

Special Seminar Edition

# TOP OF THE NEWS



April 2006





The mission of *Top of the News* is to provide an interesting, informative and useful newsletter for Duro-Last contractors, sales representatives, and corporate personnel.

The published articles contain the most updated and accurate information available at the time of publication.

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

To submit article ideas, contact the Duro-Last Marketing Communications Department at 800-248-0280.

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## MESSAGE FROM JACK



“Pride, Power, Performance.” Certainly a fitting theme for our recently-concluded National Sales Seminar! It was exciting for me to talk with many of you about your successes in 2005, and how you’re working to implement these three principles into your businesses.

We would not be where we are today if not for the *pride* you take in your business operation. You show this in many ways: the professionalism with which you conduct business; the integrity you demonstrate in your interactions with your customers; the quality of your roofing installations. Together

as a team, we build *power* in the roofing industry through leadership, vision, and hard work. Pride and power, of course, have a direct impact on superior *performance*, which ensures a continuing and strong Duro-Last presence in the roofing industry.

If you were at the Seminar in Miami Beach, thanks for joining us! I’m confident that the information presented through speakers, panel discussions, and breakout sessions will help you strengthen your business operation this year. If you weren’t able to be there, please plan to attend our 2007 National Sales Seminar in Carefree, Arizona. I guarantee your time will be well-spent.

As we begin 2006, let’s continue to work together to make the year the best ever for your business and Duro-Last. Thank you for your continued partnership!

*Jack Burt*

## NEW INSTALLATION DVD SET IS HERE!

The new Duro-Last installation DVD set has been completed. The two DVDs contain instructional video clips, Internet resources, and printable documents that demonstrate how to properly order and install the Duro-Last roofing system.

Recent seminar attendees received the informative DVD set and the Duro-Last Marketing

Communications Department will be sending out a copy to every authorized contractor that did not attend the sales seminar. So if you haven’t received this excellent training DVD set, watch your mail!



# FEDERAL LEGISLATION WOULD BOOST ROOFING MARKET

A bill is pending in both the United States House (H.R. 1510) and Senate (S. 1200) which, if passed, should positively affect roofing sales and the economy.

The Realistic Roofing Tax Treatment Act (R2T2) would shorten the tax depreciation schedule for nonresidential roof systems from the current 39-year depreciation schedule to a 20-year schedule.



The House bill was introduced by Representative Mark Foley (R-FL), and the Senate companion bill was introduced by Senator Jim Bunning (R-KY).

If you support this bill, we suggest you contact both of your State's U.S. Senators and your Congressional Representative to

*(continued on page 5)*

## A FEW WORDS FROM THE PRESIDENT



By my estimation, this year's National Sales Seminar was the best ever. We had tremendous attendance, and I received lots of great feedback about our program content. That's very gratifying for me to hear, because there are dozens of people throughout our business who put in many hours making sure that our annual Seminar is a top-notch event for our customers.

Most exciting for me this year was being able to announce yet another record sales year: in 2005, we exceeded \$142 million – an increase of 16% over the previous year. Thank you!

In 2006, we're expecting more great things. We're already off to a terrific sales start, and the commercial roofing market looks promising for the foreseeable future.

We want to help you capture as much of that market as you can, and at Duro-Last, we believe we support our customers better than anyone in the industry. Our outstanding

*(continued on page 5)*

Senator Name  
Address  
City, State Zip Code

Dear Senator Name:

The Realistic Roofing Tax Treatment (R2T2) Act has been introduced in the United States Senate (S 1200) and the United States House of Representatives (H.R. 1510). This bill reduces the tax depreciation scheduled for nonresidential roof systems from the current 39-year depreciation schedule to a 20-year schedule.

The passage of this bill would benefit building owners, businesses, consumers, and the economy. I urge you to vote for S 1200.

Thank you for your consideration in this matter.

Sincerely,

**Sample letter to Senator**

The shortened depreciation schedule will help encourage building owners to invest in new roofing and retrofit projects rather than continually patching and repairing older roofs. The accelerated depreciation allows property owners to more quickly recoup the tax benefit from their roofing investment.

Congressperson Name  
Address  
City, State Zip Code

Dear Congressperson Name:

The Realistic Roofing Tax Treatment (R2T2) Act has been introduced in the United States House of Representatives (H.R. 1510) and the United States Senate (S 1200). This bill reduces the tax depreciation scheduled for nonresidential roof systems from the current 39-year depreciation schedule to a 20-year schedule.

The passage of this bill would benefit building owners, businesses, consumers, and the economy. I urge you to vote for H.R. 1510.

Thank you for your consideration in this matter.

Sincerely,

**Sample letter to Congressional Representative**



## MORE NEW PRODUCTS AVAILABLE FROM EXCEPTIONAL METALS

By Art Gilles, EXCEPTIONAL Metals General Manager

EXCEPTIONAL Metals is always developing new products to assist Duro-Last contractors in their day-to-day operations. Our two latest products include a new fascia base that offers versatility and added protection, and a Duro-Last T-edge detail that provides a clean termination to any roofing installation.

This latest fascia base allows water to flow over the roof edge termination and helps eliminate standing water. The base is made from 24-gauge Galvalume® Plus. Our 2-piece cover fits on a newly-designed base as well as the original Duro-Last 2-piece compression base. The base can be ordered in whole one-inch increments between 4-8 inches.

The corresponding snap-on cover can be ordered in any Duro-Last metal finish.

The Duro-Last T-edge detail consists of a top and bottom piece. When these pieces are hooked together, an aesthetically-pleasing edge is formed.

The top piece consists of a vinyl-coated hook strip with a 6-inch membrane skirt attached. The bottom piece is a Kynar 500® PVDF or Hylar 5000® PVDF metal finish drip edge. T-edge details can be ordered in any Duro-Last metal finish. Contractors can choose white, tan or gray hook strips and membrane skirt.

Try out our new products and let us know how they work for you! If you have any questions

or concerns, contact General Manager Art Gilles at 800-248-0280, Ext. 2828.



## EXCEPTIONAL® METALS GROWTH CONTINUES INTO 2006

EXCEPTIONAL Metals sales ended 2005 exceeding all expectations, and January 2006 continued this trend — with sales for the month passing each of the first six months of 2005!

Thanks to your dedication to EXCEPTIONAL Metals' products and services, we needed to expand our production facilities to the western United States.

Our new manufacturing facility at the Duro-Last Grants Pass, Oregon location is now in full operation. This project was a huge undertaking and to make it successful, everyone involved had to

give a little, and that's exactly what the Grants Pass plant did. As construction on the EXCEPTIONAL Metals expansion began, the Oregon manufacturing facility gave up space at an already cramped location so that production of metal edge details in the western part of the country could get underway. The building plans were created, equipment ordered and purchased, trucks prepared for delivering, and personnel hired. And that was only the beginning! Next we developed flyers to announce the new production facility, and other

necessary operating materials were created. Then on July 18, 2005, EXCEPTIONAL Metals began manufacturing in Grants Pass.

The building of the new structure continued until December of 2005, when EXCEPTIONAL Metals finally moved into its new area in Oregon. The final completion of the building was done in March 2006.

Our Saginaw, Michigan office continues to grow with new products being introduced, and another estimator joining the staff to provide quicker quotes and top-notch customer service. Additionally, you can often reach

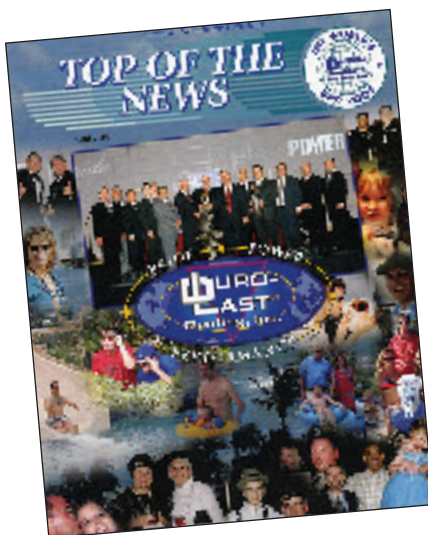
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EXCEPTIONAL Metals before 7:00 a.m. and after 9:00 p.m. (eastern time) by following the instructions prompted by the Duro-Last switchboard message (800-248-0280) and pushing "0" which will connect you directly to Ext. 2828 at EXCEPTIONAL Metals.

Watch for more exciting news on the EXCEPTIONAL Metals front in the next issue of *Top of the News* — we'll showcase the GRAND OPENING of our new facility in Oregon.



## SEMINAR PHOTOS, PRESS RELEASES, TOP OF THE NEWS, AVAILABLE ON WEB SITE!

However, they may or may not publish the photo with the press release, depending on available space.

Perhaps there are some great snapshots of you and your staff at the Sales Seminar. You can download them for your office for **FREE!**

Lastly, this post-seminar *Top of the News* will also be available for viewing by the end of April 2006.

If you have any questions on how to download this information, contact Kris Johnson at (800) 248-0280, Ext. 2351.

Great news from the Duro-Last Marketing Communications Department! Sales award winning contractors can now log onto the Duro-Last web site (Contractor section), and review and download Seminar photos and press releases.

Contractors can go to their award category (Century Club, Admirals, Club, etc.) and download the press release, filling in their company information where requested, and printing it out. They can also download their company's award photo and send it on a disk with the press release or email the files to local newspapers.

Most local newspapers will publish such press releases in their "Business Section" for **free**.



## FEDERAL LEGISLATION...

(continued from page 3)

urge them to vote for the bill. We suggest you e-mail or fax your letters, then follow-up with mailing the hard copies. Sample letters can be seen on Page 3. You can obtain postal and e-mail addresses of your U.S Senators and Representative through these links:

### Senate:

[http://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](http://www.senate.gov/general/contact_information/senators_cfm.cfm)

### House of Representatives:

<http://www.house.gov/writerep/>

## A FEW WORDS FROM THE PRESIDENT

(continued from page 3)

marketing, sales, engineering, and quality assurance programs (to name just a few) provide tools and resources that can give you a strong competitive advantage. Plus, our unique, prefabricated approach to roofing systems helps you achieve installation efficiencies that can lower your costs and improve your profits.

The theme for this year's National Sales Seminar — "Pride, Power, Performance" — truly captured the spirit of success that Duro-Last contractors are known for. Thanks again for a great 2005, and I wish you the best in 2006!

*Thomas G. Hollingsworth*



Our international expansion strategy is based on the idea of taking elements from the Duro-Last domestic business model and replicating them in overseas markets, with adjustments and modifications appropriate for each target market. Currently, our capability in most international markets is limited to material-only sales, with 'material only' warranties (exception: some Caribbean locations, Puerto Rico, etc.). Over time, we hope to offer overseas clients more of the benefits enjoyed by U.S. customers (e.g., installation, inspection, warranty).

Building relationships is key to our success: The Duro-Last network reaches far and wide and the quality of new and existing relationships will be an important part of our international expansion efforts. Many members of the wider Duro-Last community have already been very helpful, from providing names of business contacts in foreign countries who are potential clients or contractors, to those who have called in with an interest in utilizing their skills in an overseas environment. Whether you're a corporate employee, a contractor, tech rep or anyone else interested in Duro-Last, I encourage you to consider the world of opportunities at hand and to contact me if you have ideas or interests in the international arena.

## INTERNATIONAL UPDATE...

# MORE STAFF JOIN INTERNATIONAL TEAM

*By Pat McRae, International Sales Manager*

**Current Challenges:** One of our most immediate tasks is to secure certification for our products in the foreign markets targeted (presently: Mexico, the Philippines and Australia/New Zealand). In many regions (e.g., Europe) our existing product certifications are not recognized, requiring a significant investment in time and resources to receive the appropriate "seal of approval."

This process is underway in Europe and Australia/New Zealand, while the Philippines already recognizes U.S. certification.

Additionally, a priority is on translating as much of our material as possible for the target markets, including videos, CDs, brochures, our web site, etc. This is a long, but essential process.

Check out who has joined our international team.

## Members of the International Team

### Mexico:

- Four roofing contractors authorized to install Duro-Last
- Architect Gonzalo Tamez as a sales rep
- Fernando Perez Toledano (NRCA-Mexico) – Advisor

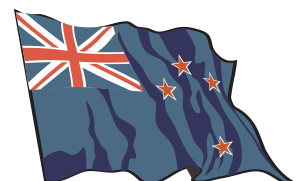
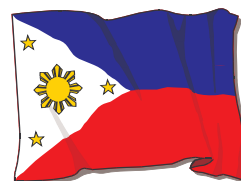
### The Philippines:

- Danny Tuason: Authorized Duro-Last Contractor (Manila)
- Ray Lamdegan, P. E.: authorized Duro-Last Contractor (Manila)
- Ping Enriquez: Philippines and SE Asia sales rep

### New Zealand/Australia:

- David Lee: Former Duro-Last contractor (San Francisco, CA), who has returned to his native New Zealand as a sales rep for Duro-Last

Several others have called in with an interest in joining the international team – I welcome these inquiries and I look forward to hearing from those individuals.





## CONTRACTORS HONORED FOR CLUB MEMBERSHIP INDUCTIONS

At this year's Sales Seminar, 25 contractors were recognized with 10-Year, 15-Year, and 20-Year Club membership inductions.

**10** Contractors who have received sales awards for 10 years or more included:

**AAAAA Enterprises, Inc.**  
**Alternative Roofing Systems, Inc.**  
**Bambi's Roofing, Inc.**  
**Ed Rutherford Roofing Co.**  
**Ed's Sheet Metal & Air Conditioning, Inc.**  
**Jewett Roofing Co.**  
**Palmer Roofing & Sheet Metal**  
**Sunray Roofing, Inc.**  
**United Roofing & Sheet Metal, Inc.**  
**Washington Roofing Company**  
**Willamette Roofing & Construction, Inc.**

**15** Those contractors who have received sales awards for 15 years or more included:

**Beyer Roofing Company, Inc.**  
**Consolidated Contracting**  
**D. Thomas Roofing Co., Inc.**

**20** Contractors who have received sales awards for 20 years or more included:

**Borntrager Enterprises, Inc.**  
**Church Roofing Co.**  
**Damschroder Construction, LLC**  
**Eagle Roofing, Inc.**  
**Great Lakes Roofing & Insulation Systems**  
**Haas Builders**  
**Innovative Roofing Solutions**  
**Jaco Construction, Inc.**  
**Roof Tec National, Inc.**  
**Sentry Roofing, Inc.**  
**Wright Roofing**

Inductees to these clubs received a commemorative plaque during the awards program. Congratulations to each of our recipients – we hope your success with Duro-Last continues in the future.



## INCREASING YOUR SALES OPPORTUNITIES

*By Tim Hart, Vice President of West Coast Operations*

Every day we are surrounded by endless opportunities to increase our sales. The key to capitalizing on this is recognizing where the opportunities are, and tapping into the gold mine.

Where are these opportunities? Right in front of you: at the convenience store, gas station, mall, the restaurants you frequent, your grocery store, the service clubs you belong to, your dentist, doctor, veterinarian, mechanic or bank, and the list goes on.

Networking with everyone you come in contact with will uncover an amazing number of opportunities for projects, and it's easy to do. All it takes is a general conversation with those you come in contact with. No sales jargon or high pressure speeches.

Here's an example. When you are at a business, ask the cashier, attendant, waitress, etc. these questions:

- Is this a corporate store or franchised store?
- Who owns the building?
- How many buildings do they own?

*(continued on page 28)*



PRIDE, POWER, PERFORMANCE...

**DURO-LAST CONTRACTORS HAVE THEM ALL!**

■ DURO-LAST PAYS TRIBUTE TO AWARD WINNING CONTRACTORS



*Contractor of the Year  
&  
Golden Eagle Award Recipient*

*Mid-Western Commercial Roofers, Inc.*

The room was full of PRIDE, POWER, and PERFORMANCE as Duro-Last honored contractors for their excellent sales achievements during the annual awards banquet, the climax of the Duro-Last National Sales Seminar.

Nearly 875 seminar guests attended the elegant event, which showcased multiple levels of sales excellence including: 10, 15, and 20-Year Club inductees (see related article); Century Club, Presidents Club, Admirals Club, Generals Club, John R. Burt Award, Golden Eagle Award, and Contractor of the Year Award. Presenters included District Sales Manager Shawn Sny; Jason Tunney, Field Operations; and Senior Vice Presidents Kathy Allen and Sharon Sny. Entertainment was provided by Decades of Dance.

All the awards are presented in recognition of outstanding achievement in sales, quality workmanship, customer satisfaction, and other goals attained in the interest of Duro-Last Roofing, Inc.

**The awards were as follows:**

**Century Club** – For sales of \$100,000 or more – **55** were honored with this award.

**Presidents Club** – For sales of \$250,000 or more – **42** were recognized with this award.



(continued on page 9)



(continued from page 8)



**Admirals Club** – For sales of \$500,000 or more – **20** were honored with this award.

**Generals Club** – For sales of \$750,000 or more – **seven** were recognized with this award.

**John R. Burt Award** – For sales of \$1 million or more – **18** were honored with this award.

**Golden Eagle Award** – For sales of \$2 million or more – **Parsons Commercial Roofing and Mid-Western Commercial Roofers, Inc.** surpassed \$2 million in Duro-Last sales to earn the Golden Eagle Award.

**Contractor of the Year Award** – with over \$3.3 million in Duro-Last sales for 2005, **Mid-Western Commercial Roofers, Inc.** from Mobile, Alabama was honored with this award — Duro-Last's most prestigious. That is the most sales ANY contractor has ever achieved in the history of Duro-Last. What an accomplishment!

A relative newcomer to the Duro-Last contractor network, Mid-Western has completed more than 258 installations and installed 7.3 million square feet of Duro-Last since becoming an authorized contractor in December of 1999.

In 2000, they earned the Presidents Club award and in 2001, they took home the Century Club award. In 2002, Mid-Western earned the John R. Burt award, and received it again in 2003 and 2004. They were also awarded the coveted Golden Eagle award in 2004.

Furthermore, Mid-Western's high-quality workmanship earned them the title Duro-Last Master Contractor in 2000 and 2001, and they have been a Duro-Last Elite Contractor since 2002.

In addition to the Contractor of the Year Award, Mid-Western Commercial Roofers, Inc. was also honored with a special award for reaching a new sales plateau.

Mid-Western selected the Delta Queen/Kentucky Derby Cruise for two as the company's prize for being the 2005 Contractor of the Year. The trip includes six nights on the Delta Queen with an outside luxury stateroom and tickets to the Kentucky Derby.

Congratulations to all of our 2005 winners. We look forward to honoring you again next year!





# CENTURY CLUB

AWARD WINNERS



*Acker & Guerrero Roof Co.*



*Advanced Construction*



*Atlantic Roofing Systems, Inc.*



*Barnett Roofing & Siding*



*Bel Air Foamed  
Insulation, Inc.*



*Bob Harvey Roofing, Inc.*



*Bruttell Roofing, Inc.*



*Carr Roofing*



*Cason Roofing, LLC*



*Connell Supply Company*



*Cool Roofing Systems, Inc.*



*Cosam Contracting, Inc.*



# CENTURY CLUB

## AWARD WINNERS



*Cowan Roofing, Inc.*



*Crosby Building Systems, Inc.*



*CRW of South Florida, Inc.*



*Dakota Coating*



*Dewitt Sheet Metal, Inc.*



*Drummond & Sons  
Construction*



*Dubo Roofing, Inc.*



*E. Cornell Malone Corp.*



*Eagle Roofing, Inc.*



*East Central Roofing,  
& Sheet Metal, Inc.*





# CENTURY CLUB

AWARD WINNERS



*Eau Claire Roofing Co.*



*Engineered Roofing Systems*



*Fidelity Roof Company*



*Four Seasons  
Energy Efficient Roofing*



*Gilliland & Son Roofing, LLC*



*H. Treder & Sons, Inc.*



*Holthaus, Inc.*



*Hunts Contracting, Inc.*



*J & K Roofing, Inc.*



*JBK, Inc.*



# CENTURY CLUB

## AWARD WINNERS



*J.T. Roofing*



*John Shaffer Roofing, Inc.*



*Marlette Roofing & Sheet Metal Co.*



*Master Roofing*



*McMullen Roofing*



*Monument Constructors, Inc.*



*Northern Awning & Window Co., LLC*



*Northern IL Seamless Roofing*



*Overhead, Inc.*



*Pell Roofing*



*Pinnacle Roofing Company*



*Professional Roofing Contractors*



# CENTURY CLUB

## AWARD WINNERS



*Ridge Roofing  
& Consulting Co.*



*Roof Management Co., Inc.*



*Roofing Plus, Inc.*



*Special Maintenance  
Roofing, Inc.*



*Taylor Roofing, Inc.*



*United Construction  
of Salida, Inc.*



*USA Roofing Systems, Inc.*



*W.A.L. General Contractor*



*West Central Roofing  
Contractors, Inc.*



# PRESIDENTS CLUB

## AWARD WINNERS



*Advanced Coatings, Inc.*



*Breault Roofing, Inc.*



*CFR Coastal Enterprises, Inc.*



*Commercial Roof Services, Inc.*



*Commercial Roofing Concepts*



*Commonwealth Roofing Corp.*



*Delta Roofing  
& Sheet Metal Corp.*



*Delta Roofing, Inc.*



*Duerson Corporation*



*Ed Rutherford Roofing, Co.*





# PRESIDENTS CLUB

## AWARD WINNERS



*Ed's Sheetmetal & A/C, Inc.*



*Fortenberry Roofing, Co.*



*G&W Roofing & Construction*



*Goodmen Roofing, Ltd.*



*Heritage Roofing Systems  
of Oklahoma*



*Jewett Roofing Company*



*J.G. Roofing & Construction*



*Jordan Construction*



*Kelly Roofing*



*Louis & Riparetti, Inc.*



# PRESIDENTS CLUB

AWARD WINNERS



*MacDermott Roofing  
& Sheet Metal, Inc.*



*Marchbanks  
Specialty Co., Inc.*



*Moore Roofing, Inc.*



*Otterskin Construction*



*Perma Roofing, Inc.*



*Property Solutions*



*Pro-Tek Exterior Services, Inc.*



*Punum Roofing*



*Rainbow Enterprises, Inc.*



*Rain-Tite Roofing*



*Roof Solutions, Inc.*



*Roofing by Fred Gross*



# PRESIDENTS CLUB

AWARD WINNERS



*Scholten Roofing  
Service Company*



*Sweers Eavestrough  
& Roofing Co., Inc.*



*Ted's Quality Roofing, Inc.*



*T. Holt Brothers General  
Contractors, Inc.*



*Umbrella Roofing  
Systems, Inc.*



*Urethane Unlimited*



*U.S. Roofing*



*Washington Roofing Company*



*Wayne Nasi Construction, Inc.*



*Wheeler Roofing, Co.*



# ADMIRALS CLUB

AWARD WINNERS



*AAAAA Enterprises, Inc.*



*All Elements, Inc.*



*All Weather Systems, Inc.*



*Beyer Roofing Company, Inc.*



*Borntrager Enterprises, Inc.*



*Damschroder  
Construction, LLC*



*Davis Contracting*



*D. Thomas Roofing  
Company, Inc.*



*Harold Hall Roofing, Inc.*



*Kimball Construction Co., LLC*



*Knox Roofing*



*Marty Robbins Roofing  
Company, Inc.*



# ADMIRALS CLUB

## AWARD WINNERS



*Palmer Roofing & Sheet Metal*



*Prime Source Construction*



*Rapid Roofing Systems, Inc.*



*Roof-Tec National, Inc.*



*Sealtite Applicators, Inc.*



*Springfield Construction*



*Tomkat Roofing, Inc.*



*Zimmer Roofing  
& Construction, Ltd.*



# GENERALS CLUB

AWARD WINNERS



*Advanced Roofing Technologies, Inc.*



*Brandle Roofing & Sheet Metal Co.*



*Superior Services RSH, Inc.*



*Technique Roofing Systems, Inc.*



*THL Enterprises, Inc.*



*Watson Roofing Company*



*Wormley Bros. Roofing, Inc.*





# JOHN R. BURT

AWARD WINNERS



*Broken Arrow, Inc.*



*Cotterman and Company, Inc.*



*D.K. Haney Construction*



*Great Lakes Roofing &  
Insulation Systems*



*Jaco Construction, Inc.*



*LaFerney, Inc.*



*Midwest Coating, Inc.*



*MW Morss Roofing*



*Nohava, Inc.*



*Pacific Rim Roofing Company*



*Roberts-McNutt, Inc.*



*Roof Doctors X-Perts*



# JOHN R. BURT

AWARD WINNERS



*Royalty Roofing & Insulation*



*Sentry Roofing, Inc.*



*State Roofing Systems, Inc.*



*United Roofing & Sheet Metal, Inc.*



*Weather Shield Roofing Systems, Inc.*



*Western Roofing, Inc.*

# GOLDEN EAGLE

AWARD WINNER



*Parsons Commercial Roofing*

# ADDITIONAL AWARD WINNERS

The following list contains additional winners from the 2006 Duro-Last National Sales Seminar that did not attend the awards banquet. Congratulations to all of these winners for their hard work and dedication to Duro-Last.

## Century Club

1441238 Ontario, Inc.  
A & A Contracting  
A. J. Edwards Roofing Co.  
A. L. Johnson & Sons  
AAA Roofing Co.  
AAA Roofing, Inc.  
Accurate Roofing Co., Inc.  
Ace Roofing, Inc.  
Action Builders  
AKM Roofing Company, LLC  
Alabama Roofing & Sheet Metal Co., Inc.  
All Systems Roofing, Inc.  
All Weather Rooftop Solutions, Inc.  
All-Rite Roofing Systems, Inc.  
Alpine Roofing & Construction Co.  
Andy's Roofing Co., Inc.  
Ann Arbor Roofing Co., Inc.  
Axxis Roofing, Inc.  
Bally Refrigeration Boxes, Inc.  
Basic Capital Management, Inc.  
Bennett Remodeling, Inc.  
Bill Chambers Roofing  
BMCI, Inc.  
Bond/Tec, Inc.  
Brigadier Roofing, Inc.  
Brown Brothers Roofing, Inc.  
Capitol Roofing - USA  
Cardinal Roofing, Inc.  
Carl T. Johnson, Inc.  
Carpenters Plus, Inc.  
Childers Roofing, Inc.  
Coastal Roofing Co., Inc.  
Columbia River Roofing  
Columbia Roofing & Sheet Metal

Commercial Industrial Roofing, Inc.  
Commercial Roofing Co., Inc.  
Commercial Roofing Services, LLC  
Consolidated Contracting  
Cottles Roofing, Inc.  
Custom Exteriors  
CWF Construction, Inc.  
Dakota Roof & Sheet Metal  
Dils Roofing  
Done Right Roofing  
Draeger Construction, Inc.  
Energy Roofing Technology  
Excel Roofing Service  
Flat Roof Specialists  
Flying Out Construction  
Freeport Industrial Roofing, Inc.  
G & M Bippus Roofing & Construction  
G. Bishop Roofing Co.  
Geisler Roofing, Inc.  
Great Lakes Systems, Inc.  
Grell Commercial Roofing, Inc.  
Haas Builders, Inc.  
Habetz Roofing  
Hallmark Sheet Metal Co., Inc.  
Hamilton Roofing & Sheet Metal, LLC  
Herbert Roofing & Insulation  
Holko Enercon  
Hudson Commercial Roofing  
Independent Roofing Systems, Inc.  
Insulation Restoration Coating Limited  
International Construction & Roofing, Inc.  
Interstate Corporation

J & B Contracting  
J. D. Candler Roofing Co.  
Jessie Bryant Roofing Co., Inc.  
Jim Brown & Sons Roofing Co., Inc.  
KMC Corporation  
Koch Building Company, Inc.  
Kolpak Industries, Inc.  
Kysor/Warren  
Leakmaster, Inc.  
Lee's Roofing & Spouting, Inc.  
Liberty County Roofing  
Lifetime Tile Roofing, Inc.  
Mangrum Roofing  
Master Construction Co.  
Maxwell Roofing, Inc.  
McDonald Roofing Co.  
McRae Roofing, Inc.  
Melvin T. Morgan Roofing  
MG Roofing, Inc.  
MGA Roofing, LLC  
MGC Roofing & Construction, Inc.  
Midwest Roofing & Custom Metals  
Mid-West Roofing & Sheet Metal  
Mission Valley Roofing Co., Inc.  
Mitchell's Roofing & Gutter  
Moulten Construction & Roofing, Inc.  
Needham Re-Roofing  
Needham Roofing, Inc.  
Neibert Enterprises, Inc.  
Nickerson Construction  
Noah's Ark Roofing Co.  
Nor-Lake, Inc.  
Northcross Roofing & Waterproofing, Inc.  
Pacific Weathershield, Inc.



## ADDITIONAL AWARD WINNERS

*(Continued from page 24)*

Pacific Yurts, Inc.  
Paul D. Schaper Roofing, Inc.  
Permaroof Structures  
Pinnacle Roofing Company  
Pioneer Roof Systems  
Poe Construction & Mfg., Inc.  
Pro-Line Contracting Corp.  
Quality Roofing of FL, Inc.  
R. B. Crowther Co.  
RB Roofing, Inc.  
Reroof America Corp.  
Resilient Roofing  
Reynolds Construction Co., Inc.  
Riddell Roofing, Inc.  
Risco, Inc.  
Rocking R Roofing  
Rocky Mountain Applicators  
Roof Crafters, Inc.  
Roof Tech, Inc.  
Roofing Services, Inc.  
Roth Brothers, Inc.  
S. P. I., Inc.  
San Mateo Cal-Kiwi Roofing  
Santucci & Sons Construction  
Schaus Roofing  
& Mechanical, Inc.  
Scott Roofing Company  
Southern Roofing Company  
Spray Seal, Inc.  
Starkweather Roofing, Inc.  
Sunbelt Roofing Service, Inc.  
Sunray Roofing, Inc.  
Sunshine Roofing  
& Consulting, LLC  
Superior Roofing Services, Inc.  
T. Perry & Sons  
Tech Roof Systems, LLC  
Terra Firma Estates, Inc.  
The Cool Roofing Co., Inc.  
The Renew Roofing Company  
Thunder LLC Roofing  
& Sheet Metal  
Turner Morris, Inc.

United Roofing Contractors, Inc.  
US Commercial Roofing, Inc.  
Wagner's Energy Center, Inc.  
Western Systems, Inc.  
Willamette Roofing  
& Construction, Inc.  
Wilson Roofing Company  
Wright Roofing, Inc.

## *Presidents Club*

Alternative Roofing  
Systems, Inc.  
A-Plus Roofing Company  
Bambi's Roofing, Inc.  
Becker Roofing  
Beckwith Commercial  
Roofing, Inc.  
Bleser Built Roofing  
Castle Rock Roofing Services  
Church Roofing Co.  
Clark Restoration  
& Custom Roofing  
Commercial Roofing Co.  
Cool Roof Systems, Inc.  
Esko Maintenance Company  
Frank Fiala Roofing, Inc.  
Fridley Roofing  
& Remodeling, Inc.  
Harrison Roofing Co., Inc.  
Innovative Roofing Solutions  
Jim Stevens Construction, Inc.  
Jim Wallis & Sons Roofing, Inc.  
Kidd-Luukko Corporation  
Kindred Roofing, Inc.  
L. J. Beck Roofing  
& Guttering, Inc.  
Maintenance Systems, Inc.  
McElrath Roofing, Inc.  
Merit Roofing Systems, Inc.  
Metric Roofing of Nevada  
Mikalan Roofing, Inc.  
Nazareth Roofing  
Peak Roofing, Inc.  
Port Huron Roofing  
& Sheet Metal  
Richard Goff Roofing, Inc.

Ritz Roofing Co.  
Robert Binns Roofing, Inc.  
RomTex Construction Services  
Roof USA, LLC  
Roofs Plus, Inc.  
Ryan Roofing  
Scudder Roofing Co.  
Skyline Roofing & Sheet  
Metal Co., Inc.  
Spirit Roofing Co.  
Superior Roofing Systems, Inc.  
The Gopher Company, Inc.  
TRC Roofing  
TYL Enterprises, Inc.  
Walker Roofing Co., Inc.

## *Admirals Club*

Affordable Roofing Co., Inc.  
Brinkmann Roofing Co.  
Champion Roofing, Inc.  
Ciaccio Roofing Corporation  
Conex Roofing Co.  
Dempsey Roofing Co., Inc.  
Dublin Construction  
Company, Inc.  
ECO Roofing Systems  
Jack Buchinger Roofing  
JR Roofing, Inc.  
Ohio & Indiana Roofing Co.

## *John R. Burt Award*

Badgerland Commercial  
Roofing, Inc.

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*We hope to see all of you  
accepting an award on stage  
next year at the 2007 Duro-  
Last National Sales Seminar.*

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# AWARDS

## NIGHT BANQUET









## INCREASING YOUR SALES OPPORTUNITIES

(Continued from page 7)

- How do I contact the owner?
- Are you having any problems with your roof?
- Is the building leaking?
- How old is the building?
- When was the roof installed?
- Are any other properties in need of a new roof?

The conversation will take its own direction. I have found that nearly everyone I speak with is friendly, helpful, and happy to answer my questions or direct me to the appropriate person that can assist me.

I have also found that many building owners own multiple buildings, and they typically budget for capital improvements such as roof repairs, roof replacements, and new construction projects. Another advantage is that multiple building owners typically are not interested in working with multiple roofing contractors. They want a contractor who is dependable and treats them fairly. When you develop this relationship and create trust, price is rarely an obstacle.

The key to success in sales is simple...network and gather information from everyone you come in contact with and create your own success.

## EVERGLADES NATIONAL PARK SAFARI TOUR A "WILD" ADVENTURE

Seminar guests that attended the Everglades National Park Safari Tour had the opportunity to view alligators, crocodiles, and other wildlife in their natural environment. Take a look!



Look at these "wild" animals!





# A GREAT DAY OF GOLF

## ■ ANNUAL GOLF TOURNAMENT FULL OF WINNERS

The annual Mildred B. Burt Golf Tournament took place at the Miami Shores Country Club, where 100 golfers competed.



### THE WINNERS INCLUDED:

#### 1st Prize:

##### Winners of trophies

Jim Bush  
Nate Bush  
Curt Wassink  
J. Costen

#### 2nd Prize:

##### Winners of Duro-Last wind shirts

Mike Tigner  
Mark Gottron  
Ned Heydinger  
Bryan Gottron

#### 3rd Prize:

##### Winners of Duro-Last golf apparel

Jay Reid  
Chris Rodriguez  
Frank Rodriguez

#### Hole Prize Winners – Par 3s:

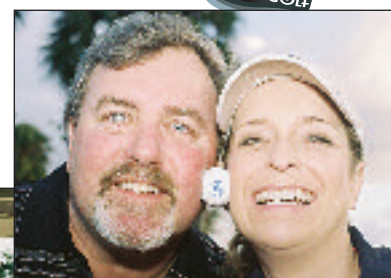
##### Winners of Duro-Last golf apparel

Jim Grabowski  
Bryan Gottron  
Jack Thompson  
Chip Upshaw

#### Longest Drive:

##### Winner of golf balls

Jay Peace





## GIVE US YOUR INPUT!

*By John Deal, National Sales Manager*

At the Seminar, Duro-Last held its semi-annual Contractor Advisory Board meeting. This committee of veteran Duro-Last contractors is designed to share ideas and concerns from you, the Duro-Last contractor network. We always look forward to hearing and learning from you, and this meeting was another opportunity to do just that.

Every board member presents suggestions from his area of the country and asks questions of the Duro-Last senior management and department managers. This is one way Duro-Last gains feedback from our customers throughout the country. The Duro-Last department managers also take a few minutes to update the Contractor Advisory Board on the current status of their departments and projects on the horizon. This two-way communication enables both Duro-Last and our contractors to be on the same page and focused on maintaining our leadership in the roofing industry.

Please contact any of the following board members and let them present your thoughts and ideas at our next meeting, which will be held in August 2006.

*Harold Washington (Chairman)*

**Washington Roofing**

1788 N.E. 18<sup>th</sup> St.  
McMinnville, OR 97128  
(503) 435-2668  
[wrc@onlinemac.com](mailto:wrc@onlinemac.com)

*Michael Sasse*

**Commonwealth Roofing Corp.**

1449 Hugh Ave.  
Louisville, KY 40213  
(502) 459-2216  
[mike@commonwealthroofing.com](mailto:mike@commonwealthroofing.com)

*Jeff Butler*

**Commercial Roofing Services, Inc.**

315 James Rollo Dr.  
Grain Valley, MO 64029  
(816) 228-5588  
[comroofing@kcnet.com](mailto:comroofing@kcnet.com)

*Andy Royalty*

**Royalty Roofing & Insulation**

2060 1<sup>st</sup> Ave.  
Seymour, IN 47274  
(812) 523-8392  
[aroyalty@royaltyroofing.com](mailto:aroyalty@royaltyroofing.com)

*George Bock*

**Mid-Western Commercial Roofers, Inc.**

P.O. Box 2384  
Paducah, KY 42002-2384  
(251) 633-7004  
[rnoel227@aol.com](mailto:rnoel227@aol.com)

*John Grimard*

**J.G. Roofing & Construction**

4966 Farnham Rd.  
Chilliwack, BC V4Z 1E7  
(604) 824-7663  
[jg@jgroofing.ca](mailto:jg@jgroofing.ca)

*Craig Davis*

**Davis Contracting**

R D #1, Box 126  
Ford City, PA 16226  
(724) 354-2389  
[cmd@arm-tek.net](mailto:cmd@arm-tek.net)

Also at the Seminar, Duro-Last held its semi-annual Sales Representative Advisory Board meeting to discuss items of concern and receive Duro-Last updates. Just as with our Contractor Advisory Board, we listen and learn from our rep network. Communication is a key to success and our reps bring important information to us from our contractor network. They are also the primary link in the communication chain back to both new and veteran contractors.

Thank you for all of your input and ideas. We look forward to receiving your feedback.

*Communication is  
a key to success.*





## SEMINAR GUESTS TAKE HOME PRIZES

Several seminar guests took home great prizes as part of the Duro-Last Trivia Contest, Breakout Session attendance cards, and a random drawing from registration names.

A three-way tie resulted in three winners for the annual Trivia Contest. Winners included **Craig Davis** from Davis Contracting; **Tim Bordine** from THL Enterprises; and **David Phillingane** from Dewitt Sheet Metal, who took home a Duro-Last beach bag and towel.

This year's Breakout Session winner was **Michael Murray** from U.S. Roofing who received a Craftsman tool box and tools.

Seven seminar guests received DeWalt indoor/outdoor dry/wet vacuums when their names were randomly selected from all seminar attendees. Winners included: **Rich Penarelli** from State Roofing; **Joe Baker** from JEB Roofing; **Jeff Combs** from Urethane Unlimited; **Randy Collins** from Roofing Plus; **Tommy Simpson** from Jewett Roofing; **John Grimard** from J.G. Roofing; and **Paul Van Fleet** from Flat Toppers (not present for photo).



### BREAKOUT SESSION WINNER

*Michael Murray (l) receives his prize from Vice President of Sales Steve Ruth.*



### MORE WINNERS...

*(From l to r) Rich Penarelli; Joe Baker; Jeff Combs; Randy Collins; Tommy Simpson; John Grimard; and Paul Van Fleet (not present for photo) were the lucky winners of DeWalt vacuums.*

**Congratulations guys!**



Customized marketing pieces – including mailers – can be ordered separately through Creative Impressions at 800-821-4104 or you can work with

### CUSTOMIZED LITERATURE AVAILABLE THROUGH CREATIVE IMPRESSIONS

a local design company of your choice to develop your literature with Duro-Last information included in it. However, you **MUST** have the Duro-Last Marketing Communications Department approve the mailer/literature **BEFORE** it

gets published, in order to use Ad-PLUS funds. Design costs for customized literature can be credited through Duro-Last's Ad-PLUS Incentive Program.



# SEMINAR GUESTS JUMP AND JIVE AT SUNDAY WELCOME PARTY

The era of speakeasies, bobbed hair, bathtub gin, and jazz were the focus of this year's Seminar Sunday Welcome Party, and guests took full advantage of the fun as they stepped back in time to the roaring 20s.

The joint was jumpin' with seminar guests learning to do the fox trot or lindi hop, and listening to rag time and honky-tonk tunes. Look at all the fun they had!









## SEMINAR LADIES VISIT THE VIZCAYA MUSEUM AND TAKE SHOPPING TRIP TO COCONUT GROVE

A terrific time was had by all the seminar ladies that visited the Vizcaya Museum, a beautiful Italian Renaissance-style villa built in 1916 by millionaire James Deering.

Set on 10 acres of formal gardens and fountains with Biscayne Bay as the backdrop and filled with fabulous furnishings

and antiques, this museum was the perfect setting this year's Ladies Day Program.

Following their trip to the Vizcaya Museum and Gardens, the ladies traveled to Coconut Grove, home to a variety of specialty shops, and shopped to their hearts' content.



*Vizcaya Museum*







## PARROT JUNGLE ISLAND TRIP - A WALK ON THE "WILD" SIDE!

Seminar participants took a "wild" trip to Miami's ultimate attraction, the Parrot Jungle Island where they saw over 3,000 animals, 500 plant species, and

exhibits such as the tiger enclosure and Flamingo Lake. The photo opportunities were endless — check it out!



*It's a jungle in here!*

## Seminar Fun





The Biscayne Lady Yacht was the setting for this year's Duro-Last Sales Rep Banquet, cruising along the beautiful Biscayne Bay for a memorable and fun awards banquet.

In 2005 the following sales reps earned either a new Duro-Last ring or gem updates to their existing rings:

- Jeff Gottron
- J. Costen
- Trevor Wagester
- Buddy Wilson
- Mike Gottron
- Bryan Gottron
- Jay Peace
- Noah Down
- Mark Keefe
- Phil Davis
- Lloyd Hanna
- Thomas Allen
- Joe Sweeney
- Dean Shannon

These sales reps finished 2005 with sales increases over their best year:

**First Place:** Buddy Wilson

**Second Place:** Jay Peace and Noah Down

**Third Place:** Jeff Gottron, J. Costen, and Trevor Wagester

## DURO-LAST SALES REPS REAP REWARDS FOR THEIR HARD WORK

The following sales reps finished 2005 with the highest sales volume:

**First Place:** Jeff Gottron,

J. Costen, and Trevor Wagester

**Second Place:** Buddy Wilson

**Third Place:** Mike Gottron and Bryan Gottron



The Duro-Last sales representative of the year was the team of **Jeff Gottron, J. Costen,** and **Trevor Wagester.**



During the awards banquet, Duro-Last Chairman of the Board Jack Burt and other colleagues paid tribute to Wisconsin Sales Rep Bob Moeller, who elected to retire at the end of 2005.

"It is with mixed emotions that we say goodbye to a very loyal sales rep who has been with us for 24 years," said Burt. "Over the years, Bob Moeller has played a big part in our company's growth, and we appreciate his dedication to Duro-Last."

Bob was then presented with an elegant mantel clock.

We wish Bob the best of luck in his retirement!







2005 Duro-Last Sales Rep of the Year Recipients



# TRANSITION TIP: DO-IT-YOURSELF FASTENING TABS

By Mitch Guettler, Quality Assurance Manager



**Technique #1**

*Fasten a scrap strip as required along the transition.*



*Then tack-weld the bottom of the decksheet to the fastened scrap at the transition.*

Sooner or later, every Duro-Last contractor runs into a situation where the roof makes a transition without a fastening tab conveniently located, such as into a sloped shingle roof or over a cricket where the material may “bridge” because of a change in the deck plane. Very often, the contractor will install fasteners through the top of the membrane along the transition and weld a membrane strip over the fasteners.

Duro-Last California Tech Rep Aaron McFarland has been showing his contractors an easier and more aesthetically-pleasing way to handle fastening in these situations. Aaron shows his contractors two ways to accomplish this. The first technique is to fasten a strip of scrap along the transition (using appropriate fasteners), then tack-weld the bottom of the decksheet to the fastened scrap at the transition (see above photos). The second technique is to weld a tab made from scrap onto the bottom of the membrane exactly where it is needed at the transition (see photo at right).

Both of these techniques reduce welding by more than 50% and have other benefits:

- The top of the membrane is never penetrated.
- There is no patching or stripping visible to the building owner.
- All fastening requirements are met.
- Better aesthetics are achieved.

Both of these lead to higher scores for contractors.  
Thank you Aaron for sharing these tips to help our contractors!



**Technique #2**

*Weld your own fastening tab out of scrap on the bottom side of the membrane, exactly where it is needed.*



# NEW "POLYMASK" PROVES TO BE THE ASPHALT CONTAMINATION SOLUTION!

Asphalt contamination of the Duro-Last membrane from tear-off dust or high traffic during installation has been a major problem for contractors for a long time, with no known effective method to prevent it. Solving this problem has been a focus of the Duro-Last Research and Development Department for the past two years, and we are now able to offer an effective way to protect our membrane in areas where contamination may occur.

The solution is "Polymask" a thin film with adhesive on one side, much like the film that protects our metal products during storage and shipping. This film has the sticky side on the outside of the roll so that it can be easily rolled out and "broomed" into place. This film sticks very well to the smooth side of the Duro-Last membrane, protecting the surface. Once the installation is complete, the film easily peels off and can be discarded.



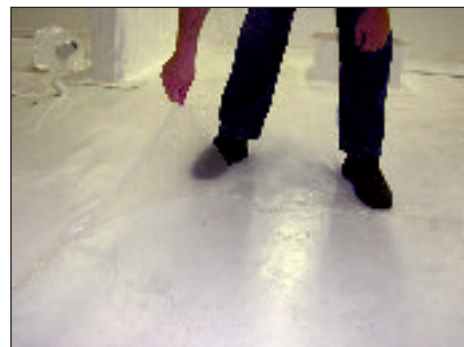
*Step 1*



*Step 2*

**Please note:** when installing the Polymask film, the membrane needs to be clean and dry, and the film should not be left in place for extended periods of time. It is now available through Duro-Last and comes in 5' X 300' rolls at a cost of \$114.00 per roll (**Duro-Last Item #3003**).

You know the aggravation of asphalt contamination, so put an end to this problem and purchase your Polymask today!



*Step 3*

## 2007 SALES SEMINAR HEADED TO ARIZONA!

Pack your shorts and sunglasses because the 2007 Duro-Last National Sales Seminar is traveling to sunny Carefree, Arizona!

January 28-30, 2007 are the dates you need to check on your

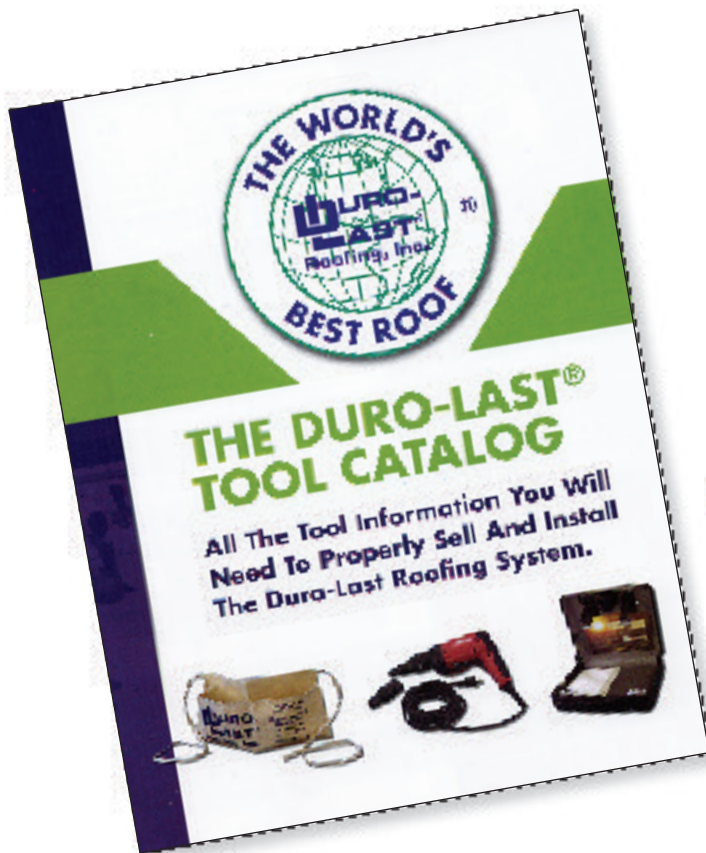
calendar. There will be plenty of informative and fun activities for contractors and sales reps, plus outstanding speakers to learn from, and hands-on training to increase your skills.

So mark those dates and plan on attending the 2007 Duro-Last National Sales Seminar at the Carefree Resort and Villas. You don't want to miss this event!





# TOOL CATALOG A HUGE BENEFIT TO CONTRACTORS AND SALES REPS



The Duro-Last Marketing Communications Department is proud to introduce the Duro-Last Tool Catalog.

This catalog contains all the tool information contractors and sales reps need to properly sell and install the Duro-Last roofing system. Separated into sections (Miscellaneous Tools; Membrane Installation Tools; Power Hand Tools and Accessories; Hot Air Welding Tools; Generators; Sales Tools; and Helpful Hints For Operating Tools), the catalog provides a brief tool description,

item number, and photo of the tool (in some cases, an installation photo is also shown) for all the tools available for purchase from Duro-Last.

The Duro-Last Tool Catalog is a very informative piece of literature to keep handy for ordering tools. There is even a special section that highlights every accessory piece to the GriPull®, a popular membrane installation tool.

If you would like a copy of the Duro-Last Tool Catalog, contact Nathaniel Ehlers at (800) 248-0280, Ext 2275.

## The GriPull Accessories Item #1800



## Pull Clamp "Geo Pull" Item #1813

A hand-held clamp used to move and unfold the Duro-Last material.



## Caulk Gun Item #1192

A typical construction tool used on roofing projects, this caulk gun holds a standard 10 oz. caulk tube.