

2013 Spring Conference Recap SEAL In The Windy City

Palm Beach Welcomes SEAL
2013 Fall Conference Preview

SEAL Goes Gold
50th Anniversary in 2014



SEAL



FROM THE PRESIDENT
Martin S. Harrell
Coastal Construction Products

I hope you will agree with me that Chicago was a terrific city for a SEAL meeting! The meeting started with Bostik's architectural boat tour in some of the best weather Chicago had seen in months. I asked Igor and Tom if I could take credit for planning the trip during Monday's beautiful weather, but they would not let me take full credit, as Jan must have had something to do with it as well.

As things typically do in Chicago, the weather turned wet, cold, and windy on Tuesday. Luckily, the weather turned in time for us to retreat to our conference room for manufacturer meetings. The sessions were well-attended, well-organized, and stayed on time. Thank you to each of our manufacturer members for taking the time to organize their presentations.

This spring meeting had several new elements. The Tuesday lunch sponsored by Glenrock was authentic Chicago. I don't think I have ever had pizza crust that thick, and it was excellent! I thought the relationship exercise led by the Windy City Field House was competitive and entertaining. The Board wanted each of us to be able to carry a team building exercise back to our companies, and I think we accomplished that goal. As I looked around the room, I saw a lot people laughing, cheering each other on, and 'hiding' their competitive secrets from the other teams. It was different, but it was a lot of fun. Please let us know your thoughts in the survey that will go out as part of our meeting follow-up.

The presentation on Wednesday morning by MSDS Online seemed to get people's attention. I know many of you asked Chuck Haling to follow-up with you, so I am hopeful you found his presentation worth your time.

Our efforts to put together a pheasant hunt for the SEAL group did not gather much steam. Based on limited sign-ups, we cancelled the trip. Again, we would like your feedback in the survey on whether you would like to see additional trips at different venues with different budget levels.

I want to again thank several of our members for their sponsorship of the spring meeting. As the economy comes back, meetings are becoming increasingly expensive and hotel concessions are being reduced. These sponsorships help us to bring members a high quality meeting. Thanks again to All-Tex, Bostik, Glenrock, W.R. Grace and ITP. Plus a special thanks to our friends with SWRI; for the second year in a row they gave SEAL a donation; this time over \$2,000 from the SEAL Waterproofers Ball in Texas.

Thank you again for your participation. We look forward to our Fall meeting at the unique and historic Breakers Hotel in Palm Beach, FL!

Martin S. Harrell



FIRST TIMERS ABOUND IN CHICAGO



New BASF Senior VP of Construction Chemicals America Dirk Bremm is welcomed by SEAL President Martin Harrell of Coastal Construction Products.



Diann and Charles Kelley, new to the Georgia Construction Products family, attend their first SEAL meeting.



Chris Bauer of CS2 Construction Sales of Toronto (left) and Tom Lavelle of R.L. Wurz Company in Cleveland attend the Spring Conference as two prospective distributor members.

A special thanks to Chuck Haling, Vice President of Sales for MSDSONline for his eye-opening overview of New MSDS On-Line Regulations. MSDSONline is a leading provider of sustainable cloud-based compliance solutions that help businesses of all sizes cost-effectively manage a variety of global environment, health and safety (EH&S) regulatory requirements. Chuck spent time during our SEAL Member Breakfast on Wednesday discussing the new MSDS regulations and how they affect your businesses.



CHICAGO, CHICAGO, OUR KIND OF TOWN!

That seems to have been the impression left from the 2013 SEAL Spring Conference at Hotel Sofitel Watertower as a total of 113 attendees showed up for what has traditionally been considered the smaller of the two annual SEAL meetings. The attendees consisted of 90 Members, 20 guests and 3 staff, and were divided among 22 Distributor companies, 20 Manufacturers as well as a representative from our partner organization SWRI. The vibrant city was easy to travel to and offered an endless supply of restaurants and entertainment, and despite the rain, many were within walking distance of the hotel.

THANKS FOR THE ADDITIONAL UNDERWRITING

With increasing meeting and food costs, SEAL is extremely grateful to the companies who voluntarily contribute to help us maintain the high quality of the meetings, venues and social activities. If interested, please contact Executive Director Kelly Andrews and he will match events up with your budget.

Special recognition in the Spring goes to Bostik for the Boat tour, ITP for the Welcome Reception, All-Tex and W.R. Grace for the Welcome Dinner, and Glenrock for the Tuesday Chicago-style lunch. Thanks for the memories, friends.

ADMINISTRATIVE

The SEAL Board has begun a long overdue updating of our by-laws and all the matters related to them. We will update the membership on our progress and present the final product for approval once the review has been completed.



A special thanks to Tom Mylott and Igor LeClere of Bostik for suggesting, organizing and sponsoring the architectural boat tour.



ALMOST VENICE OF THE GREAT LAKES

Architectural Boat Tour



What a start to the Spring Conference in Chicago. Bostik had offered to host an architectural boat tour of the historic waterfront of Old Chicago.



Critics say that no other city has influenced and embodied the state-of-the-art in high-rise design and modern architecture as prominently as Chicago; virtually every major architect has a signature building there.



Historians say Chicago "is where architecture lives, and history is still being etched upon the sky." The weather could not have been any better and it was an exceptional opening to the conference.





Lunch attendees enjoy the famous Lou Malnatis pizza buffet.

I hope everyone enjoyed the team activity at the annual meeting. It was a bit different from what you have traditionally done during the SEAL conference but hopefully you found it entertaining and engaging. Thus far, the feedback has been very positive.

The question though is why was this event selected for your group and what were the intended goals? Some of SEAL's goals were to offer you something a bit different to generate a little bit of energy and have some fun with the group while enhancing and building relationships. In addition, one of the key objectives was to provide a demonstration of an event you might find useful for your company. This type of event is designed to boost morale, enhance teamwork and improve additional business skills such as communication and group problem solving. However, it isn't as simple as calling someone and ordering a team building event. You must select the proper activities to ensure that you achieve your desired goals. Otherwise, you might spend your money and enjoy the activities but end up no closer to the goals you were trying to achieve from the event.

One of the first questions to address when considering an event is defining the key objectives the group is trying to achieve. Many times a client will say, "We just want to have fun or blow off some steam." While that is great, a team building program is capable of impacting so much

more in addition to having a great time. Teamwork, communication and group problem solving are key group skills impacted by a Team Challenge. In order to maximize the impact, it is important to understand what is going on within the group or the company because a correctly designed event is able to reinforce those skills and maximize the resulting benefits. Is there new management? Are they rolling out a new initiative? Did they have a great year? Did they have a difficult year? These types of questions impact the type of activities you should consider for your event.

Let's talk a little bit about the activities that your group participated in during the event and the traditional key takeaways. In an event like the Team Challenge, a group normally participates in four to five main activities followed by the culminating event. For your group, there were two activities: Puzzling Planks (fourteen interlocking boards on the floor) and Sky High (building with marshmallows and spaghetti).

Puzzling Planks

Puzzling Planks is one of our most popular activities within the context of the Team Challenge event. The facilitators explained that most teams complete the puzzle in one to two minutes while the record is 13 seconds. Of course, hearing the record gets everyone's competitive juices flowing and, as you experienced, the great thing about this activity is the excitement when they finish - high fives, lots of team energy and lots of team spirit. Teams are not only competing against the other teams in their rotation but also competing against the best of the best to beat the record.

What is great about this activity is that in addition to being fun and engaging, there are excellent parallels to the business world. First of all, the only way to execute puzzling planks well is to have a great plan. However, just like the business world, if the plan does not have the buy in of the people executing it, even a great plan will fail. If a couple of people have a great idea but the rest of the team doesn't follow the plan or prefers their own approach, the team will not be successful. In addition to having a great plan and the buy-in of the people to execute it, the plan and the team executing it must adapt and change during implementation. No matter how well thought out, a plan needs to evolve, adjust and be changed as it encounters real world issues and outside forces out of the team's control. In puzzling planks, two people cannot be off to the side of the board changing up their strategy and not communicating it to the rest of the team. Similarly, a company cannot have a sales force that starts selling things in a manner that operations and logistics is not prepared to deliver. As the plan evolves and business conditions change, the entire team needs to be on the same page. The final key component of puzzling planks is ownership. If I put my piece of the puzzle down wrong and my teammate connects their piece to mine, I will ultimately bring my team to its knees. This activity clearly demonstrates how teams are intertwined and how important each and every member is to the success of the entire team. Puzzling planks is a great demonstration of how a successful team must communicate its plan and execute it together. It also very quickly shows you what happens to a team that isn't communicating or working well together. Puzzling Planks shows you how an interactive activity reinforces key messages while at the same time letting everyone have a lot of fun.

Sky High

The other main activity for the group was called Sky High. Sky High is an activity focused more on boosting camaraderie and having fun. There is a little bit of strategy with Sky High in terms of how to design the structure but if you remember, it was really more about twenty five minutes of people laughing and having a good time. The reason it was selected was to provide two very different activities, one that was a little more intellectually challenging and competitive and one that is a little more camaraderie based.

In the end, a Team Challenge or similar interactive team building program is designed to offer four to five activities customized to reinforce the specific goals and business skills desired for your teams in a fun and interactive setting. The key is defining what your team needs the most and designing an event around maximizing the impact on these key concerns. The number of activities and programs is endless but if you work with the right group, they will guide you to the right activities and programs to get the maximum benefit for your company.

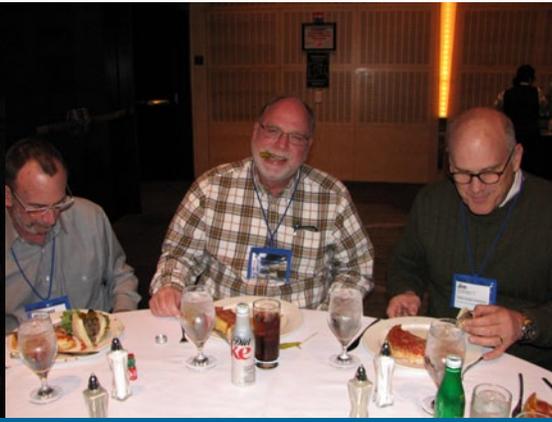
Hopefully you had a great time at the SEAL event and also strengthened your relationships with your peers. With any luck, the Team Challenge demonstration gave you a small glimpse into the benefits of adding a team building program to your future events. If you have any questions about the event or you are looking for some activities that you might be able to try by yourself, feel free to contact me at 773-486-7403 (murrel@windycityfieldhouse.com).



Members of the winning team and their first place certificates

A PUZZLING KIND OF LUNCH

Relationship Building Competition from Windy City Field House



FALL 2013

SEAL MAKES A BREAK TO PALM BEACH, FL

THE BREAKERS®



In a couple of months the snow will be on the ground in some places and temperatures will be heading toward freezing and we'll all be turning up the heat. SEAL will be doing its part by taking the Fall meeting to south Florida: November 10-13, 2013 at The Breakers in Palm Beach, FL.

The Breakers Hotel is a historic hotel; it was first known as The Palm Beach Inn, when it was opened on January 16, 1896 by oil, real estate, and railroad tycoon, Henry Flagler, to accommodate travelers on his Florida East Coast Railway. It occupied the beachfront portion of the grounds of the Royal Poinciana Hotel, which Flagler had opened beside Lake Worth Lagoon facing the inland waterway in 1894. Guests began requesting rooms "over by the breakers," so Flagler renamed it The Breakers Hotel in

1901. The wooden hotel burned on June 9, 1903 and was rebuilt, opening on February 1, 1904. Rooms started at \$4.00 a night, including three meals a day. Today, this 5-Diamond rated hotel is maintained in its original splendor, but with all the modern luxuries you would expect. Rates, normally in the high \$300's to mid \$400's per night for a standard room, have been negotiated for the special SEAL group rate of just \$275/night, plus tax. SEAL has negotiated this rate for three days pre and three days post the official conference dates of November 10 – 13, 2013 based on hotel availability, as an additional benefit to those who might want to extend their stay.



Endless opportunities for activities from championship golf, luxury spa, five swimming pools, tennis, scuba, snorkeling to child-care adventure programs or just relaxing and listening to the sound of the waves all await your arrival at The Breakers Palm Beach resort. The island has a vibe all its own that you will want to discover as well. A world class shopping district, outdoor concerts or a waterway tour of homes of some of the most famous people in the world as seen from the InterCoastal waterway are just a few of the things you may want to explore.

On-line conference registration will open around Sept. 19; keep an eye out for emails from Jan Aument, our meeting planner announcing registration.



2014 MARKS THE 50TH ANNIVERSARY OF SEAL



2014 marks the 50th anniversary of SEAL and your Board of Directors and Site Selection Committee want it to be memorable. Here's some of the advance plans:

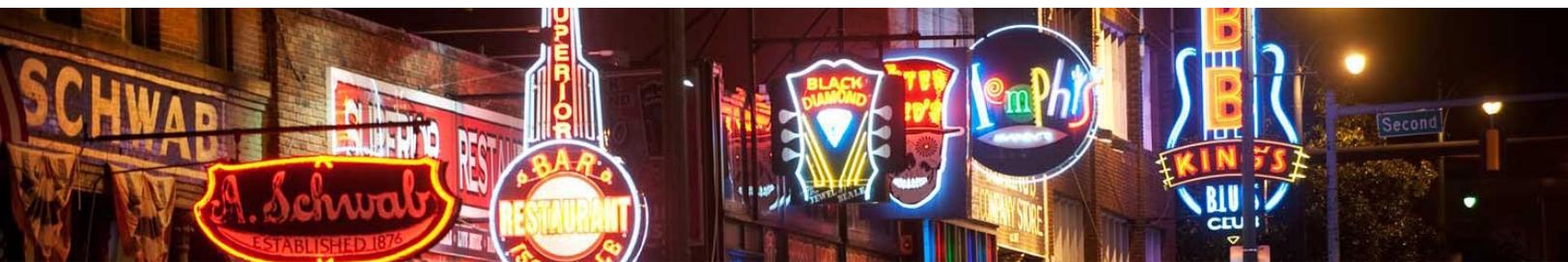
SITES: We'll open the year with our Spring meeting, April 28-30 at the historic **Peabody Hotel in Memphis**. Located In the heart of "Blues City," The Peabody Memphis is a magnificent Forbes Four-Star, AAA Four-Diamond historic hotel. Legendary, charming, elegant and grand are adjectives that perfectly describe this luxury Memphis hotel a perfect historical venue for begin our 50th year of existence.

The convenient downtown location is just blocks from Memphis attractions like Beale Street, the Memphis Rock N Soul Museum, Gibson Guitar Factory, Fed-Ex Forum, Sun Studio, Orpheum Theatre, and the Memphis Cook Convention Center. Memphis is known not only for Elvis and Graceland, but for some of the world's best BBQ Memphis weather in April should be just about perfect, no matter where you are traveling from.

The Peabody itself is also one of Memphis' most popular attractions. The Peabody Ducks march to and from the Grand Lobby daily at 11 a.m. and 5 p.m. in a time-honored tradition dating back to 1933.

From legendary and charming in the Spring celebrating SEAL's history, in the Fall we'll be going new and glitzy and will head to our newest state, Hawaii. The final decision on the location in Hawaii has not been finalized by the Site Selection Committee. Requests For Proposals have been sent out and the analysis has begun.

And speaking of HISTORY: One of the projects the Board has embarked on assembling some sort of history of SEAL. We are looking for pictures (hopefully digital or already scanned) that we might make into a PowerPoint video that will be shown at the 2014 Fall meeting. If you have pictures that you can scan (or send to Kelly who will scan them), please do that as soon as possible. Originals can be returned after they are scanned. In addition we want to compile a list of the SEAL past presidents, with their names and company affiliation. This list is being compiled by Skip Allcorn of Coastal Construction Products. If you were a SEAL president or know of SEAL Presidents of the past, send them to Skip at allcorn@coastal-fla.com or call him at 904-398-7177.

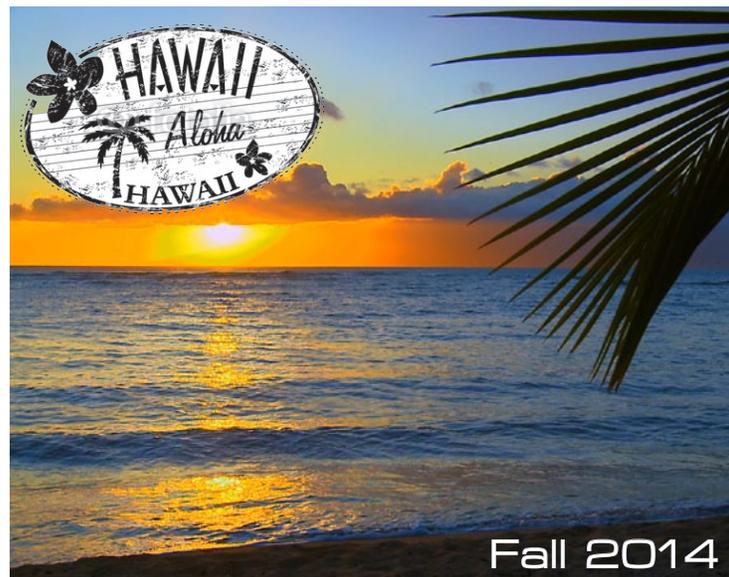


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Fall 2014