

# Tile Roofing Institute Fall Forum

November 10, 2009

Doubletree Resort Orlando - International Drive  
Orlando, FL



THE ONLY ROOFING SHOW DEDICATED TO THE ADVANCEMENT OF ROOF TILE

The Tile Roofing Institute is extremely aware of the difficulties you are facing in today's tough housing market. You need new strategies for adjusting to today's environment. **TRI's Fall Forum can help.**

## Schedule at a glance

### TUESDAY, November 10, 2009

7:30AM – 8:30AM	Registration, Continental Breakfast & Product Showcase
8:30AM – 4:30PM	<b>FRSA/TRI Florida CEU Installer Certification</b> OR <i>State of the Institute</i> Brian Austin/Chairman, TRI Forthcoming Changes to 5 <sup>th</sup> Edition Installation Manual
8:30AM – 9:00AM	Break
9:00AM – 10:00AM	TRI Technical, Marketing, & Training Update
10:00AM – 10:15AM	<i>Economic Forecast</i> Christopher Thornberg, Beacon Economics
10:15AM – 10:45AM	<i>FRSA &amp; TRI Working Together</i> David Cummings & Lisa Pate
10:45AM – 12:15PM	Lunch & Product Showcase
12:15PM – 12:30PM	<i>Why You Should Do Business with Us</i>
12:30PM – 1:30PM	TRI's Speed Selling Rapid Fire Event
1:30PM – 2:30PM	
2:30PM – 5:00PM	<b>Afternoon Session Choices</b>
2:30PM – 3:15PM	Underlayment Overview or FIU Wall of Wind Update
3:15PM – 3:30PM	Break
3:30PM – 4:15PM	Hip and Ridge Attachment or FP&L Using the Energy Options Rebate Program
4:15PM – 5:00PM	Fastening Overview or Sealed & Unsealed System, Battens vs. Direct Deck & the Appropriate Flashing Details
5:00PM – 7:00PM	Reception & Product Showcase

**Contractors & Tile Roofing Professionals don't miss this opportunity to grow your business and profits with tile!**

## You'll learn:

- Selling techniques and getting the right price for the job in a competitive, down market.
- National and regional economic forecasts for 2010 and beyond.
- Send your installers and supervisors to the **Inaugural FRSA/TRI Florida CEU Installer Certification Program.**
- Market and technical updates including the latest news on the upcoming changes to the 5<sup>th</sup> Edition Installation Guide.

**You'll also walk away with incredible information and tools to weather**

*“TRI events have always been very professional, enlightening, and educational. I look forward to growing my business alongside the evolution of the Institute.”*

*“Great organization – increases my confidence level as a roof contractor knowing we are a part of TRI!”*

# TRI Fall Forum Schedule & Programming

## MONDAY, NOVEMBER 9, 2009

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### TRI GOVERNMENT RELATIONS TASK FORCE MEETING

1:00PM – 4:00PM

### TRI BOARD OF DIRECTORS MEETING

5:30PM – 8:30PM

## TUESDAY, NOVEMBER 10, 2009

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### REGISTRATION, CONTINENTAL BREAKFAST & PRODUCT SHOWCASE 7:30AM – 8:30AM

### OPTION 1 FLORIDA CEU CERTIFICATION PROGRAM

#### FRSA/TRI INSTALLER CERTIFICATION

8:30AM – 4:30PM

FRSA/TRI's Installer Certification program is a one day course designed to provide training on how to install tile roofs in compliance with current code requirements. The course is based on the *Fourth Edition of the Concrete and Clay Roof Tile Installation Manual* (Florida).

The TRI Certified Installer designation is targeted to entry level roofers, or more experienced roofers of other materials such as asphalt who want to expand their skill into tile. This course can also be used as a refresher for consultants, inspectors, and those on the roof that want to stay up to date on codes and proper procedures.

The one day program ends with a short, open book test. Once passed, certified installers receive their announcement letter, certificate, stickers for proposals, hard hat stickers, and special listing in the *Find a Contractor* database on the TRI web site.

In addition, companies can show the logo on their materials stating that they have "TRI Certified Installers" on staff.

### OPTION 2 – SPEAKER SESSIONS

#### STATE OF THE INSTITUTE BY BRIAN AUSTIN TRI CHAIRMAN 8:30AM – 9:00AM

Brian Austin, TRI Chairman and President, Pacific Coast Region of Oldcastle Westile will update the audience on the developments and initiatives underway at TRI and the industry as a whole. Learn new ways TRI can help you and your business thrive in challenging times.

#### FORTHCOMING CHANGES TO THE 2010 TRI/FRSA 5<sup>TH</sup> EDITION INSTALLATION MANUAL 9:00AM – 10:00AM

The rewrite committee updating the next version of the Installation Guide for Florida will discuss the upcoming changes you can expect in the manual.

### TRI TECHNICAL, MARKETING AND TRAINING UPDATE 10:15AM – 10:45AM

### ECONOMIC FORECAST BY CHRISTOPHER THORNBERG 10:45AM – 12:15PM



Christopher Thornberg is a founding partner of Beacon Economics. Dr. Thornberg is an expert in the study of regional economies, real estate dynamics, labor markets and business forecasting. He has been involved in a number of special studies measuring the impact of important events on the economy, including the NAFTA treaty, the California power crisis, port security, water transfer programs and the September 11 terrorist attacks.

### FRSA & TRI WORKING TOGETHER

11:30AM – 12:00PM

David Cummings and Lisa Pate will give a brief update on the work underway with FRSA & TRI.

### LUNCH & PRODUCT SHOWCASE

12:30PM – 1:30PM

### WHY YOU SHOULD DO BUSINESS WITH US - TRI'S SPEED SELLING RAPID FIRE EVENT

1:30PM – 2:30PM

Are you a good sales rep under pressure? Here's a chance to test those chops in this speed fire selling event for our Product Showcase participants. You'll have 2 minutes to provide the audience with who you are, what you sell and why they should care. The audience will then rate your speed selling capabilities – it's a fantastic chance to hear about new products and company initiatives and sell your product to a targeted, engaged audience.

### OPTIONAL AFTERNOON BREAK-OUT SESSIONS 2:30PM – 5:00PM

2:30PM – 3:15PM

OR

Underlayment Overview  
FIU Wall of Wind Update

3:30PM – 4:15PM

OR

Hip and Ridge Attachment  
Options  
FP&L Using the Energy  
Rebate Program

4:15PM – 5:00PM

OR

Fastening Overview  
Sealed & Unsealed System,  
Battens vs. Direct Deck & the  
Appropriate Flashing Details

### PRODUCT SHOWCASE & RECEPTION

5:00PM – 7:00PM

# TRI Fall Forum Hotel Information & Registration Form

## HOTEL INFORMATION

**Doubletree Resort Orlando - International Drive**  
**10100 International Drive**  
**Orlando, FL 32821**

The Tile Roofing Institute has secured a limited amount of rooms at a discounted rate for the Fall Forum of \$89 per night for both single and double rooms. All reservations must be made to the hotel by **October 17, 2009**. After **October 17th** or once the room block is full reservations will be accepted on a space and rate available basis.

**To make your reservation** call the Hotel's Reservation Department at **800.327.0363**. In order to receive the special group guestroom rate, you must identify yourself as attending the **Tile Roofing Institute** function.

All reservation requests must be guaranteed and accompanied with a deposit in the amount of the first night's room and tax. The deposit can be in the form of a credit card, cash, or check.

## PRODUCT SHOWCASE

The 2009 TRI Fall Forum will feature exhibiting booths of the leading manufacturers and suppliers of tile roofing products, accessories and services – new, updated, time-tested, or undiscovered – all worthy of your inspection up close and personal.

### PAST & SCHEDULED EXHIBITORS INCLUDE



**Fax this form to 312.644.8557 or register online at [www.regonline.com/trifall2009](http://www.regonline.com/trifall2009)!**

(one registration form per attendee)

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_ Is this your first TRI Forum? \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

*The following fees include the respective programs and conference listed herein, continental breakfast, lunch and reception on Tuesday, and all conference materials.*

### I WISH TO REGISTER FOR:

TRI's Fall Industry Forum	TRI Member	Non-Member	TOTAL
<input type="checkbox"/> Speaker Sessions	\$299	\$399	First Attendee _____ @ \$ _____ = \$ _____
	\$169 each addt'l attendee	\$189 each addt'l attendee	No. Attending _____ @ \$ _____ = \$ _____
<input type="checkbox"/> Installer Certification	\$199	\$299	\$ _____

**TOTAL FEES including Product Showcase or any sponsorships above** \$ \_\_\_\_\_

### PAYMENT OF FEES - All registrations must be accompanied with payment.

Check (payable to Tile Roofing Institute)  Visa  MasterCard  Amex

Card Number \_\_\_\_\_ Expiration: \_\_\_\_\_ / \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## SHOWCASE EXHIBITS & SPONSORSHIPS

All TRI Sponsors are recognized in all program materials, on the large screen during the conference and with special signage.

### Product Showcase – includes tabletop exhibit at lunch and reception

Member \$175 \$ \_\_\_\_\_

Non-Member \$275 \$ \_\_\_\_\_

### Meal Sponsorships – includes 5 minute talk and signage

Luncheon Sponsor \$1000 \$ \_\_\_\_\_

Reception Sponsor \$1000 \$ \_\_\_\_\_

### Refund Policy

Full registration will be refunded, less a \$25 processing fee, if TRI receives written notification on or before October 17, 2009. No refunds will be granted after this date; however, substitutions are welcome. If you require special assistance, please call TRI at 312-670-4177.

# Tile Roofing Institute Fall Industry Forum

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Orlando, FL



The Fall Forum is designed for roofing contractors, distributors, suppliers, and manufacturers involved in the tile roofing industry. Learn about the latest trends, selling techniques in the current market, innovation skills, networking and updates on technical and industry issues.

Register today at [www.regonline.com/trifall2009](http://www.regonline.com/trifall2009).



Tile Roofing Institute  
230 East Ohio, Street, Suite 400  
Chicago, IL 60611

PRSR STD  
AUTO  
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