

“There is no such thing as weak competition; it grows all the time.” Nabil N. Jamal

Another Winning Conference In Cleveland

A new host hotel (the Downtown Marriott at Key Center) and new venue for our Product Demonstration Day and breakouts (the Cleveland Convention Center) provided the attractive setting for the 2015 Sales Conference. But as always it's the session content, awards and chance to network with fellow sales reps and others that makes Conference so successful.

Here's a wrap-up of October 18-21.

THE sale

Sales: Neil Martel
(two projects)

Customer Service: Sunita Bhawanie
D.J. Peat Roofing & Sheet Metal Ltd.
Owen Sound Hospital
\$114,986.00

Customer Service: Melanie Hallihan
Lafleche Roofing
County of Simcoe Admin Building
\$110,521.00

Sales: Geoff Davis
Customer Service: Mary Curry
Wayne Roofing
Woods Hole (MA) Oceanographic Institute
\$178,337.00

Sales: John Blom
Customer Service: Melanie Hallihan
William Green Roofing
Health Science Building
\$149,845.00

Sales: John Kapsiak/Luke Whiteside/Ron Walters
Customer Service: Patricia Cieplinski
Spann Roofing
Grand Strand – Myrtle Beach, SC
\$107,548.65

Sales: Tom Foley/Matt Nolan
Customer Service: Mary Curry
CCM Construction Services
VA Hospital – Manchester, NH
\$101,435.00

ONE KEE SAFETY PROJECT

Sales: Luke Whiteside
Administration: Paula Coombes
International Paper
KeeGuard Railing Systems
\$74,219.00

FY15 Total Sales and Blackline Sales

Randy Kline received his latest award as the company's total sales leader, with more than \$13.7 million. Fellow Mid-Atlantic Region rep Ed Broderick was the U.S blackline sales champion with more than \$7.5 million and John Campbell set the pace in Canada, exceeding \$4.5 million.



FY15 Associate Of The Year

Sunday night, following Mike Gilevski's introduction and Frank Banasik's heartfelt speech about the "noble purpose" of a career at Tremco Roofing, 33 new hires were introduced, past Rookies of the Year acknowledged and Kent Anderson awarded Jason Moore with the symbolic black vest as the first Associate of the Year. Trained by Scott Bertke in the Great Lakes Region, Jason's first year sales exceeded an astounding \$1.1 million



The Frank C. Sullivan Fluid-Applied Sales Representative of the Year

As **Chuck Fitzgerald** showed in his presentation, fluid applied system sales are flowing at Tremco Roofing, accounting for 25% of our product mix with a forecast of \$75 million in revenue this fiscal year. Chuck also introduced the AlphaDog, the symbol of our commitment to reach the top of this market.



With its tremendous potential as well as its importance in RPM's history, the **Frank C. Sullivan Fluid-Applied Sales Representative of the Year** Award was created to recognize the individual selling the most fluid-applied systems over a fiscal year, and the internal support team that helped make it happen.

We were honored to have RPM International Chairman Emeritus **Tom C. Sullivan**, son of RPM founder Frank C. Sullivan, join us to present this inaugural award to **Randy Kline**.



Congratulations also to the team of **Roland Dragan, Lenka Kasprisinova, Susan Santana and Marianne Smith**; this success would not have happened without you.

In addition to the award itself, donations were made in the winners' honor to the Northeast Ohio ASPCA and the Humane Society of Harrisburg Area.

The Masters Guild

While no permanent members joined the Master's Guild, **Shawn Sinnott** was inducted as an annual member for the second time and **Costel Rotundu** inducted as a first time member. Separately, it was quite a week of honors for the Sinnott family; shortly after Shawn's induction, his wife Janet was selected to receive The Spirit of Growth Award from The Hospice for her commitment as a volunteer.

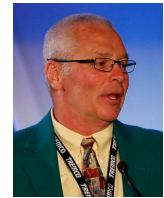


The William C. Treuhaft Award

The Treuhaft Award honors the sales representative who demonstrates consistent excellence in performance. Criteria include having principally centered values with the highest integrity and ethics; developing and maintaining long-term customer relationships, and supporting the com-

pany, suggesting improvements, and becoming involved in solutions.

The distinguished list of winners now includes **Mike Cutler**, who was inducted by West Central Region Manager **Patrick Evans**. Mike was joined on stage by his wife, Jill.



The President's Award

Voted on by Tremco Roofing and Building Maintenance associates, the President's Award honors a truly special individual who is not a sales representative, vice president or director. Criteria for the President's Award includes striving for continuous improvement, a belief in teamwork and interdependence, exceeding customer expectations and displaying professionalism and courtesy to internal and external customers.

This year's winner was **Joan Petkosh**. Thank you for everything you do, day in and day out, to help us succeed.



FY15 Region Of The Year

Speaking of the Mid-Atlantic Region, under the leadership of **Ed Mitchell**, with Randy, Ed and their other talented sales reps, they won their latest Region of the Year Award.



Celebrating 40 Years of Excellence

This year's Conference celebrated another 40 year milestone, that of Treuhaft Hall of Fame member **Bill Calagna**; Bill was joined on stage by his son **Tommy**, an SRT, and Southwest Region Manager **Joseph Baca**.



Sponsor Awards

For the first time, our business partners presented awards to those sales reps selling the most of their products. Thank you to BioRoof, Kee Safety and McElroy Metals for the awards, and congratulations to respective winners **Erik Krumholz, Tom Foley** and **Dan Gibson** (accepted by East Central Region Manager **David Hand**).



And Finally, The Tommies

A.J. Brown, Shelton Clough, Mike Cromwell, Leon Halip, Sven Lavado, Greg Luterman and **John Momper** took home this year's *Tommy Awards*, in such categories as "I want a contact day with the boss" and "The rep who most associates himself with his local restaurant".



Thank You To...

So many people pitched in to make the 2015 Sales Conference a winner. We're grateful for everyone's effort and support, so thank you to...

Our Exhibiting Sponsors..

Special thanks go to all of our exhibiting sponsors, a program new to us this year: **USG** and **Western Specialty Contractors**, our Surfacing level sponsors; Insulation level sponsor **Spray Equipment**; Underlayment sponsors **BioRoof, Industrial Skyworks, Kee Safety, McElroy Metals, SFS Intec; Arizona State University** and RPM Companies **Legend Brands, Rust-Oleum** and **Stonhard**.

Our Speakers...

In addition to speakers and presenters already mentioned, **Jaime Brink, Tom Cummings, Coleen Glasscott, Paul Hoogenboom, Leon Halip, JK Milliken** and **Paul Sheehy** put our past and present into perspective, and motivated us for our exciting future. Thanks also to **Frankie Mirandes** for hosting a session on the value that the Tony Robbins program has brought to his life and career.

...Our Presenters

The core of every sales conference, breakout sessions

provide invaluable information designed to help improve sales. Presenters spend hours preparing for their sessions, so let's hear it for:

- **Chuck Ferris, Leon Halip; Chip Miller, Daran Armstrong:** Contractor Profit in Coatings
- **Chuck Fitzgerald, Josh Poole:** Fluid-Applied Facts and Figures
- **Jane Krivos, Regina Martino, Dave Naber, Craig Nelson:** Repositioning Tremco for Public Market Success
- **Kathy Kuhn, Melissa Simon, Russ Sylvester, Chuck Zagorskie:** The Secret to My Healthcare Success
- **Matt Brockman, Penny Gift:** Warranties - Plain & Simple
- **Mardee Billingsley, Jaime Brink, Ed Grant, Ro Lewis, Steve Nicholson, Russell Wilbanks:** 1 WTI -- The Power of One
- **Robb Chauvin, Mike Steele:** Tremco Contractor Enterprise Program
- Sessions just for Canadian sales reps
 - **Paul Sheehy:** Championing NA Business Initiatives
 - **Sven Lavado, Michael Thrasher:** P3/Corporate Accounts

And for all the groups in the *Boulevard to Success*: **Arizona State University, BioRoof, Canam, Codes and Approvals/Tremco Products, Industrial Skyworks, IT, Kee Safety, Lead Management, McElroy Metal, Roof Recycling/Easy Rooftop Solar/HBPS, RoofTec, Rust-Oleum, SFS Intec, SMART, Spray Equipment, Stonhard, USG Securock** and **Western Specialty Contractors**.

A great Product Demonstration Day at the Cleveland Convention Center included these Tremco Roofing and WTI associates in addition to support from McElroy Metals, Legend Brands and Spray Equipment.

- **Matt Brockman, Glenn Johnson, Tom Hicks, Bill Knight, Rich Ogrocki, Paul Riesebieter, Kurt Sosinski, Ron Velichka, Jason Wysong:** BURmastic, PowerFast and POWERply Systems
- **Mike Steele:** TremLock T-138 Shingle Recover System
- **Ryan Fennik, Darline Lutz, Mike Steele:** RoofTec
- **Chuck Fitzgerald, Mark Lisy, Josh Poole:** Alpha-Guard Spray Application

...And The Conference Team

Finally, there would be no Conference without the dedicated Conference team, this year composed of **Tom Biller, Linda Carozza, Elaine Czerepak, Marilynn Johnson, Kelly Ospina, Joan Petkosh, Melisa Pozwick, Angela Sotera, Bob Spreat** and **Kathy Ulery**, expertly lead once more by **Marianne Hadaway**.

