

SCHEDULE

Sunday, January 29, 2012

7:00 a.m. – 7:00 p.m.	Registration	Foyer D-G
7:00 a.m. – 11:30 a.m.	Fishing Trip	Lower Level Lobby
7:15 a.m. – 3:00 p.m.	Golf Outing	Westchase Golf Club
12:00 p.m. – 1:30 p.m.	Beach Olympics	North Beach
3:00 p.m. – 4:00 p.m.	Roofing Competition	Covered Parking Area
4:00 p.m. – 5:00 p.m.	New Attendee Reception	Sandpiper Deck
5:00 p.m. – 6:30 p.m.	Welcome Reception	Pool Area

Monday, January 30, 2012

7:00 a.m. – 4:00 p.m.	Registration	Foyer D-G
7:00 a.m. – 8:00 a.m.	Continental Breakfast	Foyer D-G
8:00 a.m. – 8:05 a.m.	Welcome & Conference Overview Jason Tunney –VP of John R. Burt Enterprises Shawn Sny – VP of John R. Burt Enterprises	Tent
8:05 a.m. – 8:25 a.m.	CEO Introduction & Company Update Tom Saeli – CEO of John R. Burt Enterprises Tom Hollingsworth – President	Tent
8:25 a.m. – 8:45 a.m.	New Products Robert Carnick – Director of Marketing	Tent
8:45 a.m. – 9:00 a.m.	Duro-Last Sales Update Steve Ruth – VP of Sales & Marketing Tim Hart – VP of West Coast Operations Lee Cobb – VP of Southern Operations John Deal – National Sales Manager	Tent
9:00 a.m. – 10:15 a.m.	"The Answers to Successful Selling Are All Four Letter Words" Robert Stevenson – Featured Speaker	Tent
10:15 a.m. – 10:20 a.m.	Closing Remarks Jason Tunney –VP of John R. Burt Enterprises Shawn Sny – VP of John R. Burt Enterprises	Tent
10:20 p.m. – 10:30 a.m.	Break	Foyer D-G/East Foyer
10:30 a.m. – 11:30 a.m.	Breakout Sessions (See Breakouts page)	
11:30 a.m. – 1:00 p.m.	Lunch	Salons EFG
1:00 p.m. – 2:00 p.m.	Breakout Sessions (See Breakouts page)	
2:00 p.m. – 2:15 p.m.	Break	Foyer D-G/East Foyer
2:15 p.m. – 3:15 p.m.	Breakout Sessions (See Breakouts page)	
4:30 p.m. – 10:30 p.m.	Kids' Party	Water's Edge Ballroom
4:30 p.m. – 6:00 p.m.	Awards Banquet Reception	
4:30 p.m. – 6:00 p.m.	Awards Banquet Photos	Salons D-F
5:45 p.m.	Doors Open	Tent
6:15 p.m.	Welcome, Toast, & Innvocation	
6:30 p.m. – 7:30 p.m.	Awards Banquet Part I	
7:30 p.m. – 8:30 p.m.	Dinner	
8:30 p.m. – 9:15 p.m.	Entertainment	
9:15 p.m. – 10:00 p.m.	Awards Banquet Part II	
10:00 p.m.	Contractor of the Year	
10:15 p.m.	2013 Seminar Location	
10:20 p.m.	Evening Concludes	

Check the Duro-Last website - www.duro-lastseminar.com - for Seminar updates and schedule changes.

SCHEDULE

Tuesday, January 31, 2012

7:00 a.m. – 4:00 p.m.	Registration	Foyer D-G
8:30 a.m. – 9:30 a.m.	Continental Breakfast	Foyer D-G
9:30 a.m. – 9:35 a.m.	Conference Overview Jason Tunney –VP of John R. Burt Enterprises Shawn Sny – VP of John R. Burt Enterprises	Tent
9:35 a.m. – 9:45 a.m.	Warranty Update Mitch Guettler – Quality Assurance Manager	Tent
9:45 a.m. – 9:55 a.m.	Engineering Update Keith Gere – Director of Engineering Services	Tent
9:55 a.m. – 10:05 a.m.	Marketing Update Fred Sitter – Director of Marketing Communications	Tent
10:05 a.m. – 10:35 a.m.	New Product Panel Steve Ruth – VP of Sales & Marketing	Tent
10:35 a.m. – 11:25 a.m.	“The Truth Be Told” Larry Winget – Featured Speaker	Tent
11:25 a.m. – 11:30 a.m.	Closing Remarks Tom Saeli – CEO of John R. Burt Enterprises	Tent
11:30 a.m. – 1:00 p.m.	Lunch	Salons EFG
1:00 p.m. – 2:00 p.m.	Breakout Sessions (See Breakouts page)	
2:00 p.m. – 2:15 p.m.	Break	Foyer D-G/East Foyer
2:15 p.m. – 3:15 p.m.	Breakout Sessions (See Breakouts page)	
3:15 p.m. – 3:30 p.m.	Break	Foyer D-G/East Foyer
3:30 p.m. – 4:30 p.m.	Breakout Sessions (See Breakouts page)	
6:30 p.m. – 10:30 p.m.	Finale Party	Tent

Wednesday, February 1, 2012

8:00 a.m. – 11:00 a.m.	Evaluation drop off	Foyer D-G
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“Innovation: More Products & More Markets”

Steve Ruth – Vice President of Sales & Marketing

Jason Tunney – Vice President John R. Burt Enterprises

Robert Carnick – Director of MarketingSalon D

“Evaluating Your Business for Growth & Success”

Tom Hollingsworth – President

John Deal – National Sales ManagerMangrove / Citrus

**“Let the Sun Shine – Provide Solar Power to Your Customers:
A Panel Discussion”**

Kevin Kelley – Engineering Services Tech

Fred Sitter – Director of Marketing CommunicationsMandalay / ECR

**“How Contractors Increased Their Sales in Recessionary Times:
A Contractor Panel Discussion”**

Tim Hart – Vice President of West Coast Operations

Lee Cobb – Vice President of Southern OperationsSalons A-C

“Why You Should be Purchasing EXCEPTIONAL Metals Products”

Art Gilles – EXCEPTIONAL Metals National Production Manager

Jim Townsend – EXCEPTIONAL Metals Product ManagerWater’s Edge Ballroom

“Solar – Wind – Hail: We Now Cover It All!”

Mitch Guettler – Quality Assurance Manager

Keith Gere – Director Of Engineering ServicesCovered Parking Area