

## NEWS RELEASE

Media Contact:

Bob Spreat

Marketing Manager

Tremco Roofing and Building Maintenance

Phone: 216-766-5646

E-mail: [bspreat@tremcoinc.com](mailto:bspreat@tremcoinc.com)

[www.tremcoroofing.com](http://www.tremcoroofing.com)

## Tremco Roofing and Building Maintenance Aligns With Market Growth Opportunities

BEACHWOOD, Ohio (August 5, 2010) -- [Tremco Roofing and Building Maintenance](#) (Tremco Roofing) recently announced the creation of a Management and Compliance department to more effectively respond to the requirements of selling into the public sector as well as to support the traditional commercial construction market.

The company has named **Margaret (Peg) Grayson** as the department's Vice President. Grayson will be responsible for the efficient flow of information throughout the company, streamlining business processes, identifying new market opportunities and developing tools to help the sales force reach new and existing customers more efficiently. She also directs Tremco Roofing's corporate compliance program.

Grayson joined [Tremco Incorporated](#), Tremco Roofing's parent company and part of the RPM Building Solutions Group, in 2009 as Federal Compliance Manager. Throughout her career, Grayson has principally focused on the finance and accounting, audit, policy and federal, state and local regulatory compliance aspects of business in manufacturing and technology companies. Among her executive positions have been Vice President of Finance and Chief Financial Officer of Spacehab, Inc.; and President, Chief Financial Officer and Director of V-ONE Corporation. Grayson has been a member of the National Infrastructure Advisory Council since 2002, serving at the request of Presidents George W. Bush and Barack H. Obama, and is on the Dean's Council and Advisory Board of the School of Business at the State University of New York (SUNY) in Buffalo. She has a B.S. in accounting from SUNY Buffalo and a master's in business administration from the University of South Florida.

The Management and Compliance department consists of four new groups:

- **Business Operations (Jim Solether, Director):** The Business Operations team will be responsible for all sales administration. It becomes the single point of contact for all customer service, including warranty administration, from the time that an opportunity becomes a contract until it is completed and closed. Solether has been with Tremco Roofing for seven years. He has a degree in business administration and marketing from Ohio University and a master's in business administration from John Carroll University.
- **Market Development (Robb Chauvin, Director):** The Market Development group will expand Tremco Roofing's ability to increase sales in the key federal, state/local government, education and healthcare markets. The bid and proposal process for contract purchasing opportunities and large integrated projects will run through the Market Development group. Chauvin, a 14-year veteran of Tremco Roofing, has more than 25 years of experience in the construction industry.
- **Messaging and Marketing Communications (Bob Spreat, Director):** The M&MC team will work closely with Market Development and other groups within Tremco Roofing and the RPM Building Solutions Group to determine our key sales messages and bring those messages to our varied audiences. With Tremco Roofing

for seven years, Spreat has a bachelor's degree in psychology from Washington and Jefferson College and a master's in public relations from Boston University.

- **Small Business Programs (Jo Sanders, Director):** One of the most important aspects of public sector construction projects, and often in the private sector as well, is fulfilling small business requirements. The Small Business Programs team will actively seek relationships with qualified small business contractors while ensuring adherence to all appropriate regulations. Sanders has a broad-based background in business development, marketing, client management, program management, capture management and political liaison work. She joins Tremco Roofing from NATEK, Inc. in Washington, D.C.

The company is also making two critical organizational changes.

- The Energy Team (**Leon Halip**, Vice President) will respond to the huge demand for developing energy programs for the public and private sectors. To help in the company's integrated approach to this opportunity, sales and marketing efforts for Canam Building Envelope Solutions, which specializes in air barriers, are now part of the Energy Team as are our photovoltaic roofing system solutions. In addition to this new role, Halip will manage our mergers and acquisitions efforts as we seek to bring new strategic partners into our company.
- **Ralph Velasquez** has been named Director of Sustainability. He will help customers define and implement strategies to reduce their carbon footprint and manage water as well as support Tremco Roofing's leadership team in implementing the organization's sustainability goals. Velasquez's career in construction spans more than 30 years, during which he has completed millions of square feet of roofing. A recognized authority on vegetated roofs, he has conducted hundreds of seminars and classes on the subject.

This alignment is critical to the company's focus on public sector opportunities. "Federal, state and local governments combined spend billions annually on facility renovation and construction," said Deryl Kratzer, president of Tremco Roofing. "Add to this the inevitable return of capital investment in the private sector, plus the growth in education, healthcare and other key markets, and it became clear that we needed to increase the 'bench strength' of our marketing and compliance infrastructure. This new organization builds on our success, our entrepreneurial spirit, while implementing new processes that will properly align our resources to pursue, and win, more business. The organization will also ensure that we compete effectively in the government market by rigorously adhering to all compliance regulations."

Added Kratzer, "Tremco Roofing is truly excited by both the challenges and opportunities ahead. We're certain that this new structure will propel us to new heights, build the next tier of leaders, and allow our company and people the chance to thrive."

#### About Tremco Incorporated

Headquartered in Beachwood, Ohio, Tremco Incorporated is dedicated to the development of high-performance buildings characterized by energy efficiency, limited environmental impact and low operating costs. Tremco Incorporated is part of the RPM Building Solutions Group, an international leader in the construction, maintenance and repair markets that includes the [Euclid Chemical Company](#), [Republic Powdered Metals](#), [Tremco Barrier Solutions](#), [Tremco Commercial Sealants & Waterproofing](#), [Tremco illbruck](#), [Tremco Roofing and Building Maintenance](#) and [WTI](#). RPM Building Solutions Group companies are ISO 9001:2000 certified, and WTI is the first facility services group to attain this certification. To learn more about us, visit <http://www.rpmhpb.com> or call toll-free at 800-562-2728.

###