

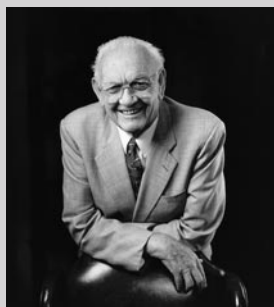
# TOP OF THE NEWS



VOLUME IV • MAY 2000

## National Sales Seminar Special Edition

### MESSAGE FROM JOHN



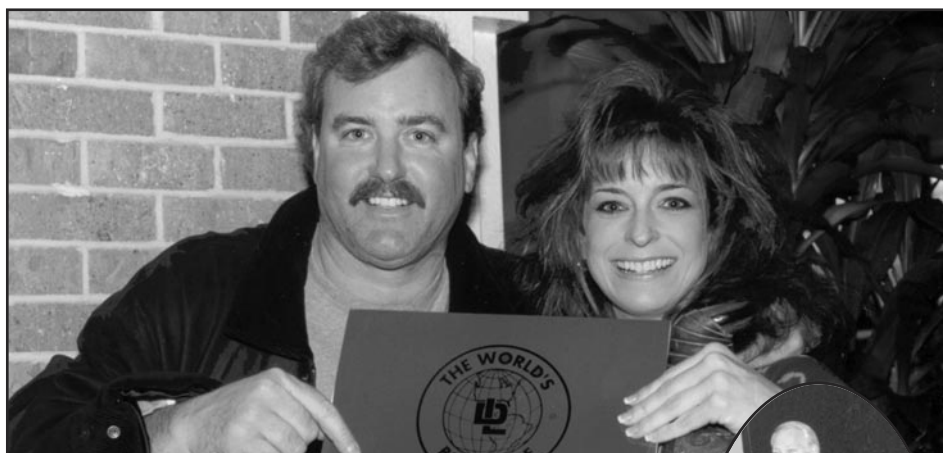
Our seminar in San Antonio was a great one. I thought our speakers were excellent, and I heard a lot of good ideas from all of you. I trust you all enjoyed our company updates, our new sales materials, the ESI and TIP-TOP presentations, plus all the special events.

But what makes our seminar really important to me is that we all have the chance to just get together, share a story and a laugh, and talk business. I've said it many times before: the more things change, the more things stay the same. And what has worked for us in the past (superb customer service and an excellent product) is even more important than ever.

With that in mind, we will always treat you ... our contractors ... with kindness, honesty and respect. You are the lifeline of Duro-Last.

*(Continued on page 3)*

## 2000 DURO-LAST NATIONAL SALES SEMINAR A HUGE SUCCESS



Over 750 contractors, their family members and/or employees representing 178 roofing companies, attended the 2000 Duro-Last National Sales Seminar and witnessed the "greatest show on earth". Seminar attendees had plenty of opportunities to visit with old friends and meet new ones as well as create fond memories during this special event.

The seminar headquarters located at the Hilton Palacio Del Rio, was the perfect setting for Duro-Last's annual event. The camaraderie among contractors and sales representatives was tremendous and everyone thoroughly enjoyed themselves.

Plus, Duro-Last contractors had the chance to go home totally energized thanks to nationally acclaimed speakers Anthony Galie and Mort Crim. Crim captivated the audience with his enlightening and very informative presentation.

Anthony Galie also kept audience members in a "trance" with his presentation on "Subconsciously Setting Goals and Succeeding".

Next was breakout session fever as contractors attended a variety of breakout sessions hosted by Duro-Last. These casual get-togethers allowed seminar guests to interact with Duro-Last representatives and fellow contractors, while also gathering new information to help them make 2000 another successful roofing year.



**A "MOTIVATIONAL" GUY — MORT CRIM**

*(Continued on page 2)*

# PRODUCT UPDATES



The following information includes product updates for several roofing tools and/or components of the Duro-Last Roofing System.

## • New Leister Hand Welders -

In order to get the best operating results from your Leister hand welder, the manufacturer recommends that the welders should run for 24-hours prior to taking them on the roof for usage. To receive optimum power, check the amps and volts going to the gun and vary the temperature switch during the 24-hour "break-in"

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

It is published five times a year for Duro-Last 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

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period. If the hand welder is still not operating properly, contact the Duro-Last corporate headquarters at 1-800-248-0280.

## • A Reminder: ½" ESI™, Inc.

polyisocyanurate underlayment sold by Duro-Last **does** count towards a contractor's sales total for Ad-PLUS and year-end volume award totals. All ½" products sold through Duro-Last have **always** counted on Duro-Last sales totals. This includes ½" ISO fanfold, 4' X 8' sheets of ½" ISO and 4' X 4' sheets of ½" ISO.

All ESI insulation from 1" to 4" sold to Duro-Last contractors **does not** count toward a contractor's Ad-PLUS or sales totals. This is consistent with all previous memos and Rep Rap articles published since ESI, Inc. opened.

## • Duro-Last Auger Fasteners -

Duro-Last auger fasteners are made from glass-filled nylon and have an internal square drive. A specially designed plate and fastener combination is manufactured with one-way tabs on the underside of the fastener

head that lock into the ratchet teeth of the 2" metal plate.

The auger 2" metal plate is constructed with barbs that maximize membrane holding power. The barbed metal must be used in conjunction with the auger fastener for membrane and insulation attachment.

The auger fasteners and plates are designed to attach insulation and roofing membrane to Tectum, gypsum and lightweight concrete decks.

**NOTE:** Pre-drilling is required into gypsum and lightweight concrete decks. Auger fasteners must penetrate into the deck 1.5" (minimum). For Factory Mutual projects, minimum penetration is 2". Duro-Last stocks the auger fastener in 2" to 14".

If you have any questions concerning these product updates, contact the Duro-Last Sales Department or Engineering Services Department at the corporate headquarters, 1-800-248-0280.

(Continued from page 1)

Truly, the 2000 Duro-Last National Sales Seminar was full of great memories for everyone, especially our award winners!

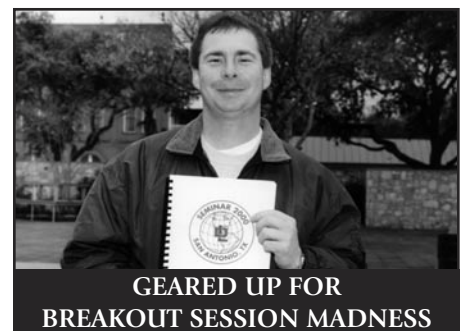
We trust that everyone who attended the national sales seminar enjoyed the scenic view of the Hilton Palacio Del Rio and surrounding area of San Antonio, Texas. Thanks again for joining us and taking part in our seminar. We look forward to seeing all of you at the 2001 Duro-Last National Sales Seminar!



SEMINAR SMILES



RELAXING WITH FRIENDS



GEARED UP FOR  
BREAKOUT SESSION MADNESS



# 10 & 15 CLUB

## DURO-LAST SALUTES 10 & 15-YEAR CLUB MEMBERS

As part of the awards banquet on Tuesday, February 1, 2000, Duro-Last honored those contractors who have been recognized for their outstanding sales efforts for 10 and 15 years. These contractors have worked diligently and continually focused on being the best that they can be, and in return have reaped the benefits of true success.

Duro-Last Senior Vice President Sharon Sny introduced five inductees for the 10-Year Club along with five contractors who have reached the 15-Year Club status.

The following contractors were honored:

### 10-Year Club

Blake Lord Associates, Inc.  
Rapid Roof Systems, Inc.  
Delta Roofing, Inc.  
Dempsey Roofing Company, Inc.  
LaFerney, Inc.

### 15-Year Club

Atlantic Roofing Systems, Inc.  
Consolidated Industrial Roofing, Inc.  
Midwest Coating, Inc.  
Ohio & Indiana Roofing Company  
Special Maintenance Roofing, Inc.

In order to signify this special recognition, each award-winner received a beautiful plaque from Duro-Last.

Congratulations to all our winners. May you continue to enjoy this well-deserved success!

*(Continued from page 1)*

And, I challenge each and every one of you to provide that same treatment to your customers. Keep treating them with kindness, honesty and respect. We all know our product is the world's best; so it's that kind of service above and beyond the normal call of duty that sets us apart from the competition. And makes us successful. Keep it up.

All right ... let's get to work.

P.S. I need to take a moment to personally thank Inside Sales Supervisor, Mike Gwizdala (and all the fine people who worked on the seminar) for a job well done. Believe me, orchestrating our seminar is a real tough task (plus Mike still has to do his normal job in sales). Yet every year he manages to make it work. Good job to Mike, and all the people who helped out.

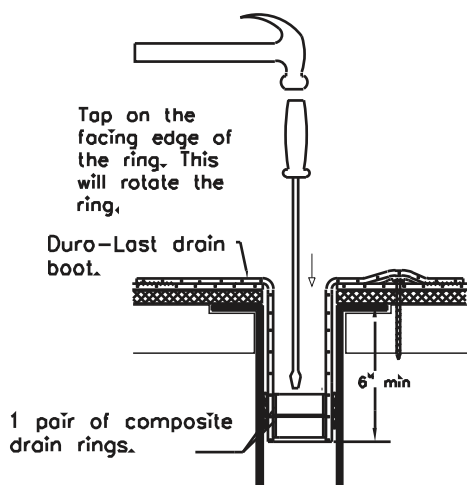
*John R. Rust*

**DURO-  
LAST®**  
Roofing, Inc.

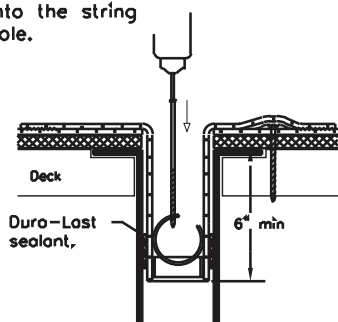
## HELPFUL INSTALLATION TIPS

The following is a beneficial installation tip that you can use when installing the Duro-Last Roofing System.

### Tip for removing CDR rings.

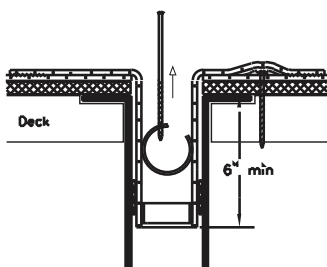


Run a standard Duro-Last screw into the string hole.



Pull on the screw and the ring will slide out.

Repeat these steps for the next ring.





## FROM THE PRESIDENT'S CORNER



Congratulations one and all for a fabulous national sales seminar. After our time together, I could sense a real enthusiasm ... a commitment to make the year 2000 the best year yet.

And so far, it has been. Thanks to hard-working contractors, expert sales representatives, and a corporate support staff dedicated to exceeding the company's goals, sales are up substantially through April.

That's great news for all. **Just a reminder:** as the president of Duro-Last, I am taking full responsibility to ensure company success and growth. That means doing everything within my power to help **YOU** (both contractors and sales representatives) sell and install the "world's best roof"®. If you have any suggestions for improvement, concerns, or if you just want to talk, give me a call.

One thing about Duro-Last — we are just one great big nationwide family. So let's work together. It's to everyone's benefit.

*Thomas G. Hollingsworth*

## CREATIVE NEWSLETTER HIGHLIGHTS COMPLETED/ IN-PROGRESS ROOFING PROJECTS

Wayne Nasi Construction, Inc. President/Owner Wayne Nasi is always looking for unique ways to publicize his company and all the projects his crews complete. Wayne and his staff have developed an excellent project resource for his customers ... a very visual newsletter that showcases completed projects as well as jobs in-progress.

Included in the semi-annually published newsletter is a greeting from Wayne, followed by large photos of construction/roofing projects and information pertaining to those projects (such as the name of the building, the architect, start/completion dates, project manager and what was done to the building, etc...). (See photos.)

As an authorized Duro-Last contractor, Wayne Nasi also uses this newsletter to feature roofing projects in which the Duro-Last Roofing System is installed.

"Our newsletter allows prospective clients to see the high quality work we do along with the types of projects we are capable of completing," said Wayne. "Plus, it helps us to promote the Duro-Last Roofing System and illustrate how diverse this system is."

This clever and informative newsletter can easily be mailed out or distributed to prospective clients during a bid presentation.

Furthermore, it's an excellent way to keep track of your roofing projects and a handy resource file.

Thanks Wayne for sharing your newsletter with us.

If you would like to create a similar newsletter and need more information on how Wayne and Todd initiated their newsletter, contact them at 1-800-475-ROOF or (715) 561-5153.





## SUNDAY WELCOME PARTY ... A SWINGING FUN TIME

This year's Sunday Welcome Party resembled a gala U.S.O. dance (circa W.W.II) with all the trimmings for a swinging good time. Everyone enjoyed themselves ... take a look! **(See photos.)**

During the Sunday Welcome Party guests were entertained by the

1940s big band sounds of The Cones Sisters. Then there was a lot of "jumping, jiving and wailing" as seminar guests jitterbugged the night away to Max Class and the Class Act. Audience participation and laughter were abundant during this fantastic show.

Plus, football fans were able to catch the big "Super Bowl" game in the lower level of the U.S.O. show. Guests enjoyed an excellent game, great food and lasting friendships.







# TAKE A BREAK WITH ... TERRY HOLT

The featured contractor for this issue of the **Top of the News Newsletter** is Terry Holt of T. Holt Brothers General Contractors, Inc. in Baltimore, Maryland. Terry has been in the roofing business for more than 17 years; nearly two years as a Duro-Last contractor. His company presently employs 16 individuals.

Terry's wife, Beverly, acts as the company's vice president. The Holts have two daughters - Michelle and Julie.

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

**A:** Terry had already been in the roofing business for approximately 15 years when he became interested in the Duro-Last Roofing System.

"Several of my established customers had inquired about the Duro-Last Roofing System," recalled Terry. "So I researched the company, its reputation as well as its products and decided that I liked what I saw."

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

**A:** "If I had to choose one thing overall, I would have to say Duro-Last's quality," noted Terry. "When I install a Duro-Last roof according to specifications, I know the job is complete and there will be no call-backs for problems."

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

- A:** 1) A leak-proof roofing system
- 2) Backed by a strong company guarantee
- 3) A reasonably priced roofing system

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

**A:** "My most successful form of marketing is the visual approach," stated Terry. "Whenever possible, I transport a prospective client to a completed job site and show them a finished product."

"It works **EVERYTIME!**"

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

**A:** "I would change the misconception that a warranty is useless," acknowledged Holt. "With the Duro-Last Roofing System, the warranty is a critical benefit."

"The old way is not always the best way," he concluded.

## **Q: What is the favorite part of your job?**

**A:** In the past, Terry thoroughly enjoyed the actual roofing installation process. However, as the years have gone by, other aspects of the roofing business have appealed to him.

"I have grown to love the marketing aspect," Terry said. "It is a real pleasure to sell a product that you truly believe in."

*(Continued on page 7)*



**THE HOLT FAMILY**  
(From l to r) Julie, Michelle, Beverly and Terry



(Continued from page 6)

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

**A:** "My father, Murl, has certainly been my greatest mentor," Terry acknowledged. "He has shown me the value of working with my hands and having a strong work ethic ... these have been tremendous assets."

**Q: Describe your personality in three words.**

**A:** Genuine. Enthusiastic. Reliable.

**Q: What makes you laugh?**

**A:** Terry finds great joy and laughter in his daughters' happiness as well as all the fun times they have together as a family.

Furthermore, Terry has come to appreciate his own mistakes and struggles.

"I'm happy to say that I have learned to laugh at my own 'dumb' mistakes," he joked.

**Q: What has been your biggest**



**accomplishment?**

**A:** Personally, Terry's greatest accomplishments have been his wonderful marriage to Beverly and raising his two daughters.

"Professionally, my biggest accomplishment has been the growth of my company over the past two years,"

noted Terry. "My company has grown from four employees and a sporadic flow of business to 16 full-time employees and a steady flow of good quality business. I take great pride in this accomplishment."

## 2001 DURO-LAST NATIONAL SALES SEMINAR DESTINED FOR ORLANDO, FLORIDA!

Get ready to mark your calendars for the 2001 Duro-Last National Sales Seminar. As with our recent national sales seminar in San Antonio, Texas, Duro-Last's 2001 location will have a variety of interesting opportunities for seminar guests, including warm temperatures, sunny skies, great sightseeing and wonderful shopping excursions!

Next year's national sales seminar headquarters will be the Coronado Springs Hotel, located right in the heart of **Walt Disney World®** Resort

in Orlando, Florida. The seminar will take place **February 4-6, 2001**. It will be exciting and fun. Once again, we're going to enjoy motivational and entertaining speakers, fine accommodations, great food as well as the warmth and allure of Orlando, Florida.



## THE BIG SEMINAR WINNERS ARE ...

This year's seminar winners included **Randi LaFerney** of LaFerney, Inc., who "wowed" seminar guests with her trivia knowledge and earned the top honor of Duro-Last's Trivia Contest winner and **Curtis Nicholson** of Western Roofing, Inc., whose name was selected in the drawing for breakout session participants.

Randi's prize included a portable CD player, while Curtis received a 13" TV/VCR.

Congratulations Randi and Curtis!

# DURO-LAST HONORS THE WORLD'S BEST CONTRACTORS

During the 2000 Duro-Last National Sales Seminar, the world's best contractors were honored for their work ethic, high standards of excellence, top-notch workmanship and dedicated service to the world's best roofing company.

The first special recognition went to 58 **Century Club Award winners**. The Century Club Award is given in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing with sales of one hundred thousand dollars or more. (See **Century Club Award winner photos**.)

The next award presentation honored the **Presidents Club Award** winners. In 1999, there were 31 Presidents Club Awards given in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing with sales of two hundred and fifty thousand dollars 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 five hundred thousand dollars or more. There were 14 Duro-Last contractors that reached this goal in 1999. (See **Admirals Club Award winner photos**.)

**Generals Club Award** winners

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

In 1999, Duro-Last had eight con-

see; Jim Bush of **Weather Shield Roofing Systems in Grand Rapids, Michigan**; Mike Morss and Ken Morss of **M.W. Morss Roofing in Romulus, Michigan**; Larry Winkler, Matt Nichols, Robert Bland, David Smallwood and Richard Goodlett of **United Roofing & Sheet Metal in Bryan, Texas** and Bennie Clawson, Bob Walcik, Jim Clawson, Bill Walcik and Glen Christensen of **JACO Construction, Inc. in Clute, Texas**. (See **John R. Burt Award winner photos**.)

Through diligence, perseverance, attention to detail, quality craftsmanship and with an exceptional staff of people who are dedicated to, and believe in, their company and products, the **1999 Contractor of the Year Award** winner was **Broken Arrow, Inc. of Tooele, Utah**.

Broken Arrow, Inc. has received various Duro-Last honors for the last 12 years; five of those years as a John R. Burt Award winner! The Broken Arrow business family holds other extraordinary attributes that are necessary to stand out from the rest and be the finest Duro-Last



**1999  
CONTRACTOR OF THE YEAR RECIPIENT  
BROKEN ARROW, INC.**

tractors who achieved a milestone ... sales in excess of one million dollars. On top of that, one of those contractors (Heritage Roofing Systems of Oklahoma) was a first time winner! What an outstanding accomplishment!

**Those honored with the John R. Burt Award included:**

Rod Heitfeld, Linda Thomas, Kendra Heitfeld, Rob Heitfeld, Bob and Laura Rosewall of **Heritage Roofing Systems of Oklahoma in Enid, Oklahoma**; Gene Fowler, Scott Miller, John Tingley and Aaron Nuetzmann of **Sentry Roofing in Covington, Indiana**; Joe Coughlin of **Badgerland Commercial Roofing in Watertown, Wisconsin**; Don LaFerney, Sr., Don LaFerney, Jr., Randi LaFerney, Mark Ralph, David Reynolds, Bill Pauley, Hal Stowers, Gary Thomas and Mark Boot of **LaFerney, Inc. in Kingsport, Tennessee**.



**AN ELEGANT EVENING  
WITH FRIENDS**





(Continued from page 8)

contractor around ... including very high standards for excellence and dedication to Duro-Last and its products.

During the awards ceremony, Duro-Last honored **Lee Johnson, Scott Maxfield, Jim Groscost and Stephan Bunn**. On behalf of Duro-Last, Mildred Burt gave the ladies of Broken Arrow, Inc. a dozen beautiful red roses. Duro-Last then presented Lee, Scott, Jim and Steve with exquisitely designed, Oyster Perpetual Air-King Rolex watches. We hope these gentlemen enjoy their classy watches.

Congratulations go out to all of the Duro-Last award winners. Each one of you has certainly earned respect and distinction as the "world's best" contractors.

On behalf of your Duro-Last friends, thank you for participating in the 2000 Duro-Last National Sales Seminar. Duro-Last appreciates the hard work, dedication and enthusiasm that all of you show each and everyday. Because of you, Duro-Last

continues to be the leading manufacturer of pre-fabricated single-ply roofing systems. And, we look forward to the new millennium in which Duro-Last and all of our wonderful contractors and sales representatives have the opportunity to expand their horizons ... because the 21st century will be the Duro-Last age.



A FAMILY CELEBRATION



MUSIC FROM THE  
"WORLD'S BEST"  
MARIACHI BAND



REPRESENTING THE 1999 CONTRACTOR OF  
THE YEAR, BROKEN ARROW, INC.,  
STEPHAN BUNN ADDRESSES THE AUDIENCE

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## CENTURY CLUB AWARD WINNERS



***ALBERS ROOFING***



***ALTERNATIVE ROOFING  
SYSTEMS***



***BOB HARVEY  
ROOFING, INC.***



***BREAUT ROOFING, INC.***



***BUILDING  
ASSOCIATES, INC.***



***CARDINAL ROOFING, INC.***



***COMMERCIAL  
ROOFING, INC.***



***COSAM  
CONTRACTING, INC.***



***COTTERMAN  
& COMPANY, INC.***



***COWAN ROOFING***



***CRABTREE, INC.***



***CURLEY  
ENTERPRISES, INC.***



## CENTURY CLUB AWARD WINNERS (CONTINUED)



**CWF  
CONSTRUCTION, INC.**



**ED RUTHERFORD  
ROOFING COMPANY**



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



**FISCHER COMPANIES, INC.**



**G. BISHOP  
ROOFING COMPANY**



**GILLIAND & SON  
ROOFING, LLC**



**H. TREDER & SONS, INC.**



**HAAS BUILDERS**



**HOME CREEK  
ENTERPRISES, INC.**



**JBK, INC.**



**KIMBALL ROOFING, LLC**



**KNOX ROOFING**



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## CENTURY CLUB AWARD WINNERS (CONTINUED)



**KOCH BUILDING  
COMPANY, INC.**



**MG CONSTRUCTION, INC.**



**MAINTENANCE  
SYSTEMS, INC.**



**MARCHBANKS SPECIALTY  
COMPANY, INC.**



**MARK KATONA ROOFING**



**MID-WESTERN COMMERCIAL  
ROOFERS, INC.**



**NORTHCROSS ROOFING  
& WATERPROOFING, INC.**



**NORTHERN ILLINOIS  
SEAMLESS ROOFING, INC.**



**PACIFIC RIM COMPANY**



**POE CONSTRUCTION &  
MANUFACTURING, INC.**



**RAPID ROOF  
SYSTEMS, INC.**



**ROCKLIN ROOFING**



## CENTURY CLUB AWARD WINNERS (CONTINUED)



*ROLAND TECHNICAL  
ROOFING*



*ROOFING BY FRED GROSS*



*ROOF CRAFTERS, INC.*



*ROOF MANAGEMENT  
COMPANY, INC.*



*ROOFING SERVICES, INC.*



*ROY COLLINS CONSTRUCTION  
COMPANY, INC.*



*SCHAUS ROOFING & MECHANICAL  
CONTRACTORS, INC.*



*SHENCORP, INC.*



*SOUTHERN ROOFING  
COMPANY*



*STATE ROOFING  
SYSTEMS, INC.*



*SUN COMMERCIAL  
ROOFING, INC.*



*SUPERIOR COMMERCIAL  
ROOFING, INC.*



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## CENTURY CLUB AWARD WINNERS (CONTINUED)



*SURELOCK HOMES, INC.*



*TECH ROOF SYSTEMS, LLC*



*W.A.L. GENERAL  
CONTRACTORS/ROOFING, INC.*



*WATERPROOFING  
ASSOCIATES*



*WHITAKER ROOFING  
SERVICES, INC.*

## PRESIDENTS CLUB AWARD WINNERS



*A-PLUS  
ROOFING COMPANY*



*BECKWITH COMMERCIAL  
ROOFING, INC.*



*BLAKE LORD  
ASSOCIATES, INC.*



*COMMERCIAL  
ROOFING, INC.*



*DAVIS CONTRACTING*



*DUERSON CORPORATION*





## PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



*HAROLD HALL  
ROOFING, INC.*



*HOLLINGSWORTH, INC.*



*INTERSTATE  
STRUCTURES, INC.*



*JEWETT ROOFING  
COMPANY*



*JIM BROWN & SONS  
ROOFING COMPANY, INC.*



*LUTZ & MYERS, INC.*



*MARTY ROBBINS ROOFING  
COMPANY, INC.*



*MIKALAN ROOFING, INC.*



*ENJOYING "THE GREATEST SHOW ON EARTH"*

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## PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



**BRYAN NOHAVA  
CONSTRUCTION**



**NU-ROOF, INC.**



**PRO-TEK EXTERIOR  
SERVICES, INC.**



**THE QUESTON COMPANY**



**RAINBOW ROOFING  
INTERNATIONAL**



**ROYALTY ROOFING  
& INSULATION**



**ROOF CONCEPTS, INC.**



**SEALTITE  
APPLICATORS, INC.**



**SPECIAL MAINTENANCE  
ROOFING, INC.**



**T. HOLT BROTHERS GENERAL  
CONTRACTORS, INC.**



**TOM & DOUG ELLERMAN  
ROOFING, INC.**



**UNITED CONSTRUCTION,  
INC. OF SALIDA**





## PRESIDENTS CLUB AWARD WINNERS (CONTINUED)



**WATSON ROOFING  
COMPANY**



**WESTERN ROOFING, INC.**



**WESTERN SYSTEMS, INC.**



**WILLAMETTE ROOFING  
& CONSTRUCTION, INC.**



**WORMLEY BROTHERS  
ROOFING**

## ADMIRALS CLUB AWARD WINNERS



**AAAAA ENTERPRISES, INC.**



**ATLAS ROOF  
SYSTEMS, INC.**



**BAMBI'S ROOFING, INC.**



**BORNTRAGER  
ENTERPRISES, INC.**



**BRANDLE ROOFING &  
SHEET METAL COMPANY**



**JACK BUCHINGER  
ROOFING**



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## ADMIRALS CLUB AWARD WINNERS (CONTINUED)



**CIACCIO ROOFING  
CORPORATION**



**D. THOMAS ROOFING  
COMPANY, INC.**



**GREAT LAKES ROOFING**



**INTERSTATE**



**MIDWEST COATING, INC.**



**PARSONS COMMERCIAL  
ROOFING**



**RICHARD GOFF  
ROOFING, INC.**



**TOMKAT ROOFING, INC.**



**WAYNE NASI  
CONSTRUCTION, INC.**

## GENERALS CLUB AWARD WINNERS



**DAMSCHRODER  
CONSTRUCTION, LLC**



**GAGE ROOFING &  
CONSTRUCTORS, INC.**



## GENERALS CLUB AWARD WINNERS (CONTINUED)



*LARSON ROOFING*



*TECHNIQUE ROOFING  
SYSTEMS*

## JOHN R. BURT AWARD WINNERS



*BADGERLAND  
COMMERCIAL ROOFING*



*HERITAGE ROOFING  
SYSTEMS OF OKLAHOMA*



*JACO CONSTRUCTION, INC.*



*LA FERNEY, INC.*



*M. W. MORSS ROOFING*



*SENTRY ROOFING*



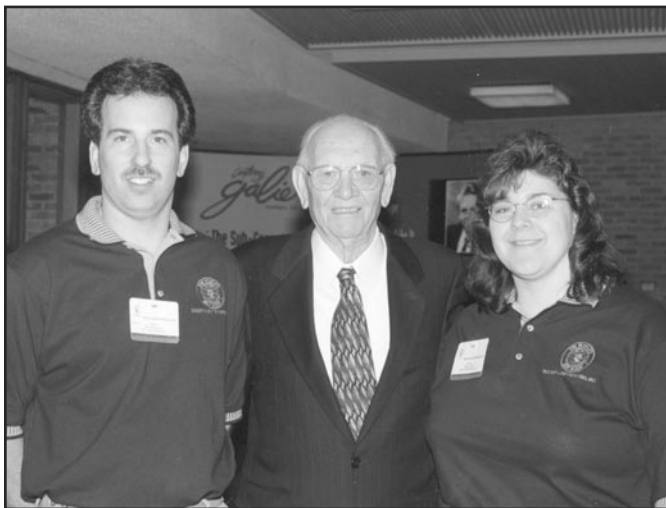
*UNITED ROOFING  
& SHEET METAL*



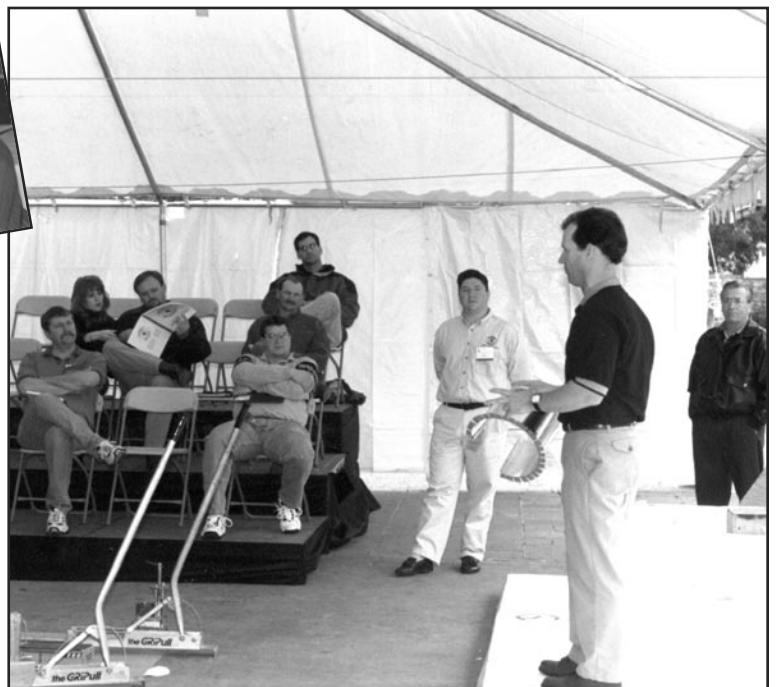
*WEATHER SHIELD  
ROOFING SYSTEMS*



# DURO-LAST GUESTS EXPERIENCE "THE GREATEST SHOW ON EARTH" IN SAN ANTONIO







# DURO-LAST SALES REPRESENTATIVES PRAISED FOR HARD WORK ETHIC



Approximately 45 Duro-Last sales representatives and sub-representatives attended a daylong meeting on Saturday, January 29, 2000 in which they had the chance to share ideas about marketing, sales, contractor success stories as well as plan for another year of selling the "world's best roof"®.

Later in the evening, attendees headed to the Southwest Craft Center in San Antonio for the annual awards banquet. The center was the perfect setting for a spectacular medieval banquet in which Duro-Last personnel and banquet guests took part in a humorous and light-hearted theater skit. A fine feast was followed by the official awards banquet. During the awards program, 16 Duro-Last sales representatives and sub-representatives were honored for significant sales.



## DURO-LAST HONOREES:

### Top 3 in sales volume:

Jeff Gottron and J. Costen  
Joe Gottron, Mike Gottron  
and Bryan Gottron  
Lynn Davis

### Top 3 sales increase:

Mike Spaniol  
Dennis Elenbaas  
Terry Wyatt

### Sales increase of \$250,000 or more:

Richard Hartz  
Mike Skaggs  
Jordy Speake  
Lynn Davis  
Jeff Gottron  
J. Costen  
Scott Sny

### Sales increase of \$500,000 or more:

Chris Hemphill  
Terry Wyatt  
George Gilchrist

### Sales increase of \$1,000,000 or more:

Mike Spaniol  
Dennis Elenbaas

### Ring winners:

Terry Wyatt  
John Hall  
Dennis Elenbaas  
Mike Spaniol  
Scott Sny



*Congratulations to all of our award winners.  
We hope to see everyone's name in the limelight at the  
2001 Duro-Last National Sales Seminar!*





# SALES REP BANQUET

## A "KNIGHT" TO REMEMBER



**D**URO-LAST KING JOHN AND QUEEN MILDRED



**J**UGGLING GENIUS



**S**YMBOL OF QUALITY



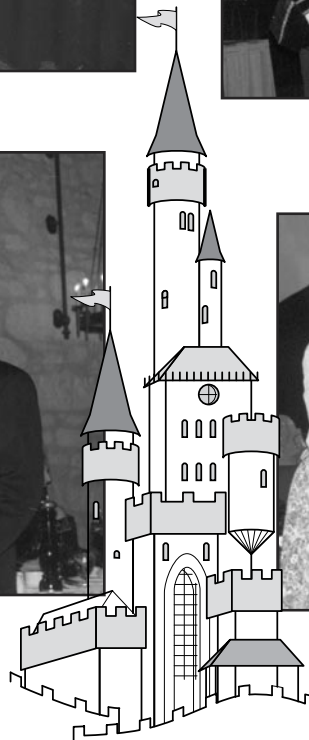
**K**NIGHTLY ENTERTAINMENT



**T**HE "BEST OF THE BEST" SALES REPS



**T**HE ROYAL FAMILY







## UNIQUE ADVENTURES HIGHLIGHT NATIONAL SALES SEMINAR

The trap and skeet shooting was right on target, the SeaWorld® “behind the scenes” tour educational, and the fishing stories enormous, as guests took advantage of the special programs that Duro-Last sponsored during its annual seminar.

Approximately 20 individuals participated in the trap and skeet shooting event, which took place at the National Shooting School in San Antonio on Sunday, January 30. Participants gave it their best “shot” and thoroughly enjoyed the morning shoot. **(See photos.)**

Sunday morning also marked the day for a special “behind the scenes” tour of the world famous SeaWorld®, which was closed to the public for the winter season. Tour guests had an excellent time on the two-hour walking tour of the park, learning about the popular Shamu and getting a close look at dolphins, sharks and sealions. **(See photo.)**

Duro-Last’s annual freshwater fishing excursion on Calaveras Lake also took place bright and early on Sunday. According to fishing participants, this excursion “was the closest thing to ice fishing in Texas” due to the extremely cold weather experienced on the trip! **(See photos.)**

Seminar guests also had plenty of opportunities to do some sightseeing at popular tourist hotspots like The Alamo **(see photo)** and shop at the Rivercenter Mall located by the seminar headquarters, the Hilton Palacio Del Rio.

A BIG thank you to everyone who took part in these special events. We hope you enjoyed yourself!

**“THE GREATEST  
SHOW ON EARTH”**

