

The origins of

Sealant
Engineering
&
Associated
Lines

November, 2005

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APRIL 15, 1964

#1

INK · SMITH INCORPORATED

5811 WEST MONTROSE AVENUE · CHICAGO, ILLINOIS 60641
TELEPHONE: AREA CODE 312 · 777-5825 · 777-5826

ORIGINAL LETTERS SENT
OUT TO START
D.C. (S.E.A.L.) GROUP
1964

Gentlemen,

As you may know, our company is the Dow Corning 780 sealant distributor in the Northern Illinois, Wisconsin area. Previous to the incorporation of Ink · Smith, Inc., I was employed by Dow Corning handling their sealants, etc. in the greater midwest area. My associate, Wilson A. Smith was the curtain wall and glazing manager of Cadillac Glass Co., a large Chicago - Detroit based company.

We have talked with several other 780 distributors (Ex: Sealants, Inc., St. Louis, Seward Sales Co., Elkhart, Inc., Wesco, Inc., Detroit, etc.). From these meetings we and the other distributors gained considerable insight into the sales techniques involved in selling 780. I have my ideas from my background with Dow Corning, Wilson Smith has his from a glazing standpoint, Sealants, Inc. has their stockholders who are affiliated with a large contracting firm. Wesco, Inc., who in addition to that company have a manufacturing company have their ideas. All from a different viewpoint. Many of you handle Dow Chemical Company building products and are familiar with the Dow distributor organization and the benefits derived from it in the past, thus here is the purpose of our letter - TO PROPOSE A DOW CORNING 780 DISTRIBUTOR GROUP to have meetings once or twice a year to discuss marketing techniques, territories, division of commissions on jobs out of a given territory, to hear from Dow Corning on new ideas and products, to find new allied products one distributor may be handling in his area that might go well in another distributors area, etc.. Also this organization might develop into a group that cooperatively could reap benefits for all.

I have already talked with several distributors of 780 and they're all for the idea.

Since we are interested in promoting this group we suggest the first meeting be in Chicago, our home base. We would arrange a committee of nearby distributors to arrange the first program, probably 2½ days in length. It might consist of:

- 1) ½ day organization meeting, goals, etc..
- 2) ½ day presentation by Dow Corning personnel (Sales and Laboratory).

- 3) $\frac{1}{2}$ day talks by prominent contractors, architects, and curtain wall manufacturers on their views on sealants, etc.. (We would arrange this.)
- 4) $\frac{1}{2}$ day free time with individual distributors (with recreation - golf, etc.).
- 5) Last $\frac{1}{2}$ day - competition, general discussion, election of officers for year, selection of next next meeting place.

We at Ink . Smith would with the help of the committee set up these meetings, arrange hotel accommodations, etc.. Perhaps Dow Corning would sponsor a dinner, etc.. I'm sending a copy of this letter to Mr. Paul Grunder of Dow Corning who I'm sure is interested in Dow Corning distributors being well informed in the use of their products, competitive products and current trends.

We would tentatively arrange this meeting to start at noon of Wednesday, June 17th and continue thru Friday afternoon, June 19th.

Let us know your views, if you want to participate, if you'd like the meeting at a suburban motel (swimming etc. available) or in a downtown Chicago hotel. Please write us as soon as possible as it will take some time to make these arrangements. After receipt of your letters, we'll keep you posted.

"Seal for Sure" with Dow Corning 7801

Very truly yours,

INK . SMITH, INC.



Richard K. Ink
President

RKI:hj

Follow
up letter

#2

INK • SMITH INCORPORATED

5811 WEST MONTROSE AVENUE • CHICAGO, ILLINOIS 60641
TELEPHONE: AREA CODE 312 • 777-5825 • 777-5826

Subject: SEALANTS DISTRIBUTORS GROUP

Gentlemen:

Since our letter of April 15th, proposing a Sealant Distributors Group, we have heard from over 60% of the 23 distributors involved and have had a very favorable response. Only ONE declined the invitation and perhaps he will reconsider. We've heard from many sections of the country - far west, south west, midwest, east and south - so plans must be made!

The majority asked for a casual suburban motel so we are trying to arrange the meeting in a reasonable resort motel in Browns Lake, Burlington, Wisconsin. This location is one hours drive from O'Hare Field in Chicago and offers many advantages. It has meeting rooms, dining rooms, cocktail lounge, a fine lake, a golf course nearby and evening entertainment. More important the dress is casual and it will give us the opportunity to become more fully acquainted. The rooms are large and if agreeable, we will make twin room reservations thereby giving the opportunity for further conversation and also keeping the room rates reasonable. I have attended meetings at this particular motel - Cerami's Island View - and found it most satisfactory. As for transportation from O'Hare Field to Burlington, we have this in mind: Ink - Smith, Inc. would provide 2 cars for pick up at O'Hare and we are asking our other nearby distributors to drive to Chicago and provide their cars. They are:

- SEALANTS, INC. - St. Louis, Mo.
- SEWARD SALES CORP. - Elkhart, Ind.
- WESCO, INC. - Detroit, Michigan

This amount of cars will provide transportation for 30 people if necessary and this certainly will be adequate. Our schedule of pick up (cars will have a 780 sign on the door) will be as follows:

Wed. June 17th	CAR 1	IN FRONT OF	UNITED TERMINAL	LEAVE	9 AM
" 2 "	" "	" "	AMERICAN "	" "	10 AM
" 3 "	" "	" "	UNITED "	" "	11:15 AM
" 4 "	" "	" "	AMERICAN "	" "	12:15 PM
" 5 "	" "	" "	UNITED "	" "	1:15 PM

(The above is Chicago time.)

Let's hope you can arrange your flight to coincide with this schedule. If you're coming in the night before, let us know and we will make arrangements to pick you up in the morning. If you're a late comer perhaps we can find a volunteer to pick you up.

(Cont.)

Now for a tentative program:

JUNE 17TH, WED. AFTERNOON 3:30 - 5:30 PM Organization meeting.
6:00 - 7:30 PM Cocktails (paid for individually) Unless we find a manufacturer donor.
7:30 PM Dinner (individually paid).
JUNE 18TH, THURS. MORNING 8:45 - 10:15 AM Dow Corning Technical man talks.
10:15 - 10:30 AM Break.
10:30 - 12:00 PM Dow Corning sales and advertising department talk.
THURS. AFTERNOON 12:00 - 1:30 PM Lunch.
1:30 - 1:55 PM Talk by Chicago Architect.
1:55 - 2:20 PM Talk by Chicago caulking contractor.
2:20 - 2:45 PM Talk by curtain wall manufacturer.
2:45 - 3:00 PM Break
3:00 - 4:45 PM Pre-assigned committee reports and discussion.

The following persons are asked to talk for 5 minutes on the following regions. (Their situation with 780 - competition, etc.) Perhaps each group could correspond before the meeting.

MIDWEST

R. F. STRYKER - SEALANT'S, INC.
W. A. SMITH - INK . SMITH, INC.
JIM SEWARD - SEWARD SALES CORP.
ANDREW RAE - WESCO, INC.

EAST

JACK EDFIMAN - STYRO SALES CO.
HERBERT HANSEN- PARAGON SUPPLY CO.
A. CORRIVEAU - CORRIVEAU-ROUTHIER, INC.

SOUTH

HAROLD VINJE - SILICONE CAULKING SALES CO.
SPEC. GRANGER - SEALANTS, INC. - ATLANTA

WESTERN

JOHN R. BUTLER - BUTLER BLDG. MATERIALS CO.
JAMES H. BERRY - INDUSTRIAL BLDG. MATERIALS CO. (If arrival on time is possible.)

(Cont.)

OTHERS NOT LISTED ARE EXPECTED TO ADD TO THESE REPORTS.

4:45 - 5:15 PM Nomination of officers to be elected on Saturday morning.
6:00 - 7:00 PM Cocktails (Graciously sponsored by Dow Corning.)
7:00 - 8:30 PM Dinner. (Graciously sponsored by Dow Corning.)

After dinner an informal few words by Paul Grunder of Dow Corning.

JUNE 19TH FRI. MORNING

8:45 - 9:15 AM Organization meeting.

9:15 - 10:00 AM Talk by non-competitive manufacturer.

10:00 - 10:15 AM Break.

10:15 - 11:00 AM Talk by another non-competitive manufacturer.

It is thought that these manufacturers may have products of possible interest.

11:00 - 12:00 PM Report of by-laws committee and discussion.

NOTE: The following men are asked to have a draft of by-laws ready to be discussed at this point in the meeting. They will have to correspond to accomplish this.

JAMES A. BERRY - INDUSTRIAL BLDG. MATERIALS CO.

WILSON A. SMITH - INK . SMITH, INC.

GEORGE BISHOP, JR. - SEALANTS, INC.

CHAIRMAN - JIM SEWARD - SEWARD SALES SALES CORP.

JIM SEWARD - Please start this ball rolling - division of commissions, help from one distributor to another, goals, 2 meetings a year, dues, etc..

12:00 - 1:00 PM Lunch.

1:00 - 6:30 PM Golf outing.

(IT IS ASKED HERE THAT EACH PERSON BRING A SMALL GOLF PRIZE TO THE MEETING THAT COSTS \$5.00 OR LESS. WE'LL HAVE GOLF PRIZES FOR ALL, TO BE AWARDED FRIDAY EVENING AT DINNER.)

6:30 - 7:30 PM Cocktails (We hope to have sponsored by one of the manufacturers.)

7:30 - 8:30 PM Dinner (To be paid for from preliminary dues.)

NOTE: It is asked here that a check be sent to Ink . Smith, Inc. from each distributor in the amount of \$25.00 to be made out to: "Sealants Distributors Group". This money will be used to help pay for mailings, programs, the Friday night dinner, deposits, etc. that occur before or during the meeting. We will open a "Sealants Distributors Group" account and keep records of its use, then it will be transferred to the treasurer after his election on Saturday morning.

(Cont.)

	8:30 PM On	On the town. Browns Lake establishments are quite active on Friday night.
JUNE 20TH, SAT. MORNING	9:00 - 9:30 AM	Election of officers.
	9:30 - 9:45 AM	Installation of officers.
	9:45 - 11:30 AM	President appoints committees, selection of next meeting place and date (Plus committee to arrange this). Appointment of an editor to publish a quarterly newsletter, etc.
	11:30 AM	Adjourn meeting.

Lunch will follow, then the 5 cars will take men to O'Hare Field for departure on Saturday afternoon or evening. (You'll notice we extended the meeting to Saturday. It was the only way we could squeeze everything into this first important meeting.)


Should the Dow Corning salesman in your area want to attend, they would be most welcome. Perhaps they could bring a Dow Corning sales meeting. Anyway I'll send a copy of this letter to the manager of Dow Corning.

I hope this covers the situation to date. Write me for further information if needed, and let us know when you get this. Keep you posted.

Thanks again for your enthusiasm, see you in June!

Very truly yours,

INK . SMITH, INC.


Richard K. Ink
President

RKI:hj

P.S. Distributors list enclosed for correspondence.

P.P.S. We have just made definite commitments with Caswell's Island View Resort Hotel. The cost per room is \$215.00 per night (Double occupancy) European plan, so each man cost for their room per night is \$107.50. We must make a deposit of \$12.50 per man by May 15th, to hold the reservation. They are also making our golf outing arrangements now. Please indicate if you intend to play golf.

We have selected a group of 25 to 30 people. Let us hear promptly, how many of our personal will attend.

2 How the Name S.E.A.L.
Came about.

801 W. Madison Ave.
Chicago, Illinois 60604
Phone: 777-5825

SEALANT ENGINEERING & ASSOCIATED LINES
(ILLINOIS CHARTER APPLIED FOR)

Re: Sealants Distributor Group.

Dear Mr.

You'll note by our letterhead the name the organizing committee has come up with for our group. We think it has merit. With the initials S. E. A. L. it tells a good story - sealing of joints, sealing with coatings and the associated lines gives us the opportunity to bring in other building products that might be of mutual interest. Also if in the future we put out private label sealants, coatings, masonry water repellents, etc.. The S. E. A. L. would be a natural for a brand name.

Enclosed you'll find a brochure describing Cerami's - The location selected for the meeting.

We've noticed several letters back and forth between the by-laws committee so they're getting things into shape.

We've had several \$25.00 checks for preliminary dues plus some extra \$12.50 deposits for the rooms. If we don't receive the extra \$12.50 checks, we'll use part of the \$25.00 checks for the room deposit. Please get the checks in, if you haven't sent it in yet make it out to:

Sealant Engineering & Associated Lines
(Sealants Distributor Group)

This way we can deposit the checks we already received and the forth coming ones in one account.

We are applying for an Illinois charter as we understand we must with an organization of this kind. By putting our address on this preliminary letterhead, we don't mean to imply the headquarter should be here in Chicago, this is a decision for the group to make at the meeting.

We have now for Wednesday, Thursday, and Friday nights of the meeting a manufacturer sponsor to buy the cocktails and dinner each night.

We've given this group much thought and here are some added ideas

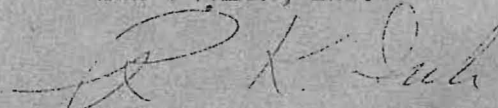
- Page 2
- A) having associate manufacturer members who pay certain dues but who contribute to the group by telling us of new products applications, etc. and in return learn from us.
 - B) having associate applicator (contractor) members who we send out monthly information on new techniques in the industry new products, etc., they in turn can give us vital information.

These may seem like big jobs but with the added dues we can hire a part time director to coordinate these things and also get the typing, planning, etc. done. It is our understanding there are many competent people who offer these services for a nominal cost when you're getting a group started. Perhaps we want to use these ideas, perhaps not, but let's talk them over.

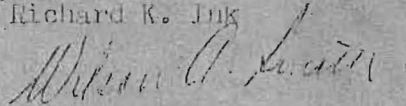
At last count we had fifteen distributors coming or joining the group, one declining and 5 not reported in. To those 5 who haven't said one way or the other please write us and acknowledge our letter and let us know if you want to be a charter member and if you're coming to the meeting.

Very truly yours,

INK . SMITH, INC.



Richard K. Ink



Wilson A. Smith
Organizing Committee

RKI,WAS:hj

P.S. Mr. James Berry of Industrial Building Materials, Inc., Los Angeles, wrote us and suggested that at the meeting we keep our ideas to ourselves and not make any demands of our supplier during the meetings or in conversation socially. He has a good point, any proposals we might have can be presented formally later by letter or in person.

P.P.S. The Houston distributor, Great Southern Supply Co., Inc. suggest we get the national Waterproofing firm, Western Waterproofing Co. to be our featured contractor speaker. We are contacting Western Waterproofing Co. and we're confident they'll provide a good speaker.

DOW CORNING 780 BUILDING SEALANT DISTRIBUTOR LIST

Sutton Supply, Inc.
Route L
Rockland, Maine
Mr. J. Sutton, President
207-594-5573

Corriveau-Routhier, Inc.
266 Clay Street
Manchester, New Hampshire
Mr. A. Corriveau, President
603-627-3805

Contour Chemical Co., Inc.
9 Wilton Avenue
Boston, Massachusetts
Mr. T. J. Conlon, President
617-254-3001

Mohawk Building Materials Corp.
Box 192
Rensselaer, New York
Mr. L. Fenner, V. President
518-436-7684

Styro Sales Company
25-34 50th Avenue
Long Island City, New York
Mr. H. Pearlman
212-ST-61791

M. A. Bruder & Sons, Inc.
52nd & Grays Avenue
Philadelphia, Pennsylvania
Mr. T. Bruder, Jr., V. President
215-947-5154

Silicons Caulking Sales Co.
510 S. Lincoln Avenue
Alexandria, Virginia
Mr. H. Vinje, President
703-354-0157

Empire Supply, Inc.
112 N. Beach Street
Syosset 1, New York
Mr. H. A. Hanson, President
516-dk-7-6611

Allied Buffalo Distributor, Inc.
1946 Elmwood Avenue
Buffalo, New York
Mr. R. Hipp, President
716-TR-3-4232

Structural Sales Corporation
15612 Miles Avenue
Cleveland 28, Ohio
Mr. R. Estabrook, V. President
216-991-1424

Seward Sales Corporation
740 S. Main St., P. O. Box 542
Elkhart, Indiana
Mr. J. F. Seward, President
219-JA-2-4717

The Soule Company, Inc.
2808 36th Street
Tampa 5, Florida
Mr. R. A. Soule
813-248-5872 or 5816

Sealants, Inc.
915 Olive Street
St. Louis 1, Missouri
Mr. G. Bishop, Jr., Exec. V. Pres.
314-CH-1-7508

Butler Bldg. Materials Co.
11367 Denton Road
Dallas, Texas
Mr. H. Butler, Jr., President
214-CH-7-6116

Great Southern Supply, Inc.
6003 Murphy Street
Houston 21, Texas
Mr. F. S. Brashears
713-OL-4-0655

Madden Construction Supply Co., Inc.
P. O. Box 1698
Billings, Montana
Mr. J. A. Madden, President
406-252-7133

Vermiculite-Intermountain, Inc.
333 W. First South Street
Salt Lake City, Utah
Mr. L. K. Irvine, President
801-DA-8-0117

Industrial Building Materials
2542 South Yates Avenue
Los Angeles 22, California
Mr. J. H. Berry, President
213-723-8561

Wiley-Bayley, Inc.
3310 Meridian Avenue, North
Seattle 3, Washington
Mr. W. R. Wiley
206-MF-3-4526

Western Foam Products, Inc.
464 Victory Avenue
South San Francisco, California
Mr. J. Rosekrans, President
415-761-2411

Wesco, Inc.
486 West Eight Mile Road
Hazel Park, Michigan
Mr. A. Rae
313-LI-6-2467

Ink . Smith, Inc.
6811 W. Montrose Avenue
Chicago, Illinois 60634
Mr. Richard K. Ink, President
312-777-5825

FOR THOSE OF YOU (WE HAVE MONEY) WHO CANNOT ATTEND THE MEETING BUT STILL WANT TO BE A CHARTER MEMBER WOULD APPRECIATE YOUR PRELIMINARY DUES IN ADVANCE OF THE FIRST MEETING. THESE FUNDS ARE BEING DEPOSITED IN A CHECKING ACCOUNT AT THE TRIVING BANK, AUGUSTIN AVE. & IRVING PARK RD. CHICAGO, ILL. UNDER THE NAME "RESTAURANT ENTREPRENEUR AND ASSOCIATED LINES" AND ARE ONLY USED FOR NECESSARY ITEMS SUCH AS PAPER, TYPING, DEPOSITS, FILING FEES, ETC. WHATEVER THE URGENT NEED RECOMMEND THE PERSONS WE FEEL ARE COMPANY WHO DOES NOT JOIN BEFORE THE FIRST MEETING SHOULD NOT BE CONSIDERED A CHARTER MEMBER AND SHOULD PAY US THE DUES MORE TO BE LATER.

SECRETARY OF THE

RESTAURANT ENTREPRENEUR AND ASSOCIATED LINES

Richard H. [Signature]

William A. [Signature]

CHICAGO, ILL.

5
BY - LAWS

of
SEALANT ENGINEERING AND ASSOCIATED LINES
Revised December 1, 1967 (Per I.R.S. Order)

ARTICLE I - NAME

The name of this corporation shall be "Sealant Engineering & Associated Lines" or S.E.A.L. and hereafter referred to as the Corporation.

ARTICLE II - OBJECTS

The particular purposes for which the Corporation is formed are:

1. To encourage a wider use of Quality Building Sealants and associated lines.
2. To cooperate with any interested manufacturer in furthering good relations between manufacturers and distributors.
3. To disseminate and exchange trade information, technical data and other appropriate information.
4. To improve the service to users and specifiers of these materials.
5. Continually survey the market for other building products that could serve as companion lines to better serve the building industry.
6. Study for better marketing practices.

ARTICLE III - GOVERNING AUTHORITY

The Association is governed and operated in accordance with the laws of the State of Illinois, the Certificate of Incorporation of the Corporation, these By-Laws, the instructions of its membership and its Executive Committee and Officers.

ARTICLE IV - MEMBERSHIP

Section I - Eligibility

The active membership in this Corporation shall be one or more representatives of any firm interested in the Sealant portion of the Building Industry.

Section 2 - Voting

Each distributor firm in good standing has the privilege of one vote.