

## ENJOY THE BENEFITS OF NETWORKING WITH INDUSTRY EXPERTS AT SWR INSTITUTE TECHNICAL MEETINGS

SWR Institute hosts two meetings each year with the Fall Technical Meeting being held in late September/early October and the Winter Technical Meeting being held in late February/early March. They are always held in appealing locations with well-designed, informative programs. Our speakers and presenters read like a who's who of the industry. One of the most interesting and helpful segments at every SWR Institute meeting is our Technical Clearinghouse. This is an interactive forum where job problems or questions are presented to the entire group for answers and solutions. They are always lively and helpful! Additionally, our meetings discuss general business, regulatory and legal issues that impact all of our members. But our meetings are not all work; we always build in considerable time for interaction with fellow SWR Institute members at formal receptions, golf, tours of the city, guest/spouse programs and other fun events.

Both meetings have the same number of meeting hours and level of technical content. In fact, attendees are able to receive continuing educational credit from the American Institute of Architects (AIA). We have a very strong Program Planning Committee that works diligently to provide programs and presentations that are informative, well designed and meet the high standards of our attendees.

*SWR Institute has allowed me to build sound relationships with contractors and engineers. Relationships made at Technical Conferences have helped navigate the difficult situations that can arise on projects. The greatest benefit to being part of SWR is the opportunity to have quality interactions with key influencers in the industry.*

– Christopher Perego, BASF Corporation

Having highly useful and well-designed technical content is only half of the equation. The other half is the fellowship that our attendees enjoy at SWR Institute meetings. SWR Institute supports this fellowship so much that it is addressed in our mission statement! We want our members and attendees to feel a part of our community, which is why we created the Ambassador Program. At your first meeting, you'll be invited to attend our First Timers' Orientation and Reception. For an easy transition into the Institute, the Ambassador Program pairs one new member or first-time attendee with an experienced member.



### WINTER TECHNICAL MEETING

The Winter Technical Meeting is three half-days and usually takes place in a warm, resort-style environment. Our Winter Technical Meetings are held each year in either February or March. Typically the Winter Technical Meeting has around 200 attendees and includes contractors, senior level manufacturer representatives and design professionals. We feel the size of our meetings provide attendees with more opportunities for interaction with other members. What really sets our meetings apart is our members' willingness to share information, not only about what went right with a project, but also what went wrong.

### FALL TECHNICAL MEETING

The Fall Technical Meeting consists of two days of educational programming in a conveniently located city. In addition to educational content there are evening receptions for networking and FUN! Typically, our Fall Technical Meetings have approximately 220 attendees.



## GET INVOLVED AND JOIN A COMMITTEE We promise you won't regret it!



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 industry's latest technologies and practices, 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.



The Membership Committee focuses on membership recruitment and retention. The Membership Committee is also responsible for interviewing companies that submit membership applications to the Institute and reporting the information obtained during the interviews 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.



The Safety Committee works closely with OSHA to develop safety resources for our members and the industry at large. Interested volunteers should 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 and developing new safety resources — with the goal of reducing injuries and saving lives.



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.



The Training Validation Committee is responsible for 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.



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.

## 5 REASONS TO GET INVOLVED ... Becoming a member is just the start

1

### Build Relationships by Networking

Joining a committee helps you build stronger relationships with the industry's most talented professionals. You're guaranteed to make new friends and valuable business connections!

2

### Brand Building

Not just participating but becoming more involved will help you build your business brand. After all, it's not just about who you know, but also about who knows you.

3

### Development

The things that you will learn while participating on a committee will directly translate into professional and personal development.

4

### Leadership Opportunities

Through active participation on a committee, you have a better opportunity to someday become a board member.

5

### Working for the Greater Good

Volunteering your time to develop resources for the industry is a rewarding experience.

If you are interested in joining a committee, please email [nicole@cranemartin.com](mailto:nicole@cranemartin.com).

Or you can come to a face-to-face committee meeting on Sunday afternoon at our Fall & Winter Technical Meetings.

## SEALANT, WATERPROOFING AND RESTORATION INSTITUTE

## YOU'VE GOT QUESTIONS ... WE'VE GOT ANSWERS!

**When was SWR Institute formed?**

The Sealant and Waterproofing Institute, as it was called then, was formed in 1976 by 12 commercial waterproofing and sealant contractors from around the country. Their mission was to form an organization that would be an open forum where issues and best practices could be discussed and promoted. As the organization grew, it expanded its membership by including manufacturers, architects, engineers and consultants.

**What are the membership categories?**

Contractors are the primary membership category and make up 60% of the total membership. Manufacturers (companies that manufacture sealant, waterproofing and/or restoration materials or products) and Associates (architects, engineers, specifiers and consultants) make up the other 40% of our membership.

**Can distributors be members?**

No.

**Can individuals join?**

No, the membership is a company membership.

**How many members are there?**

Currently there are approximately 283 member companies. We are a small organization but our members employ over 1,300 individuals.

**What are the dues?**

Membership dues are on a sliding scale based on the gross annual sales of each company. This allows both large and small companies to afford membership.

Your membership dues invoice will be mailed out mid-May every year and will need to be paid in full by June 30. You'll receive a mailed invoice, along with email reminders. You can also find your dues invoice under "Account Details" located on the left side of the toolbar when logged in to your member account.

**What do I get for my dues?**

There is tremendous value in being a member of SWR Institute. The foremost benefit of membership is having a very close-knit group of professionals who are dedicated to making our industry the best it can be. This is not just an idle boast. SWR Institute members are well known for being a trusted resource that answers questions and provides valuable

insights into the intricacies of all different kinds of sealant, waterproofing and restoration projects. Members also receive discounts on publications and meetings.

*"SWR Institute is a great group of individuals and companies with similar goals and experiences, and it's very easy to connect with people you otherwise would not have had the chance to meet. It's given me a great network of expertise and lifelong friends!"*

— **Craig Allender,**  
Simpson Gumpertz & Heger, Inc.

**How big is the board?**

The board is comprised of 15 individuals. An Executive Committee (President, President-Elect, Secretary/Treasurer and Immediate Past President, all of whom are contractors) and 11 Directors (seven Contractor, two Manufacturer and two Associate members).

**Are there committees?**

Currently SWR Institute has nine committees. They include: Membership, Product Validation, Training Validation, Program Planning, Safety, Technical Resource, Brand Awareness, Finance and Nominating.

**What types of publications does SWR Institute publish?**

SWR Institute publishes a wide variety of technical publications that pertain to our industry. The complete list of our publications can be found on the website. In addition, we publish the *Applicator Magazine*, a print journal that concentrates on projects, best practices and the issues that impact our industry. *Applicator Magazine* is also available in a digital version. Members also receive a bi-monthly newsletter called Member Briefs that provides current Institute news.

For more information visit us online at  
[www.swrionline.org](http://www.swrionline.org)  
or call 816.472.7947



## SEALANT, WATERPROOFING AND RESTORATION INSTITUTE

## 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 or 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.SWRlonline.org](http://www.SWRlonline.org)
- Log in (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. 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. Log in to your online account using the steps outlined above and check the box next to the appropriate states.

## BECOME A VERIFIED CONTRACTOR

Contractors 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 record, 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 about the sealant, waterproofing and restoration industry. Access them at [www.SWRlonline.org/TechnicalBulletins](http://www.SWRlonline.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.swrionline.org/pastvideos](http://www.swrionline.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 most challenging, successful or unique projects in a presentation or article.

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 Training Validation Program was established to set the standard for 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 a SWR Institute Validated Training Program:

- 1 hour overview
- 1 hour safety
- 1 hour material science
- 1 hour visual demonstration
- 1 hour plan 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.





## SEALANT, WATERPROOFING AND RESTORATION INSTITUTE

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

## AWARDS

SWR Institute's Award Program offers members 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. The project must meet a minimum score from the judges of 75 out of 100.



## Award of Excellence

The Award of Excellence offers contractors 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.



## SWRI 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.

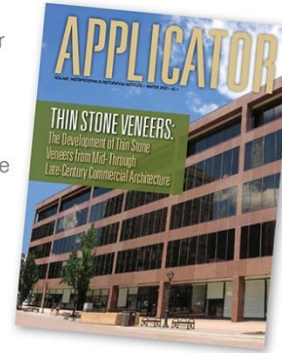
*"SWR Institute is a group of active industry professionals from diverse backgrounds who like to do things the correct way and enjoy themselves while performing a balancing act between costs, schedules, owners, architects and engineers, consultants, suppliers and Mother Nature. What a resource!"*

— Diane Kaese  
Kaese Architecture PLLC

## APPLICATOR MAGAZINE

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 *Applicator* is made available only to SWR Institute members. When you advertise in *Applicator*, 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 log in 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.

*"Most of the people I've met through SWR Institute have become a tremendous resource, and are always willing to share their knowledge and experience. The friendships created, because of shared experiences, have been life changing."*

— Frank Halsey  
Mid-Continental Restoration Company, Inc.

## HAVE QUESTIONS?

Online: [www.swrionline.org](http://www.swrionline.org)

Phone: (816) 472-7974

Email: [info@swrionline.org](mailto:info@swrionline.org)

We encourage you to complete our online application at  
<https://www.swrionline.org/joinswri>

Once we receive your application, it will be presented to the SWR Institute Board of Directors for approval.