



**Sealant, Waterproofing & Restoration Institute
Committee Agenda**

**2026 Winter Technical Meeting - 50th Anniversary
Wyndham Grand Rio Mar – Sunday, March 8**

Membership/Brand Awareness Agenda

Committee Chairs: Erin Sidhu & Luke Valentine

- Winter Tech Numbers
- Membership Numbers
- Regional Golf Tournament
 - Blue Mash Golf Course
Montgomery County, MD
July 16, 2026
- AI Search Optimization
- Ideas to target non-attending members
 - Report from 2023 Fall Tech to 2026 Winter Tech shows 183 of the 279 members have attended a meeting in the last three years. That's 66%
- 2026 Fall Technical Meeting – how to get prospects to meeting?
 - **2026 Fall Technical Meeting**
October 4-6, 2026
[Marriott Chicago Downtown Magnificent Mile](#)
Chicago, IL