

Remembering Todd Myers

by Rick Ulrich

In the spring of 1999, what our small but growing coating business needed most was someone to really take care of our current customers and recruit new ones; someone who was committed to the job, understood the coatings, and would be dedicated to providing good service for all our customers. We needed someone who would make a difference. That someone proved to be Todd Myers.

Todd was a guy who made things happen. A U of A graduate who lived in San Manuel, Todd had worked customer service for the Jim Click Automotive Group, PayLess Cashways, and True Value Hardware. In those early years, there were four different E-las-tek® product lines to understand and most of our business was done over the counter. Todd's upbeat attitude, product knowledge, careful instructions, and fast service quickly caught on with our customers.

As the business grew, Todd's job became more complex as wholesalers and out-of-town customers became more important. Our new plant gave us a

larger show room and customer traffic grew accordingly, so customer service people were added and Todd had a department. As the business grew, Todd maintained our website, followed up on problems, recruited contractors, screened shippers, handled telephone sales, developed annual budgets, and maintained our product literature. He did it all with a big grin and a positive attitude.

Beginning in 2001, E-las-tek® began a gradual shift to selling through dealers and wholesalers. For Todd's people this meant taking many orders by fax or phone and arranging rapid shipping or delivery. Over time, our customer service efforts evolved into a more formal department with a well trained staff to educate customers, handle technical questions, and arrange delivery so the outside sales team could focus on field work.

In 2004, sales were growing more rapidly and the first evidence of cancer appeared. The diagnosis of cancer was confirmed on his 32nd birthday in March

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Joining the ITW Family

by Steve Mink

It is with a great deal of excitement that Elastek Roof Coating™ announces we are joining the Illinois Tool Works (ITW) family of businesses.

In joining the ITW family, E-las-tek® will have access to top quality raw materials, finished products and technical expertise. This will allow us to continue to provide, if not improve on, the excellent products and customer service you have enjoyed for over 17 years. There will be little change in how E-las-tek does business. Decisions will be made locally, and there will be no interruptions in our ability to service you quickly and efficiently.

We appreciate your support and look forward to the opportunities a venture like this provides. If you have any questions, please don't hesitate to contact us. ■

Resin Shortage Update

by Steve Mink

Back in April we alerted you to the possibility of raw material shortages – particularly resin. Resins are the backbone of all coatings, including roof coatings. *This shortage was felt worldwide.*

Elastek also felt the pressure of the resin shortage. We got half truckloads instead of full truckloads, and some truckloads were canceled altogether.

This caused problems for us and for our customers. We were never out of goods to sell, but we did have to offer alternative products for those that were running short. Solar One™ (#127) was sold as an alternative to Solar Tek Extreme™ (#120). Each have low-dirt pickup and a maximum 10-year Service Life Warranty. We offered Solar Mastic™ (#100) in Energy Tan to offset shortages of Solar Tek Extreme (#120) Energy Tan.

Supplies of raw materials are now getting back to normal. Elastek has plenty of stock and all backorders have been filled. We would like to thank you, our loyal customers, for being patient through these supply shortages.

Here is a brief review of what caused the problems with raw material supplies:

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1 Todd and wife jamie

2 working out?

3 a break for some music

Remembering

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2005. Todd had surgery and then chemotherapy that spring, but stayed with the job. A flatbed truck was added to handle larger shipments and shortly thereafter, a warehouse was built to store coating awaiting shipment. Todd's responsibilities had grown again.

Surgery and chemotherapy worked and Todd was cancer free. He had been dating a beautiful girl, Jamie, since Christmas 2002. He married Jamie in July of 2006. What a fun celebration! They moved into Todd's house in San Manuel, a family including two dogs and two cats. Jamie worked and continued to finish her degree at the U of A.

The exceptional growth of our products throughout the southwest led to Todd handling the critical job of ordering raw materials used to make coatings, while he still supervised the customer service/sales support department. Cancer reoccurred in 2008 - 2009. Todd endured more chemotherapy and various radiation treatments. After each treatment he would recover for a day or two and then return to work. He was able to work well into the spring of 2010. Though the treatments were painful and the prognosis grim, Todd always remained upbeat, accepting his situation without complaint. He came to work until it was impossible to do so.

In the final month or two, we only saw Todd and Jamie a time or two. We were so happy they had a chance to take a "staycation" at Westward Look in

June. Jamie was a constant at Todd's side through all the difficult days in June and July. His sister Cheryl was obviously a great help and comfort as well. His Mom and Dad, Vicky and Warren lived only a block away in San Manuel; we can only imagine what a help that was.

With Todd's passing in July, Jamie arranged a Celebration of Life that he had requested in place of a funeral. Hundreds of his friends packed into the Elks Lodge in San Manuel to celebrate Todd's courage, character, and love of life. He was an exceptional guitarist. Through his band and his music, Todd had raised \$100,000 for charity in his last few years.

We had to say good bye to a friend and family member. It has affected everyone at Elastek deeply. Many of our customers and suppliers have expressed their sorrow and miss him as well. You could hear his smile through the phone as he answered and made you feel like he was sitting at his desk just waiting to hear from you. We still see his smiling face and hear his laugh at the Elastek plant. Surely that will be in our hearts and memories forever.

It was Todd's hope that a music scholarship would be set up in his name. Jamie is working on that, through the school district and a group called *The Foundation*. *The Foundation* will be meeting in October to approve the scholarship. We will let you know when that happens. We hope everyone will help make this an on going scholarship in Todd's name! ■

I worked with Todd for 11 years at Elastek. Working with him was a great experience for me. We talked on a daily basis about business, family and many things. He was a tremendous friend.

Todd came to work at Elastek as the Retail Manager. At first the staff consisted of just Todd. As the company grew, Todd's responsibility grew as well. His staff consisted of warehouse, delivery, and sales support personnel. Todd became the Sales Support Manager, working with customers and the outside sales staff to make sure product was delivered and customers were happy. He was a strong believer in great customer service and he and his staff showed it every day.

Todd also negotiated freight rates for deliveries, and did all the purchasing of our raw materials – keeping the product flowing. He sold coating as far away as China.

For me, Todd was a great resource. He had good ideas and, if you didn't agree, he was sure he could convince you. It was just a matter of time.

A perfect example of this happened every year at budget time when Managers complete a capital expenditures list for the coming year. Todd was convinced that we needed to put

our #103 Crack & Joint in caulk tubes. So, every year, there it was: a caulk tube filling machine on his list. One year I asked him, "Why do keep putting the tube filling machine on you capital expenditures list?" His answer: "Someday you will say yes!" Todd never gave up, he just ran out of time. I will deeply miss my friend and colleague. Hmm...I think I will put a tube filling machine on my capital expenditures list this year. *Steve Mink*

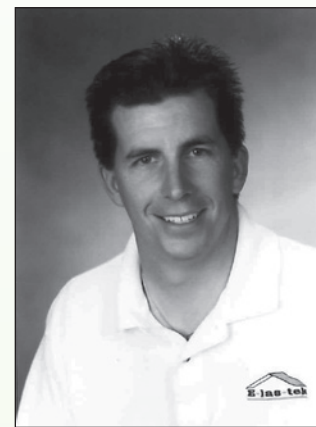
Todd was a good friend of mine. We both joined the Elastek team 12 + years back and enjoyed countless memorable employee outings. Todd gave great customer service, had a huge customer base and everyone loved him. I distinctly remember when Todd met Jamie, his soulmate and how much happiness they shared. When Todd spoke of her, he'd flash this huge grin and his eyes would gleam. He was truly happy. We had numerous conversations, discussing our home renovations projects, the good the bad, and if we would

ever get them done. Todd was a great inspiration and will truly be missed by everyone he touched. *Harless Oscislawski*



Todd came to work with us in March of 1999. He joined a group of only about 8 or 10 of us, running "Elastek" from a strip mall on Palo Verde Road. His desk was about 2 feet from Rick's and about 6 feet from mine, it was "cozy!!" Harless sat about 3 feet from there. And of course Steve didn't have a desk; he was back making coatings with Danny!

Todd was the first person I had encountered who was born the year I graduated from high school. I couldn't believe someone born that year could possibly be old enough to work, let alone have finished college! That fact was forever lodged in my brain.



Over the years, I came to feel all the staff at Elastek was my family. We knew every new baby, who was getting married, who was having a tough time, who had lost someone dear to them. Jerry once told me I

was like a Mom to everyone here. That was a nice complement, although I'm really not old enough, REALLY!

My fondest memories must be of Todd's broad smile; of his voice on the phone saying "Janice, how ya DO-in?!!!" It would brighten your day to hear his smile as he answered the phone. He also had the loudest sneeze on record, we should have called Guinness! We could hear his sneeze from upstairs! You scared me, someone might say, "I know I scared myself!" he would say.

Leilani once parked in the handicap zone in front of the warehouse. Todd wrote her out an official ticket. I told her there was a ticket on her car, so she went down to see, most distraught. That ticket still hangs on the board in her office. So many funny moments!

There was the day a woman brought her small dog into the lobby with her. She proceeded to put the dog on the counter, as Todd worked with her. When he went to put her order into the computer, the dog walked around the counter and across the keyboard. Todd had one of those pasted on grins on his face as he gritted his teeth. When she left with her order and her dog, we all just hooted at what had happened, but he was not happy. The next day Todd bought a 3'x4' sign "NO PETS ALLOWED" and pasted it in the window. Ok, that's a little overkill I said, so it became a 5'x7" sign.

We're so glad you came by Todd; we wish you could have stayed longer. Our lives are richer for your friendship and laughter! We miss you!

Janice Ulrich ■

Resin Shortage update
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DECEMBER 2009

- Arkema experienced a fire at their plant in Pasadena, TX on Dec. 9 that led to sales allocation on their GAA and Butyl Acrylate (BA).
- Dow Chemical had an unexpected outage at their Deer Park, TX facility on Dec. 17.
- BASF, the other major domestic GAA producer, announced a sales allocation for GAA and acrylate esters due to the heightened demand.

MARCH 2010

Dow Chemical experienced a second unplanned production train downtime that led to a force majeure announcement on GAA.

APRIL 2010

BASF announced a three-week maintenance turnaround for its Freeport, TX acrylic acid facility beginning in June. BASF announced sales control with a reduced allocation on GAA and acrylate esters through July 31, 2010.

MAY 2010

Dow has experienced a number of unplanned repairs and unexpected mechanical failures in their crude Methyl Methacrylate (MMA) production unit located in Deer Park, TX. Due to the shutting down of the unit, Dow declared force majeure on MMA.

We expect this problem to be behind us in the second half of the year. Elastek will keep you informed of any changes to raw material supplies.

Cool Ideas for a Hot Roof Application

By Rick Ulrich

Most paints and coatings are designed to work (form an effective film) under certain limited conditions. Failure to follow the manufacturer's instructions regarding application can lead to problems that compromise coating performance.

Most reflective elastomeric roof coatings use latex acrylic resins as the foundation of the coating. Latex resins by definition are formed in a water medium rather than a solvent medium, thereby dramatically reducing VOCs (volatile organic compounds) which cause air pollution. In most cases, this is a great benefit, but when latex coatings are applied to hot surfaces, water will act like water. Water can vaporize and can be trapped by the coating that flash dries creating blisters.

Major application problems can occur during the summer or any time the sun has heated a dark roof surface to the point that it feels hot to the touch. Hot roof surfaces, some 170 degrees or more, can make proper coating application difficult and greatly increase the potential for poor adhesion due to premature drying. The extreme heat of a roof surface can cause instant blisters as coating is applied, much like an egg dropping onto a hot skillet. The applicator needs to adjust his method of coating to match roof conditions.

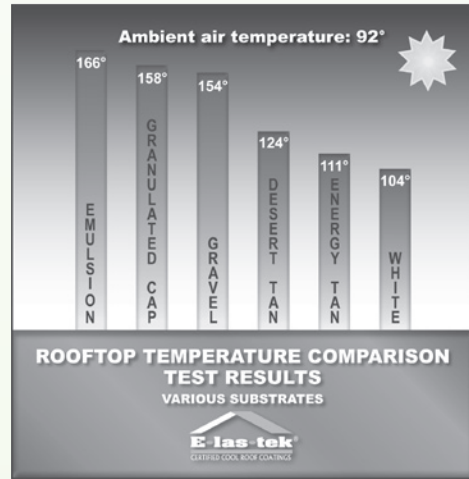
Even when the roof heat is less extreme, some small areas of roof coating may dry too quickly to bond properly to the roof. These can be undetectable initially, but many will blossom into small blisters over time, baffling one and all.

Another common problem when rolling coating over a hot roof is the coating on the roller cover is heated and may become sticky, pulling up coating already applied. Further, as coating begins to dry the roller cover, it no longer applies a uniform coating film.

What to do? Adjust your approach.

Consider the roof's temperature before beginning to coat. Is the roof surface dark (hot mop, emulsion, aluminum coating, desert tan coating)? Test with your hand or a laser thermometer.

Bigger roofs cause bigger problems. Think twice before proceeding to coat a large roof in hot conditions.



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The Arizona Roofing Industry Foundation and ARCA Charity Bowling Tournament

By Harless Oscislawski

The Arizona Roofing Contractors Association and its partners presented the Seventh Annual "Raising The Roof for Youth On Their Own" Charity Bowling Tournament on July 10th, 2010. This year's event theme was "Fifties Elvis!" A total of 33 sponsors fielded teams of six each for a fun day of bowling, raffling, eating, and door prizes.

In the past 7 years, The Arizona Roofing Contractors Association has contributed nearly \$150,000 directly to Youth on Their Own, a local non-profit organization that helps homeless youth stay in school through graduation. This year we raised \$17,000 for this highly effective community-based program.

Youth On Their Own (YOTO) enters a third decade of providing financial assistance, basic human needs, and guidance to homeless, unaccompanied

youth. Located in Tucson, Arizona, YOTO is a non-profit organization that serves students in grades 8 through 12 who, through no fault of their own,



lack a stable, permanent home. Established during the 1986-87 school year, YOTO has assisted over 10,000 students in achieving their educational and personal goals.

Here are a couple of YOTO students' stories I've been told. Michael had to take care of himself and his younger sister when he was 15 after his mom went to prison. He struggled with daily survival and his grades dropped as his attendance

slipped. Since entering YOTO, Michael's GPA has risen from 1.5 to 3.5. Today he boasts perfect attendance. Michael's passion is music, and he was recently chosen as the first chair cel-

list in his school's orchestra. His goal is to study music at the University of Arizona and to play in the Arizona Symphony.

Tabetha grew up in a world of violence and drug use. She was forced out into the streets at age 17 when she questioned her mother about their home life. Tabetha lived in many places and moved often so she would not become a burden. She excelled in school while working full time. Tabetha now attends Arizona State University and is majoring in psychology. She hopes to one day be able to give back and help others.

The E-las-tek bowling team turned out quite a performance at the Sports Team Bowling competition. Mostly they just had fun. I want to give special thanks to repeated Gold Sponsors: Alan Bradley Roofing, Headley Roofing, Lee Hoffman Roofing and Tucson Custom Sheet Metal. Each has given unconditional financial support – especially during these tough economic times. Thank You!!! ■

Cool Ideas

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If hot weather/direct sun is expected, coat dark colored roofs in the early morning or in overcast weather to reduce surface temperature.

Possible Workaround

Apply a thin coating of white topcoat just thick enough to cool the roof temperature. Use bright white coating even if final coat is to be dark. Then coat as usual but apply a thicker second coat or apply a third coat to get desired mileage. One-half or three-fourth inch nap covers are good for thinner coats.

A coat of white, saturant/basecoat is already thin and less likely to blister. Consider using #121 Base Coat.

Remember, if coating over a hot mop, cold process asphalt or asphalt emulsion surface that has not had volatile residues washed away, a particular problem in summer heat, your white coating will likely be grey and less reflective. The first coat will tie up contaminants, the next coat will be fine if the first coat is allowed to dry fully before recoating. Our lab has tested numerous brands of white roof coatings and all pick up stains if the roof is not clean.

Apply a mist spray coat of water over areas to be coated next to cool the surface. Use a hose and nozzle or airless sprayer and apply just enough water to cool the roof. *Tricky!*

Store your coatings in a cool spot before use. A white painter's tarp can keep coatings stored on the roof cooler.

Don't attempt to clean and re-use a worn roller cover; it will no longer give a smooth, even film. Covers are cheap.

Shadows caused by trees, parapet walls, or other roof features may allow coating some areas of the roof in sunny weather.

We are aware of coaters who have used roof top lights and coated at night. This might fit some situations.

If nothing else seems practical, wait for better weather. ■

All photos right and below are of the Western States Roofing Contractors Association Expo.



Western States Roofing Contractors Asso. Expo

By Dave Metz

The 2010 Western States Roofing Contractors Association (WSRCA) Expo took place in Las Vegas, Nevada this June. It provided roofing contractors in the Western region a great time to visit with friends in the industry. In addition, it gave an excellent chance to learn about the new "green" initiatives that are being instituted throughout the entire region. There were several seminars and guest speakers who brought insights into the benefits of energy saving roofing systems and installation procedures.

Even though the industry is still experiencing tough economic challenges, thousands of contractors turned out. Opportunities came from a variety of seminars and the great tradeshow that showed many of the new sustainable and energy saving products.

Sustainability and energy savings have become more important in the building industry. Roofing contractors and roofing material manufacturers are at the forefront of product installation and product improvement. Elastek Roof Coating™ has been developing and promoting these two very important aspects of the roofing industry for more than seventeen years. Interest in Elastek Roof Coating™ has grown throughout the Western region. Participation in the WSRCA Expo in Las Vegas, Nevada offered a great opportunity to meet with contractors looking for the quality and commitment that Elastek Roof Coating™ brings. The interest and awesome response that began at the Expo has not been limited to the Show, but has continued and increased steadily since the Expo ended.

Next year's Expo will take place in Reno, Nevada and E-las-tek® is looking forward to participating and exhibiting in the WSRCA Expo 2011! ■

TekTalk

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