

# **DURO-LAST CELEBRATES THREE DECADES OF DISTINCTION AT ANNUAL AWARDS BANQUET**

## **DURO-LAST CONTRACTORS ENJOY ANOTHER SUCCESSFUL YEAR**

This year's Tuesday Night Awards Banquet honored approximately 150 Duro-Last contractors who achieved tremendous sales in 2007. These contractors reached various sales levels and one even set a new milestone for Duro-Last.

Each award category recognized outstanding achievement in sales, quality workmanship, customer satisfaction, and other goals accomplished in the interest of Duro-Last Roofing, Inc.

Celebrating Three Decades of Distinction, Duro-Last paid special tribute to Parsons Commercial Roofing of Waco, Texas, who earned the Contractor of the Year Award for the second consecutive year. Parsons achieved over \$7 million in sales, setting a new Duro-Last sales record! Additionally, Parsons was inducted into the 10-Year Club for earning Duro-Last sales awards for a total of 10 years.

A hard-working and highly professional businessman, Stuart Parsons, Jr. has continually set higher and higher standards for his crew and other contractors to follow.

As a matter of fact, Parsons Commercial Roofing has set new sales records for Duro-Last for the last two years!

Parsons started out by earning a Presidents Club Award, two Admirals Club Awards, followed by a Generals Club Award. Then the company reached new heights, winning the John R. Burt Award three times, with three consecutive Golden Eagle Awards.

According to Duro-Last Senior Vice President Kathy Allen, this team works together to make things happen and to accomplish their goals.

“Parsons Commercial Roofing is the embodiment of what every contractor works for – to be the best,” said Allen. “This award-winning contractor also exemplifies how my dad, John R. Burt (founder of Duro-Last), viewed life – live it to the fullest, don’t take things for granted, and always put your family first.”

“Plus, no job is too small or too big for Parsons,” added Duro-Last Senior Vice President Sharon Sny. “Each roofing project is precisely planned and executed, making the customer feel confident in the workmanship of their contractor AND the Duro-Last roofing system.”

Stuart Parsons began working in the roofing business at the young age of six, where he helped his father in their family-owned roofing business.

As he got older, Stuart had career goals that did not involve roofing, such as playing football for the Dallas Cowboys or baseball for the Texas Rangers! And even though he earned several national titles for barefoot waterskiing, Stuart found out that those titles didn’t pay the bills, so he elected to pursue roofing.

“I still smack my head on the water and that makes me forget about the stresses of the business,” Parsons joked.

Following years of installing hot tar and rubber roofs, Stuart was introduced to Duro-Last Sales Reps Bill Wilson, Sr. and his son, Buddy.

During their first meeting, Buddy made a comment to Stuart that intrigued the young man to pursue more information about Duro-Last.

“He said, ‘Stuart, you are going to make enough money selling Duro-Last to fill this entire restaurant,’” recalled Stuart.

“So I responded, ‘Buddy, I’d be happy just to fill one bathroom stall!’”

Then Bill sincerely added, “Honest son, you are the next million dollar contractor!”

So Stuart started to install the Duro-Last roofing system with the guidance of Bill and Buddy. Starting out was tough, but Stuart began to hire dedicated employees like Randy Durham, who was familiar with Duro-Last, and success soon followed.

His first Duro-Last project was completed in April of 1998 and included the Ivy Square Shopping Center in Waco, Texas, which he passes by every day.

“I am very proud of that roof – there’s never been a callback on that job,” he said.

And that pride still exists today – with every employee and on every job.

“Stuart is a true leader, someone who takes his team and motivates them to do better each and every day, whether it’s a 10,000 square foot job or 250,000 square foot job – they value all their projects,” said Duro-Last Chairman of the Board Jack Burt. “We are very fortunate to have them on our team and look forward to them breaking their own sales records and setting new ones!”

To recognize Parsons’ success and for reaching another sales milestone, Duro-Last awarded Stuart with a rugged, heavy-duty Ford F150 XLT Triton 4 X 4, equipped with everything he could possibly need for his roofing business!

Congratulations Parsons Commercial Roofing!

**The awards were as follows:**

**Century Club**

52 Contractors achieved sales of \$100,000 or more.

**Presidents Club**

42 Duro-Last contractors achieved sales of \$250,000 or more.

**Admirals Club**

19 Contractors achieved Duro-Last sales of \$500,000 or more.

**Generals Club**

13 Duro-Last contractors achieved sales of \$750,000 or more.

**John R. Burt Award**

19 Contractors achieved Duro-Last sales of \$1 million or more.

**Golden Eagle Award**

2 Duro-Last contractors achieved sales of \$2 million or more.

Congratulations to our 2007 award winners and thank you for your loyalty to Duro-Last!