

The Newsletter of Sealant Engineering and Associated Lines

## 2012 SPRING CONFERENCE Mile High Memories

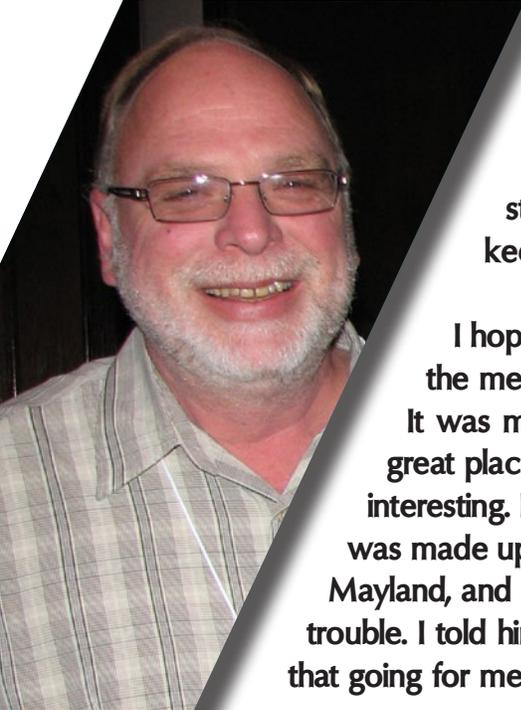
**DESERT LUXURY**  
SEAL visits Arizona

**SPIKES IN THE SAND**  
High Desert Golf



# SEAL

FROM THE PRESIDENT  
Steve Larsh  
Glenrock Company  
Chicago, IL



Hi everybody,

Hopefully everybody is getting busy. It seems that the market is in a hectic state this year. From material shortage, to the "I need now" mode, it is hard to keep up. But that's business.

I hope everybody enjoyed the Spring meeting in Denver, as much as I did. From the meeting schedule, to the facilities and our event, everything was very smooth. It was my first trip to Denver and I really enjoyed the town and thought it was a great place for our meeting. I did make it to Molly Brown's house and that was quite interesting. I was dismayed to find out that Molly wasn't what she was known as, that was made up for the movie. My only downer in Denver was when I was eating with Dr. Mayland, and he found out I was from Chicago, and informed me that Illinois was in real trouble. I told him I know, and he said no really, Illinois hasn't even hit bottom yet. So I got that going for me.

I feel that that the market here in the Midwest, is growing slowly, but steadily, which is OK by me, I would love double digit growth, but realize that is not in the near future. I hope everybody is feeling positive about their markets and have a successful construction season.

I'm looking forward to our Fall meeting coming up in Tucson. Dove Mountain looks like a great resort and should be very relaxing and I'm looking forward to the golf. I hope everybody will be able to attend. *And don't forget to vote with an absentee ballot before you leave.*

P.S. Hey you manufacturers, gear up production and keep product rolling please.

Thanks,  
*Steve*

Sealant Engineering  
  
and Associated Lines

**SEALED UP**

Second Quarter 2012  
[www.sealgroup.org](http://www.sealgroup.org)



SEAL / SWRI REPORT – Martin Harrell, SEAL Vice President & SWRI Liaison

The SEAL Board invited Ron Pilla (current President of SWRI) to join part of our recent Board meeting to discuss ways to strengthen the alliance between SEAL and SWRI. Two initiatives were approved by the SEAL Board and presented to the general membership during the spring meeting. The initiatives include:

An offer from SWRI to SEAL members that gives access to their popular training materials at 'member price.' Based on the feedback and comments, the SEAL membership is very excited about this material.

In return, SEAL agreed to help recruit additional contractor members that might be a good fit for SWRI. This organization promotes industry wide standards for application and products. Their members are very active and are constantly striving to advance the industry and the quality of work that is performed. The SEAL Board is confident that our members can help find additional contractors that also strive to perform quality work and improve their industry.

A contractor contact list was distributed at the Spring meeting and a follow-up email was sent to SEAL distributor members after the conference. Those members who have additional names to submit or desire more information on SWRI, can contact Ron Pilla at (201) 852-3477 or [rpilla@valcourt.net](mailto:rpilla@valcourt.net)



SEAL Treasurer Joe Coy checks out some of the educational materials on display by SWRI President Ron Pilla.



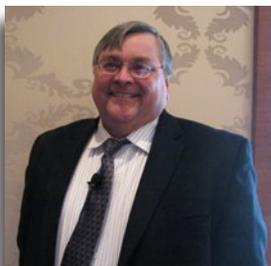
SEAL Vice President Martin Harrell accepts a \$1500 check as a donation from SWRI to SEAL from the Waterproofing Ball held in Dallas

## DENVER: WELL ATTENDED; SHORTENED FORMAT: WELL RECEIVED

Based on the attendance at the Spring SEAL Conference in Denver and the feedback from the post conference survey, we think we have a winner.

There were a total a 100 individuals in attendance; 80 members/staff/speakers and 20 guests; 19 manufacturers; 18 distributors and our one Associate member. The elimination of simultaneous manufacturer sessions eliminated scheduling conflicts and having only one outside speaker at lunch kept the agenda tight and productive. We received over a 95% approval rating on the meeting format and site; here were some of the attendee comments:

- I liked the condensed meeting format
- Good format/ I liked not having back to back sessions & the 2 day meeting was perfect!!!
- I got the chance to talk face to face with my key customers. It's getting harder and harder to have face time these days and SEAL enabled me to do so.
- Really like the format and the location. Keep this in the city and make it a quick meeting.
- Great venue and location. In general I think it is a good idea to have Spring meetings in a central time zone area in a city that is a multiple airline hub or transit point. This increases the chances of direct flights to and from the meetings for the maximum number of people.
- I think the one free night is always nice if you want to see the city a bit.



A special thanks to Dr. Ken Mayland of ClearView Economics for delivering an interesting lunch presentation on "2012 Economic / Business Forecast: How To profit in a Crummy Economy." Those wishing to contact "Dr. Ken" may reach him at 216-595-9931 or [drken@cvecon.com](mailto:drken@cvecon.com)

Special thanks to the following SEAL member companies for their additional financial support of the Spring Conference: Joe Coy, Smalley & Company; Bill Bergel, Backer Rod; John Crews, Construction Materials; and Mark Schneider of Albion for not only recruiting our guest speaker and also helping underwrite his visit.

# 2012 SEAL SPRING CONFERENCE

Photos and Memories



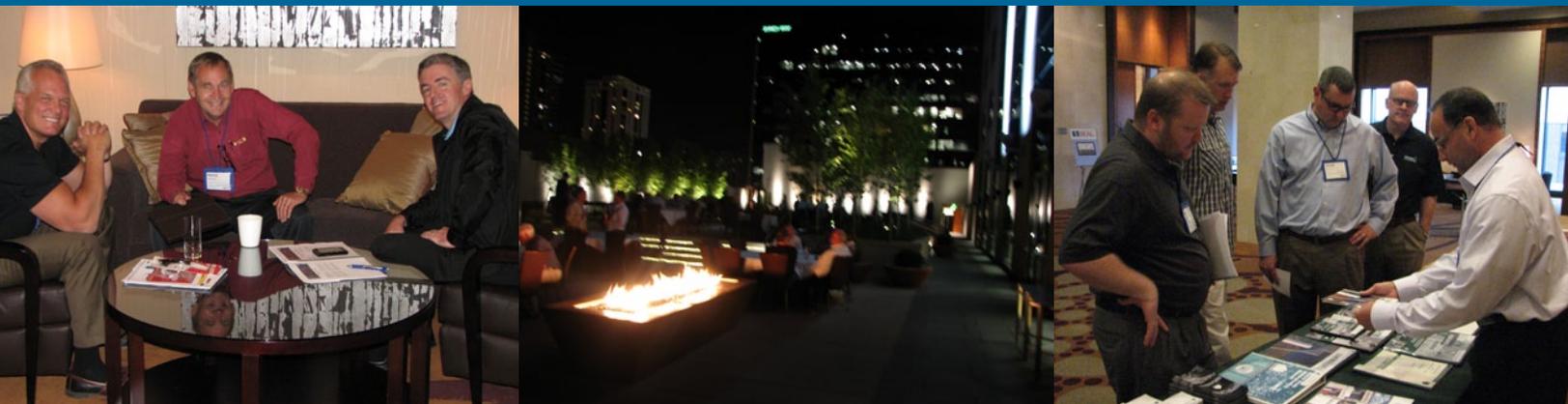
The Four Seasons



Reception and Dinner



Denver, CO



Mile High Moments

# 2012 FALL CONFERENCE



*The Fall meeting will be Monday, November 5 – Thursday, November 8, 2012 at the Ritz Carlton, Dove Mountain in Marana, AZ. Registration will be 2:00-5:00pm with a welcome reception/dinner Monday night. The meeting is scheduled to adjourn at 1:00pm Thursday afternoon.*

**The SEAL Fall Conference** will offer mountaintop luxury to create a memorable conference experience. The Ritz-Carlton, Dove Mountain is an unforgettable Tucson luxury hotel set in the high Sonoran Desert. Located northwest of the city, in the scenic town of Marana, this breathtaking hotel features picturesque views of the Arizona desert combined with the majestic backdrop of the nearby Tortolita Mountains. Guests will enjoy a vast array of luxurious amenities, including a Jack Nicklaus Signature Golf course and destination spa, plus the added convenience of the city of Tucson less than 30 minutes away.

At The Ritz-Carlton, Dove Mountain luxury hotel, guests will be able to enjoy true Southwestern adventure experiences with more than 20 miles of hiking and biking trails winding through spectacular mountain terrain. Terrace fire pits provide a unique setting to take in a desert sunset or sunrise over the Arizona mountains.

After an adventurous day exploring the sights and sounds of the Arizona desert, SEAL members can unwind and indulge the senses in one of four on-site restaurants, relax in the luxurious Ritz Carlton spa, or take in the nightly sunset ritual with local Native Americans leading a sensory journey of celebration. Members may also want to explore one of the excellent local restaurants within a short driving distance of the hotel.

Experience an award-winning new way to experience the true Southwest. The Ritz-Carlton, Dove Mountain is ranked among Arizona's top three resorts in the 2011 Condé Nast Traveler Readers' Choice Awards. The Ritz-Carlton Spa, Dove Mountain also enjoys a top ten world ranking among relaxation spas (TripAdvisor.com), while The Ritz-Carlton Golf Club, Dove Mountain has received numerous top ratings and accolades by golf groups and golf media alike.

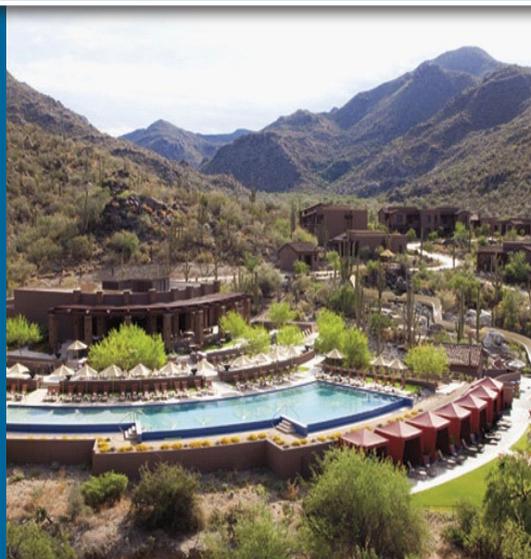
**NOTE: Election Day will be Tuesday, November 6 so this is your first of many reminders to make arrangements to cast an absentee ballot back home. Tuesday evening of the conference is open with dinner on your own, so you can either follow the election returns or enjoy an evening out. Tucson is the Mountain Time Zone, but does not observe daylight savings time.**

## **Something New:**

Monday morning November 5 we will have a **SEAL Golf Tournament**, requiring a Sunday arrival and check-in to participate. We are excited the group will be playing the Jack Nicklaus designed Saguaro-Tortolita golf courses, which is the same golf course the top 64 golfers in the world played in February at The World Golf Championships Accenture Match Play Event!

The Ritz-Carlton Golf Club, Dove Mountain was his first Tucson golf course in 25 years. Nicklaus created 27 holes with unique challenges and distinct character, blending naturally among noble saguaros and the surrounding Tortolita Mountain Range. This luxury golf resort has elevations ranging from 2,300 to 3,200 feet to challenge even the most seasoned pro.

**November 5-8, 2012 - The Ritz-Carlton Dove Mountain, Marana, AZ**



# DESERT SHOWDOWN



GOLF WEEK MAGAZINE  
"BEST COURSES YOU CAN PLAY-#2 IN AZ" (2010)

GOLF WEEK MAGAZINE  
"#33 BEST RESORT COURSES" (2010)

GOLF MAGAZINE  
"#4 BEST NEW PUBLIC COURSES" (2009)

GOLF WEEK MAGAZINE  
"#11 BEST NEW COURSES" (2009)

THE SAGUARO  
TORTOLITA  
GOLF COURSES

MONDAY, NOVEMBER 5, 2012  
8:30AM SHOTGUN START  
RITZ CARLTON, DOVE MOUNTAIN, MARANA, AZ  
(PRECEDING THE SEAL FALL CONFERENCE)

**Deadline for Sign Up: September 1, 2012**  
Green fees are \$115 and this is a **BINDING COMMITMENT** (you will be billed if you drop out after this date)

SEAL Showdown Golf Chairmen: Willie Goncharow & David Slough

#### Tournament Format: SHAMBLE

A shamble is a type of golf tournament that combines elements of a scramble with elements of regular stroke play. Like in a scramble, all members of a team (usually four) tee off and the best ball of the four tee shots is selected. All players move their balls to the spot of the best ball. From this point, the hole is played out at stroke play, with all members of the team playing their own ball into the hole. So: select the best shot off the tee, move all balls to that spot, then play individual stroke play until each member of the group has holed out

Scoring will be by Team – Record the one low individual net score, for the team score. Low team score for 18 holes wins the tournament

Double-bogey net, maximum score – i.e. pick up your ball after you've reached bogey, individual net score will be double bogey. No mulligans. This is so we can finish in a timely manner and still enjoy the beautiful course.

Other info: Calloway Clubs with six balls may be rented for \$50 from the course and they have new GPS on all the golf carts, helping to navigate golfers through the course. **Prizes will be awarded for lowest team and closest to the pin!**

November sunrise is around 6:45am. High temps are in the low to mid 80's with low temps around mid 50's. Projected weather for a round starting at 8:30am is between 60-80 degrees.

**To Reserve Your Slot in the SEAL Desert Showdown: email your name (and any others you're playing with) along with \*handicaps to Kelly Andrews at [kellybob@earthlink.net](mailto:kellybob@earthlink.net). Indicate for each player whether you will need rental clubs or will be playing your own sticks.**

*\*Handicap assistance (if needed) or modifications are at the discretion of the tournament directors as deemed necessary.*

"SPECTACULAR HIGH DESERT GOLF."  
-JACK NICKLAUS

## 2012 SEAL Board of Directors

President: Steve Larsh, The Glenrock Company  
Vice President: Martin Harrell, Coastal Construction Products, Inc.  
Secretary: Jessica McIntosh, Atlas Supply, Inc.  
Treasurer: Joe Coy, Smalley & Company  
Past President: Willie Goncharow, Guaranteed Supply Company  
Distributor Director: John Barnett, SSI, Inc.  
Manufacturer Director: Phil Bergum, BASF Building Systems  
Manufacturer Director: Brian Glass, Newborn Brothers Co., Inc.  
Manufacturer Director: David Slough, CETCO

### SEAL Staff:

Kelly Andrews  
Jan Aument

Executive Director:  
Meeting Planner

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Phone: (919) 380-3054 Mobile: (919) 271-5471  
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**2012 SEAL FALL CONFERENCE**  
**November 5-8, 2012 - The Ritz-Carlton Dove Mountain, Marana, AZ**  
Be on the lookout for for Fall Conference registration information  
from SEAL Meeting Planner Jan Aument