

Special Edition

TOP OF THE NEWS



April 2003



2003 Duro-Last National Sales Seminar



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

It is published 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 1-800-248-0280.

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Well, friends, it is indeed a pleasure and privilege to be able to communicate to you in these pages. As most of you know, I've had a number of health problems in recent months that have combined to really limit my activities.

However, as the saying goes, I may be down, but I'm not out! I'm convinced that your continuing prayers and good wishes have done as much for my well being as any of the medications I've been prescribed. Thank you!

It was a great thrill for me to attend the General Session at this year's National Sales Seminar, if only briefly. I was humbled by the wonderful tributes that were presented by several long-time friends and colleagues. In truth, it's because of your great work over the years that we've enjoyed such success as a business. Again, I thank you.

As for the future, I remain upbeat and confident about our business prospects. After all, with the terrific people that we have throughout the Duro-Last family, all focused on a common goal—securing and strengthening Duro-Last's position in the market as the "World's Best Roof"™—how can we expect anything other than tremendous success?

Next year's seminar will be here quicker than we think, and I'm truly looking forward to participating in it more fully with you. In the meantime, have a great year!



EXCITING NEWS FROM DURO-LAST...

For several years, you have requested that Duro-Last pursue entering the metal edge business. Following some research and planning, we have decided to do just that!

Duro-Last has organized a determined team of individuals to make this product and service a reality for our contractor network across the United States. Our sole purpose is to provide another quality edge termination option to you, our customer.

Duro-Last will begin slowly so that we can build our products and services

to the standards that have become well known in our organization and be successful in the metal business.

We thank you for your continued support of Duro-Last and we will strive to do our very best in offering the products and services you need to be a successful roofing contractor.

Sincerely,

Tom Hollingsworth, President

A SALES SEMINAR TO REMEMBER

Just when you thought Duro-Last could not organize a BIGGER and BETTER National Sales Seminar than in previous years...What a sensational 25th anniversary celebration!

This year's Seminar took place in Clearwater Beach, Florida, February 2-4, 2003 at the Hilton Clearwater Beach Resort. In addition to informative breakout sessions, interesting presentations, and entertaining activities, contractors and sales representatives joined in the celebration of 25 years of roofing excellence at Duro-Last.

Our special guest speakers were outstanding! Thank you to Chad

Hymas, Chuck Reeves, and Jim Bush who captivated the audience with their presentations. Plus, our breakout sessions were well attended by contractors and sales representatives who learned about marketing the Duro-Last Cool Zone roofing system and other valuable topics.

We hope our seminar attendees enjoyed their stay at the Hilton Clearwater Beach Resort and learned many new skills to help them be successful in 2003.

Get ready for the 2004 Duro-Last National Sales Seminar, which is headed for Palm Springs, California, February 8-10, 2004.

SERVICE ORGANIZATIONS—A GREAT SOURCE FOR SALES PRESENTATIONS

Every community has a number of service organizations such as Rotary Clubs, Chamber of Commerce, and Kiwanias. For the most part, these organizations consist of business people donating their time to improve their communities. They are an excellent source of networking with businesses in the community. These organizations usually meet for one hour per week and have a guest invited to speak at their meetings.

Recently, Duro-Last General Manager of Western Operations, Tim Hart, conducted a Rotary Club presentation at the request of a Duro-Last contractor. The contractor increased his potential business opportunities by inviting additional guests, which included city and county building officials, wastewater treatment plant representatives, utility officials, and other business owners to attend

the presentation.

"This meeting netted the contractor a total of nine sold Duro-Last projects to date, with more opportunities in the future," noted Hart. "I cannot emphasize enough to contractors the importance of volunteering your time and talents to these organizations. It's a win-win situation."

Think about it! These business owners were attending a service club meeting, outside of their normal work environment. How long would it take to get in front of them at their place of business, if you could get past the secretary?

The bottom line: contractors should get involved with community service clubs to help grow their networking opportunities. It will pay off for many years to come—plus it's all negotiated work.

From the desk of
Jack Burt



What a superb seminar. Over 850 people made the trip to Clearwater, and it certainly stood out in my mind as one of the best events ever. Thank you for your commitment to Duro-Last and your continuing enthusiasm for selling and installing our roofing system.

My favorite part of the program is always the awards banquet. Especially exciting for me is greeting the award winners as they reach the stage, because each of those folks really demonstrates what it takes to be successful as roofing contractors and as business leaders in their communities. Thank you for setting such great examples.

The seminar also provides a good springboard for getting the year off to a great start. The information delivered at general sessions and breakouts is a big part of this, of course. But also important is the networking that takes place between everyone who attends—contractors as well as Duro-Last staff. What a great collection of wisdom to draw from! I hope that the things you learned at this year's seminar—both formally and informally—will inspire you to greatness in 2003.

Jack Burt

A few words from
Tom



Once again, our National Sales Seminar was a great success - in many different ways. We promote the seminar as a learning event for our contractors, because of the comprehensive agenda we put together for both the general and the breakout sessions. But I'm always amazed at the things I learn from you—your accomplishments, formulas for success, the difficulties you've overcome to get the job done, and many other things. Thank you for the education you give me!

The feedback we received following the seminar was almost universally positive - many said it was "the best ever!" Those messages are very gratifying, because we work hard to make the program relevant to your needs.

In the face of a challenging economy, our fundamental message about providing long-term value with a leak-proof, worry-free roof continues to hold the key to our success. Thank you for consistently delivering that message so effectively to your customers, and have a great 2003.

*Thomas L.
Hollingworth*



DURO-LAST GOLF TOURNAMENT: A CLASSIC

Although it was a bit chilly in the early morning for golfers, a great time was had by all during the annual Duro-Last Golf Tournament held at the Bardmoor Golf & Tennis Club in Largo, Florida. There were 80 golfers who enjoyed a day of competitive golf.

See for yourself!



2003 Golf Champs



Golf Break!



Having A Ball Golfing



Fore!!!

BLACK ROOFS VS. WHITE ROOFS

ENERGY INFORMATION SIDES WITH WHITE ROOFS

The following information can be very useful when selling against black roofs. This information illustrates that there are many misconceptions when it comes to the benefits of black roofs vs. white roofs.

Q: I live in a northern tier climate, and have heard that any summertime energy savings I realize with a white roof will be offset by winter heat loss. Doesn't a black roof help save money on heating costs?

A: In the northern tier of the United States, one might think that a black roof would provide a winter heating benefit to building owners. However, there are several factors that make any potential heat gain relatively immaterial:

- The laws of physics dictate that hot air will always rise. Thus, any heat that is transferred to the interior of a building structure from the outside will remain at the top of the structure, providing minimal heat savings.
- In all parts of North America, there are fewer hours of sunlight to affect energy costs. In fact, in some areas, there is a greater than six hour difference between peak-summer and peak-winter sunlight, meaning there is less

sunlight available to contribute to a building's potential warming. Plus, the angle of the sun is less direct, which also helps to minimize warming potential.

- In many areas, roofs are covered with snow for much of the winter, turning them "white," and eliminating any potential black roof heat gain.
- The energy required to air condition a building in the summer is usually considerably greater than the energy to heat it in the winter, making the potential for summer energy cost savings much greater with a highly reflective white roof than winter savings with a heat absorbing black roof.

Q: Why is white roofing drawing so much attention from industry groups and government organizations?

A: It's becoming increasingly clear that, along with dark pavement and disappearing vegetation, dark/black roofing is a major contributor to the "urban heat island" effect, which is the tendency of urban areas to reach temperatures three to eight degrees higher than outlying rural areas.

In addition to discomfort and even danger for people who live and work in overheated buildings, the owners of hot buildings also face escalating energy costs, potential energy shortages and accelerated aging of building structures.

In response to this problem, a number of programs have been initiated throughout the country. Notably, the Federal government has mandated a 30% reduction in energy use for Federal office buildings by 2005 and 35% by 2010. Installing a white reflective roof membrane can help reduce those energy uses and costs.

In addition, many cities and virtually all 50 states have mandated cool roofing at some level, and/or offer tax rebates or other incentives to promote the use of cool roofing to building owners.

In such an environment, it's apparent that, as opposed to dark/black roofs, white roofing systems are part of the solution, not the problem, when it comes to delivering energy efficiency.



Seminar Trivia Winner

Craig Davis

Congratulations to Craig Davis of Davis Contracting in Ford City, Pennsylvania for being this year's seminar trivia winner. Craig wowed Duro-Last with his knowledge of the "World of Sports" and "Duro-Last

Questions I Should Know" trivia and received the highest score for the two-day contest. For his trivia endeavors, Craig was awarded a classy Duro-Last leather briefcase. Way to go, Craig!

SUNDAY WELCOME PARTY

A HUGE BONGO BEACH PARTY!

Duro-Last's Sunday Welcome Party was a tropical fiesta with high energy and lots of Caribbean ambiance! Seminar guests danced the night away with Caribbean music, shaking their tambourines and bongos as well as playing "Night Striker Volleyball" and competing in crab races.

Plus, guests had the chance to mingle with Carmen Miranda and Rostaman. Check out all the activities!





CELEBRATING 25 YEARS OF ROOFING EXCELLENCE WITH THE WORLD'S BEST CONTRACTORS

During the 2003 National Sales Seminar, Duro-Last celebrated 25 years of roofing excellence and paid tribute to the world's best contractors for their work ethic, high standards of excellence, top-notch workmanship and dedicated service.

With approximately 850 attending the awards banquet on Tuesday night, Duro-Last honored several levels of sales excellence.

The various awards presented at the awards banquet are in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing, Inc.

The first special recognition went to 46 Century Club Award winners with sales of \$100,000 or more.

The next award presentation honored the Presidents Club Award winners. In 2002, there were 30 Presidents Club Awards with sales of \$250,000 or more.



Representatives of Duro-Last also paid tribute to those contractors that earned the recognition of Admirals Club Award winners with sales of \$500,000 or more. There were 21 Duro-Last contractors that reached this goal in 2002.

Generals Club Award winners were also abundant at this year's national sales seminar. With sales of \$750,000 or more, nine contractors received special honors.

In 2002, Duro-Last had 10 contractors who achieved sales in excess of \$1 million - four of those contractors were new additions to the John R. Burt Award! What an accomplishment!

Those honored with the John R. Burt Award for sales over \$1 million included:

- Jim Bush and Randy Van Eck of Weather Shield Roofing Systems in Grand Rapids, Michigan

- Bryce and Brenda Nohava of Nohava Construction, Inc. in Lemars, Iowa
- Harold Hall and Jamie Hall of Harold Hall Roofing, Inc. in Stuttgart, Arkansas
- Andy Royalty, Lindsay Hopkins, Darrell Couch, and Tom Hayes of Royalty Roofing & Insulation in Seymour, Indiana
- Mike Morss of MW Morss Roofing in Romulus, Michigan
- George Bock, Rick Noel, Mac MacEntrye, and Chuck Smith of Mid-Western Roofing, Inc. in Paducah, Kentucky.

Those honored with the John R. Burt Award for sales over \$1.5 million included:

- Lee Johnson, Scott Maxfield, Stephen Bunn, and James Groscost of Broken Arrow, Inc. in Tooele, Utah

Continued from page 8

- Gene Fowler of Sentry Roofing, Inc. in Covington, Indiana
- Bob Walcik, Bennie Clawson, Glen Christensen, and Todd Tessnell of Jaco Construction, Inc. in Clute, Texas.

The 2002 Contractor of the Year Award winner consists of a dedicated team—a team that works closely together at home and at work. This team has a unique relationship in that each member compliments the others. When you combine the three people along with an enthusiastic and hard working staff, success is sure to follow!

During the awards ceremony, Duro-Last honored **Don and Jean LaFerney, Sr., Don and Randi LaFerney, Jr., Jon Barton, Gary Thomas** as well as **David and Debbie Reynolds of LaFerney, Inc. in Kingsport, Tennessee**. On behalf of Duro-Last, John Burt's daughter, Connie Moeller, presented the ladies of LaFerney, Inc. with a dozen beautiful red roses.

LaFerney, Inc. also earned a special gift for being Contractor of the Year as well as a Golden Eagle Award recipient (for sales over \$2 million): a 7-day Caribbean cruise for four aboard the



Adventurer of the Sea.

A part of the Duro-Last contractor network since June of 1989, LaFerney, Inc. has been recognized as a "Master Contractor" for the last 10 years, and a "Master Elite Contractor" for 2001 and 2002. Other Duro-Last awards include the Century Club (3 times), the Presidents Club (3 times), Admirals Club (1 time), the Generals Club (1 time), and John R. Burt Award

(4 times).

Congratulations go out to all of the Duro-Last award winners. Each one of you has certainly earned these honors and we wish you continued success in 2003.



Seminar guests enjoyed the fabulous acrobatic moves of The Cirque Acts.



Century Club

Award Winners



All Systems Roofing, Inc.



Becker Roofing



Beckwith Commercial Roofing, Inc.



Bob Harvey Roofing



Breault Roofing, Inc.



Bruttell Roofing, Inc.



Central Florida Maintenance Center, Inc.



Commercial Industrial Roofing, Inc.



Commercial Roofing, Inc.



Congdon Roofing Co., Inc.



Connell Supply Co.



Cool Roof Systems, Inc.

Century Club Award Winners



Cosam Contracting, Inc.



Cowan Roofing, Inc.



Curley Enterprises



Dakota Coating



**Daniel L. Welch
Building Contractor**



**D.K. Haney
Construction, Inc.**



**Ed Rutherford
Roofing Co.**



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



Fortenberry Roofing Co.



G. Bishop Roofing Co.



Haas Builders, Inc.



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

*Century
Club*
Award Winners



Herbert Roofing & Insulation



International Construction & Roofing, Inc.



Lee's Roofing & Spouting, Inc.



Maier Roofing Co., Inc.



Marchbanks Specialty Company, Inc.



Mid-West Roofing & Sheet Metal



Niederkoehr Construction



Northern Illinois Seamless Roofing, Inc.



North American Construction Services



Pacific Weathershield, Inc.



Pell Roofing



Perma Roofing, Inc.

Century Club Award Winners



Pinnacle Roofing Company



**Poe Construction
& Manufacturing, Inc.**



Rainbow Enterprises, Inc.



Roof Management Co., Inc.



Roofing by Fred Gross



Sunray Roofing, Inc.



Sure-Lock Homes, Inc.



Ted's Quality Roofing



**Texas Best Roofing Co.
of Plano**



**United Construction
of Salida, Inc.**



**Zimmer Roofing
& Construction, Ltd.**

Presidents Club

Award Winners



A-Men Siding & Roofing



Cason Roofing, LLC



**Commercial Roof
Services, Inc.**



**D. Thomas Roofing
Company, Inc.**



**Dan Jewett
Construction Company**



Davis Contracting



Duerson Corporation



H. Treder & Sons, Inc.



Interstate Roofing, Inc.



JBK, Inc.



Mikalan Roofing, Inc.



**Northcross Roofing
& Waterproofing, Inc.**

Presidents Club *Award Winners*



Pro-Tek Exterior Services, Inc.



Professional Roofing Contractors



Property Solutions



Rapid Roof Systems, Inc.



Reynolds Construction Co., Inc.



Roof-Tec National, Inc.



Al Janni & Todd Fritz



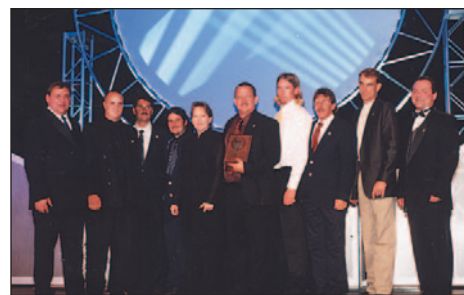
Roof Crafters, Inc.



Roof Solutions, Inc.



Ryan Roofing



Schaper Roofing & Construction, Inc.

*Presidents
Club*
Award Winners



**Schauss Roofing &
Mechanical Contracting, Inc.**



Sealtite Applicators, Inc.



**Special Maintenance
Roofing, Inc.**



Taylor Roofing



THL Enterprises, Inc.



**Umbrella Roofing
Systems, Inc.**



**Universal Roofing
Company, Inc.**



**Wayne Nasi Construction,
Inc.**



Admirals Club



Award Winners



A-Plus Roofing Co.



Ciaccio Roofing Corporation



Cotterman & Company, Inc.



Great Lakes Roofing



Heritage Roofing Systems of Oklahoma



Jack Buchinger Roofing



Kimball Roofing, LLC



Len Eckstein Roofing, Inc.



Marty Robbins Roofing Company, Inc.



Midwest Coating, Inc.



Ohio & Indiana Roofing, Co.



Pacific Rim Company



Prime Source Construction



Richard Goff Roofing, Inc.



Roberts-McNutt, Inc.



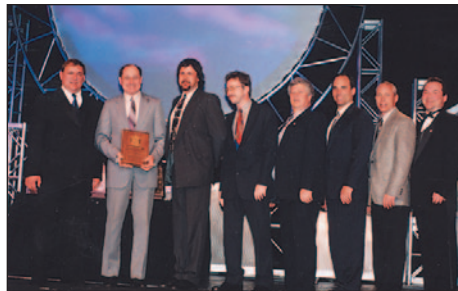
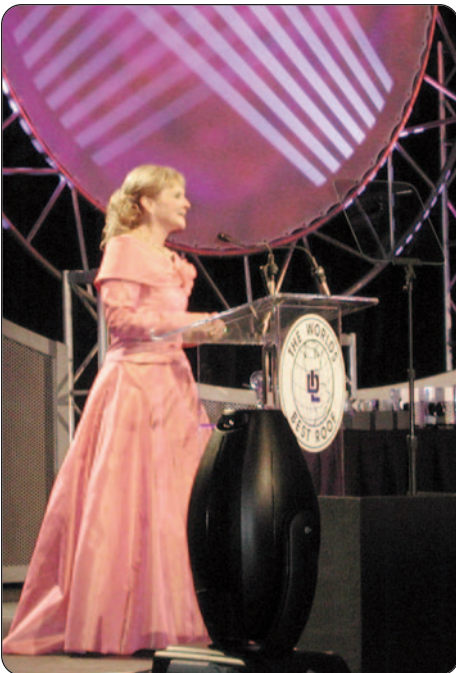
State Roofing Systems, Inc.



Superior Services RSH, Inc.



**T. Holt Brothers General
Contractors, Inc.**



Tomkat Roofing, Inc.



Watson Roofing Company



Western Roofing, Inc.

Generals Club

Award Winners



Alternative Roofing Systems, Inc.



Badgerland Commercial Roofing, Inc.



Beyer Roofing Company, Inc.



Brandle Roofing & Sheet Metal Co.



Damschroder Construction, LLC



Dublin Construction Company, Inc.



Parsons Commercial Roofing



Technique Roofing Systems, LLC



United Roofing & Sheet Metal, Inc.



John R. Burt

Award Winners



Broken Arrow, Inc.



Harold Hall Roofing, Inc.



Jaco Construction, Inc.



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



MW Morss Roofing



Nohava Construction, Inc.



**Royalty Roofing &
Insulation**



Sentry Roofing, Inc.



**Weather Shield
Roofing Systems, Inc.**



MORE WINNERS TO MENTION...

The following list contains additional winners from the 2003 National Sales Seminar that did not attend the special event. Congratulations to all of these winners for their hard work and dedication!

Century Club

A & A Contracting
A & E Roofing, Inc.
A. J. Edwards Roofing Co., Inc.
ACI Commercial Roofers
Acme Roofing & Sheet Metal Co.
Affordable Roofing Co., Inc.
American Roofing & Construction
Ashland Roofing Co.
Atlantic Roofing Systems, Inc.
Basic Capital Management, Inc.
Bel Air Foamed Insulation, Inc.
Blake Lord Associates, Inc.
C. Davis Roofing, Inc.
Central Colorado Roofing Co.
Colonial Roofing
Commercial Roofing Co.
Commonwealth Roofing Corp
Consolidated Contracting
Crowder Construction
Eagle Building Systems, Inc.
Ellerman Roofing, Inc.
Esko Maintenance Company
Excel Roofing Service
Five-C Roofing Professionals, Inc.
Freeport Industrial Roofing, Inc.
Grell Commercial Roofing, Inc.
Groves Roofing Services
Hallmark Sheet Metal Co., Inc.
Hayes Miller Roofing, Inc.
Hefner Roofing Co.
Hunter Roofing, Inc.
Liberty County Roofing
Louis and Riparetti, Inc.
Maintenance Systems, Inc.
Marlette Roofing & Sheet Metal Co.
Melvin T. Morgan Roofing
Metro Roofing & Repair Service Co., Inc.

Nickerson Construction
Nor-Lake, Inc.
Pacific Yurts, Inc.
Peach State Roofing, Inc.
Pioneer Roof Systems
Progressive Roofing
Provider Industries
Richland Co & Associates, Inc.
Ridge Runner Roofing, Inc.
River Roofing, Inc.
Roanoke Roofing & Sheet Metal Co., Inc.
Roland Technical Roofing
Roof Maintenance & Restoration, Inc.
Roof Pros, Inc.
Roofing Services, Inc.
Royal Roofing Co., Inc.
Ryan's Construction
San Mateo Cal-Kiwi Roofing
Santucci & Sons Construction
Scudder Roofing Co.
Service First Single Ply
Single Ply of Arizona
Skyline Roofing & Sheet Metal Co., Inc.
Springfield Construction
Superior Roofing Company, Inc.
Sweers Eaves & Roofing Co.
T & K Roofing Company, Inc.
Tech Roof Systems, LLC
The Ritz Roofing Co.
Topside Construction, Inc.
Total Roofing & Reconstruction
Treadwell-Chambers Roofing Co.
Trevek Enterprises, Inc.
Tri-State Roofing & Sheet Metal Co.
United Roofing Contractors, Inc.
W. E. Corp
W/S Roofing Company

Washington Roofing Company
Willamette Roofing & Construction, Inc.
Wright Roofing, Inc.

Presidents Club

Borntrager Enterprises, Inc.
Church Roofing
Denard & Moore Construction Co., Inc.
Great Lakes Systems, Inc.
Jim Brown & Sons Roofing Co., Inc.
Knox Roofing
Mac Arthur Roofing & Sheet Metal Co.
MacDermott Roofing & Sheet Metal
Merit Roofing Systems, Inc.
Mid-America Roofing, Inc.
Needham Construction & Re-Roofing, Inc.
Needham Roofing, Inc.
Palmer Roofing & Sheet Metal
Port Huron Roofing & Sheet Metal
Progressive Roofing

Admirals Club

AAAAA Enterprises, Inc.
B & R Roofing Company
Champion Roofing, Inc.
Dempsey Roofing Company
Interstate Structures, Inc.
JR Roofing, Inc.

Generals Club

Bambi's Roofing, Inc.

We hope to see all of you in the winner's list next year at the 2004 Duro-Last National Sales Seminar.

BREAKOUT SESSION WINNER: STACY ZIMMER

Stacy Zimmer of Zimmer Roofing & Construction in Port Huron, Michigan was the lucky recipient of a digital camera during the Duro-Last National Sales Seminar. Zimmer's name was randomly selected from breakout session attendee cards after she attended at least four breakout sessions and handed the card into seminar officials.

Congratulations, Stacy!

SALES SEMINAR 2004 PALM SPRINGS HERE WE COME!

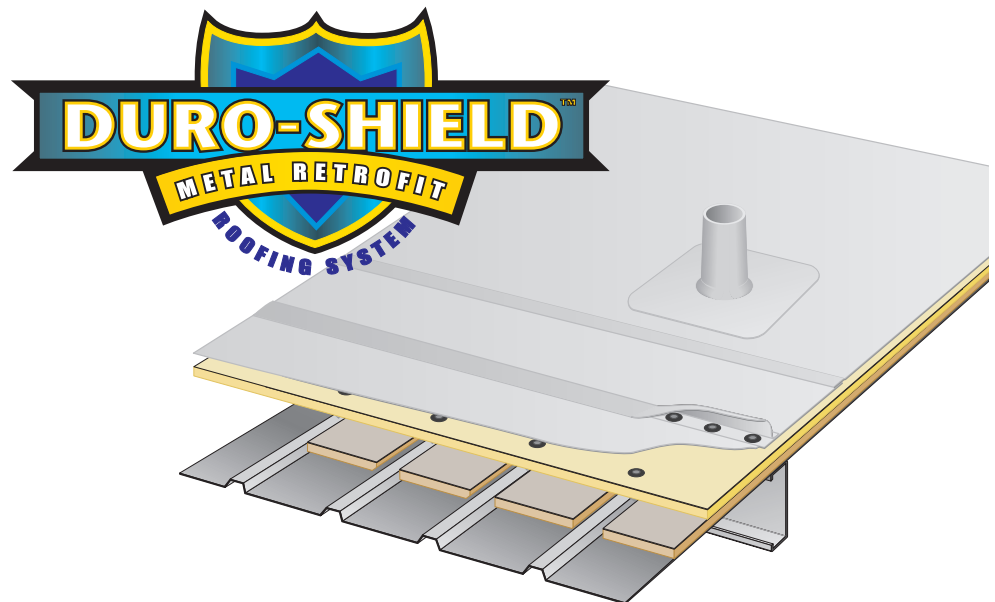


Contractors and sales representatives—start planning for the 2004 Duro-Last National Sales Seminar, which will take place February 8-10, 2004 in Palm Springs, California. The seminar headquarters will be the Riviera Resort & Racquet Club and seminar guests will have plenty of opportunities to learn new business skills and installation techniques, and hear from motivational speakers who will gear them up for another successful business year!

More details will be available later in the year, so watch for additional information!

Duro-Last Introduces Duro-Shield™ Brand Roofing System

■ **For Fast, Cost-Effective Metal Roof Retrofits**



We're pleased to introduce the new Duro-Shield™ metal retrofit roofing system. Based on Duro-Last's industry-leading thermoplastic PVC single-ply roofing system, prefabricated Duro-Shield roof systems can be installed directly over existing metal roofs to provide facility owners with a cost-effective, leak-proof, fire-retardant replacement solution that is virtually maintenance-free, and is backed by our comprehensive 15-year warranty.

To support the introduction of the Duro-Shield brand, a number of marketing efforts are underway:

Duro-Shield advertising has begun to appear in several publications, and we are also working on stories and testimonials that can be used in a variety of ways, including magazines.

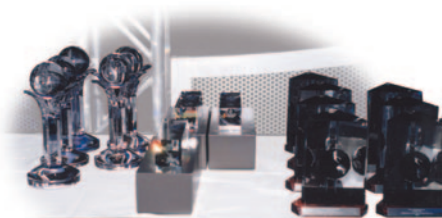
We've also developed a brochure, **The Perfect Fit for Metal Retrofit** that describes in detail how the Duro-Shield roof system can solve

metal roof problems. You can order the brochure through our web site: www.duro-last.com, or by calling the Duro-Last literature room.

A direct mail piece is in production, promoting the Duro-Shield roofing system, that will soon be sent to several thousand metal building owners. Once that mailing is complete – later this spring – this piece will be modified as necessary and made available for you to order and use in your local marketing activities.

We're excited about the opportunity to promote the Duro-Shield roof system to this large segment of the marketplace. Let us know how we can help you in your sales efforts.

If you have a metal retrofit job that would make a good case study, please contact the Duro-Last Marketing Communications Department at 800-248-0280.



CONTRACTORS ACHIEVE CLUB MEMBERSHIP HONORS

During this year's sales seminar, various Duro-Last contractors were recognized with 10-Year, 15-Year, and 20-Year Club membership honors.



Those contractors who have received sales awards for 10-years or more included:

- Badgerland Commercial Roofing in Watertown, Wisconsin
- Heritage Roofing Systems of Oklahoma in Enid, Oklahoma
- International Construction & Roofing, Inc. in Norfolk, Virginia
- Richard Goff Roofing, Inc. in Lawton, Michigan
- Roofing By Fred Gross in Medford, New Jersey
- Skyline Roofing & Sheet Metal in Indianapolis, Indiana
- Superior Services RSH, Inc. in Lansing, Michigan

Contractors who have received sales awards for 15-years or more included:

- Broken Arrow, Inc. in Tooele, Utah
- Ciaccio Roofing in Bellevue, Nebraska
- Herbert Roofing & Insulation in Saginaw, Michigan



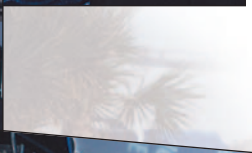
This year, Duro-Last introduced the 20-Year Club. This membership is for contractors who have received sales awards for 20-years or more. They included:

- Jack Buchinger Roofing in Reese, Michigan
- MW Morss Roofing in Romulus, Michigan
- Rainbow Enterprises in Cincinnati, Ohio
- Wayne Nasi Construction, Inc. in Hurley, Wisconsin
- Weather Shield Roofing Systems, Inc. in Grand Rapids, Michigan

Members of these special clubs received a beautiful plaque from Duro-Last during the annual awards banquet. Congratulations to each of our recipients. We wish you continued success in the future.



Awards Night Banquet



DURO-LAST HOSTS KICKIN' SALES REP AWARDS BANQUET

Duro-Last sales representatives and associates gathered at Raymond James Stadium (home of the 2003 Super Bowl champions - the Tampa Bay Buccaneers) for the annual Sales Rep Awards Banquet.

The Saturday, February 1, 2003 event consisted of kicking field goals on the Tampa Bay Buccaneers football field, getting snapshots with the Tampa Bay Buccaneers mascot, Captain Fear, and snacks by the ultimate Tampa Bay pirate ship.

During a humorous skit involving Duro-Last upper management and corporate personnel as well as clever commercials by Duro-Last Chairman of the Board, Jack Burt, sales reps and associates were also honored for their sales achievements.

Take a look at all the fun everyone had!





DURO-LAST SALES REPRESENTATIVES RECEIVE HONORS FOR SALES AND VOLUME INCREASES

IN RECOGNITION OF SALES
EXCELLENCE WITH A SALES
INCREASE OF OVER \$250,000:

Mike Gottron
Bryan Gottron
(Ohio)

Dan Johnson
Randy Brawley
(Indiana)

Rick Ludlum
(Eastern New York, Connecticut,
and Vermont)

Mark Keefe
(Alabama)

IN RECOGNITION OF SALES
EXCELLENCE WITH A SALES
INCREASE OF OVER \$500,000:

Buddy Wilson
(Texas)

Tom Allen Consulting
(Iowa, Southern Illinois, and
Missouri)

Chris Hemphill
Bob Hemphill
(West Central California)

IN RECOGNITION OF SALES
EXCELLENCE WITH A SALES
INCREASE OF OVER \$1,000,000:

Roger Wood
Darrin Boatman
(Arkansas)

Brian Fleming
(Washington)

IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING \$500,000
IN ONE YEAR:

Ches Gordon
(Louisiana)

Rick Ludlum
(Eastern New York, Connecticut,
and Vermont)

IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING \$1,000,000
IN ONE YEAR:

Mark Keefe
(Alabama)

IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING \$2,000,000
IN ONE YEAR:

Brian Fleming
(Washington)

IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING \$3,000,000
IN ONE YEAR:

Roger Wood
Darrin Boatman
(Arkansas)

Chris Hemphill
Bob Hemphill
(West Central California)

IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING \$9,000,000
IN ONE YEAR:

Tom Allen Consulting
(Iowa, Southern Illinois, and
Missouri)

TOP 3 IN SALES VOLUME

- 1) **Jeff Gottron and Associates**
(Michigan)
- 2) **Tom Allen Consulting**
(Iowa, Southern Illinois,
and Missouri)
- 3) **Buddy Wilson**
(Texas)

TOP 3 IN SALES INCREASE

- 1) **Roger Wood**
Darrin Boatman
(Arkansas)
- 2) **Brian Fleming**
(Washington)
- 3) **Chris Hemphill**
Bob Hemphill
(West Central California)

RECOGNIZED FOR MOST CONTRACTOR ACTIVATIONS

- 1) **Don Morris & Associates**
(Kansas, Nebraska, and
Oklahoma)
- 2) **Tom Allen Consulting**
(Iowa, Southern Illinois,
and Missouri)
- 3) **Jeff Gottron and Associates**
(Michigan)

Celebrating Our 25 Years





SEMINAR GUEST SPEAKER PRESENTATION AVAILABLE ON VHS/DVD



Chad Hymas

If you thoroughly enjoyed the presentation by seminar guest speaker Chad Hymas, you'll be happy to know that Chad has kindly offered to make duplications of his presentation available to contractors, sales representatives, and corporate personnel.

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This presentation is a keeper, so order your copy today!

NEW EMPLOYEES JOIN DURO-LAST TEAM

Duro-Last would like to welcome the following new employees to the Duro-Last corporate team in Saginaw, Michigan.

Fred Sitter



Fred Sitter has joined the Duro-Last Marketing Communications Department as its director. His responsibilities include the overall operation and management of the Marketing Communications Department.

Prior to his position at Duro-Last, Sitter was the founder and principal of The Essex Marketing Company in Maplewood, New Jersey, where he worked in marketing and communications consulting.

Diana Niss

Diana Niss has been promoted to General Manager of Creative Impressions, Printing, Silkscreen & Embroidery (a related company of Duro-Last Roofing, Inc.). She is responsible for the overall operations of the print, silkscreen, and embroidery departments.

Niss formerly was a financial analyst at the Duro-Last corporate headquarters in Saginaw, Michigan.



These individuals are at your service. So if you have any marketing or advertising needs, contact Fred Sitter and for any printing/silkscreen/embroidery needs, feel free to contact Diana Niss. They will gladly assist you in their field of expertise.

General Sessions Are A Breakout Success!





THIS YEAR'S SEMINAR ACTIVITIES

WERE A **BLAST!**

Seminar guests had ample opportunity to participate in a variety of activities during the 2003 Duro-Last National Sales Seminar. Whether it was shopping at the International Plaza in Tampa, visiting Busch Gardens or cruising on Captain Memo's Pirate Ship, everyone had a great time!



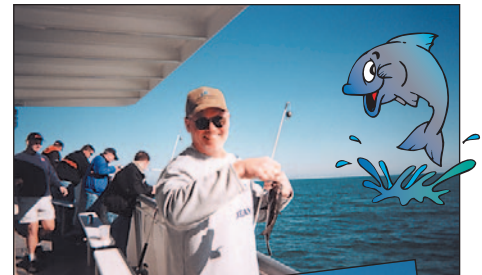
**AHOY MATE, CAPTAIN MEMO
IS WALKING THE PLANK!**



SHOPPING THE DAY AWAY



**ADVENTURE PARK
EXCITEMENT**



CATCHING A "BIG" FISH