

## 2015 Fall Conference

Aloha from Hawaii

## An Historic Occasion

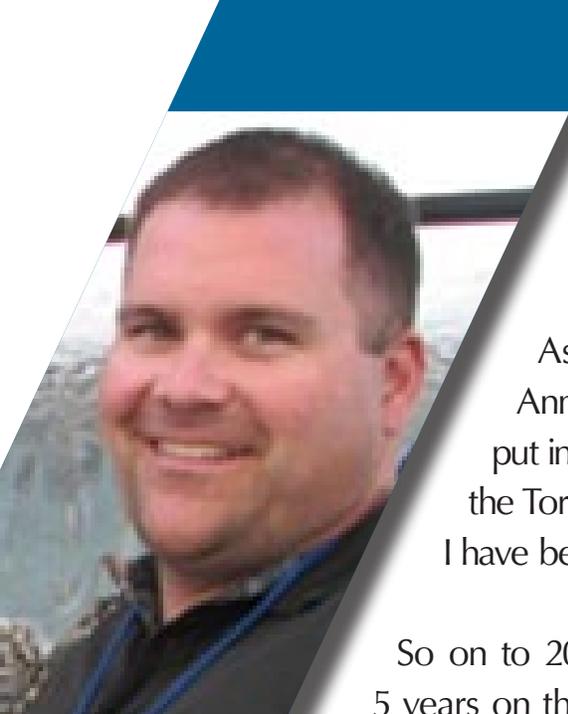
SEAL wraps up our first 50 years

**Also...**

2015 Board Members Elected  
Conference Venues for 2015



# SEAL



FROM THE PRESIDENT  
**John Barnett**  
SSI, Inc

As I said in the final meeting of 2014, it will be hard to top SEAL's 50th Anniversary. The hard work and detail that Jessica, Jan, Kit, and Kelly put in the meeting, showed in every aspect, especially in the "Passing of the Torch". In my brief SEAL tenure, that was by far the best dinner/show I have been a part of.

So on to 2015, where we say "Thank You" to Martin Harrell for serving his 5 years on the Board, as well as Phil Bergum for being a part of the Board as Manufacturer Representative. This year we welcome Preston Cox of Nomaco as a new Manufacturer Representative and Todd Bennett of Atlas Supply on the distributor side.

In 2015, the Board's direction will be to invest our time in training our own group. We all operate our daily operations differently, but I believe a common theme we all share is bettering ourselves for the industry. Throughout the year, we will have at least 3 online training webinars and an abbreviated SWRI training with some hands on work at the conclusion of our spring meeting. Every company has different needs and different levels of knowledge, but the goal is to have training sessions that can help someone of every level. One session may go over basic sealant practices that a seasoned salesperson knows, but it will benefit those employees that have not been with your organization very long. Another training session may cover new details of an air barrier system that your veteran employee isn't fully aware of.

In conclusion, I look forward to seeing "Y'all" (that's "you all" in Texan) in Austin on May 4th for the Spring 2015 meeting. Don't worry about bringing your boots and spurs because we do have cars in Texas, contrary to some people's belief that we ride horses everywhere.

John Barnett  
SEAL President 2015

Sealant Engineering  
  
and Associated Lines

**SEALED UP**

First Quarter 2015  
[www.sealgroup.org](http://www.sealgroup.org)

## 2015 BOARD IN PLACE



During the meeting in Hawaii, SEAL had a chance to conduct our 2015 Board of Directors election. We want to thank Jessica McIntosh for her outstanding leadership as the 2014 President and thanks to Marin Harrell and Phil Bergum for their service as they rotate off the Board.

For 2015, here is your SEAL leadership:

President	John Barnett, SSI, Inc.
Past President	Jessica McIntosh, Atlas Supply, Inc.
Vice President	Brendan Garvin, Jr., Garvin Construction Products
Secretary	Brendan Brown, Tom Brown, Inc.
Treasurer	Joe Coy, Smalley & Company
Distributor Director	Todd Bennett, Atlas Supply, Inc.
Manufacturer Director	Brian Koenings, PROSOCO
Manufacturer Director	Mike Soeder, Tremco
Manufacturer Director	Preston Cox, Nomaco

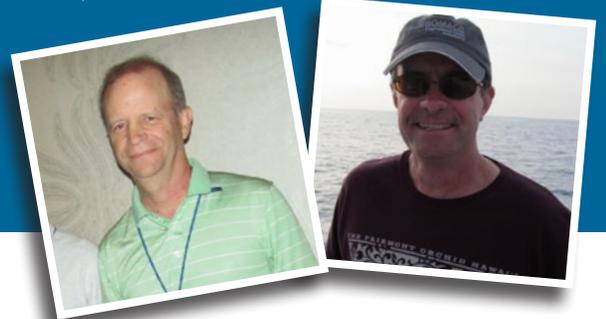
### An Historic Presidential Term:

*Atlas Supply's Jessica McIntosh became the first female president of SEAL while also providing inspired leadership during SEAL's 50th anniversary year. Jessica also managed to be on the winning team in the golf tournament in Hawaii! Thank you for your service.*

### WELCOME OUR

#### NEW BOARD MEMBERS:

Distributor Board Member:  
**Todd Bennett, Atlas Supply Company**  
 Manufacturer Board Member:  
**Preston Cox, Nomaco**



## BRAIN GAME WAS A WINNER



**Dr. Christophe Morin**

Neuroscience. On the surface it might sound like a pretty dry college course: "How To Close More Deals and Boost Conversion Rates Using Neuroscience," but it turns out this apparently was one of the best outside speaker sessions that SEAL ever had. From his lively and entertaining presentation style to the individual analysis of each member company's homepage, Dr. Christophe Morin, Co-Founder and CEO, SalesBrain Neuromarketing in San Francisco, knocked it out of the park. Dr. Morin was gracious enough to allow us to post links to his material on the SEAL website.

## THANKS FOR THE MEMORIES

Such a memorable meeting would not have been possible without the assistance provided by member companies who voluntarily donated extra resources to allow our meeting planner Jan Aument to coordinate such a magnificent meeting. We would like to thank those companies:

### Bostik

Welcome Package

### Carlisle Coatings

Golfers' Tournament lunches

### Lowry's

SEAL Pool Side Party afternoon

### Pecora & W.R. Grace

Toes in The Sand Reception

### PROSOCO

Golf Tournament Beverage Cart and Prizes

### Garvin Construction and Industrial Thermo Polymers

Passing the Torch Celebration

### BASF

Anniversary Catamaran Sunset Sail

## SEAL WELCOMES NEW MEMBERS

Some of the names may be familiar, but in Hawaii we welcomed two new companies to the membership roll of SEAL:



John Latta Associates, Tukwila, WA  
 Paul VonGoedert



Emseal Joint Systems, Westborough, MA  
 David Slough

SEAL President Jessica McIntosh presents new member plaques to Gwynn Stegen (left) and David Slough (right) of Emseal and Paul VonGoedert of John Latta Associates.



# 50 YEARS OF MEMORIES: FALL CONFERENCE IN HAWAII

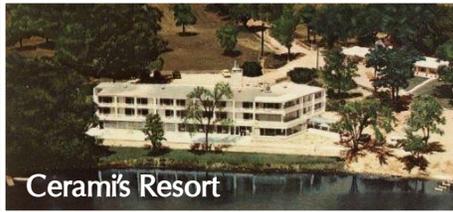


"SEALing Industry Relationships For 50 Years: 1964-2014" That was the slogan on our 50th anniversary logo and that was the theme of the 2014 Fall Conference at the Fairmont Orchid in Kohala Coast, Hawaii. What a beautiful setting and what a memorable celebration. We had a grand total of 162 attendees including members and families (83 who were actual member company reps). There were 43 of the 47 member companies in attendance which included 25/ 26 distributors and 18/21 manufacturers.

The hotel property, the views, the golf tournament, the food and the fellowship and the closing sunset cruise were unsurpassed and many commented that our keynote speaker was one of the best ever. A great way to end the first 50 years of SEAL and setting the bar high for the next 50 years.

In the middle of 1964, SEAL was born as an organization as a shared vision on Richard Ink and Wilson Smith. The organization was incorporated in May of that year in Illinois and the first meeting was held in June at Cerami's Island View Resort in Burlington, WI. I didn't know that... and I imagine many of you also didn't either ..... but this organization has been blessed with history, and legacy and relationships and in Hawaii we'd tried to reach back to the people who were there in the beginning, who planted the seeds ... seeds that have now grown into the leadership of this organization.

There were a lot of significant moments at the Fall Convention highlighted by the Passing of the Torch ceremony and the honoring of all past presidents who were in attendance. It was a treat to see them all seated in a row in front of the stage during the torch ceremony, particularly the second generation leadership that has grown up in SEAL. Thanks to these individuals who were honored in Hawaii for their vision and leadership through the first 50 years of SEAL:



Cerami's Resort

## RECOGNIZED LEADERS:

1992	Brendan Garvin, Sr	Garvin Construction Products, Inc
1994-95	Duane Barnett	Silicone Specialties Inc
1997	John Ittes	Atlas Supply Inc.
2001	Mike Rafferty	Goedecke Co.
2002	Rene DesRochers	D M Figley Co
2004	Kenny Brown	Tom Brown, Inc
2006	Bruce McCain	S & S Sales Corp
2007	Skip Allcorn	Coastal Construction Products
2009	Jim Pyle	Sunshine Supply Co.
2010	Paul McKinnell	Kenseal Construction Products
2011	Willie Goncharow	Guaranteed Supply Co
2012	Stephen Larsh	Glenrock Company
2013	Martin Harrell	Coastal Construction Products
2014	Jessica McIntosh	Atlas Supply Inc.
2015	John Barnett	Silicone Specialties Inc

*Special thanks to William Harrell, John Ittes and Duane Barnett for their memories as they passed the flame with their sons and daughters Martin Harrell, Jessica McIntosh and John Barnett. And to Steve Hartman of ITP for his spontaneous testimony of his SEAL experience. You could see and feel the love and emotion everyone has for the group.*



## BY - LAWS

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

### ARTICLE 1 - NAME

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

## MAKING MEMORIES FOR THE NEXT FIFTY YEARS



Part of that 50 year SEAL foundation:  
Willie Goncharow and Phil Bergum



Second Generation SEAL members:  
Paul McKinnell, Brendan Garvin, Jr, Gary Heusel



The way a Board meeting should look  
(Hawaiian-style)

SEAL Staff:  
Executive Director  
Meeting Planner  
Creative Services

Kelly Andrews, MP&E, Inc  
Jan Aument, BASF  
Brad Aderhold, Adverse Creations

SEAL Staff Management Office: 839 Finnbar Drive Cary, NC 27519  
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Email: kellybob@earthlink.net Website: www.sealgroup.org

# SEAL Global Objectives Leadership Forum

[code for GOLF; looks better on the expense report]



## GOLF TOURNAMENT WINNERS

FIRST PLACE TEAM:  
JESSICA AND MAC McINTOSH,  
JOHN ITTES, TODD BENNETT

SECOND PLACE TEAM:  
GARY HEUSEL, JOE COY,  
GUY OLIVER, DON EGAN

DAVID SLOUGH [CLOSEST TO THE PIN]  
JESSICA McINTOSH [WOMEN'S LONGEST DRIVE]  
KEVIN COLLINS [MEN'S LONGEST DRIVE]  
TOM HARRISON [CLOSEST TO THE PIN]



# SEAL FALL CONFERENCE 2014

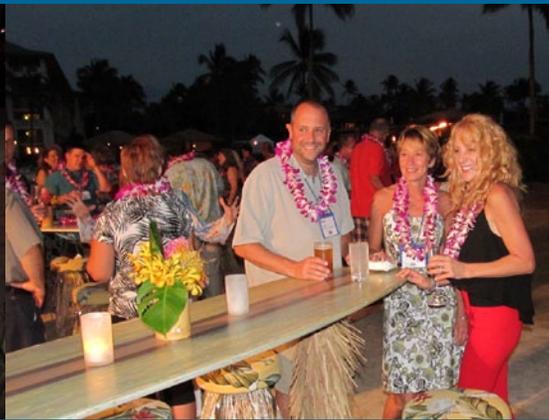
Kohala Coast, Hawaii



## SEAL POOL SIDE PARTY



## TOES IN THE SAND RECEPTION AND DINNER

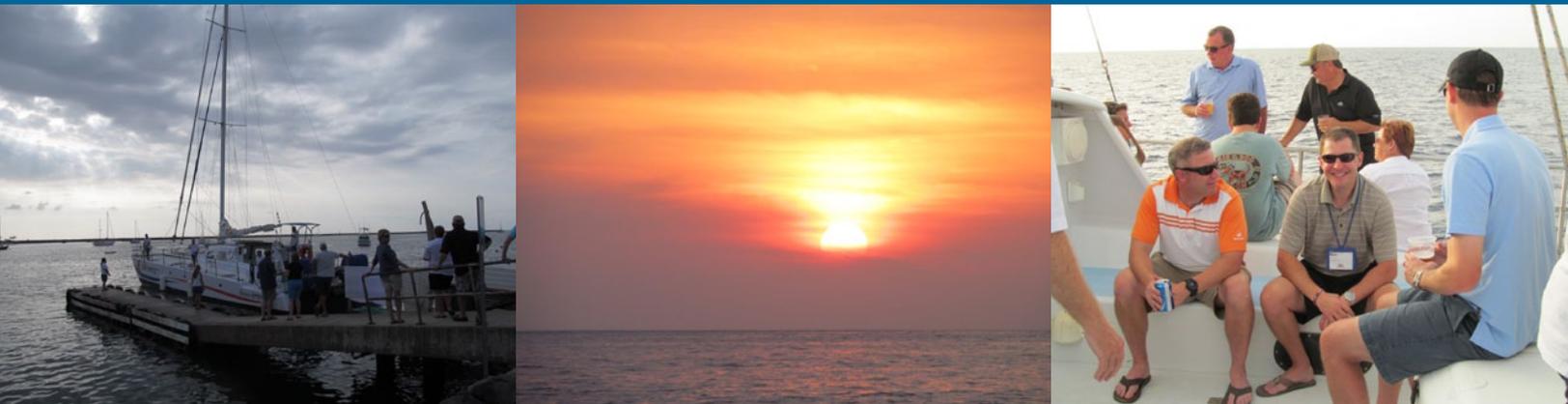


# SEAL FALL CONFERENCE 2014

Kohala Coast, Hawaii



## PASSING THE TORCH CELEBRATION



## 50TH ANNIVERSARY CATAMARAN SUNSET SAIL





## SEAL 2015 SPRING CONFERENCE IN AUSTIN: THE LONE STAR STATE May 4-6, 2015

The newly opened JW Marriott

Situated in the heart of the downtown area, our Austin luxury conference hotel is just a 15-minute drive from Austin International Airport. Located on Congress Avenue between 2nd and 3rd Streets within walking distance of enticing restaurants and bars, the Capitol, and exciting attractions, it is only two blocks from the Austin Convention Center. Jan will be sending information regarding the registration process to you soon; the registration site will be open March 18-April 1, 2015.

### About the Hotel:

In a city known for having an endless list of around-the-clock entertainment possibilities, you may not want to spend a lot of time in your guest room. But when it's finally time to recharge and refresh, you'll find no better place than the JW Marriott Austin, the leader among luxury hotels in Austin. Here, 1,012 carefully crafted guest rooms and suites feature the Marriott Revive® bed with crisp linens, fluffy pillows and plush comforters. Catch up on the day's events at the large, well-lit work desk with an ergonomic chair and wireless high-speed Internet access. Seamlessly integrate your laptop, MP3 and video player with our inventive Plug-In panel. Or simply relax and unwind as you watch the game or a movie on your high-definition television. Bringing you the ultimate luxury you've come to expect, all of the guest rooms and suites at the JW Marriott Austin are designed to make you feel at home. A feeling that is common throughout this friendly city.



### BONUS SESSION: SWRI WORKSHOP & TEXAS BBQ AT SSI WEDNESDAY AFTERNOON

As part of this year's program emphasis on training, SSI will host a 3 hour SWRI formatted training session at their Austin warehouse, 13815 Immanuel Road Pflugerville, TX, Phone: (512) 326-1156. If needed, SSI will provide bus transportation from the hotel to SSI (about 20-30 minutes) and then either return you to the hotel or the airport. You will be treated to a Texas barbecue at the facility and a 3-hour workshop on below grade waterproofing coordinated by Dan Cain of the George D. Alan Company and 2010 SWRI President. During the training, each person will get hands on experience by waterproofing their own mock up wall.

All SEAL members are invited (manufacturers and distributors) and you are welcome to bring in additional staff or customers. Registration for this optional workshop will be contained on the SEAL Spring Conference registration site and ***we have added rooms to our block Wednesday at the hotel to accommodate anyone needing to stay to attend this training event.***

## SOUTH OF THE BORDER: 2015 FALL SEAL IN CANCUN

November 1-4, 2015 - The Ritz-Carlton - Cancun, Mexico

This is where the Mayan people once came to pay tribute to the sun, where green turtles have nested year after year, and where beach lovers from the world over discover a sandy slice of heaven. The Ritz-Carlton, Cancun is a luxury hotel that embodies the vibrant yet quaint charm of Cancun set along one of the finest beaches in Mexico. Enjoy the warm Caribbean afternoon breezes from a luxurious poolside chaise at our hotel in Mexico, master the cooking style of our affable chefs at The Culinary Center, give into the tranquility of Mayan-inspired spa treatments or let the soothing sound of the waves accompany your dinner on the beach. And when you must depart our Cancun hotel, a musical serenade of traditional Mexican songs will leave you with memories as sweet as the guitars' melodies.



THE RITZ-CARLTON®