

# in Focus

## Helping Our Customers Build A Sustainable Future

“Everything depends upon execution; having just a vision is no solution.” Stephen Sondheim

### Revitalizing Canam: Part One

**C**anam is an integral part of every Tremco Roofing sales representative's solutions portfolio. Though there have been many successes, some of you have still not engaged Canam. We decided to revitalize the process, to assist you and your customers by offering some exciting new options. This should make it an easier tool for your tool box, to help you close more projects.

This first of a two part In Focus addresses why offering Canam services separates you from your competitors. Next week, we will review a much simpler process for selling Canam, which everyone should be able to embrace.

-- Vince Paladino

the importance of good design and project monitoring as the “foundation” of a high performance building. He said that “the *building* is a system, and its individual components must be properly maintained in order to achieve that performance standard.”



#### TWO KEE SAFETY PROJECTS

Sales: Tom Foley

MIT Bates -- Phase 2  
KeeGuard Railing System  
\$84,133.00

Sales: Dan Lajeunesse

County of San Mateo  
KeeHatch Railing System and Skylight Screens  
\$13,805.75

Our product line has seen many improvements and innovations the past two years. Canam has been part of that tremendous momentum, but less visible than the other product offerings. I thought it would be useful to discuss how this little building air leakage service could help you with your customers and leverage your role as a provider for the High Performance Building (HPB) solution. A *High Performance Building* is defined as one that is “durable, comfortable, healthy and energy efficient”.

#### IT'S A SYSTEM, NOT JUST A ROOF

We recently held a successful customer meeting for 30 design professionals in Washington DC. Our keynote speaker was Dr. Ted Kesik (PhD, Mechanical Engineering), a professor at the Daniels Institute of Architecture at the University of Toronto. Dr. Kesik made a point of discussing



#### SIX PATCH AND REPAIR PROJECTS

Sales: Dan Gibson

Customer Service: Chrysy Sanders  
WTI: Ron Borton/Chris May  
Nishikawa Standard Cooper LLC  
\$395,624.00

Sales: David Hand

Customer Service: Lauren Yard  
(two projects)  
WTI: Ron Borton/Chris May  
CMS Roofing, Inc.  
\$201,800.00

WTI: Jeff Jones/Val Giampietro  
Hoekstra Roofing Co.  
\$140,000.00

Sales: Mike Wardell  
Customer Service: Lauren Yard  
WTI: Ron Borton/Chris May  
Johnson Controls  
\$222,920.00

Sales: Doug Copley/Clint Beasley  
Customer Service: Chrysy Sanders  
WTI: Tom Tremblay/Val Giampietro  
Heritage Community of Kalamazoo  
\$155,355.00

Sales: Ken Arrington  
Customer Service: Patricia Cieplinski  
WTI: Jimmy Coleman/Val Giampietro  
Georgetown College  
\$151,049.00



Sales: Ed Broderick  
Customer Service: Marianne Smith  
(four projects)  
Strober Wright Roofing  
Middletown Township (NJ) Public Schools  
\$1,000,000.00 (approx.)

Sales: Mike Cromwell/Chuck Zagorskie  
Customer Service: Marianne Smith  
Belcher Roofing  
Vanguard West Building -- Wayne, PA  
\$1,000,000.00 (approx.)

Sales: Randy Kline/Ken Arrington  
Customer Service: Marianne Smith  
GSM Roofing  
Schneider Electric -- Leesport, PA  
\$226,860.00

Sales: Kevin Garmey  
Customer Service: Lynne Johnston  
L Marshall Roofing  
Metropolitan Water Reclamation Dept.  
Willow Springs, IL  
\$193,551.00

Sales: Kyle Sweppenhiser  
Customer Service: Marianne Smith  
ARCO Construction  
Metro Packaging and Imaging -- Wayne, NJ  
\$138,558.00

Sales: Ken Arrington  
Customer Service: Patricia Cieplinski  
Highland Roofing Co.  
Schneider Electric  
Square D - multiple roof sections  
Lexington, KY  
\$122,729.60

Sales: Frank Banasik  
Customer Service: Mary Curry  
Jos. A. Sanders & Sons Roofing  
Praxair - Tonawanda, NY  
\$114,855.00

Sales: John Campbell  
Customer Service: Sunita Bhawanie  
Provincial Ind. Roofing  
TPL Martin Ross, Library Services Bldg.  
\$105,809.00

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It's easy to miss problems if you just concentrate on the roof, which is what our competitors do; we don't have to. We can look at the entire building as a system -- exactly as Dr. Kesik said -- and provide solutions through Canam.

#### **"...ENGINEER VALUE TO YOUR PROJECT"**

Dr. Kesik also specifically addressed a challenge his audience of design professionals faces every day -- value engineering -- telling them "Don't allow your project to be value engineered, but rather engineer value to your project."

With our increasing focus on that market, understanding his observation and the points underlying it are important to our success. He believes that value can be created, and HPBs developed, if design professionals and the companies providing them solutions:

1. Understand building science fundamentals about how building enclosures control heat, air, moisture and solar radiation
2. Understand what constitutes a high performance building enclosure and the key factors that contribute to that level of performance
3. Are aware of the need for building system integration to control costs and quality, and appreciate both the high performance building design process and how it feeds into quality assurance and commissioning protocols
4. Understand critical considerations that influence the quality, value and performance of building projects

Dr. Kesik's message of approaching buildings as a system and not isolated, independent elements could help you clearly explain the value you provide that is unique among roofing manufacturers.

As a Tremco roofing sales representative, *only you* have the tools and services to help your customer assess and determine performance issues of the entire building envelope system (roof, walls and foundation).

You're not alone in this. Our collaborative efforts with WTI and our sister companies Dryvit and Tremco Commercial Sealants and Waterproofing, along with our relationships with various building science partners such as HPBS and Pure Air, has given us new insight to re-evaluate how Canam goes to business.

Dr. Kesik recently told me that he believes we are on the cusp of the latest innovation in the construction industry, because building science is finally becoming a viable means to an end for proper design of new and retrofitted structures.

### A PREVIEW TO NEXT WEEK

For more than 30 years, the air leakage assessment was the “bread and butter” approach to determine how to provide services for attaining energy benefits to the ESCO (Energy Service Company) community.

We have found that there is another way to help you grow your business by solving customer problems due to poor original construction and years of deferred maintenance. We'll talk about that in *In Focus* next week.



#### 10 GENERAL CONTRACTING PROJECTS

Sales: Randy Kline/Bruce Mancini

WTI: Robert Mefford

David M. Maines & Associates  
Mount Union (PA) ASD via the AEPA Contract

(two projects)

High School

\$915,106.73

High School; Mapleton and Shirley Elementary Schools  
\$884,972.60

Sales: Randy Kline

WTI: Robert Mefford

David M. Maines & Associates

(two projects)

Mifflinburg (PA) ASD via the AEPA Contract

Middle School

\$1,059,597.62

St. Mary's (PA) ASD via the AEPA Contract

Bennetts Valley Elementary School

\$555,414.37

Sales: Joe Brazil

WTI: Ed Hausnkecht

Multiple

(three projects)

School District of Washington via the AEPA Contract

High School

\$486,559.52

Union R-XI School District via the AEPA Contract

Union High School

\$395,559.11

Southwestern Illinois College via the E&I Contract

Granite City ITC Building

\$377,013.36

Sales: Mike Cromwell/Randy Kline

WTI: Greg King

Heidler Roofing

Central York School District via the AEPA Contract

Middle School, South Hills Elem. School

\$346,637.73

Sales: John Stevens

WTI: Bill Eller

N/A

Caldwell County BOE via the AEPA Contract

Elementary School

\$318,435.11

Sales: Chris DeLeone

WTI: Ivan Trinidad

WTI

King County Director's Association via the AEPA Contract

Main Building

\$265,698.48

#### FOUR DIAGNOSTIC PROJECTS

Sales: Jim Getzen

Comprehensive Infrared Roof Moisture Survey

(two projects)

Ford Field, Detroit Lions

\$20,803.00

Denso International -- Southfield, MI

\$8,665.00

Sales: Steve DiFilippo

Comprehensive Infrared Roof Moisture Survey

(two projects)

Lowville (NY) Central School District

\$7,670.00

Corning, Inc. – Painted Post, NY

\$7,224.00



The Consolidated Distribution Center team, managed by Chad Williams, will be working around the clock (literally) through the end of May to ensure that every order placed for year end shipment is on its way to the customer.

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