

Special Seminar Edition

TOP OF THE NEWS



April 2005



Building Our
Future Together





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

Our National Sales Seminar provided a wonderful foundation for us to begin "building our future together." Everywhere I went during the event in Clearwater Beach, Florida, I heard great things: how motivational our keynote speakers were; how beneficial the breakout sessions were; how helpful our staff was. Such comments let me know that we are indeed on target when we put these programs together.

Our number one priority is – as it always has been – to provide excellent service to our customers. At the Seminar, we discussed several things that we'll implement throughout 2005 to do just that.

The growth of our subsidiary, EXCEPTIONAL™ Metals, has been nothing short of tremendous, and to meet your increasing needs, we're planning to expand our metal detail production capacity to our Grants Pass, Oregon facility. Duro-Last's continuing business expansion will prompt us to add staff to ensure that we remain responsive. We'll improve

our production efficiencies through automation to help control our manufacturing costs. We'll continue to investigate and implement product enhancements to make sure you can offer the best roofing options to your customers.

To those of you who attended our National Sales Seminar in Clearwater Beach – thank you! Your attendance confirms your dedication to Duro-Last and your interest in learning new "tricks of the trade" that will improve your installation abilities and strengthen your business. If you're a Duro-Last contractor who didn't attend this year, I urge you to be with us in Miami, Florida next January, when the 2006 Duro-Last National Sales Seminar will deliver another program designed to help you excel as a Duro-Last contractor. Have a great year!

2005 BREAKOUT SESSION WINNER IS...

The Duro-Last breakout session winner for this year was **Rob Clausen from McDermott & Son Roofing Co. in Atlantic, Iowa.**

Rob's name was randomly selected from the breakout session attendee cards, and he received a Sharp Mini (Stereo) Component System.

Thanks for attending our breakout sessions and enjoy your new stereo, Rob!

A FEW WORDS FROM THE PRESIDENT

This year's National Sales Seminar was another tremendous event. It's always a pleasure to meet and greet as many of our customers as possible; to hear how you make your business successful; and to gather ideas about how we can help you in that success.

As I mentioned during my opening remarks at the Seminar, there were a lot of great things that happened throughout the Duro-Last business in 2004. We increased sales by 13% to reach a new plateau of over \$122 million. We crossed the mark of one billion square feet of installed membrane. New hot-air welders in Michigan and Mississippi are improving productivity and keeping production costs under control. We met – and continue to meet – the challenges presented by the four hurricanes that hit Florida. We added staff to be able to concentrate more effectively on serving your needs. Most importantly, we saw you – our customers – continue to sell and install the Duro-Last roofing system with enthusiasm. Thank you for your



sustained loyalty, business integrity and commitment to quality.

The theme for this year's National Sales Seminar – “building our future together” – really said it all. We have a tremendous opportunity to build our own rewarding future by working together to achieve success. Thanks for being part of the “building” team, and I wish you the best in 2005.

*Thomas G.
Hollingsworth*

SPACE TRIVIA IS HIS FORTE



Congratulations to Stephen Grosse of La Ferney, Inc. who was the expert on space trivia at the 2005 Duro-Last National Sales Seminar. These trivia contests were very mind-boggling, but Stephen was able to get the most correct answers. He is truly a space fanatic!

His reward included some Duro-Last golf shirts that he can proudly wear while he goes out and sells more Duro-Last roofs for La Ferney! Way to go!

Seminar Memories...





OPPORTUNITIES ABOUND FOR ROOFING PROJECTS IN 2005

By Steve Ruth, Vice President of Sales

The 2005 calendar is full of opportunities for everyone. The demand for low-sloped roofing grew in 2004, and is still going strong in 2005.

Even better news is that Duro-Last's growth far exceeds that of the industry. This clearly means that Duro-Last contractors outperform the typical low-sloped roofing contractor.

You are our customer, and we continue to manage our business based on your needs. Supplying a high-quality roofing system is just a start. Duro-Last also provides you

with sales, marketing, engineering, field, and business management support. Running a business is challenging, and Duro-Last continually adds to the long list of tools that make it easier for you to run yours.

A visit to our new-look web site at: www.duro-last.com provides information on all the support items roofing contractors can use. You also can call and request the Duro-Last Capabilities and Services Catalog for more information.

Because of your growth, Duro-Last is continually adding staff company-wide to meet your roofing and support needs. In sales and marketing, Duro-Last is adding two regional managers, two sales coordinators, one corporate

account coordinator, three customer service representatives, and one GSA sales person, and we recently added a marketing person. These staff additions are taking place to meet your needs in sales, marketing, and other business operations.

The increasing market demand for Duro-Last can bring new challenges to your operation, but we have the tools that will help you meet those challenges and continue to outperform your local competitors. Call your sales representative or Duro-Last regional sales manager to discuss your plans for 2005 and how Duro-Last can further help support your business.

CORPORATE ACCOUNTS 2005 OFF TO A GREAT START!

By Brad Podojil, Corporate Accounts Manager

As many of you know, 2004 was a terrific year for corporate accounts with over 40% growth. The Duro-Last sales team is looking to have aggressive growth again in 2005. In fact, we are already off to a fast start in 2005 with a 40% increase YTD over last year.

We planted many seeds last year with new potential accounts. Overall, we roofed buildings with 43 new accounts and we hope to see a lot of our growth for 2005 from these customers. We are building strong credibility because of quality installations and consistent follow-up on any potential problem areas.

Duro-Last will be implementing several new programs throughout 2005 that will help develop this market. A section on our web site will

educate building owners on the benefits of becoming a Duro-Last corporate account. We hope this will attract warmer leads that will expand our account base. Duro-Last is also working with our sales representatives on ideas to get them more involved with developing corporate accounts. As part of the team, the Duro-Last Marketing Communications Department has helped develop a personalized mailer geared toward large corporate accounts. These mailers will be sent once every quarter and actively followed-up with telephone calls. Duro-Last anticipates these new ideas and aggressive prospecting will make 2005 another prosperous year.

As always, we are looking for new ideas to generate more business from corporate accounts. If you have a



lead for a corporate account or an idea for a new program, please mention it to your sales rep, regional manager or me. I look forward to hearing back from you.

**KEEP THE DRIVE
ALIVE IN 2005!**

CONTRACTORS CELEBRATE CLUB MEMBERSHIP INDUCTIONS



During the 2005 Duro-Last National Sales Seminar, 15 contractors were recognized with 10-Year, 15-Year, and 20-Year Club membership inductions.

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

- Beckwith Commercial Roofing, Inc.
- Duerson Corporation
- Gilliland & Son Roofing, LLC
- Harold Hall Roofing, Inc.
- Marty Robbins Roofing Company, Inc.
- Pro-Tek Exterior Services, Inc.
- Sealtite Applicators, Inc.
- Umbrella Roofing Systems, Inc.

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

- Delta Roofing, Inc.
- La Ferney, Inc.
- Rapid Roofing Systems, Inc.

20 Those contractors who have received sales awards for 20 years or more included:

- Atlantic Roofing Systems, Inc.
- Midwest Coating, Inc.
- Ohio & Indiana Roofing Co.
- Special Maintenance Roofing, Inc.

Inductees to these clubs received a commemorative plaque during a special reception. Congratulations to each of our recipients. May you continue to succeed with Duro-Last.

JIM KLUG JOINS THE DURO-LAST SALES TEAM



Jim Klug

Duro-Last is pleased to introduce **Jim Klug** as the new regional sales manager for California.

Many of you had the privilege to meet Jim at the Duro-Last National Sales Seminar. He has over 38 years of residential and commercial construction experience, which will be a great asset to all the contractors in California.

Welcome aboard, Jim! We look forward to working with you.

Creative Impressions
Printing, Silkscreen & Embroidery

Printing

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- Postcards • Notepads

Embroidery

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- Tee Shirts • Sweaters

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- Hats • Can Koozies • Umbrellas

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- Sunglasses • Mousepads
- Key Chains • Calculators

800-821-4104

PRECISION FABRICATION: THE DURO-LAST DIFFERENCE

By Fred Sitter, Marketing Communications Director

To promote the unique benefits that Duro-Last's custom roof fabrication provides to building owners, we've launched a new marketing campaign in 2005. You may have already noticed some of the print advertisements that have appeared in several trade publications recently. With unique images and colors, these ads are intended to catch the eyes of building owners, facility managers, and others who make roofing decisions for commercial and industrial properties.

In addition to magazine advertising, we have produced marketing literature pieces that provide more detailed information about the benefits of Duro-Last's prefabrication. Focusing on the true "life-cycle" cost of a roofing investment, the brochure, "How to Make Your Roofing Investment Pay Off" asks readers to "do the math" and evaluate several criteria when making a roofing purchase. Buyers should consider not only the product cost, but installation, maintenance, repair, and energy costs as well.

Included in the literature package



Life-Cycle Cost Worksheet		
Estimate the Roof Cost of Your Roof Don't be fooled by lower initial costs. Use this worksheet to help estimate the real cost of any roof you are considering.		
	Other Roof	Duro-Last Roof
1. Installation		
a. Roof product cost	\$	\$
b. Installation costs (labor & overhead)	\$	\$
c. Tear-off costs (if required)	\$	\$
d. Disposal costs	\$	\$
e. Building disruption costs	\$	\$ 0.00
2. Long-Term Durability		
f. Regular maintenance costs (over 20 years)	\$	\$
g. Roof replacement costs, if life expectancy is less than 20 years (Add a-e above, divide by 20, multiply by the number of years less than 20)	\$	\$
3. Repairs		
h. Roof repair costs (estimated over 20 years)	\$	\$
i. Interior damage repairs (estimated over 20 years)	\$	\$
4. Energy Savings		
j. Estimated energy savings (over 20 years)	(\$)	(\$)
k. Energy rebates/incentives	(\$)	(\$)
5. Warranty		
l. Cost for 15-year warranty	\$	\$ 0.00
TOTAL Life-Cycle Costs	\$	\$

are a life-cycle cost worksheet and an overlay diagram that shows rooftop seaming comparisons between a typical roll-goods system and the Duro-Last roofing system.



To reinforce the Duro-Last brand and to provide a consistent look to our advertising and other materials, you'll notice a common "look and feel" to these pieces. The look extends to the new Duro-Last web site (www.duro-last.com), which has been re-launched in conjunction with the new campaign.

800-248-0280 • www.duro-last.com

GULF COAST FISHING A BIG CATCH

Seminar guests that attended the deep-sea fishing excursion had a terrific time catching lots of fish and reeling them in. Take a look!





BUILDING OUR FUTURE TOGETHER DURO-LAST HONORS CONTRACTORS FOR SALES ACHIEVEMENTS



Contractor of the Year

Jaco Construction, Inc.

Duro-Last continues to “build our future together” with contractors by recognizing their sales efforts during the 2005 National Sales Seminar.

Approximately 900 seminar guests attended the awards banquet on Tuesday evening, with Duro-Last honoring multiple levels of sales excellence.

This year, Duro-Last changed the format for the awards presentation and hosted a special reception for the 10, 15, and 20-Year Club inductees and Century Club Award winners. Honorees were introduced and recognized by District Sales Manager Shawn Snyder and Field Operations Negotiator Jason Tunney. Following the reception, guests gathered in the

beachside tent for dinner and entertainment, then celebrated the Presidents Club, Admirals Club, Generals Club, JRB Award, and Contractor of the Year awards, hosted by Duro-Last Senior Vice Presidents Kathy Allen and Sharon Snyder.

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

The first special recognition went to 54 Century Club Award winners with sales of \$100,000 or more.

The next presentation honored the Presidents Club Award winners. In 2004, there were 41 winners with sales

of \$250,000 or more.

Duro-Last also paid tribute to contractors that earned the Admirals Club Award with sales of \$500,000 or more. There were 22 Duro-Last contractors that reached this goal in 2004.

With sales of \$750,000 or more, seven contractors received honors as Generals Club Award winners.

In 2004, Duro-Last had 16 contractors who achieved sales in excess of \$1 million – an amazing accomplishment! Those honored with the John R. Burt Award included:

- **Jaco Contrustion, Inc.** in Clute, Texas
- **Mid-Western Commercial** in Paducah, Kentucky

- **Parsons Commercial Roofing** in Waco, Texas
- **MW Morss Roofing** in Romulus, Michigan
- **LaFerney, Inc.** in Kingsport, Tennessee
- **Cotterman and Company** in Minster, Ohio
- **Royalty Roofing & Insulation** in Seymour, Indiana
- **United Roofing and Sheet Metal** in Bryan, Texas
- **Sentry Roofing, Inc.** in Covington, Indiana
- **Marty Robbins Roofing** in Dothan, Alabama
- **Broken Arrow, Inc.** in Tooele, Utah
- **Western Roofing, Inc.** in Golden, Colorado
- **Weather Shield Roofing Systems, Inc.** in Grand Rapids, Michigan
- **Badgerland Commercial Roofing, Inc.** in Watertown, Wisconsin
- **Harold Hall Roofing, Inc.** in Stuttgart, Arkansas
- **Nohava, Inc.** in Lemars, Iowa

The 2004 Contractor of the Year is a big fan of Duro-Last and consists of an energetic, go-get-'em team that has taken this prestigious award home two other times, in 1996 and 2003. They have installed more than 1,035 Duro-Last projects and over 16 million square feet of membrane since becoming an authorized contractor in July of 1989.

Furthermore, this role model contractor has taken home 10 John R. Burt awards and 28 other Duro-Last awards in the past.



To conclude the awards night festivities, Duro-Last honored Bob and Lou Ann Walcik, Bennie and Denise Clawson, Glen Christensen, and Todd Pessnell of Jaco Construction, Inc. in Clute, Texas as the 2004 Contractor of the Year.

Jaco selected as their prize the Kawasaki Mule 3010 4 x 4 utility vehicle, to use for hunting and other outdoor excursions.

Special Note: Both Mid-Western Commercial and Jaco Construction, Inc. surpassed \$2 million in Duro-Last sales! In the history of Duro-Last, only one other contractor has achieved this milestone—now that is outstanding!

Congratulations to all of the 2004 Duro-Last award winners. We hope to see all of you again next year!



Century Club

Award Winners



Accurate Roofing Co., Inc.



Acker & Guerrero Roof Co.



All Elements, Inc.



Alpine Contracting



Atlantic Roofing Systems, Inc.



Bob Harvey Roofing, Inc.



Breault Roofing, Inc.



Bruttell Roofing, Inc.



Carr Roofing



Cason Roofing, LLC



Commercial Roofing Concepts



Cosam Contracting, Inc.

Century Club Award Winners



*Daniel L. Welch
Building Contractor*



Dubo Roofing, Inc.



Eau Claire Roofing Co.



*Enterprise Roofing
& Sheet Metal*



Excel Roofing Service



Freeman Roofing



*Fridley Roofing
& Remodeling, Inc.*



Gilliland & Son Roofing, LLC



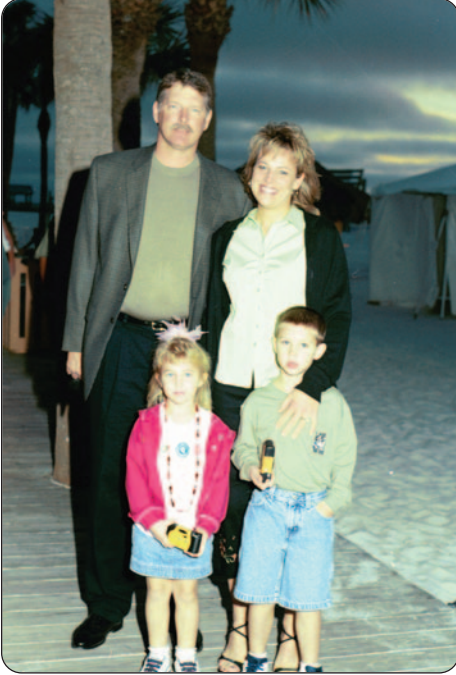
Goodmen Roofing, Ltd.



H. Treder & Sons, Inc.



Century Club Award Winners



Herbert Roofing & Insulation



J.G. Roofing & Construction



JBK, Inc.



Louis & Riparetti, Inc.



Master Roofing



*McDermott & Son
Roofing Co.*



Mitchell's Roofing & Gutter



*Northern Awning
& Window Co., LLC*



Nu-Way Construction, Inc.



Overhead, Inc.

Century Club Award Winners



Pacific Weathershield, Inc.



Pell Roofing



*Professional Roofing
Contractors*



Pro-Line Contracting Corp.



Punum Roofing



Reroof America Corp.



Reynolds Construction Co., Inc.



Ridge Roofing & Consulting



Roberson Roofing



Rocking R Roofing



Roofing by Fred Gross



Snohomish County Roofing

Century Club Award Winners



Southern Roofing Company



Spirit Roofing Co.



Stevens Construction



*Texas Best Roofing Co.
of Plano*



Tom Paff Contractors



U.S. Roofing



Urethane Unlimited



Washington Roofing Company



*West Central
Roofing Contractors*

Presidents Club

Award Winners



All Weather Systems, Inc.



Beckwith Commercial Roofing, Inc.



Brandle Roofing & Sheet Metal Co.



Castle Roofing & Siding



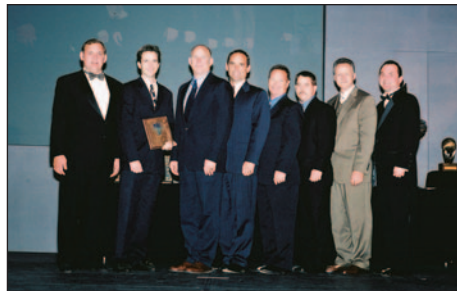
Commercial Roof Services, Inc.



Cool Roof Systems, Inc.



Dakota Coating



Delta Roofing, Inc.



Duerson Corporation



Ed Rutherford Roofing, Co.



Presidents Club Award Winners



Fortenberry Roofing, Co.



G. Bishop Roofing, Co.



Goodmen Roofing, Ltd.



*Karchner Brothers
Construction*



Kimball Construction Co., LLC



Knox Roofing



Maier Roofing Co., Inc.



*Marchbanks Specialty
Company, Inc.*



Mikalan Roofing, Inc.



Moore Roofing, Inc.

Presidents Club Award Winners



Nazareth Roofing



Needham Re-Roofing



Palmer Roofing & Sheet Metal



Perma Roofing, Inc.



Pinnacle Roofing Co.



*Poe Construction
& Manufacturing, Inc.*



Prime Source Construction



Pro-Tek Exterior Services, Inc.



Rain-Tite Roofing



Richard Goff Roofing, Inc.



Roof Doctors X-Perts



Roofing Plus

Presidents Club Award Winners



Ryan Roofing



*Special Maintenance
Roofing, Inc.*



Springfield Construction



Superior Roofing Systems, Inc.



*Sweers Eavestrough
& Roofing Co., Inc.*



Ted's Quality Roofing, Inc.



Trevek Enterprises, Inc.



TYL Enterprises, Inc.



*Zimmer Roofing
& Construction, Ltd.*

Admirals Club

Award Winners



A-Plus Roofing Company



Borntrager Enterprises, Inc.



Building Associates, Inc.



Ciaccio Roofing



D.K. Haney Construction



D. Thomas Roofing Company, Inc.



Damschroder Construction



Great Lakes Roofing & Insulation Systems



Heritage Roofing Systems of Oklahoma



Jack Buchinger Roofing



Jewett Roofing Company



Kelly Roofing

Admirals Club
Award Winners



Pacific Rim Roofing Company



Rapid Roofing Systems, Inc.



Roof-Tec National, Inc.



Sealtite Applicators, Inc.



Technique Roofing Systems, LLC



THL Enterprises, Inc.



Tomkat Roofing, Inc.



Umbrella Roofing Systems, Inc.



Watson Roofing Company



Wayne Nasi Construction, Inc.

Generals Club

Award Winners



BEC Roofing, Inc.



Davis Contracting



Midwest Coating, Inc.



Ohio & Indiana Roofing, Co.



Property Solutions



Roberts-McNutt, Inc.



State Roofing Systems, Inc.



John R. Burt

Award Winners



Jaco Construction, Inc.



Badgerland Commercial Roofing, Inc.



Broken Arrow, Inc.



Mid-Western Commercial Roofers, Inc.



Cotterman and Company, Inc.



Harold Hall Roofing, Inc.

John R. Burt Award Winners



LaFerney, Inc.



*Marty Robbins
Roofing Co., Inc.*



MW Morss Roofing



Nohava, Inc.



Parsons Commercial Roofing



Royalty Roofing & Insulation



Sentry Roofing, Inc.



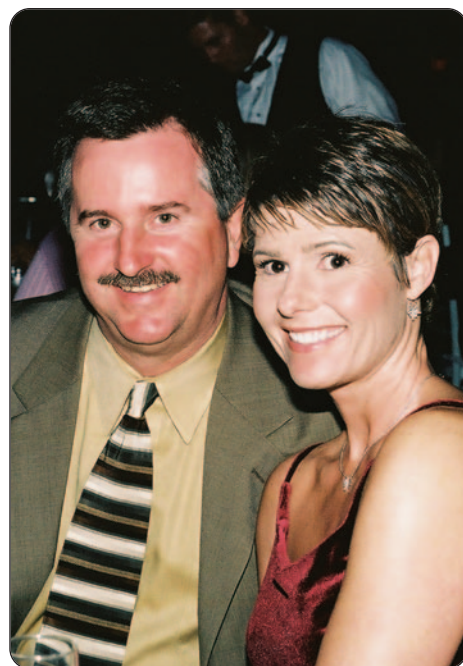
*United Roofing and Sheet
Metal, Inc.*



*Weather Shield
Roofing Systems*



Western Roofing, Inc.



ADDITIONAL AWARD WINNERS

The following list contains additional winners from the 2005 Duro-Last National Sales Seminar that did not attend the special awards banquet. Congratulations to all of these winners for their hard work and dedication to Duro-Last.

Century Club

A & E Roofing, Inc.
A & M Contractors, Inc.
A. H. Sturgill Roofing, Inc.
A. J. Edwards Roofing Co., Inc.
A. L. Johnson & Sons
AAA Roofing, Inc.
Ace Roofing, Inc.
Advanced Coatings, Inc.
Advanced Sheet Metal
All Aspects Roofing, Inc.
All Seasons Roofing Services
All Systems Roofing, Inc.
All-Rite Roofing Systems, Inc.
American Building
Contractors, Inc.
Ann Arbor Roofing Co., Inc.
Bally Refrigeration Boxes, Inc.
Barnett Roofing & Siding
Basic Capital Management, Inc.
Bel Air Foamed Insulation, Inc.
Bleser Built Roofing
Britt & Britt Roofing, Inc.
Brown Brothers Roofing, Inc.
Buckman Construction, Inc.
Carl King Roofing, Inc.
Childers Roofing, Inc.
Church Roofing Co.
Clark Restoration
& Custom Roofing
Clingan-Irvine Assoc., Inc.

Columbia River Roofing
Commercial Roofing Co., Inc.
Commonwealth Roofing Corp.
Connell Supply Company
Consolidated Contracting
Cowan Roofing, Inc.
CRW of South Florida, Inc.
Delta Roofing
and Sheet Metal Corp.
Dighton Roofing & Siding
Double E Roofing
Draeger Construction, Inc.
Durable Roofing, LLC
Eagle Roofing, Inc.
ESMAC, Inc.
Flying Out Construction
Freeport Industrial Roofing, Inc.
Freeze Maxwell Roofing, Ltd.
Geisler Roofing, Inc.
Great Lakes Systems, Inc.
Grell Commercial Roofing, Inc.
Groves Roofing Services
H. C. Anderson
Roofing Company, Inc.
Haas Builders, Inc.
Hallmark Sheet Metal Co., Inc.
HLR Roofing
Holko Enercon
Home Creek Enterprises, Inc.
Horizon Commercial
Roofing, Inc.

Insulation Restoration
Coating Limited
International Construction
& Roofing, Inc.
Jerry Kellar Real Estate
Jim Brown & Sons
Roofing Co., Inc.
Jim Wallis & Sons Roofing, Inc.
John A. Henry & Co., Ltd.
Kidd-Luukko Corporation
Kindred Roofing, Inc.
King's Roofing
Koch Building Company, Inc.
Kolpak Industries, Inc.
Kysor Panel Systems
Lee's Roofing and Spouting, Inc.
Lifetime Tile Roofing, Inc.
MacDermott Roofing
& Sheet Metal, Inc.
Maintenance Systems, Inc.
Marlette Roofing
& Sheet Metal Co.
Marshall Roofing
& Sheet Metal Co., Inc.
Metric Roofing of Nevada
MG Roofing, Inc.
Midwest Roofing
& Custom Metals
Mid-West Roofing
& Sheet Metal
Miller Roofing, Inc.



ADDITIONAL AWARD WINNERS

(Continued from page 24)

Mission Valley Roofing Co., Inc.
Monterey Construction Services, Ltd.
Needham Roofing, Inc.
Nickerson Construction
Niederkohr Construction
Northcross Roofing & Waterproofing, Inc.
Otterskin Construction
Pacific Yurts, Inc.
Paul D. Schaper Roofing, Inc.
Quality Exteriors, LLC
R. B. Crowther Co.
Rainbow Enterprises, Inc.
Richland Co.
& Associates, Inc.
Risco, Inc.
River Roofing, Inc.
Rocky Mountain Applicators
Roof Check, Inc.
Roof Crafters, Inc.
Roof Solutions, Inc.
Roofing Services, Inc.
S.P.I., Inc.
San Mateo Cal-Kiwi Roofing
Santucci & Sons Construction
Schroeder Exteriors, Inc.
Scott Quick Construction
Scudder Roofing Co.
Sielfleisch Roofing, Inc.
Starkweather Roofing, Inc.
Sunbelt Roofing Service, Inc.
Sunray Roofing, Inc.
Sunshine Roofing & Consulting, LLC

Taylor Roofing, Inc.
The Gopher Company, Inc.
Thunder LLC Roofing & Sheet Metal
Total Roofing & Reconstruction
Town & Country Roofing, Inc.
Twin Rivers Improvement
U. S. Industries Group, Inc.
United Construction of Salida, Inc.
Universal Roofing Company, Inc.
W. A. L. General Contractor
Western Roofing Service
Wheeler Roofing Co.
Wright Roofing, Inc.

Presidents Club

A & A Contracting
Affordable Roofing Co., Inc.
Alternative Roofing Systems, Inc.
Becker Roofing
Commercial Roofing Co.
CWF Construction, Inc.
Dempsey Roofing Co., Inc.
Ed's Sheet Metal & Air Conditioning, Inc.
Engineered Roofing Systems
Esko Maintenance Company
Frank Fiala Roofing, Inc.
G & W Roofing & Construction, Inc.
Innovative Roofing Solutions
Interstate Consolidated Roofing, Inc.
J. A. Taylor Roofing, Inc.

Jim Stevens Construction, Inc.
JR Roofing, Inc.
L. J. Beck Roofing & Guttering, Inc.
Ritz Roofing Co.
Skyline Roofing & Sheet Metal Co., Inc.
T. Holt Brothers General Contractors, Inc.
TRC Roofing
United Roofing Contractors, Inc.
Walker Roofing Co., Inc.
Willamette Roofing & Construction, Inc.

Admirals Club

AAAAA Enterprises, Inc.
Bambi's Roofing, Inc.
Beyer Roofing Company, Inc.
Brinkmann Roofing Co.
Champion Roofing, Inc.
Dublin Construction Company, Inc.
Merit Roofing Systems, Inc.
Port Huron Roofing & Sheet Metal
Wormley Bros. Roofing, Inc.

Generals Club

Superior Services RSH, Inc.

We hope to see all of you accepting an award on stage next year at the 2006 Duro-Last National Sales Seminar.





MORE SEMINAR MEMORIES!



CAMOUFLAGE SCREWS DO THE JOB

During this year's Contractor Advisory Board meeting held during the National Sales Seminar, another helpful installation tip was acquired. Stuart Parsons, Jr., of Parsons Roofing in Waco, Texas, shared an easy and inexpensive way to camouflage screws exposed on the bottom of a deck after the roof has been installed.

Stuart finds a caulk that closely matches the color of the bottom of the

deck. Using a standard caulk gun, he simply puts light pressure on the caulk gun trigger and inserts the screw tip into the caulk nozzle, coating it with caulk. With the deck bottom and screw colors closely matched, the screws are camouflaged and much less visible.

This installation tip has worked well for Parsons Roofing on several projects.

Thanks for the tip, Stuart!

*Find a caulk color
that matches the bottom
of the deck.*



*Insert the caulk tip over
the top of the screw.*



*Gently apply the caulk as
you pull the tube away.*



ANNUAL MILDRED B. BURT GOLF TOURNAMENT COMPETITIVE

It was a perfect day for golfing at the Bardmoor Golf & Tennis Club. The private club was the setting for the annual Mildred B. Burt Golf Tournament, where Duro-Last seminar guests participated in a competitive golf tournament.

A great time was had by all attendees and some wonderful prizes were awarded for 1st through 3rd place finishes and hole winners. The winners were as follows:



1st Prize Winners

1st Prize: Won trophies

Brad Jones
Greg Shultz
Scott Slone
Kyle Isaacs



2nd Prize:

Won Duro-Last wind shirts

Blaine Sprague
Stephen Peters
Frank Busnardo



3rd Prize:

Won Duro-Last apparel

Bryan Gottron
Mike Gottron
Mike Tigner
Mark Gottron



Hole Prize Winners – Par 3s:

Won \$50.00 gift certificates

Dennis Karner
Blaine Sprague
Kevin Isaacs
Mark Gottron

**Congratulations to
our golf winners!**



DURO-LAST HOSTS ANOTHER SUCCESSFUL ROOFER'S CHALLENGE

Contractors again had the chance to show off their Duro-Last installation skills and compete in the annual "Duro-Last Roofer's Challenge." This unique and fun competition included 2-man teams demonstrating roof installation techniques with judges scoring on accuracy, aesthetics, and workmanship.

This year's competition was a HUGE success and lots of seminar guests attended the event to cheer on their favorite contractor crew. Three crews demonstrated high quality workmanship, efficiency, and skills to take home the top honors.



Moore Roofing, Inc.

Won trophy, and Duro-Last jackets and hats



Breault Roofing, Inc.

Won Duro-Last wind shirts



Bob Harvey Roofing, Inc.

Won Duro-Last polo shirts





Response	Percentage
Good job	60%
Not a good job	39%



MORE SEMINAR MEMORIES!



LADIES DAY PROGRAM – ONE WILD TIME AT THE BIG CAT RESCUE!

This year's Ladies Day Program included traveling to the Big Cat Rescue, a 40-acre sanctuary that houses 200 unique animals. Our seminar ladies had the opportunity to get a "close-up" look at more than 150 big cats representing 23 species and sub-species, including tigers, snow leopards, ocelots, geoffroy cats, jungle cats, bobcats, cougars, lynx, servals, caracals, lions, and more!

During their one-and-a-half hour cat tour, they learned interesting facts

and got a close glimpse of these amazing creatures.

Following the Big Cat Rescue adventure, they took a trip to the quaint town of Dunedin, one of the oldest towns on the west coast of Florida. With four miles of picturesque waterfront to visit, the ladies browsed local shops, purchased some souvenirs, and learned about the town's rich Scottish heritage.

The day was full of wonderful memories for all attendees!



PRESIDENT TOM HOLLINGSWORTH HITS THE STAGE AT THE INTERNATIONAL ROOFING EXPO

By John Deal, National Sales Manager

In February, we exhibited at the International Roofing Expo (formerly the NRCA Trade Show) in Orlando, Florida, and not only were we an exhibitor, but Duro-Last President Tom Hollingsworth made a presentation at one of the breakout sessions during the three-day event.

Tom, along with Sarnafil Vice President of Technical Services Stan Graveline, were asked by the Chemical Fabrics and Film Association (CFFA) to deliver a presentation about the CFFA's new Vinyl Roofing Division. The presentation, "Vinyl Roofing Systems: News from the CFFA," included the history and growth of single-ply roofing systems (with a focus on vinyl) and a discussion of their environmental impact. The hour-long presentation was attended by approximately 100 roofing contractors, architects, and roof consultants. Many issues were addressed, including the "thicker is not necessarily better" argument. Congratulations, Tom, for successfully representing Duro-Last on the national scene!

As for the Expo exhibit hall...this venue always provides a good opportunity to meet and greet some of our current contractors and show our roofing system to prospective contractors from around the country. A big thank you to all the Duro-Last contractors who attended the Expo and were able to stop by our booth. It is always great to see you, discuss the upcoming year, and see how we can help you make the year your best year ever!

News from the NRCA: "Rising costs" is the main topic coming from the NRCA this year. Skyrocketing crude oil prices, hurricanes, insurance pressures, and transportation bottlenecks are expected to cause higher costs for 2005. Many manufacturers



announced two or three cost increases in 2004 and are looking at additional increases in 2005. The good news is that Duro-Last has been able to maintain our pricing throughout these turbulent times.

The availability of insurance, materials, and labor will be a major issue in 2005.

According to the NRCA, the biggest issue for smaller and midsize businesses will be insurance. Industry and liability changes make it difficult or impossible for a contractor whose business consists of a significant percentage of work deemed hazardous to even secure coverage, let alone afford the cost of that insurance. The NRCA has been trying to work with insurance carriers to help contractors throughout the country.

Material accessibility, specifically ISO, continues to affect the industry. Continued communication with suppliers and proper planning are the best suggestions for getting through this situation, and "escalator clauses" are recommended to protect contractors during this volatile time.

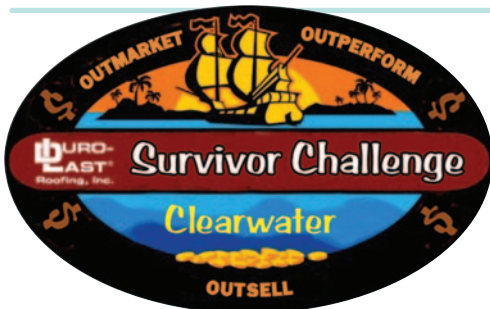
Workforce availability also continues to be a concern. The quantity of workers as well as the quality of the

available workforce are issues that the NRCA is working on. In many areas of the country, first generation immigrants are helping to alleviate worker shortages very capably, and the NRCA is working with the government on sensible immigration reform.

New trucking regulations and rail operating capacities are adding pressure to the situation. The availability of trucks and their schedules must be considered when ordering products. Again, constant communication is a key to receiving your orders in a timely fashion.

As for the rest of the International Roofing Expo, Duro-Last continues to pop up on the radar. We received feedback from contractors and other vendors that the competition has noticed our continued success – they want to know how we're making it happen. The answer is that our success comes from working closely with the world's best contractors and supplying them with "The World's Best Roof"®!

Thank you for your continued support, and we hope to see you at the 2006 International Roofing Expo to be held in Las Vegas, Nevada, February 15 – 17, 2006.



THEY'RE ALL SURVIVORS... DURO-LAST SALES REPS TAKE HOME AWARDS

It was a "survivor" evening at the Thirsty Marlin Grill & Bar, the location for this year's Duro-Last Sales Rep Awards Banquet. Reps and corporate personnel gathered for a fun-filled evening of friendly survivor challenges and honors.

Duro-Last Sales Representative (Eastern Pennsylvania) **Jeremy Tunney** was the ultimate winner of the Survivor Challenge. For his roofing knowledge and ability to finish first in a video-game car race while taking a roofing order on his cell phone AND taking a drink of coffee, Jeremy earned a new tabletop show booth complete with Duro-Last graphics. Great job!

For their terrific sales efforts, the following sales reps earned either new Duro-Last rings or gem updates to their existing rings:

- Buddy Wilson and Scott Slone
- Mike and Bryan Gottron
- Dan Johnson and Randy Brawley
- John Hall and Chris Anderson
- Chris and Bob Hemphill
- Mark Keefe
- Jay Peace
- Scott Sny
- Terry Wyatt
- Ches Gordon
- Lloyd Hanna
- Scott Bieber
- Barry Hirsch and Jordon Scherer
- Daniel Lakstins

The following sales reps finished 2004 with sales increases over their best year:

- First Place:** Mark Keefe
- Second Place:** Jay Peace
- Third Place:** Dan Johnson and Randy Brawley

The following sales reps finished 2004 with the highest sales volume:

First Place: Jeff Gottron, J. Costen, and Trevor Wagester

Second Place: Buddy Wilson and Scott Slone

Third Place: Tom Allen, John Myers, Rodger Wood, Darin Boatman and Jason Carpenter

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

Best wishes to all of our award winners, and thank you for helping Duro-Last achieve its goals. We look forward to seeing you in the winner's corner next year!







NEWS FROM DURO-LAST ENGINEERING SERVICES

By Todd D. Fritz, Director of Engineering Services

Hybrid System

A combination of mechanical and adhesive fastening, this patented installation method creates a monolithic bond at the Duro-Last fastening tab, and has proven to be a labor cost savings application technique for installers. Be sure to ask your Engineering Services estimator for an alternate quote using this hybrid fastening system.

Solution for the ISO shortage

Engineering Services anticipated the polyisocyanurate insulation shortage and has been working with manufacturers to develop a substitute. Presently, we are working with Premier Industries (manufacturers of Insulfoam) on an EPS product that has a fire retardant facer. This has been tested at UL with the Duro-Last membrane and received a Class 'A' approval. We should receive a listing

from this that will be incorporated in our UL cards as well. When testing and approvals are completed, we will have a product that can eliminate the need for FR10 or VersaShield® underlayment. Also, it can be used in direct-to-deck applications on metal decks, provided flutes are filled with an approved flute filler.



New Labels for Duro-Last Rolls

Be on the lookout for new labels that will show our compliance with

CRRC and California Title 24 building code, as well as the latest building code approvals.

Spend a Day with an Engineering Services Estimator and Get Technically Fit

Engineering Services is now offering a customized one-day training session to help you increase your estimating skills or learn new ones. Contact the Engineering Services Department for details.

Increased Laboratory Capabilities:

The Engineering Services lab recently received a reflectometer and emmisometer (emmisivity is the ability of a material to release heat once it is absorbed). These instruments measure a material's reflectivity and emissivity, and are essential to our compliance with the Cool Roof Rating Council and the building codes that utilize the Council's ratings.

Also, over the last six months, Duro-Last and Plastatech Engineering technical staffs have been working closely to define future technical needs. We have identified several measurement capabilities necessary to ensure the continued success of the JRB family of companies with respect to meeting these needs. The following tools will help us address ongoing measurement requirements:

Xenon-Arc Weatherometer:

Provides accurate and timely accelerated weather data. The Xenon-Arc testing is part of the ASTM D-4434-96 standard.

Differential Scanning Calorimeter (DSC):

Provides thermodynamic information on our membrane and raw



The Duro-Last Engineering Services Department has recently increased its laboratory capabilities to include several new testing instruments. (From l to r) John Hickey and Brandon Robetoy are looking forward to using the new lab instruments.

(Continued from page 38)

materials. It will be used for incoming material Quality Control and material testing.

Thermogravimetric Analyzer (TGA):

Provides weight loss data as a function of increasing temperature. It can yield chemical kinetics and compositional data and also be applied as a Quality Control tool.

Raman Spectrometer:

A non-destructive device that can quantitatively and qualitatively determine the chemistry of our products and identify unknown materials. It can also be used as a Quality Control tool.

Digital Imaging Station:

This is a stand alone microscopic system that provides high resolution imaging and image analysis capabilities. It also interfaces with the Raman Spectrometer to allow for point analysis of contaminants and Raman mapping.

Environmental Test Chamber:

This 300-square foot test chamber will provide control temperature cycles of -120° to +120°F. The unit will be equipped with an array of strain gauges driven by a LabVIEW computer interface. We will be able to determine expansion coefficients and material strain parameters as a function of temperature change.

Dynamic and Static Puncture Test Analyzers:

Provides data on our product's response to impacts and point stresses. These devices are part of the ASTM D-4434-96 array of required equipment. With these instruments, our lab will have 100% of the capabilities required by ASTM D4434-96.

Wind Uplift Table:

The technical team will soon be designing a customized wind uplift table that will be capable of testing cyclic fatigue.

The lab will be very busy over the next several months getting these new capabilities integrated efficiently into our Research & Development and Quality Control programs.

Plastatech and Duro-Last technical staff have already identified multiple

high impact, high priority projects requiring the use of our new capabilities. This is an exciting time for us as we work together to forge the technical future of the single-ply roofing industry.

QUALITY ASSURANCE DEPARTMENT ANNOUNCES PROMOTIONS

By Mitch Guettler, Quality Assurance Manager

The Duro-Last Quality Assurance Department is pleased to announce two promotions.

Don Garno has been promoted to quality assurance regional manager for the southeast region. Don has been with Duro-Last for over eight years. He worked one year in production and two years on the warranty services crew, where he quickly moved into the position of foreman. Don then worked three years as the tech rep for west Michigan, and the last two years as our in-house trainer, teaching classes for contractors and training new quality assurance field personnel.

Don's extensive roofing knowledge and experience will be an excellent resource for all contractors, sales reps, and tech reps.



Don Garno



Justin Rutherford

Justin Rutherford has been promoted to in-house trainer. His responsibilities will include teaching in-house classes, training quality assurance field personnel, and conducting field inspections and trainings.

Justin has been with Duro-Last for over four years as a tech rep in Wisconsin, maintaining a very high level of service and standards, and we're confident these excellent standards will continue in his new position.

Please welcome Don and Justin to their new positions. They're ready to support you in any way they can.

IMPROVING QUALITY ON THE ROOF

By Tim Hart, Vice President of Western Operations

As the owner or superintendent of a roofing company, quality installations and workmanship issues can be challenging. How many times have employees had “amnesia” about who cold-welded a seam or installed a flashing that leaked?

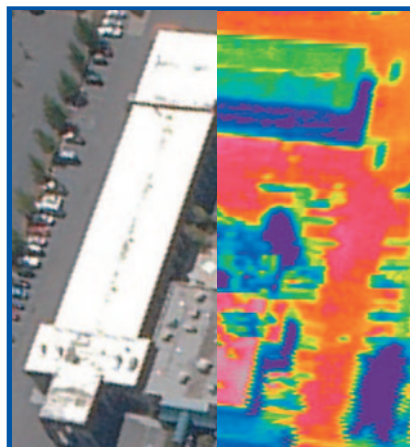
Here is a simple tool to improve quality on the rooftop. Give your employees ink stamps with their employee number or initials. When they complete a flashing or weld a seam, have them stamp their work. This tool will help monitor who on your crew does great work and who needs more training. In addition, your customer will see the stamp marks and be impressed with how your company takes pride in their work.

These stamps can be purchased at most office supply stores and are self-inking with a cap on the end. We use stamps like this to monitor quality at the Duro-Last manufacturing facilities. If you have any difficulty finding them in your area, give us a call.

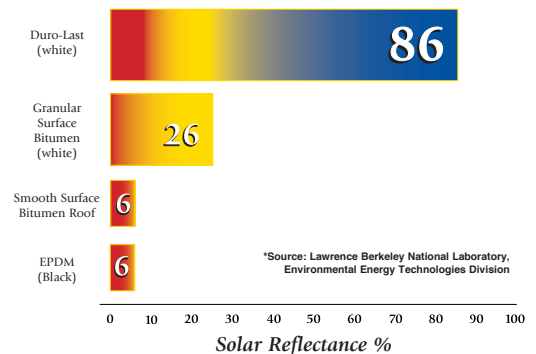


ADD SOMETHING “COOL” TO YOUR PROPOSALS

By Drew Ballensky, Iowa General Manager



General Solar Reflecting Characteristics of Roofing Membranes*



*Source: Lawrence Berkeley National Laboratory, Environmental Energy Technologies Division

If you haven't tried it yet, perhaps now is the time to add something “cool” to your project proposals. Recently, a number of contractors have added a new section to their roofing proposals summarizing the potential energy savings available with the Duro-Last Cool Zone® roofing system.

The white Duro-Last membrane benefits both new and re-roof situations, in virtually any geographic location. Even though a newly constructed facility offers no historical energy cost data, it does offer the opportunity to “soften the blow” of future energy price hikes. When faced with competition from a typical black roof, point out that energy costs can be reduced if the Cool Zone roofing system is installed.

A re-roof situation offers the opportunity to reduce energy costs with the white Cool Zone membrane, and to enhance that savings by

upgrading insulation or replacing deteriorated insulation. In warmer climates, it may be possible to reduce the amount of insulation required. Plus, the Cool Zone membrane reduces the potential for insulation deterioration and the lessening of R-value, which can occur with the extremely high temperatures generated by the sun.

Older buildings with little, no, or deteriorated insulation, can experience significant savings, and new buildings can avoid some of the impacts of escalating energy prices with the Cool Zone roofing system. When energy savings are factored into the life-cycle cost of a new roof, you can offer dramatic proof that the Cool Zone roofing system offers the best value.

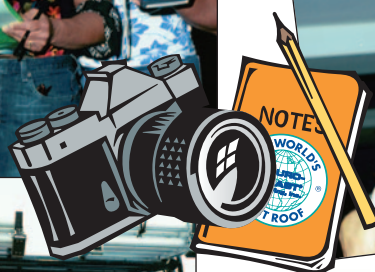
For help in getting started, contact **Drew Ballensky** at 877-556-6700.

PHOTO SCAVENGER HUNT A COMICAL ADVENTURE FOR SEMINAR PARTICIPANTS

Armed with their team mascot, a Polaroid camera, and the desire to succeed and “break the code” for bonus points, our Duro-Last photo scavenger hunt teams had a fantastic adventure on and around the premises of the Hilton Clearwater Beach

Resort. These teams worked hard to bring home the correct items for the ultimate spot in the limelight — champion of the scavenger hunt.

See for yourself the fun they had!



QUALITY ASSURANCE DEPARTMENT IS GOING PAPERLESS!

By Mitch Guettler, Quality Assurance Manager



Somebody help me!



Not a problem!

The Quality Assurance and Warranty Services Departments are excited to announce a new automated reporting system that will generate, transmit and store documents electronically.

Beginning in April 2005, our tech reps and service crew foremen will be using “ruggedized” laptops to complete inspection and repair reports. These reports will be submitted to our Michigan office electronically, allowing us to then provide the electronic documents to our contractors and sales reps as soon as the next day.

There will be no more hard-to-read pink or yellow copies, and no more waiting for your copies by mail. You will now receive your copy by fax or email – however you choose.

Additionally, we will be able to respond to pull-tests right away, and will have past information at our fingertips to better assist contractors and building owners.

Also, digital photography will now be used by our tech reps, and photos can be sent to the office within hours. This will enable us to assist with details and respond to your concerns, immediately.

The method you currently use to receive your order confirmation will be how you will receive your inspection report. Please contact the Quality Assurance Department to ensure your fax number or email address is accurate for a smooth transition.

We are confident that you will agree this is a huge step forward in improving our customer service capabilities.

GENERAL SESSIONS PROVIDE VALUABLE RESOURCES FOR CONTRACTORS





EXCEPTIONAL[™]

Metals

Duro-Last business unit EXCEPTIONAL[™] Metals enjoyed a big welcome at the recent National Sales Seminar. The breakout session, "Expanding Your Horizons with the Duro-Last Metal Product Line" was very well-attended and received great feedback.



Scupper - Collector Box

For contractors who did not attend the Seminar or breakout, here are some EXCEPTIONAL Metals highlights:

New items:

Scuppers – available in three different versions:

1. One skirt
2. Metal flange
3. Two skirts (one mounted in a collector box, if desired)

Pitch pans – available in all sizes with metal on the inside and skirt welded on the outside

2-piece metal with base material pre-punched for easier installation.

Fascia covers – available in metal to include inside and outside corners

Gutters and downspouts with miter corners and coping covers

Internal gutters

Vinyl-coated edge details with welded skirt

DURO-LAST METAL PRODUCT LINE EXPANDS



Gutter - Miter

- To better serve our Duro-Last customers, we are beginning plans to expand the EXCEPTIONAL Metals operation to Duro-Last's western facility in Grants Pass, Oregon.
- We have elected to go with a single source supplier for our metal purchases. This arrangement will deliver many benefits, including enabling EXCEPTIONAL Metals to provide all the colors on the color chart for stock items, at all times. Many colors will be "cool" varieties. New color charts will be available in the near future and will include metal samples.

If you have not yet ordered EXCEPTIONAL Metals components from Duro-Last, give us an opportunity to provide you with excellent,

high quality products and superior customer service.

REMEMBER: all EXCEPTIONAL Metals purchases apply to your year-end Duro-Last sales and Ad-PLUS totals.

Please contact your Duro-Last Customer Service Representative for more information.



Edging