



PolySteel Convention Celebrates Where We Have Been and Where We Are Going After 30 Years



With a focus on how to Achieve More, Be More, and Create More with Less, the overriding theme of the 2008 PolySteel Convention was definitely MORE. That's because MORE PolySteel Distributors attended our 30th Anniversary Convention than had ever come together before, contributing to the record attendance of nearly 200 PolySteel Distributors, vendors and suppliers, from across the country and around the world. More definitely meant Merrier, too, as this event was one of the most optimistic, joyful, and productive conventions we have held in recent memory – in spite of the challenging year many of you experienced and the uncertainty of the year ahead.

We want to sincerely thank those of you who made the investment to come and contributed so much to the value we all took away from this meeting and let those of you who could not make it, know what a time we had.

In addition to learning a bit about where everyone was back in 1978, while PolySteel was sprouting from the high-mountain desert of Albuquerque, New Mexico, we also celebrated the 30th Anniversary of the Academy Award winning documentary *“Flight of the Gossamer Condor.”* Our keynote speaker, producer/director **Ben Shedd**, of Shedd Productions, showed this landmark film and set the tone for how we might weave some of the lessons learned from this historic aviation achievement into the concepts we strive to integrate into green and sustainable building.



We were also honored to host **Jay Bolus**, of McDonough Braungart Design Chemistry (**MBDC**), who was the project manager for our Cradle to Cradle evaluation and Silver Certification. Jay provided us with a detailed explanation and overview of the Cradle to Cradle process and offered valuable guidance on how to discuss, present, and market the messages related to this important milestone for PolySteel.

Donn Thompson, the PCA's Promotion Manager for Residential Technology, addressed the general session with an update on the NAHB Green Building Guidelines and Standard and how PolySteel contributes to the targeted achievements in this program. Donn also discussed the connections with PolySteel and LEED for Homes and LEED-NC as part of his Green Buildings Systems and Standards presentation. These connections were an important and recurring theme throughout the programs presented during these two days.

The evening reception went on late into the evening, as it was the first real opportunity for everyone to relax, meet and greet each other, and learn even more from the impressive array of vendors we had invited to offer insight, support, innovations, and profit opportunities to our attendees. Long after the food was gone and the bars had closed, there were pockets of avid PolySteel Distributors connecting throughout the hotel squeezing everything they could out of this important time together.



Before we headed off to our Breakout Sessions on Friday morning, **Brad Reed**, from the Community Development Department of the City of Lubbock, Texas provided an update on the City's ICF construction program using federal HOME grant funds. Lubbock celebrated the construction of its 100th ICF home in 2007, which was (as the majority of them have been) a PolySteel home. We were on hand to celebrate with them both here and in Washington, D.C., the week before convention to receive the National Community Development Association's Terrence Duvernay Award for excellence for Lubbock's exemplary and innovative program of ICF construction. Brad outlined how and why our distributors need to connect with their local communities as this program gains more recognition around the nation.

The feedback we have received from the Breakout Sessions was that the programs offered were among the best ever. **Robert August**, of S. Robert August & Company, brought enthusiastic insights into how to sell value in markets that are good or bad. Bringing decades of experience in real estate sales and development to his program, Robert also demonstrated a sincere desire to help our group make a real difference in their local markets upon returning home.

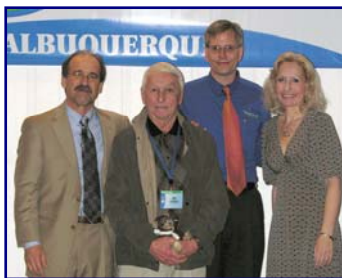
We rolled out our powerful co-branding alliance and new sales program with **Andersen Windows** in our next session, offering all PolySteel Distributors a unique opportunity to sell and/or represent Andersen as part of their PolySteel business. **Ben Root**, our Andersen Account Manager, laid out the details of how to make the most of this extraordinary opportunity to work side-by-side with the best brand in the window business. The program overview is included with this package and, for those of you who were not able to be here, we would urge you to call **Jeffrey Childres** as soon as possible if you think this could help your business. Jeffrey, **Lee Carr**, and **Eric Williams** rounded out this session by reviewing the programs, products, and alliances we have developed - and that have proven themselves in the PolySteel network - to help build your business. Supported by our team of vendors, this was an excellent opportunity to get reacquainted with the Programs That Work, and to re-ignite interest in those that may have been overlooked by many of you.

Benn Shedd made a repeat appearance in the third session by showing his latest film, *"Green is the Color of Money,"* documenting the construction of the Banner Bank Building, in Boise Idaho. This building is the first privately developed commercial office building in the nation to receive a LEED Platinum Rating. **Rick Hunter**, the project architect was also on hand to discuss the collaborative and systematic approach that resulted in this extraordinary project, and to discuss how PolySteel can contribute to projects like this in the future. Both Rick and Ben brought a refreshing sense of enthusiasm and support for the role PolySteel can play in this effort and we expect to see some PolySteel projects sprout up in Boise as a direct result of this opportunity to work together.

The second half of this session was devoted to reviewing the new **PolySteel GreenGuide**. This new binder was presented as a valuable tool to help all of you connect the dots between PolySteel and Green and Sustainable building practices. As the vocabulary of Green increasingly permeates the consciousness of the American consumer and the construction industry, we want to be sure you have the knowledge and resources you need to converse intelligently about how PolySteel provides the most elegant solution available to the construction industry for the construction of an energy efficient, durable, and sustainable building envelope.



We began a new tradition this year by ending the convention with our Awards Banquet and what a special evening it was. As part of our anniversary celebration we invited **Dick and Bob Porter**, the original founders of Southwest Foam Form, in 1978, to join us as we recognized the achievements and performance of your PolySteel colleagues in 2007. In addition to their wives the Porters also brought their parents **Dick and Jeanne**, who they credit with funding their original foray into the world of insulating concrete forms. We also were honored with the presence of **Lance Berrenberg**, originator of the PolySteel brand and of the concept of the integrated furring strips that revolutionized the ICF industry. His wife Georgia was on hand to see Lance recognized for his contributions to our legacy. We were also delighted to have with us throughout the convention, **Dave and Barbara Bizzell**, from Newfield, New York. David ran our factory in New York for over 20 years, and is the only person to manufacture all three generations of PolySteel Forms.



The evening was filled with the recognition of significant achievements and performances. After the presentation of the first Cradle to Cradle product ever certified, a Steelcase “Think Chair,” to **Chris Spatz**, our project leader for achieving C2C certification, we recognized our **Most Congenial Customer**, for 2007, nominated and elected by the PolySteel staff, **Ray Pridgen**, of PolySteel Wall Systems, in West Jefferson, North Carolina. Ray received the **Gene Palsson Award** from among a group of close contenders.

For the first time, and in the spirit of demonstrating that taking a systems approach to providing service and support in your PolySteel business, we recognized the **leaders in the sale of ancillary products and in working the Programs That Work**. Our vendor partners were on hand to make these important presentations. The leaders in each category were:

Sales & Support Material Purchases	Will & Nanette Oliver, PolySteel Southeast Distributors
AIA ICF Presentations	Tim & Veronica Hawbaker, E-Forms of Tennessee
PolySteel Mortgages	Dale & Beverly Stevenart, PolySteel Southwest
Andersen Windows	Bill & Kathy Gilles, PolySteel Building Supply
Form-A-Drain	Rich & Jennifer Barker, PolySteel of Northern Utah
Platon Waterproofing	Ronny Gabrieloff, Concrete Formers, Inc.
Lite Deck	David & Jody Illett, PolySteel of Colorado
VBuck	Paul Boyce, PolySteel U.K.
Wind-Lock	Will & Nanette Oliver
Reechcraft Bracing	Rich & Jennifer Barker

The **Most Improved PolySteel Distributors** in 2007 were **Chuck Wilson**, of Pacific PolySteel, as a percentage increase over 2006 sales, and **Tim and Veronica Hawbaker**, of E-Forms of Tennessee, who led the field in dollar sales over the previous year. **John Stubbs**, of Mississippi PolySteel, received recognition for **Best Market Penetration**, by capturing the highest number of PolySteel projects in his market as a percentage of total permits in 2007.

The 2007 **Rookie of the Year** was **Pat Kelly**, of PolySteel of West Texas, who excelled in his performance and delivery of PolySteel into this dynamic market in his first year in business. In a year of challenging markets, we still had many contenders for exceeding their sales quotas. The winners for 2007 were **Ray Pridgen**, for **Exceeding his PolySteel Sales Volume Requirement** by the highest margin in terms of truckloads and **Tom Beier**, of Nutech ICF, in West Salem, Wisconsin, for **Exceeding his Quota by the Largest Percentage**.

In recognition of his extraordinary effort and commitment to work the programs we promote to improve his business, and for striving to make his business successful against difficult odds and with immeasurable persistence, we recognized **Joe Grillo**, of PolySteel of West Central Indiana, for the **Comeback of The Year**.

Matching our record attendance, our **Project of the Year** competition also received MORE entries than ever as we recognized winners in several categories. This year's winners, elected by the entire group of attendees were:

Residential < 2,500 Sq. Ft.	Dale & Beverly Stevenart , PolySteel of the Southwest Parkridge Parade Home 2007
Residential 2,500 – 4,000 Sq. Ft.	John & Nancy Mooring , Down East PolySteel Coastal Common Sense at redfish Run
Residential > 4,000 Sq. Ft.	Ed & Paula Scherrer , Performance Building Products Akradi Residence
Commercial	Scott Mitchell , PolySteel Systems of Central PA Fulton County Medical Center

After the individual category winners were announced at the banquet, the entire group received ballots for the **Grand Prize**, which was overwhelmingly awarded to **Scott Mitchell**, for the Fulton County Medical Center.



As the drum roll began, we then counted down Top 10 PolySteel Distributors for 2007, which included perennial Top 10 performers and some welcome newcomers to this distinguished leadership group. With deep appreciation for their dedication and performance, we honored:

- ❶ **Will & Nanette Oliver, and Victor Keller**
PolySteel Southeast Distributors, Toccoa,
- ❷ **Tim & Veronica Hawbaker**
E-Forms of Tennessee
- ❸ **Ed & Irene Lackman**
PolySteel Northeast
- ❹ **Marly, Bob, & Greg Hunton**
PolySteel Northwest
- ❺ **Charlie Ellrodt**
Florida PolySteel Unlimited
- ❻ **Dale & Beverly Stevenart**
PolySteel of the Southwest
- ❼ **Ray Pridgen**
PolySteel Wall Systems
- ❽ **Barry Gibson**
PolySteel of North Central Florida
- ❾ **Rich & Jennifer Barker**
PolySteel of Northern Utah
- ❿ **Dave and Sherry DeLair**
EZ 2 Build



Left to Right: Victor Keller, Will Oliver, Veronica Hawbaker, Tim Hawbaker, Irene Lackman, Ed Lackman, Greg Hunton, Marly Hunton, Dale Stevenart, Sherry DeLair, Dave DeLair, Ray Pridgen, Rich Barker
Not Present: Charlie Ellrodt & Barry Gibson

We closed this delightful evening by recognizing Dick and Bob Porter, Lance Berrenberg, and our **Most Senior PolySteel Distributors** in attendance, **Dennis & Tina Mould**, of New Mexico PolySteel, in Farmington, NM, honoring their role in building the PolySteel legacy.

Please join us in congratulating again all of these award winners and exemplary PolySteel Customers.

As it was the night before, the evening of celebration, camaraderie, and fellowship lingered long after the ceremonies ended as the enthusiasm that filled the room spilled throughout the hallways and, hopefully, buoyed spirits all the way home.

Amidst the programs, meals, receptions and casual conversations that filled this compact two-day event, this convention provided a wonderful opportunity for everyone to get acquainted, and re-acquainted, with our entire staff, all of whom were there for the entire affair. It has meant a great deal to everyone here that these connections were made in a way that will allow us all to serve you better as we look forward to a year of re-emergence in an ever-greening marketplace.

We thank all of you who came for making it a memorable 30th Anniversary celebration, and we are sorry we missed those who couldn't be here.

See you next time.