



In this issue:

- ***The Green Spot: Attitude is Everything***
- ***Chem Link News: RCAT Trade Show***
Chem Link Helpful Information
- ***Employee Link: Dennis Kelley***
- ***Contractor Spotlight: Universal Roofing LLC***
- ***October Promo: Sealants Special***

THE GREEN SPOT:

Attitude is Everything

Some say sooner—some say later, when it comes to the timing of the economic recovery for which everyone is waiting impatiently. At least we all agree; it can't come any too soon!

Depending on how you look at it, this time of reduced work and forced idleness for many is also a time of high anxiety that fuels itself with growing frustrations and fears for the future. As the mind dwells on "What ifs..." it seems to naturally focus on the Worst of All Possible Worlds. What if...I never get another job, my truck breaks down, someone steals my GPS, I bid too low, I can't find the job, I get chicken pox and have to be quarantined, my daughter elopes with a liberal, my Dr. says I have to quit smoking, eating the-six omelet Lumberman's breakfast, etc. This is enough to keep you up all hours of the night, which leads to midnight snacking on pretzels and potato chips which leads to—well, you get the picture.

Do not despair! It turns out there is something you can do to get off that downward spiral. Keep in mind that a crisis can also signal an opportunity—the time to step back and consider whether you might want to readjust your thinking and take a fresh approach to the situation.

Hmmmm. What have you got to lose? What if you decide to appreciate all this extra time on your hands as an opportunity to do some things you never had the time for before? Like, cheer at your son's soccer game or your daughter's track meet? Sleep in on a Monday morning. Spend some time tinkering with the old motorcycle—or, finally take some time to build up your knowledge about all those nagging questions you've gotten about new regulations and techniques and products concerning green building—you know, the fastest growing segment in our industry in this slow-as-molasses economy?

Hmmmm. Could come in handy. Could open up some new opportunities. Could be very useful to have some answers ready and make a good impression the next time someone asks about a new regulation concerning solvents, or rebates or insulation or...you get the picture.

And when those questions involve sealants, adhesives or waterproofing, call **Chem Link's Contractor Hot Line** for prompt expert answers to your technical questions. We pioneered high performance green and safe polyether technology. We're here to help contractors: 800-826-1681. You get the picture.

CHEM LINK NEWS:

From Paul Graham:

I just returned from working the RCAT Show in Austin. RCAT is the Roofing Contractors Association of Texas. I think I have only missed one of these since 1982. It is great to see everyone again, hear about their business, and meet the young people who are coming into the Roofing Industry.

One of the best things that happens at a trade show is Contractors selling Contractors in our booth. Or Consultants selling Consultants....This happens all the time, and is the best thing that can happen. **M-1** has been sold this way for years. People love to share their success stories about **M-1**...how they stopped a leak during a terrible rain storm, fixed a swimming pool underwater, etc.

But the best compliment about **M-1** I ever heard is this: Check out a contractor's warehouse and see where he stores the **M-1**. The **M-1** is locked up with the expensive tools - the screw guns and the Leister welding equipment. *Now that is a Valuable Sealant!*

Newsletter recipients...Thank you for suffering through, err, ummm, I mean perusing our newsletter. I am sure you have plenty of good reads, and plenty of e mails, so thank you for reading this. I've been browsing our the internet this evening, just looking for some tips and treasures, and thought I'd share a few...some fun stuff and some serious stuff and some seriously fun stuff.

<http://www.accessmylibrary.com/archive/134440-roofing-contractor.html>

I found this website that has back issues of Roofing Contractor that go be forever...and then some. Check out some of the archived articles. You can join, of course, with a trial membership and read the entire articles, or you can research them through the local library link. Pretty slick!

<http://www.irs.gov/govt/fslg/article/0,,id=110344,00.html>

Here's a link to a helpful article from the IRS regarding the difference between an employee and an independent contractor. Of course, we're not offering any interpretations...just information. No, this does not qualify under the seriously fun category, this is just part of the serous stuff.

http://www.articlealley.com/article_840202_27.html

October birthdays...did you know October is National Chili month? That would make for an interesting theme for an October birthday party. October should be about eating, right? Chili, apples are in season, pumpkins are almost ready to be harvested. Autumn is such a cool part of the year, literally and figuratively. And don't forget Oktoberfest, there's another great theme idea. (Check out Dana's special she's running on Sealants this month...she's celebrating Oktoberfest early.)

<http://www.chemlinkinc.com/>

And last, but not least...our own website about which we love to brag. Check out the adorable photo of one of our youngest fans. Email me pics of your little Chem Link fans...and if you need one of the cool **M-1** doo rags, just let Dana know when you call in your next order. Hey, while you're on the Chem Link website, sign up to follow us on Twitter. We will follow you if you're following us. It's a snappy way to stay connected.

Again, thanks for your support and enthusiasm...See you online! Virgie

EMPLOYEE LINK:

Dennis Kelley, Chem Link Brand Manager joined forces with Chem Link three years ago, bringing with him twenty-one years of experience in the sealant and waterproofing industry. Says Mr. Kelley, "I like Chem Link's 'Can Do' attitude. I'm having fun working to brand its line of high performance, polyether adhesive/sealant/waterproofing products. I've worked with this technology since 2000 and am excited to join a company that is devoted to bringing it to the marketplace in alliance with its founding principles "Improve the State of the Art" and "Do No Harm" since 1990. These are the kinds of products that contractors can depend on in times of ever increasing demands for performance and safety."

Originally from Minnesota, Dennis tells us he enjoys travel for fun as well as for business. Good thing! Overseeing manufacturer's reps around the country ensures he travels for business. He and his wife, Michele, recently returned from an Alaskan Cruise.

Chem Link appreciates Dennis Kelley's 'Can Do' attitude and the energy he brings to the advancement of our growing company.

CONTRACTOR SPOTLIGHT:

Our featured company this month is Universal Roofing LLC

Address: 5959 N. Keystone Ave, Indianapolis, IN 46220 • Phone: 317-257-0779 • Web site: www.universalroofing-indy.net

Universal Roofing, a full service residential roofing company, points with pride to its nearly twenty-five years as a family-owned business in the state of Indiana. It is not only an authorized, certified and preferred company for several large roofing manufacturers, it is also an Angie's List '08 Super Service Company that offers what it deems exceptional warranties on its work.

Field Supervisor Wayne Williams, who virtually grew up with the company, says their work philosophy is "Above and Beyond." They take pride in their expertise and care in the many facets of roofing and repairs. "We stay in business through referrals," says Wayne. "For example, we still hand nail. We have a lot of work right now and many companies cannot say the same. We think if you do the work like you would on your own house, people will notice and appreciate that."

Universal employees have used various Chem Link products including **DuraLink**, **Clear**, and **M-1® Structural Sealant**. They are trying out **NovaLink** and the new **Trim Caulk**. "We'll try anything of Chem Link's that our supplier, Reese Wholesale, carries," says Wayne. "Their products fit with us because they are also Above and Beyond.

"I can't say enough about how much we like **M-1**. It's the only caulk we let our guys use anymore. It allows us to offer better warranties because it doesn't shrink or crack, it's durable and it sticks to everything. Chimney flashing I installed eight years ago still looks like the day I put it on. We use **M-1** like Bondo to seal big gaps. We use it for flashing, counter flashing, pipe boots, curbs, under shingles, you name it. We use it in rainy weather. There is nothing else out there that comes close.

"And the fact that it has no VOC's is very big with me," Wayne says. "I'm going to be doing this work for a long time and it's good to know that I don't have to worry about breathing in stuff that's going to make me sick later in life."

Chem Link salutes Universal Roofing and the pride they take in their work and thanks them for sharing their expertise.



Sealants Special

*Buy 15 boxes any one product get one box free
~ 24 pack products only ~*

| Product Code | Product Description |
|--------------|---|
| F1240 | NovaLink All-Weather Construction Sealant |
| F1234 | NovaLink SL Self Leveling |
| F1260 | DuraLink Super Adhesion Sealant |
| F1211 | DuraSil High Performance Adhesive Sealant |
| F1270 | M-1 Structural Adhesive Sealant |
| F1212 | Clear General Purpose Sealant |
| F1213 | MetaLink High Performance Metallic Sealant |
| F1120 | TileSecure Roof Tile Adhesive |
| F1003-1024 | BuildSecure Multipurpose Construction Adhesive |
| F1005-1024 | WallSecure High Performance Drywall & Foam Adhesive |

All orders over \$3000.00 receive free freight for a flat \$50.00 handling fee. This freight paid program is restricted to the Continental United States. Promotion cannot be combined with any other discounts or special pricing.

Contractor Hot Line: 800-826-1681
Fax: 269-679-4448

