



February 22, 2022

Sealant Waterproofing and Restoration Institute
400 Admiral Blvd
Kansas City, MO 64106

RE: President's Plan for 2022/2023 President's Term

The Board of Directors of the Sealant Waterproofing & Restoration Institute & Membership;

Thank you for electing me to serve as President of the Sealant Waterproofing and Restoration Institute. It is truly an honor to represent you, its members and the Presidents before me. I also would like to thank the sitting board of directors and their predecessors. With these positions, there are sacrifices in time away from family and business and these sacrifices are not unnoticed. It is this same grit and dedication towards the Institute that allows us to stay at the forefront of our industry. And, finally, thank you to CraneMartin, our management partner, whose team works diligently behind the scenes with our board and membership to keep our organization on pace for continued growth and success.

Looking back, my journey in the waterproofing industry began back in 2002, fresh out of high school as a laborer for a union roofing/waterproofing contractor. Over the past 20 years, I've always had the mindset to position myself around some of the most successful, hardest working and brightest minds both personally and professionally. When attending my first SWRI meeting in Chicago 2014, it was clear that I was in the right place to gain the experience and knowledge of our industry, from the best! Through SWRI, I've been able to gain unmatched insight into product knowledge, best business practices and have made lifelong friends. I feel indebted to our Institute for all it has provided for our business and my professional growth. It is by serving on the board that I can make a positive contribution back to our Industry.

I truly believe the members of the SWR Institute are some of the best contractors, associates and manufacturers of our industry. The Institute is as strong as it is today because of the participation and contributions from the membership.

My time as your President will be focused on 4 main objectives from our [Strategic Planning Guide](#), encompassing written obtainable goals for each:

1. Contractor Involvement

(Increase contractor attendance at both Technical Meetings to 50%)

Just over 60% of our membership companies are contractors. 60% – 70% of our current contractor members are not participating at our technical meetings. Our focus will be on encouraging our current contractor membership to be more involved through attendance at our semi-annual Technical Meetings, committee participation and presentations.



2. Brand Awareness

(Increase the brand awareness and recognition of the Institute)

In this day and age, brand is everything. People gravitate to a brand and recognize the brand as being something they either want or don't want to be a part of. Our focus will be on growing the brand through social media platforms, membership taglines, marketing campaigns and industry promotions.

3. Opportunities for Members to Promote their Brand

(Provide opportunities for members to promote their products and services)

I believe the Trinity Award is the pinnacle of our industry and we should hold it in high regard. We should ALL be competing over this coveted award every year and the bragging rights that come with it. Our focus will be on making the presentation of the Trinity Award a special event along with presenting the Award of Excellence and our newly founded David Carter, Volunteer of the Year Award.

4. Sense of Community and Collaboration

(Keep members connected and engaged at meetings and throughout the year)

It's been challenging to stay connected over the past 2 years with the uncertainties in the world with COVID-19. We've had to cancel Technical Meetings and re-evaluate our position within the industry. Certainly, some trying times, but I would say this, our membership is resilient and determined to work through the tough times to come out on the other side better for it. Our Technical Meetings are a critical part of the success of the Institute and the fellowship is what makes us who we are. Our focus will be giving every effort to hold in person Technical Meetings, while also considering membership feedback and continuing to follow all local and federal guidelines. We will also keep the membership engaged throughout the year with virtual committee meetings and updates.

In closing, I would encourage everyone to ask someone within our membership, "What are you doing today that will make our industry better tomorrow and what is something you want to learn more about through your involvement with SWRI?"

Thank you for trusting me and our fellow board members for the 2022/2023 term – it's an honor!

Thank You,



Michael MacDonagh
President | EDS – Waterproofing & Restoration