



April 18, 2008

## Roofing Sustainability Seminars – Calgary and Edmonton

A dynamic group of roofing industry professionals will be in attendance at our Alberta Seminar Series on Roofing Sustainability in May 2008. Gord Rajewski, Scott Wylie, Greg Hofsted, Dave McClurg, Stephen Teal and Derek Semeniuk are the guest speakers. Innovative and sustainable roofing products and systems from a variety of suppliers including Tremco will also be on display.

Hosted by Tremco’s Design Solutions Group, you are cordially invited to be our guest for an eventful day of education, insight and discussion. A diverse group of attendees from across Alberta have already registered (over 100 to date!), including roofing design professionals and facilities management administrators from the healthcare, education, government, and commercial property sectors.

Speaker profiles and topic outlines are attached. The Seminars qualify for Roofing Consultants Institute and Alberta Association of Architects learning credits (3.75 Core and 2.5 Self-Reported).

Feel free to extend this invitation to colleagues and associates in your firm who may be interested in attending.

Sincerely,

### Tremco Alberta Team

Derek Semeniuk Arch. Specialist 403-703-3735	Barry Ursulak Senior Field Advisor 403-617-7065	Trevor Elliott Senior Field Advisor 403-333-2656	Peter Jaciuk Senior Field Advisor 780-446-9613	Garratt Grenier Field Advisor 780-504-7768
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### Alberta Seminar Series - Roofing Sustainability

City	Date	Time	Venue	Hall
Calgary	May 6 <sup>th</sup> , 2008	7:30 am – 4:30 pm	Spruce Meadows	Congress Hall
Edmonton	May 8 <sup>th</sup> , 2008	7:30 am – 4:30 pm	Northlands AgriCom	Salon 1

#### Agenda

7:30 am	Registration and continental breakfast
8:30 am	Morning sessions (4)
11:45 am	Lunch
12:30 pm	Afternoon sessions (4)
3:45 pm	Beverages and open discussion

#### Registration

Coordinator:	Karen O’Neill, Tremco Canada
E-mail:	tremcoseminar@tremcoinc.com
Register by:	April 30 <sup>th</sup>



# ROOFING SUSTAINABILITY

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Calgary	May 6 <sup>th</sup> , 2008	7:30 am – 4:00 pm	Spruce Meadows	Congress Hall	tremcoseminar@tremcoinc.com
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Innovation Without Intimidation - New Products & Developments in Building Envelope Systems/Components	Scott Wylie, B.Tech (Arch.Sci.) Wytech Building Envelope Solutions	60 min
<p>The design community, project managers and owners are now, more than ever, at the crossroads with respect to balancing issues of originality, innovation, building durability, and sustainability, while at the same time ensuring cost effectiveness for the complete building envelope. The roofing industry has seen, over the last ten years, dramatic changes in the advancement of innovative, sustainable, and durable roof systems. The acceptance of cold process assemblies, photovoltaic systems, stormwater retention, and green and white "eco-roofs" reflect the construction industry's need to focus on successful, durable rooftop solutions.</p> <p>Due to the growing popularity of sustainable roofs, the industry is now experiencing a marketplace of components and assemblies with a limited track record. Manufacturers are selling products with warranties, not necessarily solutions to the water tightness or long-term durability of sustainable roofs. The seminar focuses on terminology, advantages and limitations of various systems, complexities, and basic building science principles for a successful, durable, sustainable roof assembly. Issues addressed:</p> <ul style="list-style-type: none"> <li>• Green roof terminology – green vs. vegetated</li> <li>• Differences between "cavity" and "face seal" in vegetated roof assemblies</li> <li>• Appreciating the difference between "roofing" and "waterproofing" membranes for vegetated assemblies.</li> <li>• Inverted white roof assemblies contributing to LEED: A stand-alone first.</li> <li>• White roofs – benefits, durability, and limitations.</li> <li>• Innovative white built-up roofing solutions: A stand-alone first.</li> <li>• Cold process solutions: Not all adhesives are created equal.</li> <li>• Revisiting ecological / technical benefits / planning considerations</li> </ul> <p><b>Scott Wylie</b> is Principal of Wytech Building Envelope Solutions Inc., a multi-diversified construction sales and marketing agency, servicing the construction community for the past 11 years. Wytech's background includes technical expertise in formulating sustainable and durable solutions to moisture control issues and aesthetic concerns relating to the complete building envelope. Scott has been a contributing guest speaker at Construct Canada and Green Roofs for Healthy Cities. He is Past President of the Ontario Building Envelope Council and the Sealant and Waterproofing Association and is currently on the Toronto Construction Association's Board of Directors. Recently, Wytech contributed in an advisory role for the City of Toronto's Green Building Standard.</p>		

Sustainability in Roofing	Gord Rajewski, A.D. Williams Eng.	60 min
<ul style="list-style-type: none"> <li>• A one-hour, inspiring seminar on Roofing Sustainability presented by Gord, one of Alberta's most highly respected roofing professionals.</li> </ul> <p><b>Gord Rajewski, R.E.T.</b>, is a partner with A.D. Williams Engineering Inc., a major player in both the Canadian and Territorial construction industries. Gord has over 23 years of experience with all facets of building envelopes. He is well respected throughout Western and Northern Canada for his wealth of practical and technical expertise related to building envelopes.</p>		

Benefits of Protected Membrane Roof Assemblies	Dave McClurg, Dow Building Solutions	60 min
<ul style="list-style-type: none"> <li>• Review of available insulation choices in roofing</li> <li>• Considerations in a "conventional" insulation/membrane roof design</li> <li>• Advantages of a Protected Membrane Roof (PMR) assembly</li> <li>• Design considerations with a PMR</li> <li>• Sustainability benefits with a PMR assembly: 3 R's, Landfill/Waste, Energy, Comfort</li> </ul> <p><b>Dave McClurg</b> has had a range of sales management, product management and territory management assignments in a variety of geographies throughout Canada during his 27 years with Dow Chemical. Currently a Senior Industry Manager with Dow in Calgary, Dave covers the industrial, commercial and institutional markets in Alberta, focusing on the building envelope with a number of building product solutions. Dave was recently invited to join industry experts in presenting to the design and contracting community as part of an "Alberta Building Envelope Super Session" in Calgary and Edmonton. His topic focused on creating better assemblies by managing moisture and controlling air flow to maximize thermal efficiency by allowing insulation a chance to do its job in the slab, foundation, wall and roof. Dow Chemical's global sales leadership has just awarded Dave the Pinnacle Award for sales excellence for 2007.</p>		

# ROOFING SUSTAINABILITY

Minimizing Professional Liability with Roofing	Greg Hofsted, Tremco Canada	45 min
<ul style="list-style-type: none"> <li>• A discussion on the causes of architectural liability and how design professionals can minimize this liability</li> <li>• Industry statistics</li> <li>• Roofing is the largest single source of construction litigation and professional liability claims</li> <li>• Warranty language</li> <li>• Planning is a good investment</li> </ul>		
<p><b>Greg Hofsted</b> is an Architectural Specialist with Tremco-Weatherproofing Technologies Canada (WTC). His goal is to provide design professionals with services that make their lives easier, from education to spec development. As a member of the Tremco-WTC team, Greg is a resource who can be called upon to deliver technical assistance, specialized weatherproofing solutions, and customized specifications. Greg joined the WTC team in 2002, and has brought with him over ten years experience in the areas of design, fabrication and project management in the residential and commercial construction industry. Greg works closely with architects, engineers and specifiers to deliver the best possible roofing and weatherproofing solutions for a particular project. This is accomplished by evaluating all the factors that influence a roof's design before a specification is written. Greg has a Bachelor of Economics from the University of Manitoba. Greg holds membership in local trade and technical associations including Construction Specifications Canada (CSC).</p>		

"Cold is Hot" - Cold-Applied Roofing Solutions	Derek Semeniuk, Tremco Canada	45 min
<ul style="list-style-type: none"> <li>• Identifying the difference between hot and cold roofing</li> <li>• Understanding Cold Process strengths and weaknesses</li> <li>• Types of Cold Process systems and understanding their components</li> <li>• Surfacing options for various performance and aesthetic criteria</li> <li>• Cold Process roof restoration options</li> </ul>		
<p>As an Architectural Specialist, <b>Derek Semeniuk</b> works with design professionals such as architects, engineers, and specifiers to educate about all roofing systems provided by Tremco. These seminars include, but are not limited to: roofing options, cold process roofing, garden roofs, and custom designed roofing solutions. One of Derek's primary roles is to assist design professionals, school boards, and healthcare facility operators with the preparation of specifications and roofing details customized for the project at hand.</p> <p>Derek's formal education includes a Bachelors Degree in Management from the University of Lethbridge. Derek is a member of the Construction Specifications of Canada (CSC) and has completed the Certified Technical Representative (CTR) courses. He is also receiving formalized training to become a LEED (Leadership in Energy and Environmental Design) accredited individual. Derek is an active member of the ARCA (Alberta Roofing Construction Association), ABEC (Alberta Building Envelop Council), SPOSA (School Plant Officials Society of Alberta), the Alberta chapter of the Canadian Green Building Council, and is a volunteer on the executive council for the Calgary chapter of CSC.</p>		

Roofing Contractor Issues in the Alberta Market	Stephen Teal, Flynn Canada	30 min
<ul style="list-style-type: none"> <li>• Weather - many new environmentally friendly and safe systems not suitable for winter work</li> <li>• Labour shortage</li> <li>• Problems with recycling existing roofing assemblies</li> <li>• Short sighted builders only look at up front cost not life cycle cost and implications of cheap short term roofs</li> </ul>		
<p>27 years of management experience in industrial/commercial roofing and siding in Ontario and Alberta have brought <b>Stephen Teal</b> to the position of Technical Manager of Flynn Canada Ltd., with 16 offices nation-wide, several U.S. projects underway, and completed ones in the Caribbean. He is currently Vice President of the Canadian Roofing Contractors Association, Past president of the Alberta Roofing Contractors Association and Member of the Roof Consultants Institute, Construction Specifications Canada, ABEC South, and sits on the Technical and Education committees for Green Roofs for Healthy Cities. Stephen also has awards, certificates, and service in leadership positions from his days in Ontario. Stephen will be the first Accredited Green Roof Professional in Canada.</p>		

Metal Roofing	Stephen Teal, Flynn Canada	30 min
<ul style="list-style-type: none"> <li>• Reflectivity</li> <li>• Recyclability/ recycle content</li> <li>• The 100 year roof</li> </ul>		