

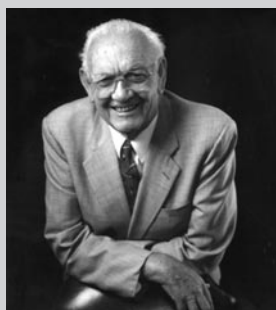
TOP OF THE NEWS



VOLUME III • MARCH 1999

National Sales Seminar Special Edition

MESSAGE FROM JOHN



What a fantastic seminar! It was nice to see so many old friends once again. I particularly enjoyed our two main speakers - Don Hutson and Captain Gerald Coffee. Have you ever heard it so quiet as it was when Captain Coffee was delivering his message?

Throughout the parties, general session, breakouts and trade show, I was continually reminded of one thing: the Duro-Last spirit remains alive and well. It is a spirit of success. A spirit of cooperation. A spirit of "getting things done ... now!" A spirit of hope ... for a wonderful future.

Everywhere I looked, I saw Duro-Last dealer/contractors sharing ideas and exchanging information with fellow dealers. Not bragging ... but honestly looking for ways to help improve business, make more sales, and become even more profitable.

(Continued on page 3)

Taking Care of Business



OPENING REMARKS BY JOHN R. BURT

"Taking care of business" was certainly easy for over 800 dealer/contractors, their family members and/or employees representing 177 roofing companies, who attended the 1999 Duro-Last National Sales Seminar. As with every seminar, participants had the opportunity to establish new friendships, renew old acquaintances and create fond memories from this special event.



TAKING A RELAXING BREAK

The seminar headquarters located at the Sheraton Sand Key Resort, was an excellent setting for Duro-Last's annual event. The camara-

derie was abundant among dealer/contractors and sales representatives and a good time was enjoyed by all.

Plus, Duro-Last dealer/contractors had the chance to go home totally



A GREAT TRADE SHOW

energized thanks to nationally acclaimed speaker Don Hutson. Hutson captivated the audience with his enlightening and very informative presentation.

Next was breakout session fever. These informal/casual get-togethers

(Continued on page 21)



AN INSPIRATIONAL SPEECH BY CAPTAIN GERALD COFFEE



IMPORTANT DURO-LAST LOGO UPDATE

From this date forward, and until further notice, examples A, B, and C are the **ONLY** acceptable ways to portray the Duro-Last logos in advertising (Yellow Pages, newspaper ads, Web pages,

TV ads, outdoor, direct mail, etc.)

If, for any reason, you are planning to create/print an alteration, or deviation of the Duro-Last logo to accompany/include your company logo, you **MUST** consult the Duro-Last Legal Department at 800-248-0280. ☺

DURO-LAST EARNS ENERGY STAR SEAL

Duro-Last recently became a 'charter partner' of the Energy Star® Roof Products Program.

The Duro-Last Roofing System underwent extensive reflectivity testing in order to qualify for the program.

According to Duro-Last Director of Engineering Services, Bob Nelson, the Duro-Last single-ply membrane tested one of the highest for solar reflectance for white roofing membranes.



EPA DOE
SAVING THE EARTH. SAVING YOUR MONEY.

Utilizing the Energy Star® label illustrates to potential customers

that the Duro-Last Roofing System can save them money in energy costs due to its high solar reflectivity.

Furthermore, saving energy can also reduce air pollution.

For more information, contact Bob Nelson. ☺

A



® Duro-Last Roofing, Inc.

B



® Duro-Last Roofing, Inc.

C



® Duro-Last Roofing, Inc.

The mission of the **Top of the News** is to provide an interesting, informative and useful newsletter.

It is published five times a year for Duro-Last dealer/contractors, sales representatives and corporate personnel.

The articles published, 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 Communications Department at 1-800-248-0280.

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NEED SOME HELP ON A MASS MAILING?

HAVE NO FEAR ... YOUR SALES COORDINATORS ARE HERE!

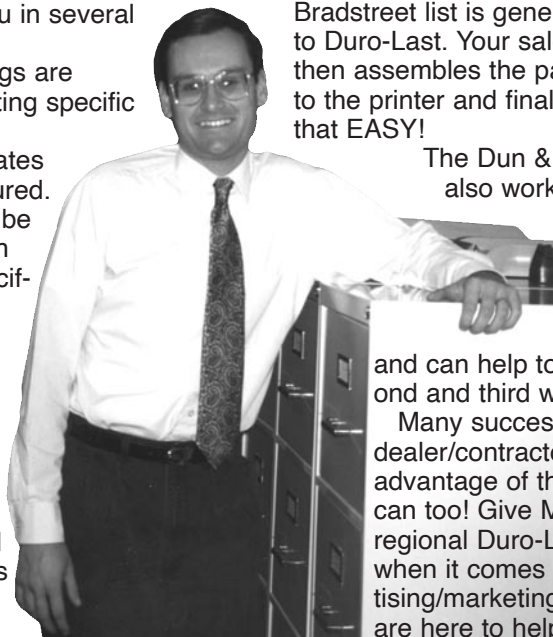
One of the many ways to utilize your Ad-PLUS money, according to Mike Gwizdala, is to initiate an advertising mass mailing. Mass mailings can help you in several ways:

1. Mass mailings are capable of targeting specific groups.

2. Response rates are easily measured.

3. Mailers can be personalized with extra text or specific pictures of installations or crew members.

Duro-Last's sales coordinators can assist any dealer/contractor with a mass mailing. All you need to do is select some




DURO-LAST INSIDE SALES SUPERVISOR, MIKE GWIZDALA

demographic and geographic parameters to start the ball rolling. Once the sales coordinators know the area you want to target, a Dun & Bradstreet list is generated and sent to Duro-Last. Your sales coordinator then assembles the packet to be sent to the printer and finally, mailed. It's that EASY!

The Dun & Bradstreet lists also work well for follow-up telemarketing, said Gwizdala. Plus, the lists are on disk


and can help to provide second and third wave mailings.

Many successful Duro-Last dealer/contractors are taking advantage of this service. You can too! Give Mike or your regional Duro-Last office a try when it comes to your advertising/marketing needs. They are here to help! 

(Continued from page 1)

It all comes down to this: if you sell and install Duro-Last, you will set yourself apart from the norm. You will enjoy success like never before. The proof was plain to see in the face of every dealer/contractor in Clearwater Beach. It was great!

On another point ... I want to congratulate our entire seminar planning team for another fabulous event. These loyal Duro-Last people, led by Mike Gwizdala, worked long and hard so YOU could enjoy the seminar. I am very proud of them all.

Okay ... now it's time to hit the road and start working. Always remember: if you have any problems, help is just one phone call away. And, in the unlikely event you don't get the help you need, call me direct. 

John R. Rust

DURO-LAST HONORS 10 & 15-YEAR CLUB MEMBERS


As part of the general session on Tuesday, February 2, 1999, Duro-Last paid tribute to those dealer/contractors who have been recognized for receiving sales awards for 10 and 15 years. These dealer/contractors have worked extremely hard and strived to be the best that they can be. The results ... highly successful business people!

Duro-Last Director of Communications Ray Maczik introduced two inductees for the 10-Year Club along with one dealer/contractor who has reached the 15-Year Club status. The following dealer/contractors were honored: **10-Year Club - United Construction of Salida, Inc. in Salida, Colorado and Tomkat Roofing in Streator, Illinois. 15-Year Club - Watson Roofing Company in Friendship, Tennessee.**



In 1998, a combined total of three dealer/contractors (including Larry Tombaugh (l) of Tomkat Roofing shown with Duro-Last Senior Vice President Sharon Sny and Duro-Last Director of Communications Ray Maczik) received the prestigious Duro-Last 10-Year and 15-Year Club awards

For this special recognition, each award-winner received a beautiful award from Duro-Last Senior Vice President Sharon Sny, signifying their honor.

Congratulations to all winners. We look forward to increasing the number of 10 and 15-year award winners at next year's national sales seminar. 



TAKE A BREAK WITH ... JEFF SCHOECHERT

The featured Duro-Last dealer/contractor for this issue of the **Top of the News Newsletter** is Jeff Schoechert of Badgerland Commercial Roofing in Watertown, Wisconsin. Jeff has been in the roofing business since 1976; seven years as a Duro-Last dealer/contractor. His company presently employs 14 individuals.

Family members who work with Jeff include his wife, Betty, who is the secretary and takes care of payroll, and his son, Tommy, 11, who keeps the office organized and clean.

One of the most unusual Duro-Last roofing projects that Jeff and his work crew have encountered dealt with a job that was approximately 150,000 square feet, of which 40,000 square feet was a sprayed-on polyurethane foam covered with an E.P.D.M. 45 mil rubber.

According to Jeff, the foam was sprayed directly to the corrugated metal deck. **NOTE:** The building owner chose this type of roof over Duro-Last, eight years earlier.

"For anyone unfamiliar with the polyurethane foam, it is like a three-dimensional paint that adheres very well to anything," Schoechert stated. "It is almost impossible to remove.

"The finish reminds me of a very rough orange peel with many variations in the thickness (many bumps and blisters)," Jeff continued. "And for those of you that have had experience with these foam roofs, you will appreciate the degree of difficulty in removing this product on this particular roof!"

The first day that Jeff and his crew worked on the roof, they attempted to tear the foam off by hand, which proved to be very labor intensive and time consuming.

"We knew there had to be a better way," Jeff said. "So we purchased a 16 hp riding mower, welded hay tines to the blades and basically mowed the foam down to the ribs of the decking.

"We then attached a five-yard vacuum that was pulled behind the mower, to help pick up the popcorn-sized pieces of foam and dump them into a nearby dumpster," Schoechert stated."

"By doing this, we easily tripled our daily production and saved a lot of wear and tear on



(From l to r) Badgerland Commercial Roofing President/Owner Jeff Schoechert, Sales Manager Joe Coughlin and Secretary Janell Gray work hand-in-hand with employees to make Badgerland a successful roofing business.

our employees. Plus, we finished with a better roof installation by using the Duro-Last Roofing System, which has proven to be an excellent addition to this building."

"This was truly a unique application," Jeff concluded.

Q: Why did you become a dealer/contractor for Duro-Last Roofing, Inc.?

A: "I had the opportunity to see the Duro-Last Roofing System installed back in 1983," Jeff recalled. "At that time, the only experience we had with single-ply roofing was the E.P.D.M. rubber. The Duro-Last Roofing System seemed to be and has since proven to be, a far superior roofing system."

Q: In your opinion, what makes a Duro-Last Roofing System stand out from the rest?

A: According to Schoechert, Duro-Last stands out above the rest because of its custom fabrication of both the roof panels and all of the accessories, along with the fact that the warranty is "the best in the industry".

Q: Name three attributes of the Duro-Last Roofing System that benefit your customers.

A: "Duro-Last benefits my customers in these ways: custom fabrication, the warranties and I feel the quality control that Duro-Last has over all the materials produced at their facilities is No. 1."

Q: What are YOUR best methods of marketing the Duro-Last Roofing System?

A: "Our main-stay is the direct mailings, which we do in the

spring and fall of each year," Jeff said. "Our base of satisfied customers is growing with every job we install, due to both the quality of the Duro-Last Roofing System and our commitment to being the best applicator we can be."

Q: If you could change one misconception about the roofing industry, what would it be?

A: "I have always felt that roofers are considered lower-class people," he noted. "It has been our goal to assure customers and potential customers that we are here for the long run, and we will take care of our obligations ... long after the roof has been installed."

(Continued on page 5)



(Continued from page 5)

Q: What is the favorite part of your job?

A: Schoechert truly enjoys traveling around the state of Wisconsin, meeting new people as well as working with customers and his employees.

"There is never a dull moment!"

Q: Who has influenced your life the most and why?

A: "The person who has influenced my life the most, is my wife, Betty," Jeff proudly stated. "She

helped me get my life in order and gives me something to work for in life."

Q: Describe your personality in three words.


A: "Happy-go-lucky!"

Q: What makes you laugh?

A: "I try to make life as enjoyable as possible," Schoechert said. "Many things make me laugh, which I feel is a great stress reducer."

Q: What has been your biggest accomplishment?

A: "Being a successful Duro-Last applicator, along with exceeding my goals with the business and in my personal life," Jeff noted.


"I truly feel in my heart that the Duro-Last Roofing System is second to none," he continued. "I know there are less expensive products on the market, but we have found that these inferior products tend to be a bit more troublesome in the long run. We simply do not have problems with the Duro-Last Roofing System, which in return, brings us more work and builds our confidence in what we do." 

'NETWORKING SOCIAL' AN EXCELLENT SOURCE FOR MARKETING YOUR COMPANY

There are many resources available to Duro-Last dealer/contractors to help them market their company as well as the Duro-Last Roofing System. One such useful resource is participation in business fairs and networking socials.

Ronald Lutz, president of Lutz & Myers, Inc. in Ellwood City, Pennsylvania recently participated in the Ellwood City Area Chamber of Commerce Networking Social. Approximately 50 individuals attended the social, with 11 in attendance for a seminar in which Lutz, representatives from his company, and Duro-Last Technical Sales Coordinator Ron Krueger, demonstrated the excellent attributes of the Duro-Last Roofing System (see photos).

According to Lutz & Myers, Inc. Sales Manager Donald Preston, the networking social was very successful in drawing in more business for the company, which has been affiliated with Duro-Last Roofing, Inc. since March 1992.

"We appreciate Duro-Last's involvement and expect that we will get some sales from our mutual efforts," he said. 



TALKING "DURO-LAST"

(From l to r) Lutz & Myers, Inc. Marketing Representative Mike Bails, Lutz & Myers, Inc. President Ronald Lutz and Duro-Last Technical Sales Coordinator Ron Krueger spent the afternoon promoting the Duro-Last Roofing System to interested seminar participants.



TESTING DURABILITY AND STRENGTH

(From l to r) Nick Carone of Wolverine Plastics, Inc. along with Lutz and Krueger demonstrated the durability and strength of the Duro-Last Roofing System by attempting to tear (unsuccessfully, of course) the membrane.



CHECK OUT WHO HAS VISITED DURO-LAST ROOFING, INC.

Duro-Last Roofing, Inc. always welcomes visitors to tour its facilities and learn more about "the world's best" roofing system. Here are a few of the recent visitors and the companies they represent.



MICHIGAN FRIENDS ENJOY VISIT TO DURO-LAST HEADQUARTERS AND PLANT

Duro-Last Sub-Representative J. Costen recently brought some of his Michigan friends to visit the Duro-Last headquarters and plant facilities in Saginaw. Those present for the plant tour were (from l to r): Duro-Last Sales Coordinator and Plant Tour Guide Scott Ostrom, Dave Clayton of Bosch Braking Systems in St. Joseph, Michigan, Pete Keener of Keener Consulting in Grand Rapids, Michigan, J. Costen (W. Michigan territory) and Don Wilkinson also of Bosch Braking Systems.

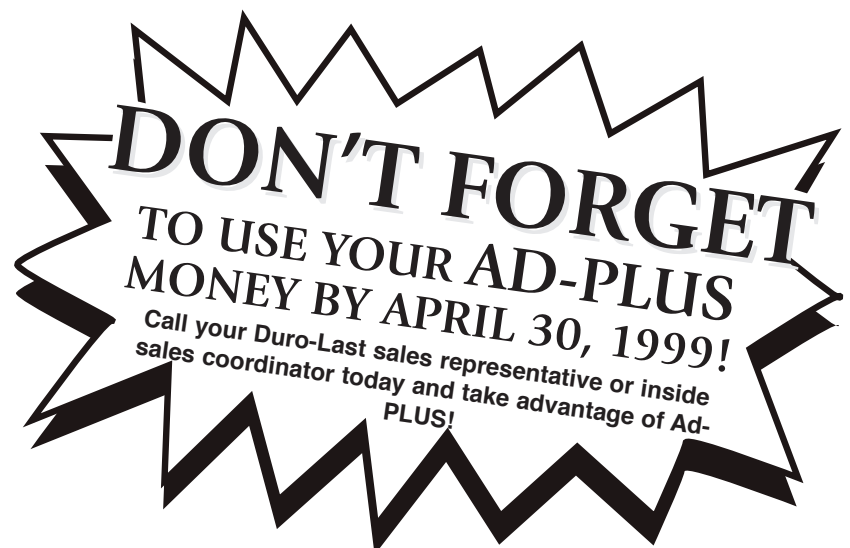
OKLAHOMA VISITORS VIEW "THE WORLD'S BEST ROOF"

(From l to r) Duro-Last Dealer/Contractor Bob Rosewall of Heritage Roofing Systems in Enid, Oklahoma along with Karl White and Ron Garrison of the Enid Public School District in Enid Oklahoma, Roy Easley of Easley Associates in Enid, Oklahoma, Duro-Last Sales Representative Don Morris, David Schram of Advance Meats in Enid, Oklahoma, Lloyd Ray of the Enid Public School District, Duro-Last Sales Coordinator Scott Ostrom, Bill Grimes of the Enid Public School District and Duro-Last Sales Coordinator Jim Miller, recently spent the day learning about the Duro-Last Roofing System.



LOOKING TO GET AN INSPECTION SCHEDULED?

Just drop in the mail the job completion card that accompanies your invoice, or call the Quality Assurance Department in Saginaw with the DL, OR, IA, or MS number for the project. This information will then be passed on to the appropriate inspector to schedule an inspection within two weeks from the notification date, or as soon as possible. ②

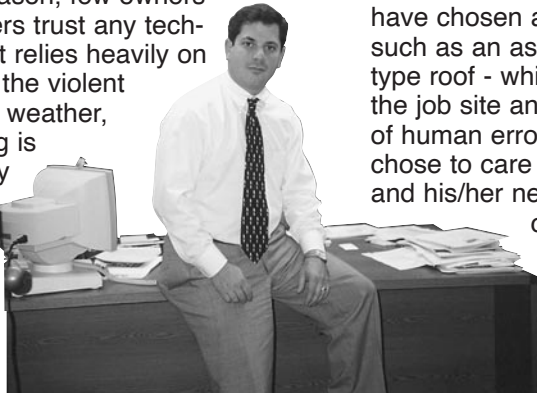




WHO WANTS A LABOR-INTENSIVE ROOF? ... NO ONE!

As a dealer/contractor, your greatest strength is your people. However, your people can also be your greatest weakness. Positioning your people as a strength to your building owner prospects, builds credibility in an industry that demands trust. Your choice of Duro-Last will solidify this trust.

The whole industrial world, not just roofing, is faced with the "human factor" – that is, reducing human error in a marketplace where finding, training and motivating workers has become the number one challenge. For this reason, few owners or managers trust any technology that relies heavily on labor. Add the violent variable of weather, and roofing is traditionally a high-risk business. This is where your choice of



Duro-Last Vice President of Sales, Scott Bieber

Duro-Last lets you capitalize on hard truth. Here's how.

According to Duro-Last Vice President of Sales, Scott Bieber, you need to first get a copy of the chart which compares the linear feet of seams on a Duro-Last roof with that of other systems (ask your sales representative for copies of this document). It's staggering how much labor reduction takes place at those critical areas of the roof!

Then, you should have a head-on discussion about the shortcomings of labor-intensive operations. Let the owner know that you, too, could have chosen a roofing system - such as an asphalt, glue or tape-type roof - which is manufactured on the job site and subject to all kinds of human error. But instead you chose to care about your customer and his/her needs. That's why you chose to give him/her a roof which is manufactured under ideal conditions and that can be installed perfectly at any time of year.

Furthermore, you should inform your owner-prospect about:

1. A roofing crew – even the best one – becomes less effective at the time of year when building owners often want to buy a roof – during the wet season between November and May ... that's why you chose Duro-Last.

2. The quality of work of most roofing crews can change and diminish throughout the course of the day ... that's why you chose Duro-Last.

3. Even the best roofing companies change or lose people during installation ... that's why you chose Duro-Last.

4. The best roofing investment stays on a building and doesn't climb down the ladder at job completion ... that's why you chose Duro-Last.

The Duro-Last Roofing System allows you, the roofing contractor, to capitalize on the strengths of the "human factor," not suffer for its limitations. In these terms, most building owners will understand why Duro-Last is "the world's best roof".



TAKE A LOOK AT THIS NEW BROCHURE!

Duro-Last's Communication Department recently created a "cool" new building owner brochure. Full of colorful installation photos and updated information, this brochure received great

reviews at the 1999 Duro-Last National Sales Seminar.

So contact your sales representative or inside sales coordinator to find out how you can make good use of this informative brochure.



LOCAL BUILDING CODES ARE AVAILABLE ONLINE

Looking for the building code in Cody, Wyoming or Orlando, Florida? Not to worry ... you can easily find help "online". Just type - (www.buildingteam.com) on the Internet and you will find codes and local amendments, key authorities as well as daily updates on code activity in over 100 cities, nationwide.

It's fast, you get a lot of information and most importantly ... it's **FREE!** So use it to your advantage.



INTRODUCING NEW DURO-LAST METAL COVERS

Duro-Last Roofing, Inc. is proud to introduce new snap-on metal covers. Best of all, these new metal covers can be shipped with your Duro-Last order and will be covered under the Duro-Last roofing warranty. These new snap-on metal covers are similar to the other metal covers.

However, they have even more advantages, including a wider selection of colors and two types of copper to choose from, the option of selecting interlocking joints or clips, along with inside and outside corners.

Once again, Duro-Last offers its dealer/contractors the latest in technology when it comes to roofing materials.

If you have any questions pertaining to this new product, contact the Duro-Last Engineering Department at 1-800-248-0280. ☎

DEALER/CONTRACTORS RECEIVE UPDATE FROM CONTRACTOR ADVISORY BOARD



Members of Duro-Last's Contractor Advisory Board conversed with Duro-Last upper management during their meeting at the National Sales Seminar.

So what's new at Duro-Last? During the recent 1999 National Sales Seminar, dealer/contractors received the latest news update from the Duro-Last Contractor Advisory Board. The board consists of the following members: Ronnie Nix of Atlas Roof Systems, Inc.; Victor Hollingsworth of Hollingsworth, Inc.; Kurt Timmons of Technique Roofing Systems; Len Eckstein of Len Eckstein Roofing, Inc.; Sandy Sanderson of Western Roofing, Inc.; Robert Cadwallader of AAAA

Enterprises; Larry Winkler of United Roofing & Sheetmetal and Chairman Roy Larson of Larson Roofing, and acts as a liaison between dealer/contractors and Duro-Last Roofing, Inc.

A variety of topics were covered during the Saturday, January 30, 1999 meeting, including marketing and selling techniques along with ways to improve working with dealer/contractors.

The Contractor Advisory Board meets twice a year to exchange ideas on improving the Duro-Last Roofing System, and respond to questions and concerns that Duro-Last dealer/contractors have regarding installations, roofing materials, warranties, etc.

Dealer/contractors interested in becoming a Duro-Last Contractor Advisory Board member, should contact either Mike Gwizdala or Steve Ruth at the Saginaw, Michigan headquarters, 1-800-248-0280. ☎



SPRI CONTRACTOR OF THE YEAR

SPRI 1999 President Peter Davis (left) and SPRI 1998 President Dave Baille (right) present Todd Nasi (center) of Nasi Construction with the SPRI Contractor of the Year Award.

IN THE SPOTLIGHT ...

Duro-Last would like to congratulate three of its dealer/contractors for being recognized for their business accomplishments.

Tina M. Cordova, owner of The Queston Company in Albuquerque, New Mexico was recently named the 1998 New Mexico Entrepreneur of the Year as well as the Female Small Business Owner of the Year for 1998.

On January 16, 1999, **Todd Nasi, vice president of Nasi Construction** in Hurley, Wisconsin was honored at the SPRI Annual Meeting, which took place in Tucson, Arizona. Nasi was selected as the SPRI 1999 Contractor of the Year (see photo).

Furthermore, **Mike Satran, owner of Interstate Roofing, Inc.** in Portland, Oregon was recognized as one of the 100 fastest growing companies in Oregon by the Daily Journal of Commerce.

Congratulations on your significant business achievements and contributions. ☎



LISTENING ATTENTIVELY



EXCELLENT ENTERTAINMENT



"WORLD'S BEST" SALES REPS



A WILD AND CRAZY
AWARDS PROGRAM

SATURDAY "SUPER" FOR DURO-LAST SALES REPRESENTATIVES

Duro-Last sales representatives and sub-representatives attended a daylong meeting on Saturday, January 30, 1999 in which they had the opportunity to share ideas about marketing, sales, contractor success stories as well as participate in mini-breakout sessions.

Later that evening, everyone headed to Busch Gardens for the annual awards banquet. At the park, sales representatives and guests enjoyed the Edge of Africa Walk in which they saw various exotic ani-

mals such as hyenas, twin hipopotamuses and a lion. Afterwards, a fine feast was held at the Colonial House. The Red Coats (a 5-piece musical band) then escorted sales reps to Busch Garden's Marrakesh Theater for the official awards banquet, which was expertly presented by Senior Vice President Kathy L. Allen. During the program, approximately 27 Duro-Last sales representatives and sub-representatives were honored for significant sales.

SALES REPRESENTATIVES HONORED:

Top 3 in sales volume:

Jeffrey Gottron and J. Costen

Buddy Wilson, Bill Simpson
Bill Wilson and Cathy Wilson

Joseph Gottron, Michael Gottron
and Bryan Gottron

Sales increase of \$500,000 or more:

Gaspar Galindo, Jr.
Jeffrey Gottron
Danny Ashley

Ring winners:

Jeffrey Gottron
J. Costen
Lynn Davis
Phil M. Davis
Mack McEntire
Gaspar Galindo, Jr.
Michael Skaggs
Danny Ashley
Adam Brown
John Purviance
Virginia Purviance
Richard Hartz
Gerald Chase
Christopher Harrison

Top 3 sales increase:

Phil M. Davis and Mack McEntire

John Hall and Christopher Anderson

Dick Smith and Melissa Witthun

Sales increase of \$250,000 or more:

Michael Skaggs
Thomas L. Allen
James Peace
Adam Brown
Roger Dombrowski ®

Congratulations to all of our award winners on this special recognition. We hope to see everyone's names showcased at the 2000 Duro-Last National Sales Seminar! ④

DURO-LAST HONORS THE WORLD'S BEST DEALER/CONTRACTORS

During the annual awards banquet on Tuesday, February 2, 1999 the world's best dealer/contractors were honored for their hard working ethics, high standards of excellence, fine workmanship and dedicated service. Senior Vice President Kathy L. Allen, was the master of ceremonies for the awards banquet.

The first special recognition went to 111 **Century Club Award** winners. The Century Club Award is given in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing with sales of one hundred thousand dollars or more. (See **Century Club Award winner photos.**)

The next award presentation honored the Presidents Club Award winners. In 1998, there were 52 **Presidents Club Awards** given in recognition of sales of two hundred and fifty thousand dollars or more. (See **President Club Award winner photos.**)

Following the first part of the awards ceremony, our featured speaker Captain Gerald Coffee gave an inspirational and very memorable account of his seven-year experience as a prisoner of war in North Vietnam. The audience was completely silent as Capt. Coffee delivered a masterful speech — a speech we will never forget!

The second part of the awards ceremony focused on the remaining circle of Duro-Last winners, including the prestigious Contractor of the Year Award recipient.

First off, Duro-Last recognized those dealer/contractors that earned the recognition of **Admirals Club Award** winners. The Admirals Club Award is given in recognition of out-

standing achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing with sales of five hundred thousand dollars or more. Fifteen Duro-Last dealer/contractors reached this goal in 1998. (See **Admirals Club Award winner photos.**)



TWO-YEARS IN A ROW AND RUNNING ...

For the second year in a row ... Gage Roofing & Constructors, Inc. in South Houston, Texas has been recognized as the Contractor of the Year Award winner.

Generals Club Award winners were also plentiful at this year's national sales seminar. With sales of seven hundred and fifty thousand dollars or more, eight dealer/contractors received this special honor. Now that's selling a lot of roofing materials! (See **Generals Club Award winner photos.**)

This past year was another landmark year for dealer/contractor sales. In 1998, Duro-Last had nine dealer/contractors who achieved their goal of sales in excess of one million dollars. On top of

that, three of these dealer/contractors were first time winners! Way to go!

Those honored with the **John R. Burt Award** included: Gene Fowler, John Tingley and Scott Miller of **Sentry Roofing, Inc. in Covington, Indiana**; Gary Thomas, David Reynolds, Mark Ralph, Mark Slaughter, Don La Ferney, Sr., Don La Ferney, Jr. and Randi La Ferney of **La Ferney, Inc. in Kingsport, Tennessee**; Jim Schneider

and Joe Coughlin of **Badgerland Commercial Roofing, Inc. in Watertown, Wisconsin**;

Stephen Bunn, James Groscoast, Lee Johnson and Scott Maxfield of **Broken Arrow, Inc. in Tooele, Utah**; Bob Rosewall, Matt Felber, Rod Heitfeld, Lynn Heitfeld, Rob Heitfeld and Kendra Heitfeld of **Heritage Roofing Systems of Oklahoma in Enid, Oklahoma**;

Jim Bush of **Weather Shield Roofing Systems, Inc. in Grand Rapids, Michigan**; Mike Morss and Ken Morss of **MW Morss Roofing in Romulus, Michigan** along with Glen Christensen, Bennie Clawson, Jim Clawson, Bob Walcik and Bill Walcik of **JACO Construction, Inc. in Clute, Texas.** (See **JRB Award winner photos.**)

The 1998 **Contractor of the Year Award** winner once again demonstrated his excellent reputation within the roofing industry. Through his persever



THUMBS UP ... FOR DURO-LAST



ance, professionalism, quality craftsmanship and with an exceptional staff of employees, this dealer/contractor proved ... for the second year in a row ... that he is one of the "world's best" Duro-Last dealer/contractors.

The recipient of the Contractor of the Year Award was **Roger Gage of Gage Roofing & Constructors, Inc. of South Houston, Texas.**

Gage Roofing has received numerous Duro-Last honors for the last 16 years including the distinguished Golden Eagle Award at last

year's national sales seminar.

During the awards ceremony, Duro-Last honored Roger and Bobbie Gage, Robin and Annette Gage, Stephen and Sunshine Gage, Ronela Gage and Adelin Coroiescu of Gage Roofing & Constructors, Inc. On behalf of Duro-Last, Mildred Burt, presented the ladies of Gage Roofing & Constructors, Inc. with a dozen beautiful red roses.

Then Duro-Last congratulated Roger Gage with the presentation of an Oyster Perpetual Date Rolex, which combines 18 kt. gold and

steel, an oyster bracelet and self-winding mechanism for an elegant, sophisticated look. Robin, Stephen and Adelin received Air-King Rolex watches, which are made of steel and have an oyster bracelet for an exquisite and classy piece of jewelry. **(See photo of Gage Roofing.)**

Congratulations to all of the Duro-Last award winners. We hope to see you in the "winners circle" again at next year's seminar in San Antonio, Texas. 📷

CENTURY CLUB AWARD WINNERS



A & A CONTRACTING



A-1 ROOFING



BEACHUM SHEETMETAL & ROOFING



BECKER ROOFING



BOB JONES & SONS ROOFING CO.



BOWDEN CONTRACTING COMPANY



BREAULT ROOFING, INC.



BRUTTELL ROOFING, INC.



BUILDING ASSOCIATES, INC.

CENTURY CLUB AWARD WINNERS (CONTINUED)



COMMERCIAL ROOFING SERVICE, INC.



COSAM CONTRACTING, INC.



COWAN ROOFING



CURLEY ENTERPRISES, INC.



DAN JEWETT CONSTRUCTION



DAVIS CONTRACTING



ED RUTHERFORD ROOFING COMPANY



GEISLER ROOFING



GILLILAND ROOFING



HAAS BUILDERS



HOLTHAUS, INC.



H. TREDER & SONS, INC.



CENTURY CLUB AWARD WINNERS (CONTINUED)



JOHN BILL KECK ROOFING, INC.



KOCH BUILDING COMPANY, INC.



LUTZ & MYERS, INC.



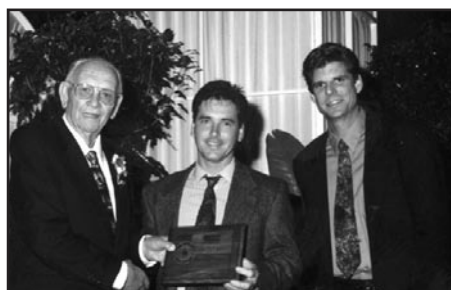
MANGRUM ROOFING



MELVIN T. MORGAN ROOFING



MIKALAN ROOFING, INC.



**M.W. CONSTRUCTION
& ROOFING CO., INC.**



PANTHER CONSTRUCTION



**POE CONSTRUCTION
& MANUFACTURING, INC.**



RAINBOW ENTERPRISES, INC.



RAPID ROOF SYSTEMS, INC.



ROLAND TECHNICAL ROOFING

CENTURY CLUB AWARD WINNERS (CONTINUED)



ENJOYING THE AWARDS BANQUET



ROYALTY ROOFING & INSULATION



SERVICE FIRST, INC.



SOUTHERN ROOFING COMPANY



S.P.I., INC.



STEVENS CONSTRUCTION



SUNRAY ROOFING, INC.



TECH ROOF SYSTEMS, LLC



*T. HOLT BROTHERS GENERAL
CONTRACTORS, INC.*



CENTURY CLUB AWARD WINNERS (CONTINUED)



THE QUESTON COMPANY



UNITED CONSTRUCTION, INC. OF SALIDA



WESTERN SINGLE PLY, INC.



*WILLAMETTE ROOFING
& CONSTRUCTION, INC.*



WORMLEY BROTHERS ROOFING

PRESIDENTS CLUB AWARD WINNERS



AFFORDABLE ROOFING CO., INC.



ALTERNATIVE ROOFING SYSTEMS, INC.



A-PLUS ROOFING COMPANY



BECKWITH COMMERCIAL ROOFING, LC



BLAKE LORD ASSOCIATES, INC.



CARDINAL ROOFING, INC.

PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



COMMERCIAL ROOFING, INC.



COTTERMAN & COMPANY, INC.



CRABTREE, INC.



DUERSON CORPORATION



**ED'S SHEET METAL
& AIR CONDITIONING, INC.**



FREEPORT INDUSTRIAL ROOFING, INC.



ICI CONTRACTING CORPORATION



**INTERNATIONAL CONSTRUCTION
& ROOFING, INC.**



INTERSTATE ROOFING, INC.



**INTERSTATE CONSOLIDATED
ROOFING, INC.**



JACK BUCHINGER ROOFING



KIMBALL ROOFING, LLC



PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



LEN ECKSTEIN ROOFING, INC.



MERIT ROOFING SYSTEMS, INC.



PARSONS COMMERCIAL ROOFING



PRO-TEK EXTERIOR SERVICES, INC.



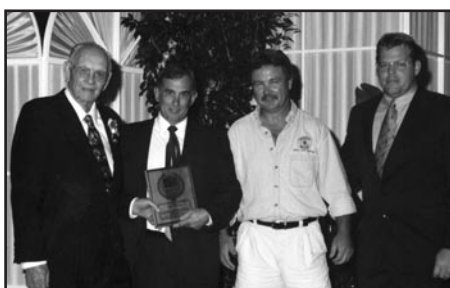
RICHARD GOFF ROOFING, INC.



ROOF CONCEPTS, INC.



ROOFING BY FRED GROSS



ROOF-TEC NATIONAL, INC.



SEALTITE APPLICATORS, INC.



SURELOCK HOMES, INC.



WALKER INDUSTRIAL COATING



WAYNE NASI CONSTRUCTION, INC.

PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



W.R. KELSO, INC.



W/S ROOFING COMPANY

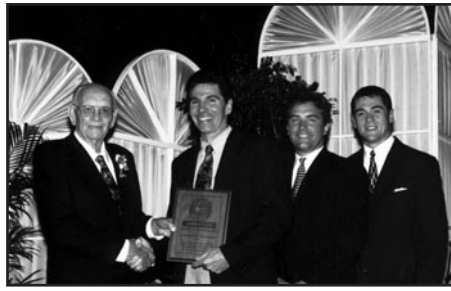


WESTERN ROOFING, INC.

ADMIRALS CLUB AWARD WINNERS



ATLAS ROOF SYSTEMS, INC.



DAMSCHRODER CONSTRUCTION



D. THOMAS ROOFING COMPANY, INC.



GREAT LAKES ROOFING



HOLLINGSWORTH, INC.



INDEPENDENT ROOFING SYSTEMS, INC.



JR ROOFING, INC.



**DEALER/CONTRACTOR
OF THE YEAR, ROGER GAGE,
ADDRESSES THE CROWD**



ADMIRALS CLUB AWARD WINNERS (CONTINUED)



PALMER ROOFING & SHEETMETAL



SPECIAL MAINTENANCE ROOFING, INC.



TECHNIQUE ROOFING SYSTEMS



TOMKAT ROOFING, INC.



UNITED ROOFING & SHEETMETAL, INC.



WATSON ROOFING COMPANY

GENERALS CLUB AWARD WINNERS



AAAAA ENTERPRISES, INC.



BAMBI'S ROOFING, INC.



BEYER ROOFING COMPANY, INC.



DEMPSEY ROOFING COMPANY, INC.

GENERALS CLUB AWARD WINNERS (CONTINUED)



LARSON ROOFING



MARTY ROBBINS ROOFING COMPANY



MIDWEST COATING, INC.

JOHN R. BURT AWARD WINNERS



**BADGERLAND COMMERCIAL
ROOFING, INC.**



BROKEN ARROW, INC.



**HERITAGE ROOFING SYSTEMS
OF OKLAHOMA**



JACO CONSTRUCTION, INC.



LA FERNEY, INC.



MW MORSS ROOFING



SENTRY ROOFING, INC.



**WEATHER SHIELD ROOFING
SYSTEMS, INC.**



A NOTE FROM CAPTAIN GERALD L. COFFEE ...

Now that I've returned home to Hawaii and have had time for it to sink in, I wish to thank each of you on the Duro-Last team for the warm and gracious hospitality you accorded me during your recent event in Clearwater Beach, Florida. You know, I think you really brought out my best there. I felt a very strong connection ... heart to heart, mind to mind ... with each of you. And if you've done any public speaking, you know how gratifying that can be.

While chatting with some of you later on, I emphasized that I had said only what we already know down deep, simply a reminder, really, of the basic faith we all have in ourselves, one another, our country and God. And when we take an hour or so like we did there together, to tune out the sensationalized distractions and the discouraging rhetoric which sometimes overwhelm us, we can really tune back into the values and the strengths which give us virtually unlimited capacity to go beyond survival. I'm not sure how you might have characterized my presentation, but some have called it a message of hope ... the hope that springs from personal empowerment in all areas of our lives.

Most importantly perhaps, it inspired the hope that, had it been you walking in my moccasins (actually my rubber-tire sandals) all those years in Communist Hanoi, you would have drawn from the same sources of strength, and survived too for all the same reasons I did. And if you really believe that — and you should, because there's nothing extraordinary about me — it follows that all of our personal and professional challenges are recast in a less intimidating, more manageable perspective; all reasons for a more positive and hopeful attitude.

So you see, I felt so privileged to be a part of your program and to have learned so much more about you and the issues impacting Duro-Last and the roofing industry. I am confident that with the motivation and education provided by your Florida sales conference, each of you will reach new heights of professionalism and accomplishment in the coming year. I wish each of you fair winds and following seas, and the warmest aloha.


Gerald L. Coffee

CAPT. GERALD L. COFFEE,
U.S. NAVY (RET.)

(Continued from page 1)

allowed seminar guests to "take care of business" with Duro-Last representatives and fellow dealer/contractors. Finally, our awards night banquet (featuring Captain Gerald Coffee) was awesome.

Clearly, the 1999 Duro-Last National Sales Seminar was full of great memories for everyone, especially all of our award winners!

Thanks again for joining us. We look forward to seeing all of you at the 2000 Duro-Last National Sales Seminar! 

GREAT NEWS ...

DURO-LAST'S MEMBRANE PRICE DECREASE HAS BEEN EXTENDED!

Because of the increased efficiency and extremely high levels of quality in our manufacturing process ... and no price change in outside material costs ... we are continuing to offer Duro-Last membrane for only \$0.88 per square foot.

While we're not sure how long this nickel price decrease will remain in effect, now is the time for you to be planning ... and making ... future sales!

If you have any questions, contact your sales representative or inside sales coordinator today.

Good selling to one and all! 


DURO-LAST INTRODUCES NEW 3" INSULATION PLATES

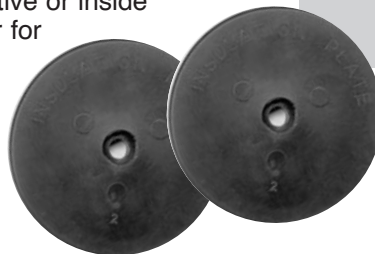
They're new! They're 3" in diameter. They're made of tough plastic material and they help distribute the force of the fastener over a larger area. Plus, they're less likely to break the face of the insulation and they're available **NOW!**

What are THEY? Duro-Last's new insulation plates.

Manufactured by Oscoda Plastics, Inc., our new insulation plates make your job easier. Most importantly, they will save you money! Duro-Last insulation plates are only 4.5¢ each,

versus 7¢ for the traditional Poly Plates. And they come in a bluish color (to help differentiate between our existing black plates).

So the next time you're ordering a Duro-Last roof, consider our new insulation plates! Call your Duro-Last sales representative or inside sales coordinator for all the details. 



WINNERS GALORE ...

This year's national sales seminar trade show received excellent attendance by seminar guests. Approximately 19 companies/representatives participated in the trade show, which took place on Monday, February 1, 1999. Seminar guests had the chance to meet with representatives from Tru-Fast, J.T. Engineering, Dun & Bradstreet as well as Tenneco Building Products, to name a few, to learn more about their products and services. Many guests left the trade show with fantastic door prizes.

Here are the winners and the prizes they received:



From J & H March & McLennan:

Jim Schaus	Clock
Schaus Roofing	
Gerald Girard	Coffee Mug
C & W Construction	
Bruce Goodman	Coffee Mug
Central Florida Maintenance Center	
David Pfohl	Duffel Bag
Indiana Roofing	

From Tenneco Building Products:

Marty Robbins	Binoculars
Marty Robbins Roofing	
Pam Welch & Daniel Welch	Swiss Army Watch
Building Constructors	
Lou Pera	Swiss Army Watch
Commercial Roofing	

From Tru-Fast:

Lou Pera	Putter
Commercial Roofing	
Gerry Girard	Shorty Tool
C & W Construction	

From Plymouth Foam:

Ed Crapo	Jacket
Northern Exposure Construction	

From Preferred Engineering:

Kevin Eckburg	T-Shirt
Eckburg-Ehret Construction	
Bert Moeller	T-Shirt
Service First, Inc.	

From J.T. Engineering:

Dan Congdon	Pull-Tite
Congdon Roofing	

From Image-Tek Exhibits:

Ed Frac	\$150 Graphic Package
Roofing Services	
Bert Moeller	\$150 Graphic Package
Service First, Inc.	

From Olympic Fasteners:

Kevin Beyer	Two Boxes of Golf Balls
Beyer Roofing	

From Superior Business Solutions:

Andrew Shaffer	500 Pens
Shaffer Building Services	w/company name
Dan Jewett	Golf Shirt
Jewett Roofing Company	
Robin Gage	Golf Shirt
Gage Roofing & Constructors	
Don Moldenhauer	Tall Boy
H. Treder & Sons	
Sam Warner	Tall Boy
Tech Roof Systems	

From Duro-Last Roofing, Inc.:

Steve Elowsky	Bill Blass Shirt
Jack Buchinger Roofing	
Dick Phillips	Bill Blass Shirt
Stevens Construction	
Lyla Schickling	Bill Blass Shirt
Willamette Roofing	

From Dun & Bradstreet:

Mark Welt	Marketing Information
Custom Exteriors	Database - \$300
Clyde Beachum	Marketing Information
Beachum Sheetmetal & Roofing	Database - \$300

(Continued on page 23)



(Continued from page 22)

From Sheet Metal Services:

Carl Poe Poe Construction & Manufacturing	Leather Duffel Bag
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From Hilton:

David Pfohl Indiana Roofing	One-Nights Stay at Hilton Palacio del Rio in San Antonio, Texas during 2000 National Sales Seminar
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From Hilti:

Don Girard C & W Construction	SB-12 Screw Gun
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From Oscoda Plastics, Inc.:

Tim Cook Cook Construction	Hat and T-Shirt
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Dan Welch D. Welch Building Construction	Hat and T-Shirt
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Jeff Butler Commercial Roofing	Hat and T-Shirt
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Sue Winkler United Roofing & Sheetmetal	Coat
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From Hy-Tech Products:

Pat Shaffer Shaffer Building Services	T-Shirt and Golf Balls
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Congratulations to all the door prize winners. We hope that you can make good use of your prizes! 

PARTICIPATION IN THE 'MASTER CONTRACTOR' AWARDS PROGRAM IS EASY!

Duro-Last's "Master Contractor" Awards Program distinguishes those contractors who consistently install "outstanding" Duro-Last Roofing Systems. Over the years, many Duro-Last dealer/contractors have been recognized for their quality craftsmanship and eye for detail. These dealer/contractors then have the bragging rights as a "master contractor".

Through the efforts of the Duro-Last Contractor Advisory Board,

which is the liaison between dealer/contractors and upper management, the guidelines for this awards program has slightly changed.

According to Vice President of Information Systems, Tom Hollingsworth, to qualify for the program, a dealer/contractor must install 10 or more COMMERCIAL roofing installations. These projects must be inspected, graded and warranted by a Duro-Last quality assurance specialist in the calendar year (1999). Roofing projects that are excluded from this awards program include residential and any "material only" jobs which are not inspected.

Furthermore, the dealer/contractor must install 50,000 square feet or more of the Duro-Last Roofing System in the calendar year (1999). The products purchased must be paid for by the end of 1999.

The rating system for the Master Contractor Awards Program coincides with Duro-Last's warranty services inspection report, which rates a roofing installation as follows:

67-79	Average
80-89	Above Average
90-100	Outstanding

The average grade of all commercial installations COMBINED must be 90 or above (an "outstanding" rating). **NOTE:** All dealer/contractors placed on "quality hold" in the calendar year (1999) will not be eligible for this award.

The designation of "master contractor" is one of great value to dealer/contractors ... it signifies that a roofing company has achieved and maintained excellent standards and quality craftsmanship in the application of the Duro-Last Roofing System.

So what does a Duro-Last dealer/contractor receive if he/she achieves this level of expertise? The dealer/contractor is entitled to six Duro-Last award jackets. Each jacket will be screen printed with the logo and words, which designate the dealer/contractor as a "master contractor". **NOTE:** Award winners must order their jackets on or before April 30, 2000. A set of 500 pressure-sensitive labels acknowledging the dealer/contractor as a "master contractor" will also be forwarded to apply to quotes and correspondence. Last but not



**VICE PRESIDENT OF INFORMATION
SYSTEMS, TOM HOLLINGSWORTH**



DURO-LAST GUESTS "TAKE CARE OF BUSINESS" IN CLEARWATER





A FUN AND INFORMATIVE TIME WAS HAD BY ALL ...



SUNDAY WELCOME PARTY ... A SUPER BOWL AND BLUES GOOD-TIME

Seminar guests had a rockin' blues time as they cheered on their favorite NFL football team during the Super Bowl, which was televised during the Sunday Welcome Party. Everyone enjoyed themselves ... take a look! (See photos.)

This year's Sunday Welcome Party took on the look of a "Cheers-

style" sports bar. Under the "big tent" at the seminar headquarters was everything seminar guests needed to have an enjoyable and entertaining Super Bowl party, including sports memorabilia adorning the bar area and recreational games such as darts, air hockey and foosball.

Plus, the half-time entertainment of the Jake and Elwood Blues Revue with Tremors (featuring The Earthquake Horns) was a HUGE success! Everyone "jammed" the night away.

Last but not least, the food was fantastic and the football game fun. 🍷





DEALER/CONTRACTOR SALES TIPS — MAKE THE WINTER WEATHER WORK FOR YOU!

With winter upon us, general contractors are desperate to keep their projects going. Here's what some of our contractors say on penetrating this excellent marketing opportunity.

Jim McCormick of United Construction in Salida, Colorado stated, "We have a great opportunity during the winter. We should be targeting our ability with the Duro-Last Roofing System to 'put roofing projects in the dry.'"

McCormick also noted, "Other roofing systems are not weather-friendly and standardly have to be applied in good weather conditions, and must wait for all penetrations to be installed.

"With the Duro-Last Roofing System, the minute the deck is installed, we can start roofing and dry in penetrations as needed," he concluded.

Jim is not alone in recognizing this lucrative opportunity.

Mark Feldman of Western Single-Ply Roofing in Loomis, California had a similar situation that required

a roofing system that could be installed quickly under adverse weather conditions.

When 7-Eleven contacted Western Single-Ply's office regarding immediate installation of a roofing system, shutting down the project because of adverse weather conditions was not part of the solution. They needed immediate action from a contractor and a roofing system that could respond quickly.

With a quick manufacturing turnaround time, the roofing order was on-site in three days from the order to the factory. Western Single-Ply then surrounded the project with their high-skilled crews and installed the roof in one day.

The general contractor and 7-Eleven were extremely happy. The quick turnaround and installation of the Duro-Last Roofing System by Western Single-Ply, kept the project and all trades on target and on-time. As a result, Western Single-Ply received invitations from the general contractor to meet with other

accounts.

Another example of penetrating the general contractor market was shared by Rob Lyons, the owner of Pacific Rim Roofing Company.

"I oftentimes find that money (low price) is not as critical to the general contractor when construction and weather delays threaten to slow or stop the project," Lyons said. "On one particular project for Churches Chicken in Othello, Washington, I was not the low bid and yet, I still received the project."

"This was due to my company's ability to 'dry in the project' and keep production going," he concluded.

It is not unusual to hear reports of Duro-Last's ability to quickly manufacture a roofing system or a Duro-Last contractor's ability to quickly install the roofing system. When the weather turns for the worse and other contractors wait for ideal weather conditions for their roofing projects, Duro-Last contractors are not only making accounts happy, but are making more money doing it! 🎯



2000 DURO-LAST NATIONAL SALES SEMINAR HEADED TO SAN ANTONIO, TEXAS!

It's not too early to mark your calendars for the 2000 Duro-

Last National Sales Seminar. Duro-Last's 2000 location will carry on the tradition of past national sales seminars and provide something for everyone - including warm temperatures, beautiful scenery and a friendly atmosphere!

In 2000, the national sales seminar will be headed to The Hilton Palacio del Rio in San Antonio, Texas. The fun will take place,

January 30 through February 1, 2000, as dealer/contractors gather to celebrate their accomplishments as well as find out who is Duro-Last's Contractor of the Year recipient.

So you don't want to miss out on this!

Plus, there will be plenty of time to rest and relax, play some golf, visit The Alamo, the Japanese Tea Garden or the infamous Ripley's Believe It Or Not! and Plaza Theatre of Wax, as well as learn about the many exciting things that are happening at the "world's best" roofing company.

See you in San Antonio, Texas! 🎯

SEMINAR TRIVIA WINNER ...

He's a trivia guru who has a keen knowledge of the past. This year's seminar trivia winner was Lou Pera of Commercial Roofing in Memphis, Tennessee. As winner of the trivia contest, Lou received a pair of Nikon binoculars from Duro-Last Founder John R. Burt.

Congratulations Lou. 🎯



SPECIAL PROGRAMS HIGHLIGHT 1999 NATIONAL SALES SEMINAR

The fish tales were gigantic, the golf stories amusing and the Beach Olympics exciting, thanks to the many unique programs that Duro-Last arranged for participants of the 1999 national sales seminar.

Approximately 90 individuals took part in a special deep sea fishing excursion that took place on Sunday, January 31. Participants spent four hours trying to catch a "big one" in the Gulf of Mexico. And that they did! (See fishing photos.)

Sunday morning also marked the day for the annual Duro-Last Golf Open. It was a beautiful day and the scenery surrounding the challenging golf course was spectacular.

The winning teams for the four-person scramble included:

- 1) John Hall, Robert Patterson, and Randy Priester
- 2) Mack McEntire, Frankie Hall, Cindy Johnson, and Ken Paine

Duro-Last's Beach Olympics II took place on Sunday afternoon. Between the Sand Key Sling Shot and volleyball tournament, approximately 45 participants got a full-fledged workout and had a great time in the process!

Sunday's fun was punctuated with a skydiving exhibition by Duro-Last Sales Representative Terry Wyatt (see photos).

On Monday, February 1, about 150 Duro-Last ladies traveled to St. Petersburg, Florida to the Museum of Fine Arts for an extraordinary tour of the artwork that adorns the museum. After lunch at the museum, it was off to a fabulous shopping excursion along the St. Petersburg Pier and in the Shopping District to do some power shopping!

Thanks to all of you who took part in these activities. 📷

