

2012 FALL MEETING SEAL Blooms In The Desert

ELECTION RESULTS

New Board Takes Office

PIN HIGH

SEAL Golfers Go Low



SEAL



FROM THE PRESIDENT
Martin S. Harrell
Coastal Construction Products

I want to thank everyone for the great attendance and participation at the 2012 Fall SEAL meeting. Dove Mountain was a fantastic setting for our conference and I hope it sets the standard for future meetings.

As I said in my statement closing out the meeting, I am blessed with leading an organization that is not in crisis. SEAL is a financially strong organization with an active and involved membership base. We have an excellent management staff in Kelly and Kit Andrews, who keep up with all the details. Those details are the difference between well-organized meetings and chaos. Jan Aument is doing a fantastic job of finding outstanding destinations and negotiating attractive rates to provide high quality resorts and events, while coming in at or below-budget. I want to thank all of the past Boards and Presidents for their hard work, tough decisions and leadership that allowed the SEAL organization to not only survive these difficult economic times, but actually THRIVE. We are the beneficiaries of their efforts.

I believe it is important to take advantage of the stability our organization enjoys and focus on improving member companies and our industry as a whole. I would like our organization to focus on three initiatives in 2013:

1. Training – With our strategic alliance with SWRI, we have access to some of the best training resources the industry has to offer. I would like to see us create a standard for new employee training. If you are interested in assisting with this initiative, please contact me.
2. Membership – According to our by-laws, the SEAL membership must be made up of more distributors than manufacturers. We would like to add two high quality distributors next year. I would love to see at least one of these new distributors bring an international presence to our organization.
3. Lean Distribution – Many manufacturers are implementing “lean” (also known as Six Sigma, Total Quality Management, etc.) practices into their manufacturing processes. I believe that the successful distributors of the future will constantly work to reduce waste and create efficient systems, while staying flexible enough to meet the customers’ changing demands. We will look forward to learning more about the “lean” process during the Fall 2013 meeting.

I want to thank the SEAL membership for the confidence you have shown in the Board to lead the organization in 2013. We are excited about SEAL’s solid organizational foundation, which allows us to focus on the greater mission of sharing knowledge and improving our industry.

I will look forward to seeing all of you in Chicago in April 2013.

Martin S. Harrell



2013 Election Results



President-elect Martin Harrell thanks outgoing president Steve Larsh for his service and presents him the revered caulking gun plaque on behalf of the membership.

While SEAL as well as the rest of the country were looking at the national, state and local election results, we had our own Board of Directors election. We want to thank Steve Larsh for his outstanding leadership as the 2012 President and thank Willie Goncharow of Guaranteed Supply and Brian Glass of Newborn Brothers for their service to SEAL as their Board terms end.

For 2013, here is your SEAL leadership:

President:	Martin Harrell, Coastal Construction Products, Inc.
Past President:	Steve Larsh, The Glenrock Company
Vice President:	Jessica McIntosh, Atlas Supply, Inc.
Secretary:	John Barnett, SSI, Inc.
Treasurer:	Joe Coy, Smalley & Company
Distributor Director:	Brendan Garvin, Jr., Garvin Construction Products
Manufacturer Director:	David Slough, CETCO
Manufacturer Director:	Phil Bergum, BASF Building Systems
Manufacturer Director:	Brian Koenings, Prosoco

WELCOME THE NEW GUYS TO THE BOARD
Brendan Garvin, Jr., Garvin Construction Products
Brian Koenings, Prosoco



WE DONE GOOD; ARIZONA WAS A HIT!

We all strive for something different, unique and memorable in planning meetings and events, but often we hear that it was "good" or "well attended" and "nothing major went wrong." But there are times when we hit it out of the park, not just a home run, but a grand slam and judging from the attendance and feedback, the 2012 Fall SEAL meeting at the Ritz Carlton Dove Mountain was one of those instances.



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 Steve Larsh and David Slough did a great job; well done.

And for those who are less subjective and more bottom-line, here are the numbers

Hotel Room Nights: 250 guaranteed; 351 used (over 140% of our guarantee!)
 91 SEAL Members; 3 staff and 2 guests representing 20 distributors, 20 manufacturers and SWRI.

THANKS FOR THE ADDITIONAL UNDERWRITING

One of the reasons for the outstanding meeting quality this year has been the willingness of SEAL member companies to offer additional support to the organization to allow us to offer such high quality venues and events.

Monday Golf Tournament Prizes:	CETCO & Guaranteed Supply Co
Monday Night Welcome Reception:	SSI
Monday Night Dinner:	Bostik & Carlisle
Tuesday Democracy In The Desert:	BASF
Wednesday Cocktail Reception:	International Thermo Polymers
Wednesday Night Dinner:	Construction Foam Products
Wednesday Evening Star Gazing:	BASF

If you are interested in getting involved for 2013, 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.



PASSING THE BATON: INK SMITH

After many years of membership and service to SEAL, Howard Levin welcomes Don Egan, the new owner of Ink Smith to his first SEAL meeting. We all pause to thank Howard and his wife Leslie for their many contributions to SEAL and wish them much joy and happiness in retirement.



WELCOME BACK SWRI

As part of our ongoing Alliance with SWRI, we were happy to have John McIlvain, EVP of American Restoration in Wylie, TX, in attendance at our Fall meeting.

DESERT SEAL SHOWDOWN

IT HAD BEEN AWHILE SINCE WE LAST HAD A SEAL GOLF TOURNAMENT BUT IT WAS OBVIOUSLY LONG OVERDUE; WE HAD TEN FOURSOMES COME IN EARLY FOR THE 2012 SEAL DESERT SHOWDOWN, HELD ON THE INCREDIBLE SAGUARO TORTOLITA GOLF COURSES. WHETHER IT WAS THE INCREDIBLE WORK OF GOLF CO-CHAIRMEN WILLIE GONCHAROW AND DAVID SLOUGH, THE AMAZING "INTRICATE" TOURNAMENT SCORING SYSTEM, OR SIMPLY THE FACT THAT THIS WAS THE COURSE THAT HOSTS THE WORLD GOLF CHAMPIONSHIPS ACCENTURE MATCH PLAY EVENT, WE DON'T KNOW, BUT THE GOLFERS' REACTIONS TO THE DAY WERE ALL INCREDIBLE.



THANKS TO GOLF CO-CHAIRMEN DAVID SLOUGH AND WILLIE GONCHAROW,



Contest Winners: Mac McIntosh, Atlas Supply, closest-to-the pin Saguaro #3; Brad Dawson, Dow Corning, longest drive Tortolita #4; Carl Ward, Momentive Performance Materials, longest drive Saguaro #2; and George Nix, JDR Enterprises, closest to the pin Tortolita #3

THE WINNERS



First Place Team: with an impressive team score of 58, 14 under par!!! John Ittes, Chris Kessel and Todd Bennett of Atlas Supply and Craig Carter, Henry

2012 SEAL FALL MEETING

Photos and Memories



MONDAY EVENING POOLSIDE WELCOME RECEPTION & DINNER



TUESDAY DEMOCRACY IN THE DESERT



2012 SEAL FALL MEETING

Photos and Memories



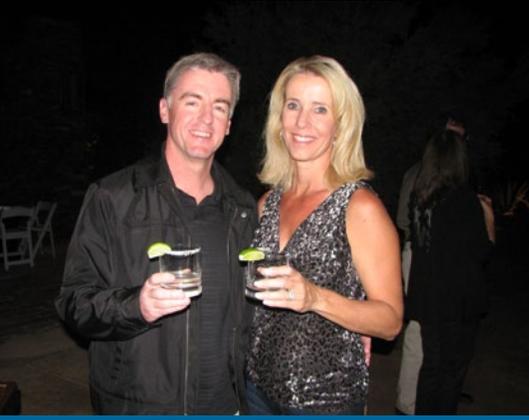
A special thanks to our keynote speaker, Steve Deist of the Indian River Consulting Group for his thoughtful insights on Value Creation Strategies.



WEDNESDAY WORK GROUPS ON VALUE CREATION



WEDNESDAY EVENING RECEPTION & DINNER



2013 MEETING DATES

Make Your Plans Now

SPRING 2013: Mon-Wed, April 22-24

Sofitel Chicago Water Tower, Chicago, IL

FALL 2013: Sun-Wed, Nov. 10-13

The Breakers, Palm Beach, FL



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Manufacturer Director:	Brian Koenings, Prosoco

SEAL Staff:
Kelly Andrews
Jan Aument

Executive Director:
Meeting Planner

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