

# THE GO-GETTER'S GUIDE TO MAXIMIZING THE BENEFITS OF MEMBERSHIP

## SEARCHABLE DIRECTORY

SWR Institute's new and improved Searchable Directory will offer a one-stop shop for those seeking the products or services from a sealant, waterproofing and restoration company.

To get the most out of your company's listing, be sure your company's information is up to date!

Here's how you access and update your company's information.

- Visit [www.SWROnline.org](http://www.SWROnline.org)
- Login (if you forgot your password, select "forgot password" and follow the steps to reset it)
- Once logged in, choose "Organization Information" on the left toolbar
- From here you can update your company information

## MANUFACTURERS

Members and end users can search manufacturers by the types of products sold. There are checkboxes for the various types of products available to the industry that can be checked off through your company's member profile. Simply check the boxes next to the products your company sells so your company's name appears when someone is looking for a specific type of product.

## CONTRACTORS AND ASSOCIATES

End users will be able to search by the states in which your company is authorized or licensed to do business. Login to your online account using the steps outlined above and check the box next to the appropriate states.

## BECOME A VERIFIED CONTRACTOR

Contractors will have the opportunity to have a very robust company listing. If you want your company to appear when an end user expands their search criteria, you'll need to become a "Verified Contractor." We encourage all contractor members to go through this process.

*The objective of the Verified Contractor program is to enable end users to systematically and consistently identify and select appropriate and qualified contractors for sealant, waterproofing and restoration projects based on reliable, verified, and useful quantitative information. To become a Verified Contractor, you'll need to complete an application that includes general information about your company, financial capacity/stability, project management/resources, personnel resources, track record/customer service, safety, quality control, and training.*

*Once you've completed the application, the information is submitted and reviewed by an independent third-party entity (Independent Verification Entity or IVE). Once approved, the Verified Contractor status will be good for three years.*

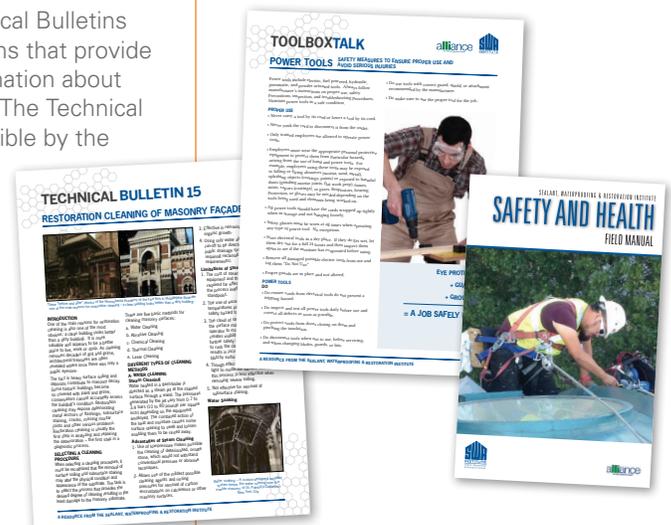
## TECHNICAL BULLETINS

The SWR Institute Technical Bulletins are condensed publications that provide the most pertinent information about the topic being covered. The Technical Bulletins are easily digestible by the reader, making them a great resource for anyone interested in learning more the sealant, waterproofing and restoration industry. Access them at [www.SWROnline.org/TechnicalBulletins](http://www.SWROnline.org/TechnicalBulletins)

## SAFETY RESOURCES

SWR Institute dedicates considerable time and energy developing safety training materials that can be used by companies and individuals in the industry. We believe it is everyone's right to work in a safe environment and receive training that instills the importance of being safe. Take advantage of the following resources:

- Safety & Health Manual (English and Spanish)
- Safety & Health Field Manual
- Toolbox Talks (29 topics in both English and Spanish)
- Resources on complying with the Silica Standard
- Safety Video Library
- Fall Hazard Awareness Training
- National Safety Stand Down Resources



## PAST MEETING VIDEOS

Did you see a presentation at one of our past meetings that you would like to reference or share with your staff? It's easy to do through our online video library of past presentations. Presentations are sorted by the meeting at which they were presented. You must be logged in as a member to view the videos, which can be found at [www.swronline.org/pastvideos](http://www.swronline.org/pastvideos).

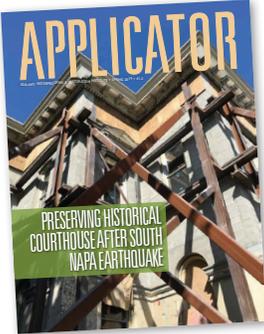


## MATERIALS TO PROMOTE CAREERS IN CONSTRUCTION

SWR Institute has materials members can use to promote the industry at their local schools and job fairs. Posters, giveaways and trading cards that highlight the various types of careers in our industry are available for your use. Take advantage of these resources and spread the word about careers in our industry!

## GAIN INDUSTRY RECOGNITION

Position yourself and your company as an industry thought leader by giving a presentation at one of our meetings and/or writing an article for our industry publication, *Applicator Magazine*. Many



members highlight one of their projects in their presentations or articles, which means the topic is something about which they are very familiar.

Another great avenue for you to increase brand awareness for your company is to sponsor and exhibit at our two annual technical meetings and/or advertise in *Applicator Magazine*.

## PRODUCT VALIDATION PROGRAM

The Product Validation Program is designed to validate certain performance data that is found on manufacturer's datasheets. The product validation program is voluntary and laboratory tests are conducted by approved independent laboratories. This offers assurance to end users that the products included under our Product Validation Program match or exceed the performance data reported on their datasheet. The SWR Institute's Product Validation Program is another tool that end-users, specifiers, designers and engineers can use to evaluate the products they want to use on projects.

## TRAINING VALIDATION PROGRAM

The Validated Training Program was established to substantiate the training programs offered in our industry. SWR Institute developed the following set of criteria that a training program must meet or exceed in order to become an SWR Institute Validated Training Program.

- 1-hour overview
- 1-hour safety
- 1-hour material science
- 1-hour visual demonstration
- 1-hour plans and specification review
- 2 hours hands on installation
- ½ hour quality control
- ½ hour testing and evaluation

Companies with training programs validated by SWR Institute demonstrate their company's commitment to quality craftsmanship and end-user education.

## AWARDS

SWR Institute's Award Programs offers members with an excellent opportunity to gain recognition for their company and notable projects. The deadline for submittals is November 30.

### Trinity Award

This prestigious award speaks to the essence of SWR Institute because it not only focuses on quality craftsmanship, but also on the connections that industry professionals gain through the Institute. For a project to qualify for this award, the contractor, associate and manufacturer on the project must be SWR Institute members and must meet a minimum score from the judges of 75 out of 100.



### Award of Excellence

The Award of Excellence offers contractor the chance to showcase their distinguished projects. Only one Award of Excellence will be given each year. The project must meet a minimum score of 85 out of 100. If more than one project reaches the 85-minimum score, the highest scoring project will be deemed the winner.



## SWR FOUNDATION

The Sealant, Waterproofing & Restoration Foundation (SWR Foundation) was established in 1999 for the purpose of providing both educational scholarships to assist and encourage students in pursuing careers in our industry and also to provide support for research, technical information dissemination and training activities.

Since 2003, the Foundation has awarded \$61,000 in scholarships to individuals seeking construction related degrees.

## APPLICATOR TECHNICAL JOURNAL

Members receive a complementary subscription to our quarterly technical journal, *Applicator*, which is made available both digitally and in print. *Applicator* provides both technical and practical advice on a wide variety of industry and project related topics. *Applicator* is the source for industry news and serves as the voice of the sealant, waterproofing and restoration Institute.

Cost effective advertising in the *Applicator* is made available only to SWR Institute members. When you advertise in *Applicator Magazine*, you support SWR Institute's mission of education while positioning your product to benefit from well-respected editorial.

## MEMBER ONLY DISCUSSION FORUM

The SWR Institute Member Forum offers the opportunity to tap into the extensive knowledge of the entire SWR Institute membership, which can come in very handy when you are facing a new challenge or want input on how to solve a problem. Please note that you can adjust your email notification settings once you login and select "Member Forum" by using the button located on our website's home page.

## MEETINGS AND FELLOWSHIP

SWR Institute's two annual technical meetings offer both valuable educational content and engaging networking opportunities. We have a very strong Program Planning Committee that works diligently to deliver content that is informative and well designed to meet the high standards of our attendees. Offering highly useful content is only half of the equation. The other half is the fellowship that our attendees enjoy at a SWR Institute meeting. Our members are fun, highly skilled and willing to share their experiences and expertise for the benefit of the entire industry. Attend our meetings to tap into this wealth of knowledge and to share your insights with others.

