Message from the President

HO, HO, HO! What a wonderful time of year!

Recently, ten of us SWRInstitute members, along with Ken and Deb, from Robstan, met in rainy Orlando, Florida for two days of brain strain to work on a new strategic plan for the SWRInstitute. The opportunity to sit in the same room with some of the greatest minds in our industry and discuss how our association can impact the future of this industry was a real treat for which I am grateful. Thanks to those who participated and special thanks to those of you that completed our member survey providing us with valuable information used for this planning.

I hope each of you will take the time to appreciate the blessings Christmas season can bring. Every last one of us can find a multitude of reasons to be grateful. So, as we reluctantly run into Walmart, Target or the shopping mall to pick up that last little gift, remember whoever said, “it is better to give than to receive”, obviously did not stand in long lines to purchase their gifts.

Merry Christmas to all of you, and God Bless!

---

We wish you a happy year-ending and enjoyable holidays. May the New Year bring to you untold happiness and wisdom.

In observance of the upcoming holidays, SWRInstitute headquarters will be closed on Friday, January 1.
It’s Sales Forecasting Time!

Do you know what time of year it is? You are correct, sales forecasting time. So much fun... about as much fun as wrapping Christmas presents at 1:30 a.m. because you procrastinated until Christmas Eve. As we all know sales forecasting is an important evaluation all of our businesses need to go through, but it also makes our stomachs a bit queasy, kind of like eggnog that has reached its expiration date.

Here are a few of the reasons for and against forecasting that we all rationalize during our process each year. Yes, we need a measurement tool to try to accurately create a blueprint for where the company is going next year and the years beyond. It also allows us to focus on expanding (or contracting) specific segments within our markets to best take advantage of the work out there as well as maximize our precious time in search of that work.

A few of the more obvious negatives to forecasting sales, especially in this economy are as follows: No, it is becoming a bit too difficult to predict what the future may hold and how the cascading effect from other market segments or international markets really affect ours. It is at best, guesswork that is usually wrong anyway so what actual use is it. Is your sales forecast often changed as others review it to help reflect their input? Why develop your thoughts when three other people change the result? Some people think forecasting may handicap or limit their team and not let them really stretch, strive and grow to reach the outlined objectives.

Identifying yourself is the most important factor when it comes to sales forecasting. You must review your operation thoroughly before any predictions can be made. One of the most important questions would be: Where are we in regards to the sales cycle? Are we on the uptick or on the down slide? Recognizing where we are should help you be more conservative or cautious in your evaluations of the market conditions. Our existing market is still fluctuating and arguments are being made daily to indicate we are on the uptick, but also that the next big hit is about to occur. That brings me to the next point: Who are you getting your information from in order to make your forecast? Warren Buffet, DJIA, international markets, Ben Bernanke or Uncle Bob? Each one of these has their own take and set of evaluations they go through in order to make their predictions. Who will you listen to?

How detailed does your company get with its sales forecasts? Listing a total sales figure for year-end really is not too much help. Volume should be considered, but the factor of profitability is more important. One could produce 20% more work within a year, but if the profitability takes a serious hit, was all the extra work better for you or the company? Did you work smarter or just harder? Often a look at your previous company history provides a wealth of information, especially if you can go back to the last recession (or whatever you want to call it). Building a better evaluation model to move forward into the future will help you efficiently repeat this process.

Even more challenging are those companies that work in multiple marketplaces or nationwide. It is difficult to evaluate each main market; ups and downs, areas you need to focus on, not to mention how the locals are responding to the current economy can all add some time to your research. Are you experiencing different closing ratios in each market? How long does it take to really gain a foothold and hang onto it in each market?

Lastly, one factor that seems to have become more prevalent in this down economy; are we in a zero sum economic environment? Does...
someone have to lose (or worse, fail) in order for someone else to win? Say’s Law states: “Production creates its own demand.” A common interpretation would be that of supply side economics and supply determines demand, meaning production will determine the demand, even if the price point needs to be displaced to accommodate the current situation.

There you have it, now off to do your homework! I will probably wait until New Year’s Eve...Happy Holidays!

Attention! SWRInstitute Members!

Free Advertising and PR for Your Company!

Send us your Company’s:
- Press releases
- Case Studies
- Business Bits
- Technical Articles
- A highlight of one of your employees
- An article about doing business with other SWRInstitute Members

Part of your membership is to get you involved in the industry and the Institute! This is one of your BEST member benefits...so TAKE ADVANTAGE!

Send all material via e-mail to Erin Nied at ern@robstan.com
What a great meeting! If you didn’t make it to Lake Tahoe for this meeting…YOU MISSED OUT! Attendees gathered from all over the world to network, gain practical knowledge from speakers, learn about new innovations and discover new products in our industry – this meeting’s program was packed with all new tools, techniques and processes!

An exhausting effort was made in establishing the pairings for the Lake Tahoe golf tournament. We had 15 teams based on strength, diversity and your requests (average score 11 under). Congratulations to all of you for a job well done! From the sound of things, it was apparent that the format with all the gimmicks was well received and we managed to raise $850 for the Foundation from mulligans. So with all this said, let me get to the awards:

- Longest drive ~ Dane Olson, Pacific Polymers, Inc. (350+ yards)
- Closest to the pin #15 ~ Frank Halsey, Mid-Continental Restoration Company, Inc. (7’7”)
- Closest to the pin #3 ~ Dane Olson, Pacific Polymers, Inc. (3’3”)
- Longest putt ~ Dave Kimball, Dow Corning Corporation (15’7”)
- Second place team (16 under) ~ Nelson Moody, Al Morris & Jed Daniel (lost in score card playoff)
- First place team (16 under) ~ Robert Forrer, Chad Warren & Mackey Welch

Team Awards:
- First Place Team (16 under): Robert Forrer, Spray-O-Bond Company, Chad Warren, BASF Building Systems & Mackey Welch, One State Contractors, Inc.
Sunday evening’s casual “Get Your Game on!” Opening Reception was a blast as all attendees wore their favorite team sport apparel! The attendees and their guests enjoyed an evening networking and catching up with friends, industry peers and new attendees!
On Monday the attendees were focused on the meeting learning about ‘Safety 24/7’, Laser Technology Use in Masonry Restoration, a project on the Boulder Colorado Union Pacific Depot, HazMat: Recognition to Abatement, another project on the Victor Lawson Tower University of Chicago – Storm Damage Restoration, the Importance of Manufacturer’s Quality Assurance Programs and, of course, the always popular Technical Clearinghouse!

Meanwhile, many spouses enjoyed an afternoon in Truckee, CA for lunch and shopping. The spouses had a blast and braved the snow and sleet; they had a great time shopping the boutiques in the quaint city of Truckee! Monday evening the attendees enjoyed an evening next to the lake for the “Taste of Tahoe” reception. Many attendees brought their jackets and sat outside next to the firepits!

The winners from the Opening Reception games were announced!

**Baseball Male Throw:**
1st place: Rich Sheft, Tremco, Inc., won with a 65 MPH pitch.
2nd place: Roger Besa, One State Contractors, Inc., at 63 MPH.
3rd place: Brian Koenings, PROSOCO, Inc., 61 MPH.

**Baseball Female Throw:**
1st place: Erin Nied, SWRInstitute, won with a 42 MPH pitch.
2nd place: Ana Besa, at 39 MPH.
3rd place: Kathy Welch at 33 MPH.

**Football Throw:**
1st place: Eb Bailey, MM Systems Corporation.
2nd place: Robert Forrer, Spray-O-Bond Company.
Tuesday wrapped up our 2009 Fall Technical Meeting with talks on: Waterproof Traffic Coatings and Precast Concrete Double Tee Joints: The Good, The Bad and The Ugly, a project on Preserving the Big House ~ Restoration of the Historic Central Tower at Lewisburg Federal Penitentiary, project showcase and new product presentations, Designing Work Positioning and Fall Protection Systems for Inspection and Maintenance of Historic Buildings, Structural Glazing Survey & Repair and an Update on New Laws affecting Industry Businesses and Owners. All in all, the attendees learned a lot and had a blast in Lake Tahoe!
SWRInstitute appreciates the support of our members. Their generous support enables the Institute to keep meeting registration fees at a reasonable rate while allowing us to present a quality program.

Thank you to the following companies for their support:

- BASF Building Systems
- Boston Valley Terra Cotta
- CETCO
- Conproco Corporation
- Dow Corning Corporation
- Emseal Joint Systems Ltd.
- Gladding McBean
- Kaneka Texas Corporation
- Koester American Corporation
- Neogard
- Pacific Polymers, Inc.
- PROSOCO, Inc.
- Sika Corporation
- Soudal, Inc.
- Structural Preservation Systems
- Tremco, Inc.
- W.R. Grace & Company

Thank you to our 2009 Fall Technical Meeting Exhibitors!

- Albion Engineering Company
- BASF Building Systems
- Blok-Lok Limited
- Bondaflex Technologies/May National Associates
- Bonstone Materials Corp.
- Bostik, Inc.
- CETCO
- Cintec North America
- Dow Corning Corporation
- EMSEAL Joint Systems Ltd.
- Gladding McBean
- Helifix, Inc.
- Henry Building Envelope Systems
- Hyload, Inc.
- MM Systems Corporation
- Momentive Performance Materials
- Newborn Brothers Co.
- Pacific Polymers, Inc.
- Pecora Corporation
- PROSOCO, Inc.
- Scaffold Industry Association (SIA)
- Sika Corporation
- Soudal, USA
- Summit Restoration Ltd./Old World Stone
- The Sherwin-Williams Company
- Themec Company, Inc.
- W.R. Grace & Company
The excitement continues as you reconnect in Miami with SWRInstitute attendees during educational sessions by leading experts in the sealant, waterproofing and restoration industry. The interactive educational sessions have been designed to enhance your learning experience by creating opportunities for you to network, exchange ideas with your industry peers and to help resolve your dilemmas in a dynamic yet relaxing atmosphere. SWRInstitute has plenty of opportunities to restore your enthusiasm with innovative ideas to help your company achieve success in 2010!

Join us in Miami to learn about the emerging issues and trends facing the industry. There are plenty of opportunities for networking where you can build valuable contacts, so make plans now to attend SWRInstitute’s 2010 Winter Technical Meeting to ‘Reconnect • Resolve • Restore’!

Register today by filling out the Meeting Registration form on page 16 or register online @ www.swrionline.org.

Registration is NOW OPEN for the 2010 Winter Technical Meeting, Feb. 21-24 in Miami, FL! Click here to register now! Click here for meeting information!

Please join the SWRInstitute committee meetings at the following dates/times:

Saturday, February 20, 2010
8–10 a.m. Safety Committee Meeting
10–Noon Validation Committee Meeting

Sunday, February 21, 2010
3–5 p.m. Technical Resource Committee Meeting

Tuesday, February 23, 2010
7–8 a.m. Program Planning Committee Meeting
8 a.m. – 2 p.m.  
**SWRInstitute Board Meeting**

3 – 5 p.m.  
**First Timers’ Reception**
All first time attendees and their guests are invited to join the SWRInstitute board of directors, past presidents and SWRInstitute Ambassadors for cocktails prior to the start of the Opening Reception. This reception gives first timers the opportunity to learn more about the value of being a member of SWRInstitute.

6 – 8 p.m.  
**“Bienvenidos a Miami” Opening Reception**
Bienvenidos a Miami SWRInstitute attendees will enjoy a casual evening overlooking the Atlantic Ocean!

### MON., FEB. 22, 2010

**7:30 – 8 a.m.**  
Continental Breakfast with Exhibitors

**8 – 8:15 a.m.**  
**Opening Remarks & President’s Welcome**
Frank Halsey, SWRInstitute President  
Program Planning Co-Chairs:  
Dave Grady, Tri-State High Rise Services  
Steven Bentz, Facility Engineering Associates

**8:15 – 9 a.m.**  
**Evaluation and Repair of Thin Brick Veneer Facades**
Carolyn Seals, Simpson Gumpertz & Heger, San Francisco, CA

**9 – 9:45 a.m.**  
**Recent Forensic and Remediation Project**
Rick Slider, Slider Engineering, West Palm Beach, FL  
Key Learning Points: Learn about an 18-story condominium constructed about four years ago that experienced significant water infiltration issues at the wall coating, sealant applications, stucco application, windows, swing doors and sliding glass doors. Learn about the failures of the materials and applications, the development of repair options and the issues during remediation. Additionally, find out how the original designer and the contractor have gotten themselves into litigation.

**9:45 – 10:15 a.m.**  
**Coffee Break with Exhibitors**

**10:15 – 11 a.m.**  
**Bentonite HDPE Composite Waterproofing Systems; Below-grade Applications, Failures, and Solutions**
Karim Alanna, Alanna, Buick & Bers, Inc., Palo Alto, CA  
Key Learning Points: Learn about the Soil retention systems and their impact on bentonite-based waterproofing and the impact of shotcrete on waterproofing assemblies. Understand the different types of blindside construction procedures and how they affect bentonite-based waterproofing systems and the sodium bentonite based waterproofing systems used in blindside construction. Review a case study of a failed blindside waterproofing system and review the use of polyurethane grout injection in a “curtain” application, one of the largest grout injection projects in North America.

**11 – 11:45 a.m.**  
**The Value of Petrography in Concrete Repair**
Brian Wolfe, TEC Services, Lawrenceville, GA  
Key Learning Points: The presentation will provide a general overview of concrete petrography. Develop an understanding for the concrete characteristics which can be determined by petrographic analysis. Gain an understanding of some of the common questions and problems that can be answered and solved by a petrographer. Review of some previous projects where the petrographic examination made a significant difference in selecting a suitable concrete repair.

**11:45 – 12:45 p.m.**  
**Lunch for Non-Golfers**

**1 – 6 p.m.**  
**Red Simpson Memorial Golf Tournament**
Crandon Golf Key Biscayne - Box lunch provided at golf course

### TUES., FEB. 23, 2010

**7:30 – 8 a.m.**  
Continental Breakfast with Exhibitors

**8 – 8:15 a.m.**  
**Town Hall Meeting and Election of Officers**

**8:15 – 9:15 a.m.**  
**Forensic Analysis: Sealant Weathering and Product Failures**
Jerry Klosowski, Klosowski Scientific Inc., Bay City, MI and Patrick Gorman, Gorman Moisture Protection, Inc., El Paso, TX  
Key Learning Points: Learn what actually happens to sealants versus what the manufacturers claim and see the final pictures of a weathering study. These are the results of testing sealants while actually in moving joints.

- Review the many differences in each generic type of sealant.
- The generalities that cannot be made.
- What to expect of sealant longevity.
- Understand a data sheet to see what the manufacturers claim and see the final pictures of what actually happens.

**9:15 – 10 a.m.**  
**Going “Green” is more than Frogs & Flowers**
Scott Buscher, PROSOCO, Inc., Lawrence, KS  
Key Learning Points: Learn what “Green” Marketing is and why it’s important to contractors, manufacturers and consultants. Understand 4 big challenges to positioning yourself in the green marketplace, and five rules that will help you meet those challenges. See how other companies have successfully marketed green and how that benefited them.
to view the product application in a shingled format. You will learn how each manufacturer addresses crack treatment, slab to wall transitions and handrail post bases. The manufacturers will also explain their material technology, properties, advantages/disadvantages, affects from outside influences, do’s/don’ts, mixing, application techniques and curing, just to name a few topics. You will be exposed to such material technologies as cementitious, polyurethane and silyl terminated polyether. Learn what may be best for your situation!

10 – 10:30 a.m.
Coffee Break with Exhibitors

10:30 – 11:15 a.m.
Restoration of the McLean County Courthouse
Dan Bagley, Otto Baum Company, Morton, IL, and Ed Gerns, Wiss, Janney, Elstner Associates, Inc., Chicago, IL
Key Learning Points: Gain an understanding of the importance of developing a working relationship with contractors, architects and owners to achieve each’s goals for restoration projects. Focus on communication between architect and contractor to develop details which are constructable and effective for project goals. Learn how to use new technologies and materials in historic preservation projects. Review creative detailing and approaches to reinforce/replace or replicate historic details while also complying with current code requirements and limitations of installing details into existing construction.

11:15 – Noon
Demystifying Testing Standards Common to Building Facades
John Runkle, Architectural Testing Inc., York, PA
Key Learning Points: Understand what testing standards are commonly specified and performed on building facades and learn about the relevancy of comparisons between field testing results and laboratory testing results. Learn about some common problems in performing the testing and interpreting results and what testing trends are anticipated for the future.

Noon
Meeting Adjourns
Reservation Procedures

- All hotel room reservations should be made directly to the hotel’s reservation department by calling (800) 241-3333 or (305) 671-2609. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Be sure to mention you are with ‘SWRInstitute’ to receive the special negotiated rate.
- NOTE: It is important to make reservations by Jan. 20, 2010, after which the hotel will release rooms to the general public at higher rates. It is also important to note that the rates quoted above are always subject to room availability, so it’s very important to make your reservation as soon as possible.
- Check-in time is 4 p.m., Check-out is noon.
- The hotel will confirm directly with you. Upon receiving hotel confirmation, you must make any additional changes in hotel accommodations directly with the hotel.

* Please do not call the Ritz-Carlton, South Beach front desk directly to make your hotel reservations, please call either (305) 671-2609 or (800) 241-3333 to book your room. Be sure to mention the group name ‘SWRInstitute’ to receive our negotiated rate.

Ritz-Carlton, South Beach
One Lincoln Road, Miami Beach, FL 33139
Phone: (305) 671-2609
Toll Free: (800) 241-3333
Fax: (786) 276-4100

Housing Policies

Room reservations and hotel charges are the responsibility of the attendee. SWRInstitute special rates are $279 for a single/Double or Run-of-House room and $359 for a single/Double Run-of-Ocean room. These rates are applicable from Feb. 19 – 25, 2010, if rooms are available.
President Obama proposed a new program Tuesday that would reimburse homeowners for energy-efficient appliances and insulation, part of a broader plan to stimulate the economy.

The administration didn’t provide immediate details, but said it would work with Congress on crafting legislation. Steve Nadel, director at the American Council for an Energy-Efficient Economy, who’s helping write the bill, said a homeowner could receive up to $12,000 in rebates.

The proposal is part of the President’s larger spending plan, which also includes money for small businesses, renewable energy manufacturing, and infrastructure.

We know energy efficiency “creates jobs, saves money for families, and reduces the pollution that threatens our environment,” Obama said. “With additional resources, in areas like advanced manufacturing of wind turbines and solar panels, for instance, we can help turn good ideas into good private-sector jobs.”

The program contains two parts: money for homeowners for efficiency projects, and money for companies in the renewable energy and efficiency space.

The plan will likely create a new program where private contractors conduct home energy audits, buy the necessary gear and install it, according to a staffer on the Senate Energy Committee and Nadel at the American Council for an Energy-Efficient Economy.

Big-ticket items like air conditioners, heating systems, washing machines, refrigerators, windows and insulation would likely be covered, Nadel said.

Consumers might be eligible for a 50% rebate on both the price of the equipment and the installation, up to $12,000, said Nadel. So far, there is no income restriction on who is eligible. That would mean a household could spend as much as $24,000 on upgrades and get half back.

Homes that take full advantage of the program could see their energy bills drop as much as 20%, he said. The program is expected to cost in the $10 billion range.

It’s not clear how the home efficiency plan would be administered - the government may issue rebates to consumers directly, homeowners might get a tax credit, or the program could be run via state agencies.

If consumers have to spend a lot of money up front to get the credit, it could throw a wrench in the works, David Kreutzer, an energy analyst at the Heritage Foundation, told CNN.

“This will not be something that’s attractive to people who are having trouble already making their budget payments month to month or week to week,” he said.

To keep consumers from having to spend thousands of dollars before getting reimbursed, Nadel said, one idea is to have contractors or big box retailers pay part of the cost up front.

Fraud issues could also come up, Kreutzer said.

“Any program that is going to run through a third party and is going to distribute billions of dollars needs to have lots of checks and balances to make sure there’s not abuse,” he said.

Nadel noted that as a way to guard against fraud, contractors would have to be certified to participate.

Energy company boost

Obama’s new spending plan also calls for renewable energy companies to get additional support. That could come in the form of loan guarantees - basically, money the government uses to secure loans for startups.

In the original stimulus bill passed earlier this year, $6 billion was earmarked for such loan guarantees. But then lawmakers took away $2 billion to fund Cash for Clunkers - the popular program that paid people to turn in their old cars.

The $4 billion from the original bill has funded about $40 billion in loans, said the staffer on the Senate Energy Committee. Meanwhile, firms are hoping for another $4 billion in loan guarantees, since they have another $40 billion worth of projects that need funding.

A bill on energy efficiency reimbursements already has supporters in the Senate.

“No only will [such legislation] increase our energy security and transform our energy infrastructure to a modern, clean and efficient one,” Senate Energy Committee Chairman Jeff Bingaman, D-N.M., wrote in a recent op-ed column in the Hill, a Capitol Hill newspaper. “But it also will position the United States to lead in the development of clean energy technologies.”

Article source: http://money.cnn.com
From the SWR Safety Committee


NIOSH has just released a new publication, “Simple Solutions: Ergonomics for Construction Workers.” As part of their OSHA cooperative program they have released a new compliance assistance resource. The publication, available in English and Spanish, is intended for construction workers, unions, supervisors, contractors, safety specialists, human resources managers - anyone with an interest in safe construction sites. To aid in the prevention of work-related musculoskeletal disorder, the booklet suggests many simple and inexpensive ways to make construction tasks easier, more comfortable, and better suited to the needs of the human body.

Bulk copies of the booklet (Pub. No. 2007-122, April 2007) are available for ordering from NIOSH.

NIOSH Ordering Information: To receive documents or other information about occupational safety and health topics, contact NIOSH at:

NIOSH-Publications Dissemination 4676 Columbia Parkway Cincinnati, OH 45226-1998 Phone: (800) CDC-INFO (232-4636) E-mail: cdcinfo@cdc.gov Website: www.cdc.gov/niosh

Controlling Silica Exposures in Construction

Controlling Silica Exposures in Construction guidance document addresses the control of employee exposures to respirable dust containing crystalline silica, which is known to cause silicosis, a serious lung disease, as well as increase the risk of lung cancer and other systemic diseases. This document provides information on the effectiveness of various engineering control approaches for several kinds of construction operations and equipment. It also contains recommendations for work practices and respiratory protection. Issued in 2009 the document can be found at: http://www.osha.gov/Publications/3362silica-exposures.pdf.
The SWRInstitute Validation Program currently validates 5 pre-cured sealants, 57 liquid sealants, 10 wall coatings and 10 deck coating systems through the program. For more information about the SWRInstitute’s Validation Programs, contact SWRInstitute headquarters at 816.472.7974 or online at www.swrionline.org.

**SWRInstitute Contractor Validation Program**
Click on company name below to view seal of validation:

- Seager Waterproofing, Inc.
- Triumph Restoration, Inc.

**SWRInstitute Validated Training Program**
Click on company name below to view seal of validation:

- The George D. Alan Company
- Gorman Moisture Protection, Inc.

### Calendar of Events 2010

<table>
<thead>
<tr>
<th>2010</th>
<th>JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-22</td>
<td>International Builders Show</td>
</tr>
<tr>
<td></td>
<td>Las Vegas, NV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FEBRUARY</th>
<th>World of Concrete</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-5</td>
<td>Las Vegas Convention Center</td>
</tr>
<tr>
<td></td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.worldofconcrete.com">www.worldofconcrete.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>21-24</th>
<th>SWRInstitute 2010 Winter Technical Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ritz-Carlton, South Beach Miami, FL</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.swrionline.org">www.swrionline.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2011</th>
<th>FEBRUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>27-3/2</td>
<td>SWRInstitute 2011 Winter Technical Meeting</td>
</tr>
<tr>
<td></td>
<td>The Westin Resort &amp; Spa, Los Cabos</td>
</tr>
<tr>
<td></td>
<td>Cabo San Lucas, Mexico</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.swrionline.org">www.swrionline.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010</th>
<th>APRIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-15</td>
<td>American Coatings Show</td>
</tr>
<tr>
<td></td>
<td>Charlotte, NC</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.american-coatings-show.com">www.american-coatings-show.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14-16</th>
<th>ICRI Spring Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Myrtle Beach Resort &amp; Spa at Grade Dunes</td>
</tr>
<tr>
<td></td>
<td>Myrtle Beach, SC</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.icri.org">www.icri.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAY</th>
<th>12-14 Construct 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pennsylvania Convention Center</td>
</tr>
<tr>
<td></td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.constructshow.com">www.constructshow.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUNE</th>
<th>7-11 MegaRust 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Town &amp; Country Resort and Convention Center</td>
</tr>
<tr>
<td></td>
<td>San Diego, CA</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.megarust.com">www.megarust.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10-12</th>
<th>AIA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Miami Beach Convention Center</td>
</tr>
<tr>
<td></td>
<td>Miami, FL</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.aiaconvention.com">www.aiaconvention.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>10-12</th>
<th>SWRInstitute 2010 Fall Technical Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hyatt Regency Chicago</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chicago, IL</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.swrionline.org">www.swrionline.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>20-22</th>
<th>ICRI 2010 Fall Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Omni William Penn Hotel</td>
</tr>
<tr>
<td></td>
<td>Pittsburgh, PA</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.icri.org">www.icri.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2011</th>
<th>FEBRUARY</th>
<th>27-3/2 SWRInstitute 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Winter Technical Meeting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Westin Resort &amp; Spa, Los Cabos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cabo San Lucas, Mexico</td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.swrionline.org">www.swrionline.org</a></td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>Product Name</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------</td>
<td></td>
</tr>
<tr>
<td>BASF Building Systems</td>
<td>Sonolastic Ultra Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sonolastic NP 1 Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sonolastic TX-1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sonolastic 150 W/VLM</td>
<td></td>
</tr>
<tr>
<td>Bostik, Inc.</td>
<td>Chem-Calk 2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chem-Calk 915</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chem-Calk 900</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GPS1 Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chem-Calk 916</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Construction Grade</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Textured Urethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chem-Calk 955-SL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commercial Grade Self Leveling Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chem-Calk 2020 Advanced Urethane Sealant</td>
<td></td>
</tr>
<tr>
<td>CHEM LINK INC</td>
<td>Duralink Super Adhesive Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>NovaLink All Weather Polyether Constr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sealing Sealant</td>
<td></td>
</tr>
<tr>
<td>Dow Corning</td>
<td>790 Silicone Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>795 Silicone Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>756 SMS Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contractors Weatherproofing Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contractors Concrete Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>791 Silicone Weatherproofing Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DOW CORNING 995</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Silicone Structural Glazing Sealant</td>
<td></td>
</tr>
<tr>
<td>Dryvit Systems, Inc.</td>
<td>Dryvit Elast Care Sealant</td>
<td></td>
</tr>
<tr>
<td>Geocel Engineered Polymers</td>
<td>400 Construction Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>500 Polyurethane Sealant SL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1500 Self Leveling Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1000 Two-Part Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td>Henry Company</td>
<td>925 BES Sealant</td>
<td></td>
</tr>
<tr>
<td>May National Associates, Inc.</td>
<td>Bondflex Sil 290 Silicone Construction Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bondflex Sil 295 Silicone Construction Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bondflex PUR 25</td>
<td></td>
</tr>
<tr>
<td>Momentive Performance Materials</td>
<td>SilPruf LM SCS2700</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SCS9000 SilPruf NB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UltraGlaze SSG4400 Two-Part Structural Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UltraGlaze SSG4000AC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Structural Glazing Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UltraGlaze SSG4000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Structural Glazing Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SCS2000 SilPruf</td>
<td></td>
</tr>
<tr>
<td>Pecora Corporation</td>
<td>864 Silicone Architectural Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dynatrol I-XL Polyurethane Rubber Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dynatrol II Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>895 Silicone Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>890 Silicone Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>890 NST Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>864 NST Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tilt Seal High Performance Acrylic Latex Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>895 NST Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td>Sherwin-Williams</td>
<td>Stampedex TX Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stampedex 100 Smooth Low-Modulus Hybrid Sealant</td>
<td></td>
</tr>
<tr>
<td>Sika Corporation</td>
<td>Silaflex 1A Construction Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Silaflex 15 L M</td>
<td></td>
</tr>
<tr>
<td>Tremco Incorporated</td>
<td>Spectrem 1 Silicone Building Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco 600 Silicone Glazing Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spectrem 3 Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td>Geocel Engineered Polymers</td>
<td>Spectrum 4-TS Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dynemic 240 Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dynemic Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spectrem 2 Medium Modulus Silicone Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X-Calibur Construction Systems, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X-Seal FR200 Pouring Grade Two Component Polyurethane Sealant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre-Cured Sealants</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dow Corning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>123 Silicone Seal</td>
<td></td>
</tr>
<tr>
<td>May National Associates, Inc.</td>
<td>Bondflex Silbridge 300</td>
<td></td>
</tr>
<tr>
<td>Momentive Performance Materials</td>
<td>UltraSpan US1100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre-Formed Silicone Weatherstrip</td>
<td></td>
</tr>
<tr>
<td>Pecora Corporation</td>
<td>Sil-Pre-Cured Seal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Immseler</td>
<td></td>
</tr>
<tr>
<td>Sealex, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wall Coatings</td>
<td>BASF Building Systems</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conproco</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conpro Lastic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dow Corning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AllGuard Silicone Elastomeric Coating</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dryvit Systems, Incorporated Weatherlastic Smooth</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Edison Coatings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pecora – Deck™ 800</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Incorporated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 360 NF SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>951 NF Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 350 SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>346 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neogard, A Division of the JONES-BLAIR Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7500/PC 7960 Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7520/PC 7962 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7500/PC 7960 Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7510/PC 7961 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>70410 Basecoat &amp; 7430 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7500/PC 7960 Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 7530/PC 7963 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neogard, A Division of the JONES-BLAIR Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 360 NF SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>951 NF Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 350 SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>346 Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neogard, A Division of the JONES-BLAIR Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pecora – Deck™ 800</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Incorporated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 360 NF SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>951 NF Topcoat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tremco Vulkem 350 SL Basecoat &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>346 Topcoat</td>
<td></td>
</tr>
</tbody>
</table>
The Sealant, Waterproofing & Restoration Foundation (SWR Foundation) was established in 1999 for the purpose to provide educational scholarships and grants to assist and encourage students in pursuing careers in the sealant, waterproofing and restoration industry. The Foundation also provides a supplemental funding source to insure the SWR Institute remains the leader in offering technical information about the sealant, waterproofing and restoration industry. By donating funds directly to the SWR Foundation the contributor is assured that these funds will be used exclusively for educational purposes.

**SWR Foundation Vision**

- Provide financial support through scholarships to individuals who want to get into the industry or are already in the industry seeking professional growth – either through vocational programs, apprentice programs, universities or other industry continuing educational programs approved by the Foundation Committee.
- Focus on promoting effective outside communications to targeted organizations and corporations about the mission of the Sealant, Waterproofing & Restoration Foundation.
- Provide financial support to outside professional speakers for educational programs hosted by the Sealant, Waterproofing & Restoration Institute.
- Establish a support fund which the Sealant, Waterproofing & Restoration Foundation can conservatively invest and use to supplement educational activities.

The SWR Foundation Grant is available to any student who is enrolled full time in an accredited trade school, 2-year junior college or 4-year college or university. These grants will assist and encourage qualified students to further or continue their interest in selecting the construction industry and specifically the sealant, waterproofing, and restoration industry as a pending or continued career.

One of SWR Institute’s strategic goals is to be the resource of knowledge in the sealant, waterproofing and restoration industry, achieving this goal through the dissemination and exchange of ideas through education. SWR Institute is supported by voluntary participation through membership dues, the sale of technical publications and manuals, and other activities designed to promote continuing education and the exchange of ideas and practical applications in the sealant, waterproofing and restoration industry.

**Everyone Can Make a Difference**

Ensuring the future of our industry is dependent upon having an educated and motivated workforce. By donating to the SWR Foundation, you will become an

CREATE YOUR LEGACY TODAY...

*There are four levels of giving to the SWR Foundation.*

- **Platinum** - $10,000
- **Gold** - $2,250
- **Silver** - $750
- **Bronze** - $250

*Contributors will be recognized through the:*  
- SWR Institute’s quarterly magazine the *Applicator*  
- SWR Institute’s monthly Member Briefs  
- SWR Institute’s educational conference literature  
- SWR Foundation Web page

*[Continued on Page 18]*
SWR Foundation News

Continued from Page 17

integral part of securing the future of the industry. Create a legacy that you can be proud of and make a name for yourself and company for the future of the sealant, waterproofing and restoration industry. Your contribution will fund scholarships, educational needs and the further growth of the industry that may have a direct impact on your business. The students and individuals helped by the Foundation Scholarship Program may be your employee tomorrow!

The SWR Foundation accepts contributions of all levels. Your gift will help the Foundation achieve its Ultimate Challenge: Educating Our Industry. By creating a legacy for yourself and your company you will help with the educational forward movement of the industry.

For more information contact SWR Foundation Headquarters at 816.472.7974 or consult the SWR Foundation webpage at http://www.swrionline.org/resources/foundation.asp.

A Pillar of SWR Institute

The Sealant, Waterproofing & Restoration Foundation is incorporated in the state of Missouri and is recognized as a 501 (c) 3 tax exempt not-for-profit organization. An Executive Director, reporting to the SWR Foundation Board of Directors, manages the operations of the Foundation. The Foundation functions as an independent corporation, but in coordination with the Sealant, Waterproofing & Restoration Institute.

The Ultimate Challenge: Educating Our Industry

We all dream about creating a legacy…a lasting accomplishment or contribution that benefits the future of our industry. Indeed, creating a legacy through the SWR Foundation will leave your gift that is vital for our success. On behalf of the SWR Foundation and the sealant, waterproofing and restoration industry we appreciate your contribution to helping us achieve our Ultimate Challenge: Educating Our Industry.

THE FOLLOWING LEGACIES HAVE BEEN CREATED:

PM PLATINUM

Jeff Erdly, Masonry Preservation Services, Inc.
Gary Houck, Houck & Company, Inc
Gerald Boyer, PROSOCO, Inc.

GD GOLD

John & Linda Maillard, J.F.M. Waterproofing and Restoration Support Services
Mike Ahearn, Seaboard Weatherproofing Co.
Robert Lloyd-Rees, Cintec North America
Bob Mazur, RAM Construction Services
Chris Eichhorn, International Leak Detection
Roy Mayer, CAWC Waterproofing & Restoration
Christy Schultheis, Premier Specialty Contractors

SV SILVER

Kami Farahmandpour, Building Technology Consultants, PC
Michael Foreman, Foreman & Associates
Dan Cain, George D. Alan Company
Frank Halsey, Mid-Continental Restoration Company, Inc.
Lance & Victoria McCue, Restoration Solutions, LLC
Mike Moraes, Gladding McBean
Joe Virdone, Pecora Corporation
Jed Daniel, Seager Waterproofing Inc.
Mike Winge, Sika Corporation

BR BRONZE

Mackey Welch, One State Contractors, Inc.
Richard Volker, R. Volker Waterproofing, LLC
Ron & Jan Pilla, Valcourt Building Services, LLC

For more information and to make a contribution, contact Deb or Erin at SWRInstitute Headquarters at 816.472.7974.
Clear Water Repellent Manual
Updated in 2007, the Clear Water Repellent Manual has all the makings of a great training program as well as an overall education piece and discusses the surface preparation, protection as well as the proper equipment and proper applications necessary to ensure long term performance.
SWR Institute member price: $44.95
Summer Savings: $35.95

Applying Liquid Sealants
An Applicator Training Program.
An outstanding training program to train new employees or use as a refresher course for experienced personnel. Videos and manuals also available in Spanish.
Summer Savings:
Option A: Five manuals and one video $127.95 compared to $159.95
Option B: One manual and one video $39.95 compared to $49.95
Option C: One manual $23.95 compared to $29.95
Option D: One video $19.95 compared to $24.95
*The videos are your choice of DVD, VCD or VHS

Below Grade Waterproofing Manual
A comprehensive guidebook that provides an overview of below grade waterproofing, it illustrates the importance of proper design, material selection, surface preparation and problem solving.
SWR Institute member price: $40.00
Summer Savings: $32.00

A Practical Guide to Waterproofing Exterior Walls
This is a comprehensive guidebook that provides an overview of above grade waterproofing techniques and products for exterior walls. It offers a better understanding of the best practices in the field of waterproofing repairs, including brick, concrete, curtain walls, EIFS, stone, stucco, and terra cotta.
SWR Institute member price: $44.95
Summer Savings: $35.95

Sealants: The Professionals’ Guide
This guidebook provides a comprehensive overview of building sealants. It includes charts, sketches, photographs and highlights of the importance of proper design, material selection, surface preparation, installation (new and retrofit) and problem solving.
SWR Institute member price: $40.00
Summer Savings: $32.00

Technical Bulletin Series
This growing series of bulletins brings you the “best practices” covering a variety of topics, including elastomeric wall coatings, exterior stone restoration, mortar joint removal, clear water repellents for masonry, below grade waterproofing - sheet membrane, and repointing mortar joints.
SWR Institute member price: $29.95
Summer Savings: $23.95

**ORDERING INFORMATION**

<table>
<thead>
<tr>
<th>Manual/Program</th>
<th>Member Price</th>
<th>Summer Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear Water Repellent Manual</td>
<td>$44.95</td>
<td>$35.95</td>
</tr>
<tr>
<td>Applying Liquid Sealants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option A</td>
<td>$127.95</td>
<td></td>
</tr>
<tr>
<td>Option B</td>
<td>$39.95</td>
<td></td>
</tr>
<tr>
<td>Option C</td>
<td>$23.95</td>
<td></td>
</tr>
<tr>
<td>Option D</td>
<td>$19.95</td>
<td></td>
</tr>
<tr>
<td>Below Grade Waterproofing Manual</td>
<td>$40.00</td>
<td>$32.00</td>
</tr>
<tr>
<td>A Practical Guide to Waterproofing Exterior Walls</td>
<td>$44.95</td>
<td>$35.95</td>
</tr>
<tr>
<td>Sealants: The Professionals’ Guide</td>
<td>$40.00</td>
<td>$32.00</td>
</tr>
<tr>
<td>Technical Bulletin Series</td>
<td>$29.95</td>
<td>$23.95</td>
</tr>
</tbody>
</table>

**SHIPPING**
- UPS Regular (First Class Mail) - $9
- UPS Next Day/FedEx - $50
- UPS Second Day - $20
- Canadian/UPS Regular - $22
- International (30% of order)
- Use my FedEx shipping number (no shipping/handling charges will apply for this case)

**MAILING INFORMATION**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME/COMPANY/STREETADDRESS/ZIP</td>
<td></td>
</tr>
<tr>
<td>PHONE/FAX</td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT INFORMATION**

Please make check payable in U.S. funds and remit to: **SWR Institute**

If you would like to charge your order, please fill out the information below

- AMEX
- Discover
- VISA
- MasterCard

**Please remit to:** Sealant Waterproofing & Restoration Institute
400 Admiral Blvd, Kansas City, MO 64105
816.475.7974 • 816.472.7765 fax
### REGISTRATION INFORMATION

**SEALANT, WATERPROOFING & RESTORATION INSTITUTE**  
**2010 WINTER TECHNICAL MEETING**  
**February 21-24, 2010 • Ritz-Carlton, South Beach • Miami, FL**

This form can only be used for one attendee and guest/spouse. Photocopy this form for each additional company representative. Please print clearly or type.

#### ATTENDEE:

<table>
<thead>
<tr>
<th>Name</th>
<th>Nickname for Badge</th>
<th>Company</th>
<th>Address</th>
<th>City/State/Zip</th>
<th>Company Telephone/Fax</th>
<th>Email</th>
<th>Emergency Contact/Telephone</th>
<th>Relationship</th>
</tr>
</thead>
</table>

#### GUEST/SPouse ATTENDEE:

<table>
<thead>
<tr>
<th>Name</th>
<th>Nickname for Badge</th>
<th>Email</th>
<th>Authorized Signature</th>
<th>Date</th>
<th>Total Amount</th>
</tr>
</thead>
</table>

#### REGISTRATION FEES

The full meeting registration fee for attendees includes all educational sessions; the Sunday evening Opening Reception; continental breakfasts, luncheons and breaks; “Pass the Gavel Gala” Reception and Dinner.

- SWRInstitute Members ......................................... $650 = ___________  
- Non-Member ..................................................... $700 = ___________

#### SPouse/GUEST PROGRAM

- Guest/Spouse Program ........................................... $395 =

Fee includes the Opening Reception, Spouse/Guest Options 1 or 2 (see descriptions in the brochure), Get Acquainted Continental Breakfast, Tuesday lunch and the “Pass the Gavel Gala” Reception and Dinner.

Please select one option:

- Option 1: Educational Track  
- Option 2: Cooking Demonstration and Tapas Delight

#### SINGLE EVENTS FOR SPOUSES AND/OR GUESTS

- Opening Reception & “Pass the Gavel Gala”  
  Reception and Dinner ................................. # _____ @ $275 =

- Cooking Demonstration and  
  Tapas Delight ........................................ # _____ @ $120 =

#### OPTIONAL ACTIVITIES FOR ATTENDEES AND SPOUSE/GUESTS

- Red Simpson Memorial Golf Tournament ........................................ # _____ @ $185 =
  (Complete golf registration form on next page.)

- South Florida Waverunner Tour  
  Price per person, two-seater waverunner ....... # _____ @ $140 =  
  Single waverunner rider .............................. # _____ @ $280 =

#### SWR INSTITUTE SPONSORSHIP

- SWRInstitute Sponsorship ......................................... $ ___________  
  (Complete form on other side of this page.)

#### METHOD OF PAYMENT

- When paying for additional company representatives, be sure to include a completed registration form along with this payment.  
- Make checks payable in U.S. funds to SWRInstitute.  
- Or charge your registration, (complete the following)

<table>
<thead>
<tr>
<th>Visa</th>
<th>MasterCard</th>
<th>AMEX</th>
<th>Discover</th>
</tr>
</thead>
</table>

#### CANCELLATION POLICY

- All cancellations must be made in writing and can be mailed, faxed or e-mailed to SWRInstitute headquarters.  
- Any cancellations received on or before Feb. 1, 2010 will be honored, but will result in a $50 per person processing charge.  
- There will be no refunds for cancellations received after Feb. 1, 2010.

Please fax or mail this form to:

![SWR Institute](image)

Sealant, Waterproofing & Restoration Institute  
400 Admiral Blvd.  
Kansas City, MO 64106  
816.472.7974 phone  
816.472.7765 fax
OPTIONAL ACTIVITIES

RED SIMPSON MEMORIAL GOLF TOURNAMENT
Monday, Feb. 22 • 1 p.m. shotgun start
Crandon Golf Key Biscayne
Cost: $185 per person
(Includes green fees, ½ cart rental, range balls, box lunch and beverage)

MEETING ATTENDEE PARTICIPANT

Name:

GOLF ABILITY:
☐ A (0-10) ☐ B (11-16) ☐ C (17-22)
☐ D (23-Beginner)
Do you need rental clubs? ☐ Yes ☐ No
Please Check: ☐ Men’s ☐ Women’s
☐ Right ☐ Left
Each golfer is responsible for payment of rental clubs with the pro shop
Do you need transportation to and from the golf course?
☐ Yes ☐ No
(If you check no, we will assume you will provide your own transportation)

SPOUSE/GUEST ATTENDEE PARTICIPANT

Name:

GOLF ABILITY:
☐ A (0-10) ☐ B (11-16) ☐ C (17-22)
☐ D (23-Beginner)
Do you need rental clubs? ☐ Yes ☐ No
Please Check: ☐ Men’s ☐ Women’s
☐ Right ☐ Left
Each golfer is responsible for payment of rental clubs with the pro shop
Do you need transportation to and from the golf course?
☐ Yes ☐ No
(If you check no, we will assume you will provide your own transportation)

Foursome Request: (include your name on request)

Stand out from the crowd by being a sponsor at SWRI Institute’s 2010 Winter Technical Meeting! Take advantage of the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities. Showcase your company before your industry professionals and prospective customers. Please take a moment to review the list of sponsorships to learn how you can build brand awareness and drive more traffic to your company.

NAME OF COMPANY (EXACTLY AS IT IS TO APPEAR IN THE PROGRAM)

CONTACT

DIRECT TELEPHONE

DIRECT FAX

E-MAIL

SPONSORSHIP OPPORTUNITIES

SUNDAY, FEBRUARY 21
☐ First Timers’ Reception ............... $1,000
☐ Opening Reception ................. SOLD – Soudal, Inc.
☐ Reception Entertainment .......... $1,000

MONDAY, FEBRUARY 22
☐ Monday Cont. Breakfast ............... SOLD - Neogard
☐ Monday Coffee Break ............... SOLD - Conproco
☐ Red Simpson Memorial Golf Tournament ..... $1,500
☐ Golf Tournament Box Lunches .... $750
☐ Luncheon for Non-golfers ......... $750

TUESDAY, FEBRUARY 23
☐ Tuesday Cont. Breakfast ............... $1,600
☐ Tuesday Coffee Break ............... $1,000
☐ Tuesday Lunch .................. $1,500
☐ “Pass the Gavel Gala” Reception .. $2,000
☐ “Pass the Gavel Gala” Dinner & Dance .. $2,500
☐ “Pass the Gavel Gala” Entertainment . $3,000
(or co-sponsored for $1,500)

WEDNESDAY, FEBRUARY 24
☐ Wednesday Cont. Breakfast .......... $1,500
☐ Wednesday Coffee Break .......... $1,000

OTHER SPONSORSHIPS
☐ Registration/Beach Bags ............ $1,000 + cost of bags
☐ Meeting Notebooks .......... SOLD – Giddings McBean
☐ Meeting Portfolios .......... SOLD – RAM Construction Services
☐ Meeting Pens ................ SOLD - Tremco, Inc.
☐ Badge Lanyards ................ SOLD – BASF Building Systems
☐ T-Shirts ....................... $1,000 + cost of t-shirts
☐ Room Key Cards ................. SOLD - Emseal Joint Systems LTD
☐ Lip Balm ..................... $500 + cost of Lip Balm

GENERAL MEETING FUND
☐ Foundation Support ............... $100-$249
☐ Bricks & Mortar Support ......... $250-$500
☐ Pinnacle Support ................. $500 & Above

SPONSORSHIP TOTAL

The deadline for meeting sponsorship is Jan. 18, 2010, to ensure listing in official program.
### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>DESCRIPTION OF PRODUCTS/SERVICES THAT WILL BE EXHIBITED:</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY REPRESENTATIVE</td>
<td>PLEASE LIST ANY COMPANIES THAT YOU DO NOT WISH TO BE NEXT TO:</td>
</tr>
<tr>
<td>ADDRESS</td>
<td>WILL YOU REQUIRE ANY SPECIAL NEEDS FOR YOUR DISPLAY (SUCH AS ELECTRICAL HOOK-UP)?</td>
</tr>
<tr>
<td>CITY/STATE/ZIP</td>
<td>Yes ☐ No ☐</td>
</tr>
<tr>
<td>PHONE/FAX</td>
<td>IF YES, EXPLAIN REQUIREMENTS (Electrical hook-up or any other special needs may necessitate charges for actual cost and will be billed to the company):</td>
</tr>
<tr>
<td>E-MAIL</td>
<td></td>
</tr>
</tbody>
</table>

### SHIPPING GUIDELINES

Shipping to the Ritz-Carlton, South Beach
Be sure to mark your shipping label as follows:

Ritz-Carlton, South Beach  
One Lincoln Road  
Miami Beach, FL 33139

Attention: (Guest Name)  
(Guest Arrival Date)  
Hold for SWRInstitute Meeting, Feb. 21-24, 2010

### EXHIBIT GUIDELINES

1. Tabletop displays only (table area is 6’ x 30”). All products and table display must fit within these parameters
2. Tables will be located around the perimeter of the room where the continental breakfast and breaks will be held and must be unmanned while the educational sessions are in progress.
3. Displays must be set by 7 a.m. on Monday, Feb. 22, and dismantled by Wednesday, Feb. 24, 2 p.m. The room will be available for set-up on Sunday, Feb. 21 at 2 p.m. SWRInstitute will not be providing security, but the room will be locked when not in use.
4. For those specifying electricity, your booth has been placed on a hard wall with access to electrical outlets. You can either provide your own long extension cord or rent an electrical cord. Please note that you will be responsible for payment directly to the hotel.
5. All boxes and displays may be shipped directly to the Ritz-Carlton, South Beach, with delivery no sooner than Wednesday, Feb. 17, 2010.

Please fax or mail this form to:

**Sealant, Waterproofing & Restoration Institute**  
400 Admiral Blvd.  
Kansas City, MO 64106  
(816) 472-7974 phone  
(816) 472-7765 fax

For more information, contact SWR Institute headquarters at:  
Sealant, Waterproofing & Restoration Institute  
400 Admiral Blvd., Kansas City, MO 64106,  
www.swrionline.org