

TOP OF THE NEWS



VOLUME VI • APRIL 2002

2002 NATIONAL SALES SEMINAR SPECIAL EDITION



Simply The Best

2002 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.

PUBLISHER

John R. Burt

EDITOR

Jennifer L. Williams

GRAPHIC DESIGNER

Mick McArt

PRINTING

Creative Impressions

What a fantastic seminar...it was great to see everyone, talk with old friends, and find out how successful 2001 was for all of you. Over the years, Duro-Last has continued to set and achieve its sales goals and this year was certainly no exception! It's nice to see that our sales reps and contractors have also experienced tremendous success.

I cannot begin to tell you how thankful Mildred and I are for all of the hard work, dedication and friendships you have provided our family and Duro-Last. Without YOU, we would not be here today, enjoying the achievements that you helped us accomplish.

So congratulations on the fine job that you have done! I heard plenty of good news from everyone during the

seminar. With our sales doing very well so far in 2002, I'm sure that next year's national sales seminar will have even more winners in the spotlight! So stay focused and remember...our sales, marketing communications, and engineering departments are always available to help with presentations, advertising and roofing projects. Make use of these **FREE** services and watch your customer base grow!

I wish you the best of luck in 2002, and if you have any questions or concerns, I'm only a phone call away.

John R. Burt

SIMPLY THE BEST NATIONAL SALES SEMINAR EVER

It was simply the best national sales seminar Duro-Last contractors and sales reps have experienced. The 2002 Duro-Last National Sales Seminar, which took place in Palm Springs, California, February 3-5, 2002, combined interesting breakout sessions, informative presentations, plenty of socializing activities, and lots of patriotism for a truly exciting gathering.

Celebrating another successful year in sales was once again the main focus of this year's seminar. With the elegant accommodations of the seminar headquarters located at the Riviera Resort & Racquet Club, seminar guests enjoyed sunny skies and warm weather for a relaxing time.

A big thank you to our special guest speakers, **Mark Victor Hansen and Anthony T. Galie** who educated, entertained, and energized our seminar guests with their fantastic presentations.

Our breakout sessions were eagerly attended with contractors taking home new selling strategies, marketing techniques, and efficient installation tips.

Thanks again for joining your Duro-Last friends and colleagues for the 2002 National Sales Seminar. We look forward to next year's sales seminar and hope to see everyone in Clearwater, Florida.



Anthony Galie hypnotizes seminar guests.

10^{Year} CLUB

MEMBERS ACHIEVE HONORS

Several Duro-Last contractors were recognized with 10-Year Club membership honors during this year's sales seminar.

The following contractors have received sales awards for 10 years or more.

- Atlas Roofing Systems, Inc.
in Bossier City, Louisiana
- Brandle Roofing & Sheet Metal
in Midland, Michigan
- Building Associates, Inc. in
Bloomington, Indiana
- Cardinal Roofing, Inc.
in Springfield, Tennessee
- H. Treder & Sons, Inc. in
Princeton, Wisconsin
- Independent Roofing Systems,
Inc. in Jackson, Mississippi
- Ryan Roofing in Salina, Kansas
- Technique Roofing Systems, LLC
in Burgoon, Ohio

Each award winner received a special plaque from Duro-Last during the annual awards banquet.

Congratulations on your continued success with Duro-Last.

50 YEARS IN BUSINESS AND STILL GOING STRONG!

There's no stopping **Harry Treder**, even after 50 years of being in the roofing business! During the 2002 Duro-Last National Sales Seminar in Palm Springs, California, Duro-Last personnel honored Harry whose roofing company, H. Treder

& Sons, Inc., is celebrating its 50th anniversary.

Congratulations Harry and Irene Treder for making your business so successful for such a long period of time!



During this year's seminar, (from l to r) Thomas Treder and Season Schuknecht along with Irene and Harry Treder celebrated the 50th business anniversary of H. Treder & Sons, Inc., which is located in Princeton, Wisconsin.



From the desk of JACK BURT

A big thank you to all of you for making 2001 the most successful sales year yet for Duro-Last! Even though I've always known that we had it in us, it was still a pleasant surprise to see that we achieved such high sales even with the roofing industry (as a whole) being **down by 2.3%**. Yes...the thermoplastic roofing industry was **up by 12.2%** AND our sales were **up by 12.81%** from the previous year. AMAZING!

Just think, if we continue to work hard and get new customers, we could realistically have another huge sales year.

Also a note of thanks to all of you who attended the 2002 Duro-Last National Sales Seminar. It was very exciting to see everyone so enthused about Duro-Last and the services we provide to contractors and sales reps. There was a great deal of information exchanged among contractors as well as corporate personnel and sales reps.

We hope that the seminar was everything you expected it to be.

Again, many thanks for your efforts and keep up the good work.

Jack Burt

DURO-LAST IN-HOUSE CONTRACTOR TRAINING CLASS APPROACHES MILESTONE

Since its inception in 1987, Duro-Last's In-House Contractor Training Class has seen its share of students. As a matter of fact, that number is approaching 5,000 students and continues to grow in popularity each year!

This in-house training course involves an intensive two-day training where contractors and their crews can receive hands-on instruction from the professionals—In-House Trainers Dave Vernon (Saginaw), Joe Cooley (Grants Pass), and Chris Williams (Jackson) as well as a CAD and sales representative who provide information on installing, specifying, ordering, and selling the Duro-Last Roofing System.

In-house training is available to all Duro-Last contractors and their crews at three of the manufacturing locations: Saginaw, Michigan; Grants Pass, Oregon; and Jackson, Mississippi.

"We put students through a lot of hands-on training with actual welding and roof installation work during every class," said Dave Vernon. "Plus, any questions students may have can be answered."

Here are some interesting facts about this unique in-house training:

- ◆ # of students attending Saginaw class since 1987 - 3,647
- ◆ # of students attending Grants Pass class since 1998 - 798
- ◆ # of students attending Jackson class since 1999 - 376

Now that's a lot of training! Contractors throughout the country have reaped the benefits of the Duro-Last In-House Training Class—you should too! Update your crew with more efficient installation techniques, increase your sales with telemarketing skills, and get the latest scoop on how Duro-Last tests its products.

During the Duro-Last In-House Training Class the schedule for the first day of class is as follows:

Sign up
today!

- 8-9 a.m.** — Plant Tour
- 9-10 a.m.** — System Overview (Includes custom deck sheets, curbs, stacks, scuppers, inside/outside corners, edge details, plates, fasteners, vents, and drains)
- 10-10:15 a.m.** — Break
- 10:15-11:30 a.m.** — Duro-Last Specifications (Includes spec drawings, core cuts, pull tests, pullout values, insulation, separation requirements, and membrane cleaning)
- 11:30-Noon** — Lunch
- Noon-2 p.m.** — Install deck sheets and parapets on mock roof
- 2-2:15 p.m.** — Break
- 2:15-4:15 p.m.** — Basic welding techniques on seams, vents, stacks, and curbs
- 4:15-5 p.m.** — Review of information and a quiz

The schedule for the second day of class is as follows:

- 8-10 a.m.** — CAD Department - layouts and overview
- 10-10:30 a.m.** — Lab tour
- 10:30-10:45 a.m.** — Break
- 10:45-11:30 a.m.** — Basic ordering, CAD and Sales
Department presentations
- 11:30-Noon** — Lunch
- SPLIT CLASS (NOON-5 P.M.)**

CONTRACTOR OPTIONS:

HANDS-ON TRAINING (Open to all attendees)

- ◆ Complete entire classroom roof (all welding, edge detail, flashings)
- ◆ Inspect and warranty the completed classroom roof

SALES (Attendee must have approval of employer)

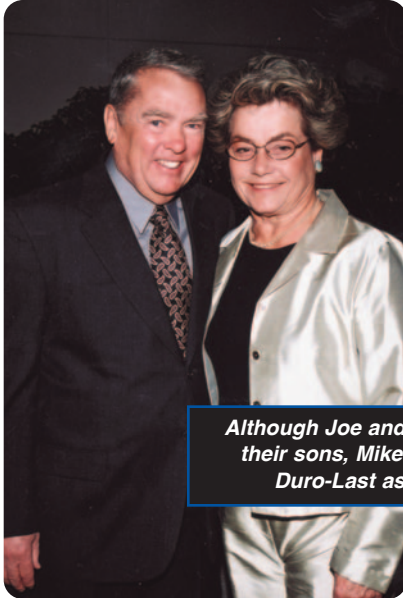
- ◆ Easy estimation (includes materials and labor)
- ◆ Lead generation (includes co-op mailings, telemarketing, trade shows, Ad-PLUS, custom samples/brochures)
- ◆ Sales presentation (includes tag team sales, sales tools, impact selling and sales kit)
- ◆ Marketing (includes building a marketing plan, marketing your company, setting yourself apart from competition)

NOTE: In order to have an in-house training class, there must be 4-11 students attending the class. Certificates are awarded upon the completion of the class. Classes are tailored to the contractor's needs.

Lunch and accommodations are provided.

**Call today to sign up for your training. For training in Grants Pass, Oregon, contact Jodi Hall at 800-356-6646.
For training in Saginaw, Michigan or Jackson, Mississippi, contact Mary Mahler at 800-248-0280.**

DURO-LAST SALES REPRESENTATIVE JOE GOTTRON RETIRES



After spending nearly 19 years as a Duro-Last sales representative, Joe Gottron has decided to hang up his work boots and enjoy some rest and relaxation. During the 2002 Duro-Last National Sales Seminar this past February, Duro-Last paid tribute to Joe thanking him for his many years of service to the company.

We hate to see you go, Joe.
Have a happy retirement!

Although Joe and Annie Gottron will miss their ties to Duro-Last, their sons, Mike and Bryan Gottron, will continue to represent Duro-Last as sales representatives in the state of Ohio.



FROM THE PRESIDENT'S CORNER

Another successful seminar - another successful year. Once again, we thank you for your business and look forward to 2002 being our best year ever. We have many things to work on to improve as a manufacturer, and we will!

This past seminar provided us with many new ideas and avenues to attain an even higher level of excellence and success. Your input as our customer is priceless and provides us with the most valuable insight into the roofing industry. So please continue to give us your insights, tell us your concerns and even "vent" if you need to.

Until next year, I leave you with this notable quote from **Duro-Last Founder John R. Burt:**

"Others learn when you speak, you learn when you listen."

Thanks for the opportunity to learn and listen to what you have to say. We hope to see you in Clearwater Beach, Florida in 2003!

Thomas G. Hollingworth

JIM BROWN & SONS ROOFING EARN TV/VCR AT NATIONAL SALES SEMINAR



Jim Brown & Sons Roofing in Glendale, Arizona was the recipient of a 19" color TV/VCR. The Duro-Last contractor earned the gift by attending a variety of breakout sessions during the 2002 Duro-Last National Sales Seminar.

Now your crew can really keep up-to-date on worldly events... sports... fishing, etc. Congratulations gang!

ANY TRIVIA QUESTIONS? KEN KELLY HAS THE ANSWERS!

If you have any trivia questions, **Ken Kelly of Kelly Roofing** can provide you with the correct answers. During the 2002 Duro-Last National Sales Seminar, Ken illustrated his knack for trivial information by winning the "Test Your Duro-Last Knowledge" and "Hollywood/Science Fiction Motion Pictures" Trivia Contests.



Because of his unique talents, Ken received a cool Duro-Last leather briefcase. Now he can store all of his own trivia questions and answers!

You're the man, Ken!

SUNDAY WELCOME PARTY

A REMINISCENT GATHERING OF TELEVISION CLASSICS

Duro-Last's Sunday Welcome Party took seminar guests back in time with memories of the "good ol' days" in television. With visits from "Lucille Ball", "Cher" and "Jerry Lewis", guests also had the opportunity to participate in skits starring the "Gilligan's Island" gang, the "Andy Griffith" group, and of course, the "Brady Bunch".

Plus, there were games galore and dancing throughout the evening. Can you tell who was "Ginger", "Andy Griffith" or little "Cindy"? Take a look at these photos - you may be surprised!





SIMPLY THE BEST CONTRACTORS IN THE WORLD

Duro-Last's award winning contractors were recently honored for their tremendous workmanship, excellent work ethics and loyalty to the world's best roofing company.

During the 2002 Duro-Last National Sales Seminar, 109 contractors were recognized for the following special honors:

The first special recognition went to 41 **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 \$100,000 or more. (See *Century Club Award winner photos.*)

The next award presentation honored the **Presidents Club Award** winners. In 2001, there were 30 Presidents Club Awards



**DURO-LAST'S 2001 CONTRACTOR
OF THE YEAR RECIPIENT
ROY LARSON AND HIS FAMILY**



**DURO-LAST "CONTRACTOR OF
THE YEAR" RECIPIENT ROY LARSON
ADDRESSES SEMINAR GUESTS**

given in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing with sales of \$250,000 or more. (See *Presidents Club Award winner photos.*)

Representatives of Duro-Last also paid tribute to those contractors that earned the recognition of **Admirals Club Award** winners. The Admirals 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 \$500,000 or more. There were 22 Duro-Last contractors that reached this goal in 2001. (See *Admirals Club Award winner photos.*)

Generals Club Award winners were also plentiful at this year's national sales seminar. With sales of \$750,000 or more, four contractors received special honors. (See *Generals Club Award winner photos.*)

As many of you know...Duro-Last reached a HUGE milestone in 2001. There were 11 contractors who achieved sales in excess of \$1,000,000. On top of that, four of these contractors were first-time winners!

Those honored with the **John R. Burt Award** included: Gene Fowler, Dan Fowler, John Tingley, and Aaron Nuetzmann of Sentry Roofing, Inc. in Covington, Indiana; Larry Winkler, Robert Bland, David Smallwood, Richard Goodlett, and Matt Nichols of United Roofing & Sheet Metal, Inc. in Bryan, Texas; Jennifer and Stuart Parsons, Jr., Mikki and Annette Roberts along

Continued on page 9

Continued from page 8

with Randy and Laura Durham of Parsons Commercial Roofing in Waco, Texas; Ken and Brenda Collins of Bambi's Roofing, Inc. in Atwood, Indiana; Jim and Jan Bush of Weather Shield Roofing Systems, Inc. in Grand Rapids, Michigan; Bob Walcik and Bennie Clawson of Jaco Construction, Inc. in Clute, Texas; Lou Pera of Commercial Roofing, LLC in Memphis, Tennessee; Mike Morss of MW Morss Roofing in Romulus, Michigan; Lee Johnson, Scott Maxfield, Steve Bunn, and Jim Groscof of Broken Arrow, Inc. in Tooele, Utah; Karl Senn of Dublin Construction in Dublin, Georgia; Don LaFerney, Sr., Don LaFerney, Jr., Randi LaFerney, Gary Robling, Mark Ralph, David Reynolds, and Gary Thomas of LaFerney, Inc. in Kingsport, Tennessee. (See *John R. Burt Award winner photos.*)

The final award for the evening was the 2001 Contractor of the Year Award.

Before presenting this prestigious award, Duro-Last Senior Vice President Kathy Allen first acknowledged past recipients of the Contractor of the Year Award. Those contractors included:

Broken Arrow, Inc.

Watson Roofing, Company

Jaco Construction, Inc.

Weather Shield

Roofing Systems, Inc.

MW Morss Roofing



ALL-AMERICAN BOYS CHORUS PRESENTED A SPECTACULAR
"SALUTE TO AMERICA AND HER MUSIC"

The 2001 Contractor of the Year recipient has strived to become the best businessman he can be. Through a great deal of hard work, continual education, hands-on training and an energetic staff that gets the job done, this contractor has overcome trials and tribulations to experience true success as a Duro-Last roofing contractor.

During the awards ceremony, Duro-Last honored **Roy and Donna Larson, Kevin Eckburg, Odie Deck, Karina Yzaguirre, and Danette Garcia of Larson Roofing in Rialto, California.** On behalf of Duro-Last, John and Mildred Burt, presented the ladies of Larson Roofing with a dozen beautiful red roses.

Furthermore, Larson Roofing earned a very special gift from Duro-Last — a luxurious cruising pontoon boat that the Larson family

can enjoy for years to come.

Congratulations go out to all of our Duro-Last award winners.

The current year (2002) is already looking great in sales because of your continued support and hard work. So keep up the excellent job and we hope to see you again at next year's national sales seminar.



CENTURY CLUB AWARD WINNERS



*A-Men Siding & Roofing
Contractors, Ltd.*



Bob Harvey Roofing



*Cardinal Commercial
Roofing*



*Congdon Roofing
Company, Inc.*



Cool Roof Systems, Inc.



Cosam Contracting, Inc.



Cowan Roofing, Inc.



Dakota Coating & Roofing



*Ed Rutherford
Roofing Company*



Fryer Roofing Company, Inc.



Geisler Roofing, Inc.



Gold Country Roofing

CENTURY CLUB AWARD WINNERS (Continued)



*Indiana Roofing
Company, LLC*



*Jim Stevens
Construction, Inc.*



Kelly Roofing



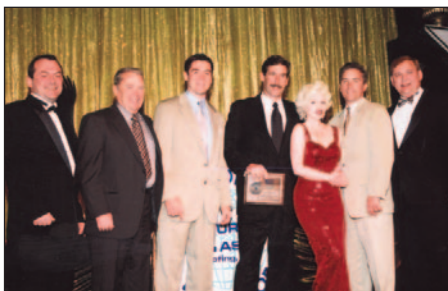
Layton Roofing Company



Louis & Riparetti, Inc.



Mikalan Roofing, Inc.



Moore Roofing, Inc.



Niederkohr Construction



CENTURY CLUB AWARD WINNERS (Continued)



Northcross Roofing & Waterproofing, Inc.



Northern Illinois Seamless Roofing, Inc.



Perma Roofing, Corp.



Pinnacle Roofing Company



Rapid Roof Systems, Inc.



Rocklin Roofing



Roland Technical Roofing



Roof Concepts, Inc.

CENTURY CLUB AWARD WINNERS (Continued)



*Roof Management
Company, Inc.*



Roof Solutions, Inc.



Russ Elliott, Inc.



Schaus Roofing & Mechanical



Scudder Roofing Company



Sunray Roofing, Inc.



Superior Exterior



Tech Roof Systems, LLC



Teds Quality Roofing



*Traska Roofing
& Ventilation Company*



*Umbrella Roofing
Systems, Inc.*

CENTURY CLUB AWARD WINNERS (Continued)



*United Construction, Inc.
of Salida*



*W.A.L. General
Contractors/Roofing
Contractors, Inc.*

PRESIDENTS CLUB AWARD WINNERS



A-PLUS Roofing Company

Becker Roofing



*Beckwith Commercial
Roofing, Inc.*

Building Associates, Inc.



Davis Contracting



Duerson Corporation



PRESIDENTS CLUB AWARD WINNERS (Continued)



Len Eckstein Roofing, Inc.



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



Great Lakes Roofing



Interstate Roofing, Inc.



JBK, Inc.



*Jim Brown & Sons
Roofing Company, Inc.*



Knox Roofing



*Marchbanks Specialty
Company, Inc.*



*Marty Robbins
Roofing Company, Inc.*



Mid-America Roofing, Inc.



Pacific Rim Roofing Company



*Poe Construction
& Manufacturing, Inc.*

PRESIDENTS CLUB AWARD WINNERS (Continued)



Prime Source Construction



*Professional Roofing
Contractors*



Property Solutions



Royalty Roofing & Insulation



Ryan Roofing



Sealtite Applicators, Inc.



*Special Maintenance
Roofing, Inc.*



Taylor Roofing



H. Treder & Sons, Inc.



*Universal Roofing
Company, Inc.*



Watson Roofing Company



Wormley Bros. Roofing, Inc.

ADMIRALS CLUB AWARD WINNERS



Atlas Roofing Systems, Inc.



Borntrager Enterprises, Inc.



*Brandle Roofing
& Sheet Metal Co.*



Ciaccio Roofing



Cotterman & Company, Inc.



Damschroder Construction



*Dan Jewett
Construction Company*



*D. Thomas Roofing
Company, Inc.*



Richard Goff Roofing, Inc.



Great Lakes Systems, Inc.



Harold Hall Roofing, Inc.



JR Roofing, Inc.

ADMIRALS CLUB AWARD WINNERS (Continued)



Kimball Roofing, LLC



*Pro-Tek Exterior
Services, Inc.*



Roberts-McNutt, Inc.



State Roofing Systems, Inc.



*Technique Roofing
Systems, LLC*



*T. Holt Brothers General
Contractors, Inc.*



Tomkat Roofing, Inc.



Western Roofing, Inc.



Western Systems, Inc.



*Wright-Brown
Roofing Company*

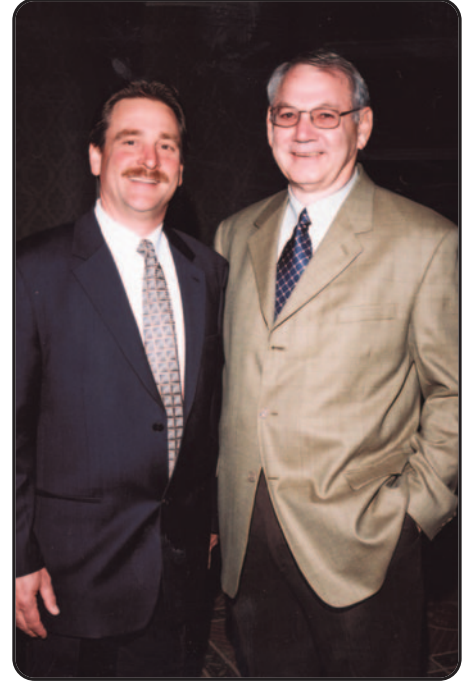
GENERALS CLUB AWARD WINNERS



Jack Buchinger Roofing



Midwest Coating, Inc.



*Wayne Nasi
Construction, Inc.*



Superior Services RSH, Inc.

JOHN R. BURT AWARD WINNERS



Bambi's Roofing, Inc.

Broken Arrow, Inc.



*Commercial
Roofing Company*

JOHN R. BURT AWARD WINNERS



Dublin Construction Company, Inc.



Jaco Construction, Inc.



LaFerney, Inc.



MW Morss Roofing



Parsons Commercial Roofing



Sentry Roofing, Inc.



United Roofing & Sheet Metal, Inc.



Weather Shield Roofing Systems, Inc.

MORE WINNERS TO MENTION...

The following list contains additional winners from the 2002 National Sales Seminar that did not attend the special event. Congratulations to all of these winners for their hard work and dedication!

Century Club

Acme Roofing & Sheet Metal Co.
All-Rite Roofing Systems, Inc.
 Ashland Roofing Co.
Atlantic Roofing & Construction Company
 Atlantic Roofing Systems, Inc.
Atlas Roofing Contractors
 Barnett Roofing & Siding, Inc.
Beachum Sheet Metal & Roof
 Bel Air Foamed Insulation, Inc.
Bennett Remodeling, Inc.
 Breault Roofing, Inc.
C. Davis Roofing, Inc.
 Cal Pac Roofing of California, Inc.
Cardinal Roofing, Inc.
 Central Colorado Roofing Co.
Central FL Maintenance Center, Inc.
 Chiattello Roofing, Inc.
Colonial Roofing
 Commercial Roof Services, Inc.
Commercial Roofing Co., Inc.
 Commonwealth Roofing Corp.
Conitec Group, Inc.
 Connell Supply Company
Consolidated Contracting
 Consolidated Industrial Roofing, Inc.
Construction Pros., Inc.
 Cook Construction
Cowan Roofing
 Crabtree, Inc.
Curley Enterprises, Inc.
 Danny Thompson, Inc.
Delta Roofing, Inc.
 Denard & Moore Construction Co., Inc.
Dubreuil Roofing & Construction Co., Inc.
 Eagle Roofing, Inc.
Ellerman Roofing, Inc.
 Esko Maintenance Company
Excel Roofing Service
 Fischer Companies, Inc.
Freeport Industrial Roofing, Inc.
 Grand Forks Roofing Services
Grell Commercial Roofing, Inc.
 Groves Roofing Services
Haas Builders
 Hallmark Sheet Metal Co., Inc.
Hefner Roofing Co.
 Herbert Roofing & Insulation
Home Creek Enterprises
 Hussmann Corporation

Independent Roofing Systems, Inc.
 International Construction & Roofing, Inc.
Interstate Consolidated Roofing, Inc.
 J.P. Patti Co., Inc.
Jerry Gregory, Inc.
 Jessie Bryant Roofing Co.
Jim Wallis & Sons Roofing
 K & D Roofing, Inc.
Kerkan Roofing, Inc.
 Koch Building Company, Inc.
Kolpak Industries, Inc.
 Kysor Panel Systems
Lapp Roofing & Sheet Metal
 Leclair Roofing Co., Inc.
Liberty County Roofing
 McElrath Roofing, Inc.
MG Construction, Inc.
 Midwest Roofing & Custom Metals
Mid-Western Commercial Roofers, Inc.
 Morgan's Roofing & Renovations
Nickerson Construction
 Old Country Roofing
Pacific Yurts, Inc.
 Palmer Roofing & Sheet Metal
Pasco Roofing
 Peoples Insurance & Investment Co., Inc.
Progressive Roofing
 Provincial South Roofing, Inc.
Rainbow Enterprises, Inc.
 Rainbow Roofing International
Richland Co. & Associates, Inc.
 River Roofing, Inc.
RM St. Louis, Inc.
 Robert Pusey Construction, Inc.
Roof Crafters, Inc.
 Roofco, Inc.
Roofing by Fred Gross
 Royal Roofing Co., Inc.
Royal Roofing Port Huron, Inc.
 Scally Waterproofing Co., Inc.
SCI Roofing, Inc.
 Shen Corp, Inc.
Sielfleisch Roofing, Inc.
 Single Ply of Arizona
Skyline Roofing & Sheet Metal Co., Inc.
 Southern Roofing Company
Springfield Construction
 Surelock Homes, Inc.
Sweers Eaves & Roofing Co.
 T.J. Roofing

Tesdall Roofing
 The Ritz Roofing Co.
THL Enterprises, Inc.
 Tondini's Egyptian Roofing
Topside Construction, Inc.
 Total Roofing & Reconstruction
TRC Roofing
 United Roofing Contractors, Inc.
Vance Herbert Roofing
 W.E. Corp
Wagner's Energy Center, Inc.
 Washington Roofing Company
West Plains Roofing Co.
 Willamette Roofing & Construction, Inc.
Wright Roofing, Inc.

Presidents Club

AAAAA Enterprises, Inc.
Affordable Roofing Co., Inc.
 Alternative Roofing Systems, Inc.
Barrick/T & K Roofing Company, Inc.
 Blake Lord Associates, Inc.
Champion Roofing, Inc.
 Church Roofing
CRW of South Florida, Inc.
 Dempsey Roofing Company
Ford Roofing & Sheet Metal Company, Inc.
 Interstate Structures, Inc.
MacDermott Roofing & Sheet Metal
 Maintenance Systems, Inc.
Marlette Roofing & Sheet Metal
 Ohio & Indiana Roofing Co.
Peak Roofing, Inc.
 Roof-Tec National, Inc.
Schaper Roofing & Construction, Inc.
 Treadwell-Chambers Roofing Co.
W/S Roofing Company

Admirals Club

Beyer Roofing Company, Inc.
Heritage Roofing Systems of Oklahoma
 Merit Roofing Systems, Inc.
Nohava Construction, Inc.

Generals Club

Badgerland Commercial Roofing, Inc.

We hope to see all of you in the winners list next year at the 2003 Duro-Last National Sales Seminar.

AN AWARDS NIGHT EXTRAVAGANZA



DURO-LAST GOLF TOURNAMENT HIGHLIGHTS



This year's annual Duro-Last Golf Tournament had another successful and competitive turnout. The Tahquitz Creek in Palm Springs, California was the setting for 87 Duro-Last golfers who enjoyed a sunny and pleasant day of golf.

Look at who took part in the tournament!



THE TOURNAMENT CHAMPS

Sales Representatives Honored:

Top 3 in sales volume:

Jeff Gottron
J. Costen
Trevor Wagester
(Michigan)

Tom Allen
Rodger Wood
Darrin Boatman
John Myers
Donna Brase
**(Iowa, Missouri,
and Southern Illinois)**

Buddy Wilson
Bill and Cathy Wilson
(Texas)

Top 3 sales increase:

Jeff Gottron
J. Costen
Trevor Wagester
(Michigan)

Mike Spaniol
(Arizona and Las Vegas)

Melissa Witthun
Gary Alessi
(Georgia)

Recognized for most contractor activations:

Tom Allen
Rodger Wood
Darrin Boatman
John Myers
Donna Brase
**(Iowa, Missouri,
and Southern Illinois)**

Jeff Gottron
J. Costen
Trevor Wagester
(Michigan)

Don Morris
Robert Michael
Andrew Skinner
**(Kansas, Nebraska,
and Oklahoma)**

DURO-LAST "SALUTES" SALES REPRESENTATIVES



Duro-Last sales representatives and sub-representatives received a military-style salute during the annual awards banquet for sales reps on Saturday, February 2, 2002. The gathering, which took place during the 2002 Duro-Last National Sales Seminar, was held at the Palm Springs Air Museum where guests could sit in an actual fighter plane and view other wartime memorabilia. Look at all the activities that took place!



EARNING A "GENERALS" SEAT AT DURO-LAST
(From l to r) Duro-Last President Tom Hollingsworth along with Duro-Last Chairman of the Board Jack Burt (far right) honored Sales Representatives Jeff Gottron, Trevor Wagester, and J. Costen for being the top Duro-Last sales reps in 2001. Jeff and his associates were also #1 in sales increase and sales volume.





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

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

Rick and Ruthie Hartz
(Eastern Central California)

Scott Oppermann
(Northern Florida)

Todd Schneller
(Central Florida)

Scott Sny
(Minnesota, Eastern South Dakota
and North Dakota)

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

Chris Hemphill
(Western Central California)

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

Adam Gittman
(Northern New Jersey
and New York City)

Joe Sweeney
(West Virginia)

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

Jeremy Tunney
(Western Pennsylvania)

Rod Falgoust
Jay Falgoust
(Louisiana)

Charles J. Saylor
(South Carolina)

Rodger Wood
Darrin Boatman
(Arkansas)

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

Melissa Witthun
Gary Alessi
(Georgia)

Mike Spaniol
(Arizona and Las Vegas)

Mike Skaggs
(Mid-Atlantic States)

*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING
\$4,000,000 IN ONE YEAR:*

Dan Johnson
Randy Brawley

(Indiana)

*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING
\$5,000,000 IN ONE YEAR:*

Bob Moeller
Ryan Moeller
Mike Ward
(Wisconsin and Northern Illinois)

*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING
\$7,000,000 IN ONE YEAR:*

Lyn Davis
Tony Newman
(Tennessee and Kentucky)

*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING
\$8,000,000 IN ONE YEAR:*

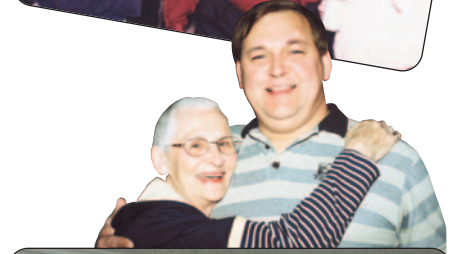
Tom Allen
Rodger Wood
Darrin Boatman
John Myers
Donna Brase
(Iowa, Missouri,
and Southern Illinois)

*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME EXCEEDING
\$12,000,000 IN ONE YEAR:*

Jeff Gottron
J. Costen

SIMPLY THE BEST SEMINAR IN THE WORLD







SPECIAL ACTIVITIES PROVED TO BE POPULAR AT SEMINAR

The following photos were taken during the various fun-filled special activities that Duro-Last hosted for seminar guests. Everyone thoroughly enjoyed these events and came back with lots of souvenirs, information, and great memories!

THEY SHOPPED UNTIL THEY DROPPED



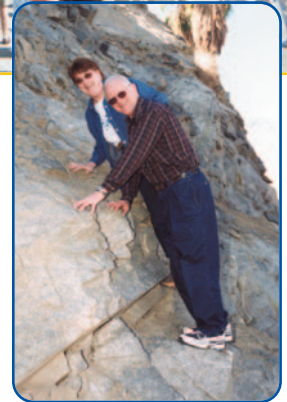
GEARED UP TO MEET SOME CELEBRITIES



SEMINAR
FUN!



SEMINAR GUESTS VISIT LIVING DESERT AND WIND TURBINE COUNTRY



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