

The Newsletter of Sealant Engineering and Associated Lines

2012 SPRING CONFERENCE Rocky Mountain High

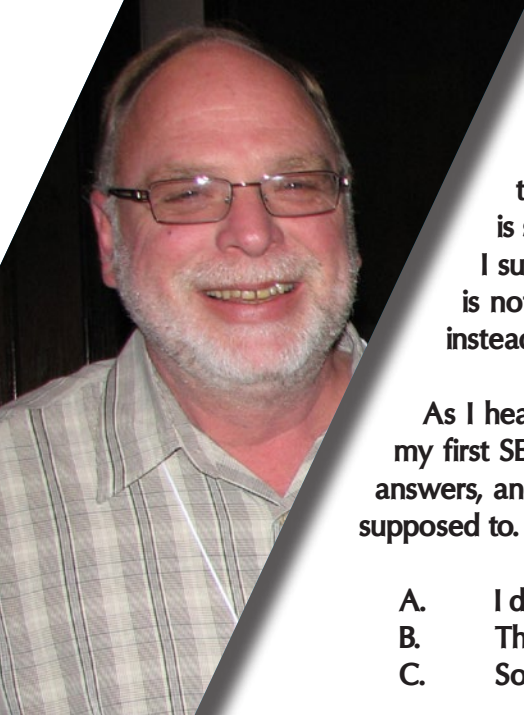
Welcome
To Our New President

2011 FALL CONFERENCE Paradise Found



SEAL

FROM THE PRESIDENT
Steve Larsh
Glenrock Company
Chicago, IL



Hello to all fellow SEAL members,

As I sit here and write this (Jan. 31st), it approached 60 degrees here in Chicago today. What a mild winter we are having here in Chicago. Unfortunately the market is still in winter mode, and we've only seen a mild increase in business. As I get older, I sure do appreciate these mild winters more and more. But I know Mother Nature is not through with us yet. I sure hope she doesn't wait and give me a cool summer instead.

As I head into my year as President of the Board of the SEAL Group, I reflect back to my first SEAL meeting in Carmel, November of 2003. I came in thinking that I knew all the answers, and what a unique company I worked for, and sales were growing as they were supposed to. Boy, did I find out different:

- A. I didn't know squat.
- B. There are over 20+ distributors just like Glenrock (all with their little differences).
- C. Something happened to that sales growth thing back in 2009.

SEAL gave me the opportunity to interact with distributors from Seattle to Jacksonville who were focused in the same market I was in. I noticed that we all experience more or less the same problems. I've learned how some have overcome some of these problems, or at least, a new perspective on how to look at it. I also learned that with all the different regions we're in, that one answer does not fit all. That's one of the things that makes SEAL such a great organization to belong to; it provides a great venue to interact with distributors from across the country and with our prime manufacturers.

Denver is the location for our upcoming spring meeting, April 23rd – April 25th. I believe downtown Denver will be great location for this meeting. Being right in the middle of everything downtown, whatever your interest is, you will be able to find it just a short distance away. And Joe Coy has promised us great weather, sun in the city and snow in the mountains; right, Joe? I hope everybody will be able to make it.

With a lot of help from everybody on the Board, I think we have a great meeting lined up for Denver. Thanks to all the members on the board for all your help. And as always, Kit, Kelly and Jan, especially thank you for all your efforts in putting together these meetings and running them seamlessly. You guys are the glue.

See everybody in Denver.

Thanks,

Steve

Sealant Engineering

and Associated Lines

SEALED UP

First Quarter 2012
www.sealgroup.org

FROM THE DESK OF THE PAST PRESIDENT Willie Goncharow, Guaranteed Supply



I hope everyone enjoyed our Puerto Rico Seal event the weather, the meeting venue and the overall meeting. We had the largest group since Maui and really think the attendance was just what our group expected, well attended by SEAL members and well informed vendor presentations including an informative guest speaker event. I came away from the meeting with a much greater sense of 2012 is going to be a good year and hope you did as well. Including the take back from the Sandler group of need for continued learning opportunities will be forever needed and it is up to groups like ours to continue improving our markets to insure our own sustainability in the years ahead.

As I have noted in previous newsletters and correspondence, this year's SEAL Board was just great to work with. I am so fortunate to have been involved in this time of change. It just brings out the BEST in people when the need is unknown and expectations of prior involvement by members are made known. This year I felt we did not miss a beat from the very start because of the stage being set from prior year's Board and the continued involvement of everyone on the board. This allowed our new Executive Director, Kelly Andrews and

Meeting Planner Jan Aument to work their meeting facilitator abilities and pull through a great year of SEAL events. Thanks to the Board and Executive Team. I really appreciated your input, positive direction and the effectiveness of your efforts.

A few other changes to remind you about, our new incoming Board members will be planning for the upcoming years (the current VP and last year's Manufacturer Board member will be scouting out venues and topics for the 2013 year). So if you have any more ideas for meeting locations and topics, please forward to Martin Harrell & Brian Glass. Also beginning with 2012, the Immediate Past President (me) will be the SEAL Membership Chairperson. So feel free to send me any persons or companies of interest you feel would benefit from being a member of our group.

This year we also started with the SEALED UP newsletter and got some positive feedback. I hope you will continue it on and use it for communicating successes and opportunities we can all build on in the years to come. I would like to see some articles from members highlighting events in their companies that would showcase our market presence. We are a major component in the sealant and associated lines of the construction market.

Thank you all for your support this year. You all have helped me be successful in this business by allowing me to be an active part in the continuation of the SEAL group.

I hope you and your families had a Merry Christmas, and Cheers for a Happy, Safe and Prosperous New Year 2012,

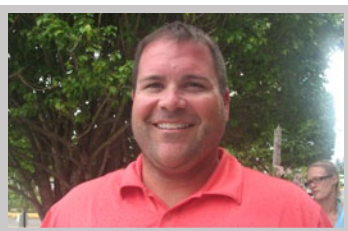
Sincerely,
Willie Goncharow
SEAL President 2011



FOR YOUR SERVICE
Outgoing President Willie Goncharow receives the Presidential Service plaque from 2012 President Steve Larsh.

NEW SEAL BOARD MEMBERS

A special welcome to our two new members of the SEAL Board of Directors who were elected in Puerto Rico:



Distributor Board Member
John Barnette, SSI, Inc.
Dallas, TX



Manufacturer Board Member
Phil Begum, BASF Construction Materials
Shakopee, MN

SEAL/SWRI ALLIANCE

SWRI President-elect Ron Pilla of Valcourt Building Services discusses the SEAL/SWRI alliance.



Sealant Engineering
SEAL
and Associated Lines



WELCOME TO SEAL
President Willie Goncharow (right) welcomes Jeff Barrett and John Crews from Construction Materials as the newest SEAL member.

SEALING THE DEAL

Thanks for the very good response to the post Fall Conference membership survey. The feedback was very helpful to the Board and staff. If you want a copy of either that survey, or the Sandler GAP Survey that they based their presentation on, please email Kelly and he'll send you a copy.

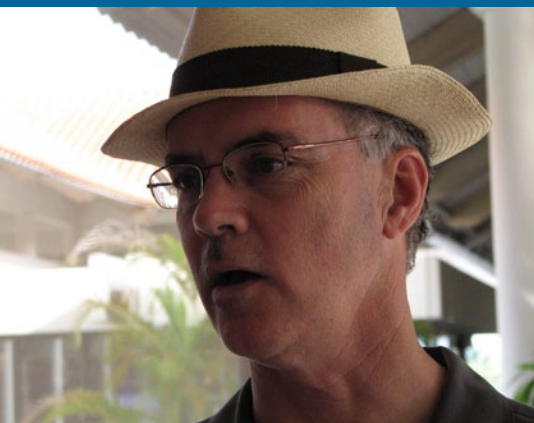
We are happy to announce that the winners of the free SEAL golf shirts for participating in the survey go to Bruce McCain and Pete McKinnell. It pays to make your opinions known.

2012 SEAL FALL CONVENTION

Photos and Memories



Gran Meliá Golf Resort



Reception and Dinner



Good Music and Good Friends



Sunset Cruise

2012 SEAL FALL CONVENTION

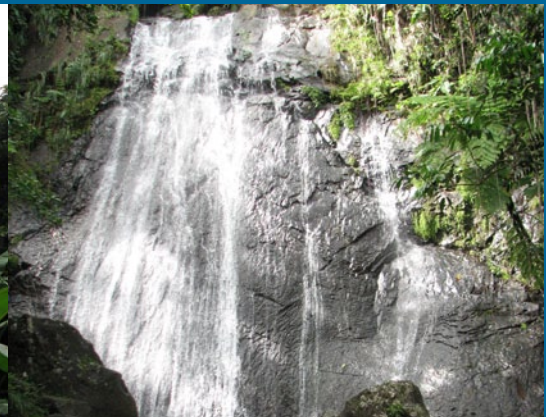
Photos and Memories



Group Sessions



Reception and Dinner



Puerto Rico



SPRING CONFERENCE

In the heart of downtown – alive with sports, theater, night life and shopping – Four Seasons glows as a landmark at 14th and Arapahoe. Urban chic design subtly reflects the natural beauty of Colorado, and oversized windows thrill the eyes with Rocky Mountain views. Experience see-and-be-seen dining, a spa sanctuary and downtown’s premier rooftop pool terrace for resort-style ease. Thoughtful Four Seasons touches make your Denver stay feel both effortless and exhilarating. Jan will be sending information regarding the registration process to you in mid-February; **the registration site will be open March 7-23, 2012.**

About the Hotel:

The Four Seasons Denver opened in October of 2010 and is a blend of urban sophistication and vibrant culture located in the heart of Denver’s theater district, and second largest performing arts center in the world. It is also just two blocks from both the famed 16th Street Mall (16 blocks of shopping, entertainment and restaurants) and Larimer Square, Denver’s oldest and most historic block with upscale restaurants and shops.

Four Seasons Vail, CO:

We have a very limited number of rooms available (11 total) for the dates of April 19 - Sunday, April 22, 2012 at a special group rate of \$230.00 per night - standard king plus a \$30 resort fee. These will be available on a first come, first serve basis and once they’re gone, they’re gone. The block will be released March 5 if not taken by SEAL members.

Since the Vail property is in a sold-out situation at this time, it will be very important for you to call them as quickly as possible if you plan on taking advantage of this, as we are not able to obtain additional rooms. You will need to make reservations direct; the reservation number for Vail is (303) 389-3301 and mention “SEAL” for the special rate.



**April 23 - 25, 2012 Denver Four Seasons Hotel
Downtown Denver, Colorado**

Denver



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