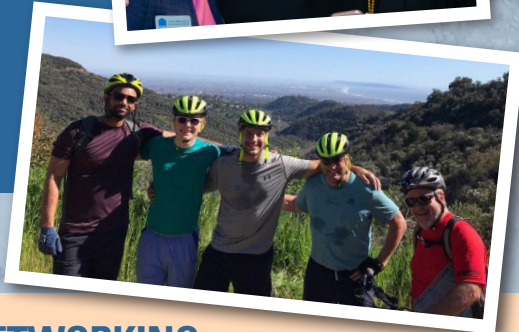


# FIRST TIME ATTENDEE GUIDE

## HOW TO ARRIVE AND THRIVE AT SWR Institute's Technical Meeting

Your first SWR Institute Technical Meeting experience doesn't have to be daunting.

We've created this guide to help you make the most of your meeting experience!



## TIPS AND TRICKS FOR NETWORKING

- The name badge that you receive at registration is your ticket to sessions, receptions and the exhibit room, so it's important that you wear it at all meeting related events.
- Your First Timer Ribbon will be in your registration packet, wear it with pride! It's a great way to start a conversation with other attendees. Many members like to make a special effort to get to know first time attendees.
- Look for name badges identifying Board Members (they wear silver name badges). Our Board Members love to meet attendees and are always happy to suggest ways to help you get more involved with the SWR Institute.
- Our members are tremendously generous with sharing their knowledge, stories and technical expertise. Take advantage of the chance to speak to and learn from them.
- Take advantage of scheduled breaks with our exhibitors. Stop in and visit with them!
- Complete the surveys that are sent out daily and let us know what you think about the speaker presentations, what we did right, what we need to improve and ideas for future meetings. We always want input from our first timers!



## Have Questions, Visit the SWR Institute Registration Desk

### REGISTRATION HOURS:

#### Fall Technical Meeting

Sunday: 10am-6:30pm  
Monday: 7am-4pm  
Tuesday: 7:30am-3:30pm

#### Winter Technical Meeting

Sunday: 10am-6:30pm  
Monday: 7am-Noon  
Tuesday: 7:30am-Noon  
Wednesday: 7:30am-Noon

## DOWNLOAD OUR ALL IN ONE MEETING APP!

Gain access to all the meeting information you need: Agenda, Exhibitor Info, Surveys, Photo Sharing, Announcements, Discussion board, e-business card exchange, instant messaging AND MUCH MORE!

Download the official Whova app for our event for free by searching for "Whova" in your app store.

After downloading, sign up on Whova with the email address that you used to register for our event, or sign up using your social media accounts. For invitation code, please reference your official meeting program.





# Learn from the Experts

We've asked three meeting vets and longtime members for advice. See what they had to say below.



**Cindy Raffio**  
Contractor Member



**Brett Laureys**  
Associate Member



**Christopher Perego**  
Manufacturer Member

<b>How many meetings have you attended?</b>	I've attended 25+ Meetings	I've attended 25 meetings	23 meetings, dating back to Fall 2007
<b>How can first timers successfully network at the meeting?</b>	Join committees, talk to people at your table during breaks, attend evening events. If you're a runner, join the early birds for a run or hit the gym during our off time. . . we may like to belly up to the bar but many members try to work off those calories so its not so obvious (the belly thing LOL).	Come to the First Timers' Reception and attend the social events. Don't be afraid to join in some discussions and use your liaison to help introduce you to SWR Institute members. This is a very social group and everyone is willing to welcome a new member.	Make sure you attend the First Timers' Reception and meet three to five SWR Institute members at the reception. Ask each to introduce you to two people during the reception Sunday night. During the meeting, seek out the people you met at the reception and sit with them for one of the sessions. Get to know them and the people at their table. There is no rule that states you must sit in the same spot throughout the meeting.
<b>What are important events every first timer should attend and not miss?</b>	All of them! Attend a committee meeting and get involved. Receptions are a great place to connect and network. Attend all the sessions, even the last ones of the day!	Attend one or two committee meetings. Just sit and listen and provide input if you can. Also, make sure you attend all the technical sessions.	Do not miss the First Timers' Reception or the Opening Reception. I would also encourage you to stay until the end of the meeting. SWR Institute produces high quality programming from start to finish. You are taking time and money to be at the meeting, so make the most of it. Like every coach I ever played for said, "Play through the whistle."
<b>What one tip do you have for first timers?</b>	The group may appear "clicky" but that's only because we really enjoy one another's company and don't get to see each other very often. I feel all of the "old timers" are more than welcoming and would always be happy to include a newbie for dinner or just conversation during a break or at an evening event so don't feel like you are intruding on a group of veteran members if you see them together. As a matter of fact, they are the best ones to join in the fun with because they can introduce you to the rest of the bunch!	Don't be intimidated. Many relationships have been formed over the years and those groups can come across as somewhat exclusive, but they are not. These are friendly open people who were in your shoes once and know how it feels to be new.	Don't be a "one and done." You need to come back for two to three meetings. This is a tight knit group. It takes a couple of meetings to find your groove.
<b>Name three key items everyone should pack for the meeting.</b>	Advil, sweater because sometimes the meeting room is cold, comfortable shoes for walking to neighborhood restaurants or bars in the evening.	Company credit card, business cards, aspirin, casual and business clothes.	Business cards, casual clothes for the afternoons and an umbrella — you never know (plus you can find really small ones that fit in your suitcase).



# Get involved and join a committee. We promise you won't regret it!

Here is a list of the SWR Institute Committees along with images of their chairperson. Please take the time to introduce yourselves to them and get to know their story.



**Tom Gormley**



**Sara Holcomb**

## PROGRAM PLANNING COMMITTEE

The Program Planning Committee develops the meeting content for SWR Institute's two annual technical meetings. The committee seeks presentations that keep the SWR Institute membership apprised of the latest technologies and practices for the industry as well as provide an

environment that promotes fellowship and the exchange of ideas. If you have ideas about the presentations and events offered at our meetings, we welcome your input and perspective.



**Chuck Bundrick**

## MEMBERSHIP COMMITTEE

The Membership Committee focuses on membership recruitment and retention for the association. The Membership Committee is also responsible for interviewing companies that submit membership applications to the Institute and reporting the information obtained during the interview to the SWR Institute Board of Directors. Interested participants only need to have ideas about how to attract and retain members that are best-in-class in the industry.



**Jessica Maguire**

## SAFETY COMMITTEE

The Safety Committee works closely with OSHA to develop safety resources for our members and the industry at large. Interested volunteers only need to have a passion for safety and a desire to contribute to our ultimate goal of educating and protecting the workers in our industry. This includes collaborating and sharing information in a group setting, helping to promote OSHA Alliance initiatives and programs,

developing new safety resources, and most importantly, being actively involved in bettering our industry to help reduce injuries and save lives.



**Marcy Tyler**

## PRODUCT VALIDATION COMMITTEE

The Product Validation Committee is responsible for developing and reviewing product categories to be included under the program. The committee also promotes the Product Validation Program and works to ensure that the industry understands the intent and purpose of the program.



**Larry Burkhardt**

## TRAINING VALIDATION COMMITTEE

The Training Validation Committee is responsible expanding the number of training programs validated by SWR Institute. The committee welcomes anyone with a desire to elevate the standards of the training programs offered in our industry.



**David Fortino**



**Alley Mathson**

## TECHNICAL RESOURCE COMMITTEE

The Technical Resource Committee is responsible for creating and reviewing SWR Institute technical manuals and publications. The committee seeks those with technical expertise in any of the sealant, waterproofing and restoration categories.



## SWR INSTITUTE STAFF



**Jennifer Crane**  
Executive Vice  
President



**Nicole Dayoub**  
Associate Director



**Amy Westerman**  
Director of  
Meetings



**Kelly Coleman**  
*Applicator Magazine*



**Jon Gilchrist**  
Legal Counsel

# SWR Institute Board Members

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President  
EDS  
Apex, NC



**Stace Grund**  
President Elect  
Tatley-Grund, Inc.  
Seattle, WA



**Jessica Maguire**  
Secretary/Treasurer  
Allied  
Waterproofing, Inc  
Willowbrook, IL



**Kelly McBride**  
Immediate  
PastPresident  
Century Building  
Solutions, Inc.  
Cerritos, CA

## DIRECTORS



**Michael Bernhard**  
Metro Caulking &  
Waterproofing  
Pompano Beach, FL



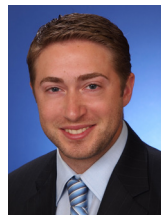
**Larry Burkhardt**  
Conproco  
Rosedal, MD



**Calvin Carter**  
Sunbelt  
Waterproofing  
& Restoration  
Dallas, TX



**Melissa Cassel**  
Pecora Corporation  
Hatfield, PA



**David Fortino**  
Raths, Raths &  
Johnson, Inc.  
Willowbrook, IL



**Tom Gormley**  
Pullman  
Swedesboro, NJ



**Mark Howell**  
Building Envelope  
Consultants &  
Scientists  
Baltimore, MD



**John Lambert, Jr.**  
Stone Restoration  
of America, Inc.  
Charlotte, NC



**Matt McDougal**  
East Coast Building  
Services, Inc.  
Lanham, MD



**Stan Wellinsky**  
Valcourt Building  
Services  
Lakewood Ranch, FL



**Jeff Welty**  
High Rock  
Waterproofing, Inc.  
Winston-Salem, NC

# Membership Resources at Your Fingertips

Be sure you are getting the most out of your membership by taking advantage of all that the Institute has to offer.

- **SWR Institute Technical Meetings** are held twice a year. You will quickly become aware of the positive culture of our membership and the wealth of knowledge and expertise surrounding you.
  - For upcoming Technical Meeting dates go to [swronline.org/futuremeetings](http://swronline.org/futuremeetings).
- **Subscription to the *Applicator Magazine***, our publication that provides technical articles and news that impact our industry and your business.
- **On Demand Meeting Presentations Videos** of past SWR Institute Technical Meeting presentations. This is an excellent educational resource for you and your staff. This library can be searched by presenter, topic or presentation title.
- **Internal publications** containing vital and pertinent information available only to members.
- **Opportunities for networking with peers both nationally and internationally...** this allows you to tap into the skills and knowledge of others in a non-competitive way.
- **Technical Bulletins** – can be used as reference on the jobsite and are also a great resource for members to use when training their staff.
- **Toolbox Talks** – are a great resource for safety training with your employees. The Institute along with its Safety Committee has developed these Toolbox Talks to promote work place safety.

