Roofing Co.
 A.W. Farrell & Son, Inc.
 Accurate Roofing Co., Inc.
 Affordable Roofing Co., Inc.
 Alliance Roofing
 Bennett Remodeling, Inc.
 Beyer Roofing Company, Inc.
 Bleser Built Roofing
 Borntrager Enterprises, Inc.
 Brandle Roofing & Sheet Metal Co.
 Breault Roofing, Inc.
 Buchinger Roofing, Inc.
 C E Davis Contracting, LLC
 Can-Am Coating Services, Inc.
 Cardinal Roofing, Inc.
 C-DM Network
 Champion Roofing, Inc.
 Clark Restoration & Custom Roofing
 Competitive Commercial Roofing, Inc.
 Construction Specialty Assoc.
 Crosby Building Systems, Inc.
 D & D Roofing, Inc.
 D N Construction
 D. Thomas Roofing Company, Inc.
 Done Right Roofing & General Contracting
 DP Byers Company, LLC
 Ed's Sheet Metal & Air Conditioning, Inc.
 Hermitage Roofing Co., Inc.
 Holko Enercon
 Independent Roofing Systems, Inc.
 Innovative Roofing Solutions

J.G. Roofing & Construction
 Johns & Kirksey, Inc.
 Kenco Designs, Inc.
 Kidd-Luukko Corporation
 Knox Roofing
 Laguna Siding & Roofing
 Lifetime Construction Services, Inc.
 Marlette Roofing & Sheet Metal Co.
 Marsh Waterproofing, Inc.
 MC Roofing, Inc.
 McDermott & Son Roofing Co.
 J.D. Candler
 Moore's Roofing Company
 New Vision Roofing
 Nickerson Construction
 Overhead, Inc.
 Pinnacle Roofing Systems, Inc.
 Professional Roofing
 Riddell Roofing, Inc.
 S & S Roofing, Inc.
 Sealrite Applicators, Inc.
 Simonelli Brice & Associates
 Slagle Roofing & Construction, Inc.
 Terra Firma Estates, Inc.
 Tomkat Roofing, Inc.
 Total Roofing & Reconstruction
 TRC Roofing
 Tri-Star Industries
 Turley Roofing
 U.S. Roofing
 United Roofing & Sheet Metal, Inc.
 United Roofing Contractors, Inc.
 Vega Roofing Co.
 Watertight Exteriors, Inc.
 Watertite Roofing
 Watson Roofing Company
 Windco Roofing, Inc.
 WTI

Admirals Club

Beckwith Commercial Roofing, Inc.
 Certified Roofing Specialists, Inc.
 Dublin Construction Company, Inc.
 Guycan Aluminum, Ltd.
 MacDermott Roofing & Sheet Metal, Inc.
 Merit Roofing Systems, Inc.
 Spearhead Roofing, LLC
 Spirit & Son's, Inc.

Generals Club

Prime Source Construction
 Saratoga Roofing & Construction
 L.J. Beck Roofing & Guttering, Inc.

John R. Burt Award

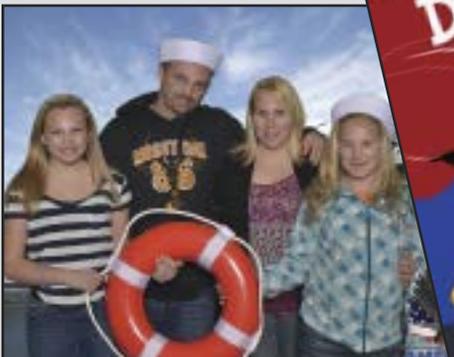
M.W. Morss Roofing, Inc.
 Badgerland Commercial Roofing, Inc.
 Wormley Bros. Roofing, Inc.
 Industrial Roofing, Inc.
 D.K. Haney Construction

We hope to see all of you accepting an award on stage next year at the 2014 Duro-Last Sales Seminar.

Final Night Celebration

It was the ideal location to bring the 2013 National Sales Seminar to a close. With “American Success Stories” as a theme, it was appropriate that we would hold our finale party on board the USS Midway – the renowned aircraft carrier that’s now a museum berthed at the Port of San Diego. We were proud of the patriotic send-off we were able to provide to 2013 Seminar attendees.





Memories That Will Last A Lifetime





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

2014 NATIONAL SALES SEMINAR HEADS TO ORLANDO, FLORIDA!



Plan on joining us for the best three days in the roofing industry, January 26-28, 2014, in Orlando! Seminar headquarters will be the Hyatt Regency Grand Cypress hotel. Surrounded by shimmering lakes and lush landscaping, the Grand Cypress luxury vacation resort will be the ideal setting for our 2014 National Sales Seminar. Located just minutes from the theme

parks and other attractions in the Orlando area, the hotel features a high-tech fitness center, a 24-hour business center, complimentary high-speed Internet access, water sports activities on 21-acre Lake Windsong, Camp Hyatt for kid's organized entertainment, and world-class restaurants dishing up inspiring cuisine from around the globe.

You can be sure that the Duro-Last

leadership team will have plenty of valuable sales, marketing, industry, and product information to share. Our General Sessions will feature nationally known motivational speakers, and Breakout Sessions will provide an interactive forum for discussing relevant roofing and business topics. And it wouldn't be a Duro-Last Seminar without lots of fun activities to round things out.



DURO-LAST

THE WORLD'S BEST ROOF.

Start making plans today
to join us in Orlando
next January!



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