

“Architecture aims at eternity.” Christopher Wren

## Resurgence Of Tremco Roofing’s Design Professional Program

As many of you know, **John Breidenbach** (JB) was the Market Development Director for Tremco’s Architectural Representative program until June of 2015, at which point he decided to tackle the role of being the architectural representative for both the East Central and West Central Regions. Please join me in thanking John for all of this hard work, dedication, and efforts

intelligence from each region about what worked well, what challenges existed, and how to fill in any gaps. The goal was to deliver recommendations to help lead the design professional representative (DPR) program into the future and secure its place among all the other successful target market groups.



Sales: Geoff Davis

Customer Service: Mary Curry

Greenwood Industries

Brigham & Womens’ Hospital – Boston, MA

\$420,225.00

Sales: Jim Moore/John Campbell

Customer Service: Melanie Hallihan

Ricardo Roofing

LCBO London

\$141,531.00

Sales: Gerry Caplette/John Blom

Customer Service: Melanie Hallihan

Flynn Canada

Mackenzie Chown – D Block

\$111,551.00

Sales: Costel Rotundu

Customer Service: Melanie Hallihan

Pollard Roofing

Pine Ridge Secondary School

\$107,070.00

Sales: David Dukat

Customer Service: Mary Curry

Josall Syracuse

Exelon Generation – Oswego, NY

\$100,322.00

**Paul Sheehy** had a strong desire to have someone pick up where JB left off. The first step was gathering

I was given the privilege of conducting this research and then presenting my findings at February’s regional manager meeting. Shortly thereafter, I was appointed team captain of the Design Professional working team (if you would like a copy of the one-page executive summary of this presentation, please email me at [rmoretti@tremcoinc.com](mailto:rmoretti@tremcoinc.com)).

Since March, we have accomplished the following thanks to the help of many great individuals, including **Regina Martino, Julie Palmer, Bob Spreat** and **Kristen Weiss**, as well people from other organizations such as Tremco Commercial Sealants and Waterproofing (CS&W):

- Developed a template for our quarterly newsletter to ensure a consistent image across all regions -- Spring newsletters go out next week
- Created a new AIA seminar on cooperative purchasing contracts to support sales into the K-12 education market
- Implemented a team communication tool (Slack) and set up a team information exchange on OneDrive
- Distributed leads from the AIA Expo to the regions
- Conducted training on Roxul insulation via webinar (see last week’s *In Focus* for more on Roxul) and Tremco Roofing’s fluid applied systems, lead by Chuck Fitzgerald in Medina
- Held two-day training for a pair of new DP reps

In addition, I send the DPR team a short monthly video describing what we’ve accomplished during the previous month (please let me know if you would like to see these).

What can you and the DPR team expect this fiscal year?

- Partnerships with Stonhard and CS&W to increase our exposure and earn projects
- Six to eight trainings, including two hosted by the NRCA
- A new AIA seminar
- A SkyBEAM campaign targeting design professionals
- Updates to our detail library
- Partnering with CSI, the Construction Specifications Institute --- TRM029, Roof Restoration, will be broadcast across the U.S.
- Discussions with a marketing consultant with the intent to develop a marketing strategy
- Working with RPM and Tremco Roofing communications on social media and internet strategies/plans

**THE**  
**sale**

**THREE GENERAL CONTRACTING PROJECTS**

Sales: **Tim Boone**

WTI: **Kevin Chambers**

Hite Associates

Frostburg State University via the E&I Contract

Performing Arts Center

\$496,051.52

Sales: **Todd Hyams**

WTI: **Rupert (Tripp) Kimbrell**

Southern Coating Tech and RoofTec

Western Kentucky University via the E&I Contract

Jones Jagger Hall

\$314,814.73

Sales: **Bill Burke**

WTI: **Douglas NG Marinez**

O&S Associates

City of Folsom

Baseline Building façade investigation

\$12,327.00

So why the term “design professional program/rep”?

Architects are just one segment of the marketplace: engineers, roof consultants, and other types of building

envelope decision makers all deserve our attention. The term “design professional representative” encompasses all of these parties, and our DPRs will actively call on each of them.

Who are Tremco’s design professional reps?

U.S.

- **Dave Allen**, SWR
- **John Breidenbach**, ECR/WCR
- **Mary Cioffi**, NER
- **Tommaso Costanzo**, GLR
- **Steve Cowan**, GCR
- **John Darwin**, WCR
- **Matt Farnon**, NWR
- **Brad Farris**, NER
- **RT Gardner**, MR
- **Paul Hertzler**, MAR
- **Steve Hughes**, NER
- **Marty Jakovics**, MAR
- **Keith Schwarting**, NWR

Canada

- **Peter Arjmandi**, Western
- **Terry Bruce**, Western
- **Scott Wylie**, Ontario

Welcome to Mary, Mike and Keith, who all joined Tremco Roofing in the past few months.

At Tremco Roofing’s 2014 sales conference, a video that JB created for the architecture breakout session contained a message from **Frank Banasik** that was actually more of a challenge: start calling on architects and you will be even more successful!

The message was as clear then as it is now: everyone needs to significantly grow sales revenue, including sales revenue from sources that may have been overlooked in the past, if Tremco Roofing is to achieve its 20/20 Vision plan.

Design professionals control a large percentage of roofing projects all across North America...let’s get out there and get it!

Stay tuned for another **In Focus** article in the coming weeks on how our design professional program is steaming ahead at wide open throttle, including details on an initiative supported by **Paul Hoogenboom** and **Leon Halip** that will help every field advisor secure more sales revenue from the design community.

-- Article by **Bob Moretti**

## EXTREME HOME MAKEOVER -- VERNON EDITION

Makeover shows like “Love It Or List It,” “Property Brothers” and “Rehab Addict” have nothing on the work that **Anna Jimenez** lead in our Vernon, CA, facility. Just like in those popular productions, Anna spearheaded transforming a bleak space into one that is both appealing and functional.

The problem was the contractor waiting room. To be honest, it wasn't even a room, it was just space in the plant -- loud, cluttered, no seats, no wifi so they could work while they waited, no real amenities.

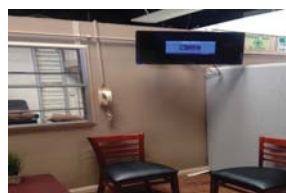
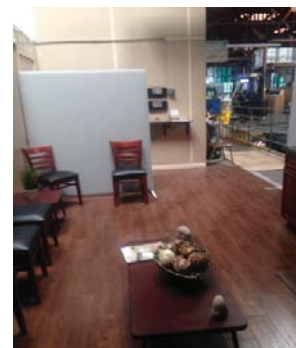
Frankly, our contractors hated it.



Earlier this year, feedback was gathered from a number of our SoCal contractors to better understand their frustrations and learn how we could overcome them, then Anna created a plan and budget to give the contractors the space they deserve. She also got the entire Vernon plant involved, so everyone could help enhance our contractors' experience.

The Credit Department, for example, implemented staggered hours to account for the three hour time difference between California and Ohio, so someone would always be onsite to release orders. IT installed free wifi for contractors to use while they relax in comfortable chairs and enjoy free popcorn and coffee. A pair of monitors play loops of Tremco Roofing videos, subtle reminders of the great products and services we offer.

As Southwest Regional Manager **Joseph Baca**, Business Operations VP **Lillianne Dunstall** and our contractors have said, the results are *outstanding!* It's easy to see why.



## THE sale FOUR PATCH AND REPAIR PROJECTS

Sales: Jason Hanlin  
Customer Service: Kelly Hager  
WTI: Jade Huston /Val Giampietro  
Dallas Manufacturing Company  
\$182,962.89

Sales: Allen Oakley  
Customer Service: Patricia Cieplinski  
WTI: Mike Curley/Lindsey Mellinger  
North Carolina Central University  
\$161,890.70

Sales: Darrin Boatman  
Customer Service: Kelly Hager  
WTI: Jade Huston/Val Giampietro  
Lennox Corporation  
\$157,459.00

Sales: John Momper  
Customer Service: Lynne Johnston  
WTI: Paul Trujillo/Chris May  
Aurora University  
\$36,950.00

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# THE sale

## EIGHT KEE SAFETY PROJECTS

Administration: Paula Coombes

Sales: Jamie Carter  
(two projects)

Louis A. Johnson VA Medical Center  
WeightAnka and KeeGuard Railing System  
\$375,332.00

Huntington VA Medical Center  
WeightAnka and KeeGuard Railing System  
\$68,108.00

Sales: Joe Slowikowski  
(four projects, all Arlington County)

WETA/Cultural Affairs  
KeeGuard Railing System  
\$39,840.00

Fairlington Community Center  
KeeGuard and Kee Hatch Railing Systems  
\$24,258.00

Water Reed Community Center  
WeightAnka and KeeGuard Railing System  
\$17,730.00

ART House III  
WeightAnka and KeeGuard Railing System  
\$11,151.00

Sales: Sten Johnson/Greg Luterman/David Terzian

Wells Fargo  
Kee Hatch Railing System  
\$3,546.00

Sales: Mike Cutler  
Liberty Middle School  
KeeGuard Railing System  
\$2,745.00

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## ROOFTEC'S IMPACT ON SALES

The RoofTec roof cleaning system has gotten a lot of well-deserved attention both inside and outside of Tremco Roofing. There's nothing like it in the industry when you combine its cleaning power; sustainability attributes such as water capture; and most importantly, how it can help prepare the roof for restoration, which leads to more material sales.

Director of Market Initiatives **Mike Steele** recently pulled numbers together showing the positive effect RoofTec has on sales. The numbers are truly impressive, especially when you consider that not every region has a RoofTec truck, and they are moving in the right direction.

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# THE sale

## TWO TREMCARE PROJECTS

Sales: Jeff Dorfler

TremCare Admin: Mitzie Iams

Elizabeth (NJ) Public Schools  
Gold: One Year  
\$105,298.33

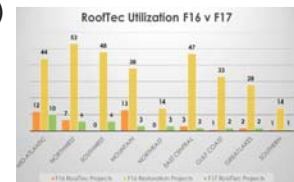
Sales: Alan Behnke

TremCare Admin: Mitzie Iams

Old Forge School District  
Junior/Senior High School  
Gold: 10 Years  
\$75,392.00

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FY16 saw 39 RoofTec projects and 319 restoration projects covering 39,885 squares in seven regions, so RoofTec was involved in about 12% of those restoration jobs. (We already have 35 RoofTec projects scheduled across nine regions in FY17, and the year isn't even three weeks old yet.)



RoofTec's FY16 sales were \$1,779,600, but the material pull-through was \$9,887,487. The RoofTec system had a direct impact on generating \$11,687,087 in sales for Tremco Roofing!

This fiscal year's numbers look even better. Total backlog including cleaning and pull-through is \$5,293,846 for 16,439 squares, and we have quotes out for almost \$15.5 million on nearly 51,700 squares!