

# SEALED • UP

First Quarter 2014  
[www.sealgroup.org](http://www.sealgroup.org)

The Newsletter of Sealant Engineering and Associated Lines

## 2013 Fall Conference Palm Beach Memories



1964 50 2014

SEALing Industry Relationships For 50 Years

**SEAL 1964-2014**  
Celebrate Our  
Golden Anniversary





**FROM THE PRESIDENT**  
**Jessica McIntosh**  
**Atlas Supply Company**

Looking back on 2013, I want to acknowledge Martin Harrell, Kelly & Kit Andrews, Jan Aument and the Board of Directors for their time and commitment to the SEAL Group. Our Spring Meeting in "The Windy City" of Chicago provided a great venue to network and welcome our newest members. Our most recent Fall Meeting in Palm Beach provided a unique opportunity to experience the grand venue of The Breakers, while connecting with each other and discussing business and upcoming trends in our industry.

As I mentioned at our gathering this past November, I'm excited for the opportunities that lie ahead for the SEAL Group in 2014. With the help and guidance of our capable board, I'd like to see the SEAL Website made more relevant for our group, making it a functional and valuable tool for all members. I'd also like to see us offer a benchmarking activity for distributors to participate in. An activity of this type was last completed by the group in 2008. Data reported from this activity provides on-going value as we monitor business against KPI's and other industry-specific market data – a rare and unique opportunity like no other in the sealant & waterproofing industry!

The organization is also turning 50 & I'm excited to celebrate this special milestone with you. The Site Selection Committee has secured two great venues for next year, including the historic Peabody Hotel in Memphis (April 28-30, 2014) & The Fairmont Orchid on the Big Island of Hawai'i (Nov. 3-6, 2014). The SEAL Group visited the Peabody several years ago and will hopefully bring back some fond memories of years past, and create new ones for the future. In the Fall, The Fairmont Orchid on the Big Island brings us to the present and should provide some fabulous comforts by the water along the Kohala Coast....you'll surely not want to miss the 50 Year Celebration!

As 2014 opens, I wanted to thank each of you for your commitment to the organization – it's the people that make this group such a unique and valuable experience for our membership and our industry. I realize you have a choice on how you spend your time and money, so on behalf of the entire organization, thank you for your active participation and support of the SEAL Group.

On behalf of the Board, we hope to see you in Memphis in the Spring.

Happy New Year to You and Yours,

*Jessica*

Sealant Engineering  
  
and Associated Lines

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## FROM THE DESK OF THE PAST PRESIDENT Martin Harrell, Coastal Construction Products

I hope you all enjoyed your time at The Breakers in Palm Beach! We dodged a few storms that week and ended up with beautiful weather, great accommodations, fantastic food and productive meetings. I want to thank each of you for making this meeting productive and special for the organization.

It is now time to pass the torch to Jessica McIntosh to lead SEAL during one of the most exciting years of our history – the 50th Anniversary of SEAL! I feel blessed to have led the organization in a time of relative calm – with a great executive staff, travel planner, active board and financial strength. I am proud that the organization enters its 50th year in such a solid position. Thank you to all of you who volunteered your time and talent in the past to ensure that SEAL is as healthy as it is today.

Thank you to the membership for the faith and trust you put in me this past year. I have enjoyed the experience more than you will know and I look forward to what the future holds for SEAL. - *Martin*



### WELL DONE, MARTIN!

Outgoing 2013 SEAL President Martin Harrell of Coastal Construction Products receives his caulking gun President's plaque from incoming 2014 President Jessica McIntosh of Atlas Supply.



### WELCOME TO SEAL

2013 was a very good membership year; SEAL President Martin Harrell welcomed four companies as new members of SEAL. Left to right: Martin Harrell; Ed Kammerer of R.L. Wurz Company; David Priest of Darraugh Company; David Metzler of Cascade Aqua-Tech Limited; and Scott Pearson of CS2 Construction Sales Inc.

### NEW SEAL WEBSITE

We want to thank Jack Caven, Blake Menzel and the Info-Tech team for all the years of managing and hosting the SEAL website; it has been a huge contribution. But since their company is broadening their markets and notified us that they will not be renewing their SEAL membership, we have organized a Website Sub-Committee made up of Jessica McIntosh, Martin Harrell and Brian Koenings with the goal of redesigning and upgrading the scope of the website. It is our goal to premiere this at the Spring meeting if all goes well. In the interim, the existing SEAL website remains open and hosted by Info-Tech.

### A HISTORY OF SEAL:

We are looking for scans of old pictures, programs and other artifacts that will reflect the 50 year history of SEAL. If we can amass enough of these items, we would like to assemble a video presentation to be premiered at one of our two meetings in 2014, as well as providing each member with their own DVD. If you have anything that you feel is useful, please scan it or make a digital photo and email it to Kelly Andrews who is serving as the collection point for these.



### LEAN MANAGEMENT: THANKS TO JOE HEILHECKER

Many thanks to Joe Heilhecker of the Heilhecker Consulting Group for both his service in the military as well as sharing his experiences in his LEAN seminar and group exercises. If you would like to further information on LEAN, Joe is based in Tampa, FL and can be reached at (405) 323-5585 or [joe@heilhecker.co](mailto:joe@heilhecker.co)

### MARK YOUR CALENDAR FOR SPRING REGISTRATION



The on-line registration site for the Spring Conference in Memphis will go live on **March 5, 2014 and will remain open until March 21** and the agenda for the speakers has been released via email to all members. You'll receive an email reminder from Jan Aument on registration but make your travel plans now.

**MEMPHIS, TENNESSEE**



# THE BREAKERS BREAKS THE MOLD



The 2014 SEAL Fall Meeting at The Breakers in Palm Beach, FL was a memorable event. A great venue, fantastic social outings and 100% attendance by manufacturers and distributors... could it be any better than that??!

The setting, the accommodations, the hotel facility, the staff, and the meals: everything was exemplary. Our meeting planner Jan Aument and the Site Selection Committee of Martin Harrell and Phil Bergum did a great job; well done.

And for those who are less subjective and more bottom-line, here are the numbers  
Hotel Room Nights: 266 guaranteed; 340 used. 120 SEAL Members and 2 Staff.

*A special thanks to these three companies for their contributions to enhance this very memorable Fall SEAL meeting:*

Welcome Dinner: **Coastal Construction Products**

Welcome Reception: **Nomaco**

Entertainment/Cigar Rolling: **BASF**

## A SEAL ANNIVERSARY GIFT, ANYONE?

Right now we have six manufacturers and three distributors who have come forward with donations to make the 50th anniversary as memorable as possible. If you are interested in getting involved for the SEAL 50th Anniversary Celebration, please contact Kelly Andrews, our SEAL Executive Director and indicate your interest and he will work with you to match up our meeting plans with your budget and goals to provide everyone with a memorable experience.



## 2014 OFFICERS AND BOARD OF DIRECTORS

As we move into 2014, we want to thank our outgoing Board members for their service and leadership: Steve Larsh, 2013 Immediate Past President; Brian Glass, Newborn Brothers and David Slough, CETCO.

### 2014 SEAL Board of Directors:

President	Jessica McIntosh, Atlas Supply, Inc.
Immediate Past President	Martin Harrell, Coastal Construction Products, Inc.
Vice President	John Barnett, SSI, Inc.
Secretary	Brendan Garvin, Jr., Garvin Construction Products
Treasurer	Joe Coy, Smalley & Company
Distributor Director	Brendan Brown, Tom Brown, Inc.
Manufacturer Director	Phil Bergum, BASF Building Systems
Manufacturer Director	Brian Koenigs, Prosoco
Manufacturer Director	Mike Soeder, Tremco

### SEAL Staff:

Kelly Andrews      Executive Director:  
Jan Aument      Meeting Planner

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Brendan Brown



Mike Soeder

In addition we would like to welcome Distributor Director Brendan Brown of Tom Brown, Inc. and Manufacturer Director Mike Soeder of Tremco to the Board.



After co-chairing the successful golf tourney at Dove Mountain last year, it looks like David Slough is "adjusting" his croquet scorecard at The Breakers over a stogie and a smart phone before turning it in.



# SEAL FALL MEETING 2014

Palm Beach, Florida



## OPENING NIGHT WELCOME RECEPTION & DINNER



## LEAN MANUFACTURING WORK GROUPS





# SEAL FALL MEETING 2014

## POOLSIDE UNDER THE STARS







1964

50

2014

SEALing Industry Relationships For 50 Years

## HELP US CELEBRATE 50 YEARS OF MEMORIES

It is a testimony to SEAL in this world of constant acquisitions, mergers and change, that for a half century SEAL has existed as an independent non-profit trade association serving the needs of both manufacturers and distributors.

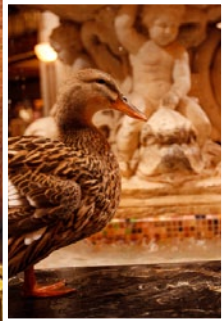
Your Board of Directors has been hard at work to make this a memorable year for you and for SEAL. It starts with two outstanding sites; opening the year with a historical landmark hotel in Memphis, and concluding the year with a newly renovated, ocean-front hotel on the exotic shores of Hawaii.

### SEAL 2014 Spring Meeting - April 28 - 30, 2014 The Peabody Hotel, Memphis, TN



In the heart of downtown Memphis just a hop from famed Beale Street with its vast array of toe tapping blues bars and some of the best BBQ in the United States lies the historical Forbes Four-Star and AAA Four-Diamond gem of a hotel called The Peabody. Here you will find history like nowhere else. From its elegantly appointed rooms to its grand foyer filled with the pomp and circumstance of marching ducks, shops and award winning dining options, The Peabody is one of the most popular attractions in Memphis.

The rich history of The Peabody is the perfect destination to begin our yearlong celebration of SEAL's 50th Anniversary and we hope you will join us. Registration starts in March.



### SEAL 2014 Fall Meeting - November 3 - 6, 2014 Fairmont Orchid Resort, Kohala Coast, Hawaii

We couldn't think of a grander way to continue the celebration of SEAL's 50th Anniversary as we look ahead into the future than on the newest of the Hawaiian islands - The Big Island's West Coast. The island is constantly growing much like SEAL.

The Fairmont Orchid is a 32 acre luxury oceanfront resort with the genuine spirit of Aloha. Renovated in late 2013, the resort features beautiful and comfortable tropical spirit throughout. Plan on joining SEAL for what we promise to be a memorable event that is 50 years in the making! Look for more information in the coming months.

THE *Fairmont*  
ORCHID  
HAWAII

