

Contractor Panel



Heidi J. Ellsworth

President, The Coffee Shops



Heidi J. Ellsworth has worked in the roofing industry since 1993 and has held positions with Malarkey Roofing, Carlisle Construction Materials and EagleView Technologies. She is currently CEO of The Coffee Shops. She is also one of the founders of National Women in Roofing (NWIR). Working with The Coffee Shops including CoatingsCoffeeShop, she focused on supporting overall marketing strategies, sales success and content development for companies and associations within the coating, spray foam, roofing, metal and construction industries. With a passion for networking and win-win-win scenarios, she continues to provide consulting and progressive digital advertising opportunities for companies and associations building strong collaborations for business profitability and success.

heidi@rooferscoffeeshop.com
541-797-3428

SPFA Antitrust Policy

"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."

It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.

Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.

If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.

Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.

Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.

Spanish Translation Disclaimer

This presentation will include subtitles generated automatically based on the speaker's voice using automated translation software.

SPFA has undertaken reasonable efforts to provide an accurate translation, however, no automated translation is perfect nor is it intended to replace human translators. The translated subtitles are provided as a service and "as is." SPFA makes no warranty or representation of any kind as to the accuracy, reliability, or correctness of any of the translated subtitles. Any discrepancies or differences created in the translation from English to Spanish are not binding and have no legal effect for compliance, enforcement or other purposes.



Central Coatings Company
Luke Nolan
President
Madera, California



Wedge Roofing
Gary Harvey
President
Marin County, California



US Coating Specialists
Anthony Flett
President
Fort Pierce, FL



Gasca Construction and
Spray Foam Installation

Bob Gasca
President
Steger, Illinois

Talking about Spray Foam

1. What percentage of your roofing installations are spray foam?
2. Please share how spray foam is a part of your business model
3. Why do your clients buy spray foam roofing?



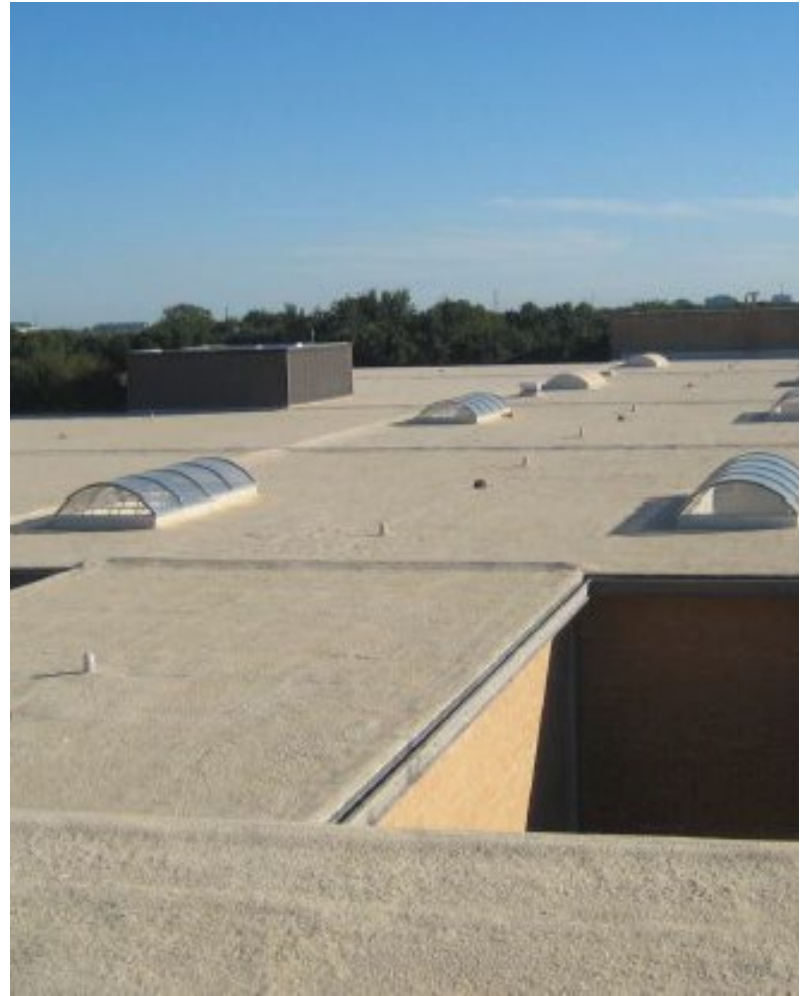
Spray Foam Challenges



What challenges or threats do you see to the spray foam industry?

Untapped Opportunity

What do you see as untapped opportunities for spray foam roofing?



Selling Spray Foam in Roofing



How do you sell or position spray foam versus other roofing systems with your customers?

Selecting Manufacturers

What protocol do you use when selecting a product manufacturer?



Growth of Spray Foam



What would enable your company to increase the use of spray foam on the roof?

Questions

 **COATINGS**[™]
= COFFEE SHOP =

 **ROOFERS**[®]
= COFFEE SHOP =

 **GENERAL**
COATINGS
MANUFACTURING CORP.