



Best of Success Photo Gallery



Best of Success 2005

trained in how to interact with clients. "To the customer, the guy working on your roof is the company."

Tip No. 7: Complainers are your best friends. "They are your best friends because they are the canary in the coal mine. They tell you something's wrong while you still have time to fix it."

Tip No. 8: Communication is key. "Often, it's not what you say, but how you say it," he said. Strive to be concise, precise, and detailed in written and verbal communication.

Tip No. 9: Change or die. Keep abreast of new materials, new techniques, changing customer demographics, and current trends.

Tip No. 10: Love your work. "Money can buy happiness (to some degree), but it must be about more than money," said Olsztynski. "You've got to like what you do and share the wealth."

Looking Back, Looking Ahead

The feedback from the contractors in attendance was overwhelmingly positive. "I found the conference extremely beneficial," said Christian Madsen of Madsen Roof Co., Sacramento, Calif. "All the speakers were informative, professional and interacted well with the audience. The information that I gained at the Best of Success Conference will no doubt help me run my business more effectively for years to come. Congratulations to *Roofing Contractor* magazine on providing such a valuable educational tool to the roofing community."

"When I attend a conference, I set a goal for myself to learn one or two things, and, if so, I consider my time well spent," said Sandy Sanderson, the erstwhile fine collector. "This conference exceeded my expectations."

Ken Kelly of Kelly Roofing, Naples, Fla., concurred. "Every session had terrific ideas that immediately improved my business," he said. "I walked away with the tools, knowledge and excitement to take my business to the next level." He was particularly impressed with Ricardo González's session. "Our workforce is almost all Hispanic. That one class made the entire trip worth it!"



Sandy Sanderson of Western Roofing, Golden, Colo., not only gained valuable insights for his business, he collected \$172 for charity.

"Overall, the event was a home run," said Ralph Basiliere of Pettis Construction Bradford, Mass. "Ricardo González was so influential that I have since begun reworking my business plan."

"Many roofing contractors struggle with the idea of taking a few days away from their routine for their own continuing education," said *Roofing Contractor's* Rick Damato. "The cost in terms of time seems overwhelming. There is no doubt, however, that the investment in attending this conference will pay huge dividends for years to come. I would describe Best of Success 2005 simply as 'priceless.'"

Jill Nash indicated that the *Roofing Contractor* team was already busy planning next year's event. "Thanks to everyone for pulling together to create such an exciting conference," she said. "*Roofing Contractor* would like to thank all of the Best of Success sponsors, including Allied Building Products Corp., Braco Supply, CertainTeed, CMSN, Decra, DuroLast, Elk Premium Building Products, GAF, Hemi Power Tools, IKO, Johns Manville, OMG Roofing Products, Owens Corning, MetalForming, Polyglass, SFS Intec, and TAMKO." ■

Christopher K. King is editor of *Roofing Contractor*.