

## *Marketing Bulletin*

May 1, 2007

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors  
GenFlex Territory Sales Managers

Subject: GenFlex Team Completion

I am pleased to announce that our transformation is complete after several months of hard work. Our Outside Sales Management, Inside Technical Service and Customer Service Teams are in place and ready to serve you. This is a monumental step in our redefining how we go to market and how we can best serve you. Here is a rundown of the "New" GenFlex Team.

### **GenFlex Territory Sales Management Team**

We now have a full complement of ten seasoned, experienced Territory Sales Managers. Gary Thompson and I wrote you late last year and introduced our first four: Todd Lienemann (Atlantic States), Mike McFarland (Gulf States), Bob Marini (Ohio Valley) and Mark Werner (Northeast). I am proud to introduce the rest to you.

#### Mike Harvey – Midwest Territory

With more than twenty years experience in most facets of the commercial roofing industry including distribution, contracting and manufacturing, Mike joins GenFlex as the Midwest Territory Manager. He manages GenFlex's sales efforts throughout Missouri, Kansas, Nebraska, Iowa, Central/Southern Illinois, and Northwest Arkansas. Mike can be contacted at (816) 284-9953 or at [HarveyMike@GenFlex.com](mailto:HarveyMike@GenFlex.com).

#### Susan Kittrell – South Central Territory

Susan joins Genflex with a total of 16 years of Sales experience in the commercial roofing industry with a major roofing manufacturer and two national roofing distributors. Susan manages GenFlex sales in the immense South Central Territory, which includes Texas, Oklahoma, Central and South Arkansas and Louisiana. Susan can be contacted at (469) 230-3394 or at [KittrellSusan@GenFlex.com](mailto:KittrellSusan@GenFlex.com).

#### Tim Creagan – Great Lakes Territory

Tim began his career with a major commercial roofing manufacturer over 29 years ago and since then has worked in distribution, manufacturing, as the general manager of a 70 year old roofing contracting company, owner of an independent rep organization and senior national accounts manager. Tim manages GenFlex sales in Michigan, Western Pennsylvania, Northern Ohio and Northern Indiana. Tim can be contacted at (419) 290-9974 or at [CreaganTim@GenFlex.com](mailto:CreaganTim@GenFlex.com)

#### Sean Hinton – West Territory

Sean joins Genflex with more than 15 years of construction experience, spending the last four as a Territory Sales Manager for a Commercial Roofing Insulation Manufacturer. Sean will manage GenFlex Sales in Colorado, Idaho, Montana, New Mexico, Oregon, Utah, Washington and Wyoming. Sean can be reached at (303) 667-9080 or at [HintonSean@GenFlex.com](mailto:HintonSean@GenFlex.com).

***Single Ply Solutions for over a Quarter Century***

#### Ben Rucka – Southwest Territory

Ben joins GenFlex with over 17 Years of experience managing a major roofing distributor, representing a major Single Ply Roofing Manufacturer, and most recently leading the sales efforts for a large commercial roofing contractor in the Midwest. Ben will relocate to Phoenix in the near future and will be managing sales in the states of California, Nevada, Arizona and Hawaii. Ben can be contacted at (480) 200-5160 or [RuckaBen@GenFlex.com](mailto:RuckaBen@GenFlex.com).

#### Mike Melito – Upper Midwest Territory

Mike was the final addition to our professional staff. Prior to coming to GenFlex, he was the National Sales Manager for a leading manufacturer of roofing tools and heat welding equipment. Mike will be managing GenFlex sales in the Chicago Land area, Wisconsin, Minnesota, South Dakota, and North Dakota. Mike can be contacted at (815) 519-2350 or [MelitoMike@GenFlex.com](mailto:MelitoMike@GenFlex.com).

#### **GenFlex inside Technical Service and Customer Service Teams**

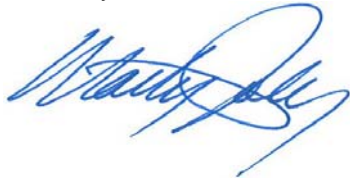
We were very fortunate to have kept much of the internal teams intact through the transition from Maumee to Indianapolis. On the Technical Side, Ken Crocker, our Technical Services Manager, brings a wealth of experience in dealing with all of the intricacies of the technical and warranty issues to our new team. GenFlex veterans John Unger, Gino Borza and Chris Nagy, are her to assist you in whatever your day-to-day technical needs may be. Linda Frasier heads up our Customer Service Team, which is rounded out by Shantel Jenkins and Jean Stombaugh, who have been in the Bridgestone/Firestone family for many years.

In addition to these individuals, we are now fully staffed in all of the other areas of our business to provide the levels of service you expect. Accompanying this are our Sales, Technical Service and Customer Service maps for your reference, along with a complete list of all of the contacts for GenFlex.

This is all exciting news to bring to you, because with all of this necessary work behind us, we can now devote more attention to you, our loyal customers.

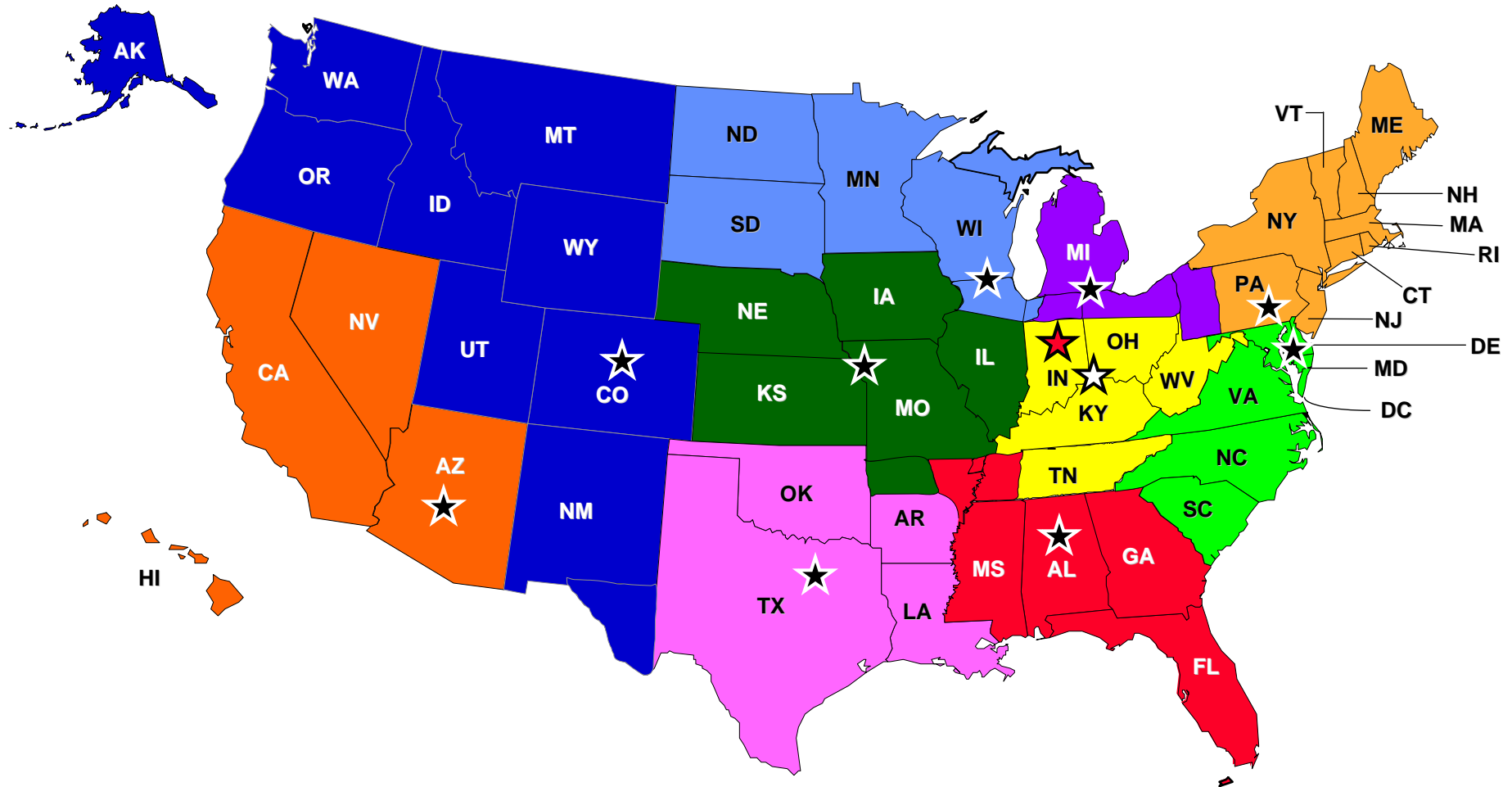
Thank you for your continued support of GenFlex Roofing Systems.

Sincerely,

A handwritten signature in blue ink, appearing to read "Marty Jolly", with a stylized, cursive script.

Marty Jolly  
National Sales & Marketing Manager

# GENFLEX DOMESTIC U.S. SALES TERRITORIES



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|---|---|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFA500; border: 1px solid black; margin-right: 5px;"></span> <b>A - NORTHEAST</b> – Mark Werner (317) 341-2505          | <span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> <b>F - UPPER MIDWEST</b> – Mike Melito (815) 519-2350    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black; margin-right: 5px;"></span> <b>B - GREAT LAKES</b> – Tim Creagan (419) 290-9974        | <span style="display: inline-block; width: 15px; height: 15px; background-color: #006400; border: 1px solid black; margin-right: 5px;"></span> <b>G - MIDWEST</b> – Mike Harvey (816) 284-9953          |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFFF00; border: 1px solid black; margin-right: 5px;"></span> <b>C - OHIO VALLEY</b> – Bob Marini (513) 545-5391         | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF69B4; border: 1px solid black; margin-right: 5px;"></span> <b>H - SOUTH CENTRAL</b> – Susan Kittrell (469) 230-3394 |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #00FF00; border: 1px solid black; margin-right: 5px;"></span> <b>D - ATLANTIC STATES</b> – Todd Lienemann (410) 725-7105 | <span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black; margin-right: 5px;"></span> <b>J - WEST</b> – Sean Hinton (303) 667-9080             |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black; margin-right: 5px;"></span> <b>E - GULF STATES</b> – Mike McFarland (205) 821-2379     | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF8C00; border: 1px solid black; margin-right: 5px;"></span> <b>N - SOUTHWEST</b> – Ben Rucka (480) 200-5160          |



# GENFLEX TECHNICAL & CUSTOMER SERVICE AREAS

Dial (800) 443-4272, Then Extension Number

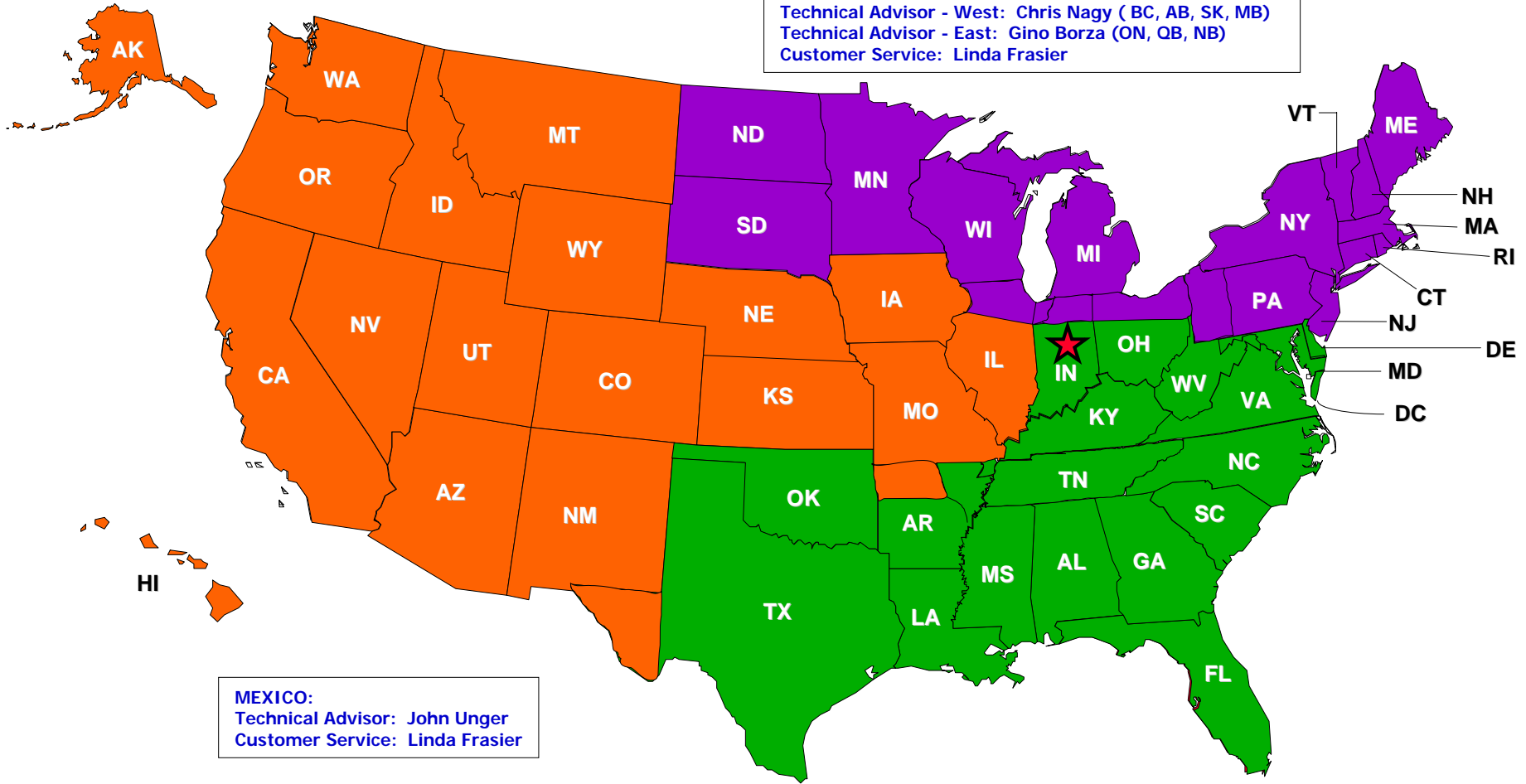
250 East 96<sup>th</sup> Street, Suite 202  
Indianapolis, IN 46240  
(800) 443-4272  
www.genflex.com

**CANADA:**

Technical Advisor - West: Chris Nagy ( BC, AB, SK, MB)

Technical Advisor - East: Gino Borza (ON, QB, NB)

Customer Service: Linda Frasier






**MEXICO:**




Technical Advisor: John Unger

Customer Service: Linda Frasier

**Technical Advisors**

-  **Gino Borza** – Extension **54640**
-  **John Unger** – Extension **54618**
-  **Chris Nagy** – Extension **54630**

**Customer Service Representatives**

-  **Shantel Jenkins** – Extension **54636**
-  **Linda Frasier** – Extension **54622**
-  **Jean Stombaugh** – Extension **54638**



250 East 96th Street, Suite 202  
 Indianapolis, IN 46240  
 (800) 443-4272  
 www.genflex.com

## GenFlex Contact List

Extension	Last	First	Department / Position	Fax	Email Address
54610	Thompson	Gary	General Manager	317-428-5830	ThompsonGary @genflex.com
54614	Jolly	Martin	National Sales & Marketing Manager	317-853-3178	JollyMarty @genflex.com
54616	Crocker	Ken	Technical Manager	317-853-3172	CrockerKen @genflex.com
54612	Kress	Jim	Financial Analyst	317-853-3177	KressJim @genflex.com
54620	Cady	Amanda	Administrative Assistant	317-853-3171	CadyAmanda @genflex.com

Customer Service:					
Customer Service Faxes: 317-853-4601 or 877-777-2909					
54622	Frasier	Linda	Customer Service Representative	317-853-3175	FrasierLinda @genflex.com
54636	Jenkins	Shantel	Customer Service Representative	317-428-5830	JenkinsShantell @genflex.com
54638	Stombaugh	Jean	Customer Service Representative	317-428-5824	StombaughJean @bfdp.com
57243	Evans	Rita	Customer Service, International Orders	317-575-7165	EvansRita @bfdp.com

Technical - Office:					
Technical Department Fax: 317-853-4602					
54640	Borza	Gino	Technical Advisor	317-853-3173	BorzaGino @genflex.com
54630	Nagy	Chris	Technical Advisor	317-853-3174	NagyChris @genflex.com
54624	Sullivan	Donna	Contractor Services Administrator	317-853-3108	SullivanDonna @genflex.com
54618	Unger	John	Technical Advisor	317-853-3176	UngerJohn @genflex.com

Warranty Services:					
Warranty Services Fax: 317-575-7210					
57195	Dobson	Doug	Warranty Services Manager	317-575-7031	DobsonDoug @bfdp.com
57071	Pergal	Kathy	Warranty Claims Administrative Manager	317-428-5705	PergalKathy @bfdp.com
54644	Colbourn	Terri	Warranty Services	317-575-7210	ColbournTerri @genflex.com
57114	McCarthy	Sean	Warranty Services	317-575-7031	McCarthySean @genflex.com
57006	Mueller	Melanie	Warranty Services	317-575-7210	MuellerMelanie @genflex.com
<b>317-202-7802</b>	<b>n/a</b>	<b>n/a</b>	<b>Warranty Services (Call Center)</b>	<b>317-575-7210</b>	<b>WarrantyServices @genflex.com</b>
54643	Pritt	Krista	Warranty Services	317-575-7210	PrittKrista @bfdp.com
53816	Short	Danyale	Warranty Services	317-575-7210	ShortDanyale @bfdp.com
53824	Vaughn	Jennifer	Warranty Services	317-575-7210	VaughnJennifer @bfdp.com

Technical - Field:					
Mobile	Last	First	Department / Position	Fax	Email Address
580-277-0224	Anderson	David	Technical Representative	317-853-3190	AndersonDave @genflex.com
336-587-5587	Bassett	John	Technical Representative	317-853-3192	BassettJohn @genflex.com
612-203-8765	Benson	Mark	Technical Representative	317-853-3194	BensonMark @genflex.com
580-277-0237	Bizzell	Andrew	Technical Representative	317-853-3184	BizzellAndrew @genflex.com
812-484-7646	Brown	Michael	Technical Representative	317-853-3182	BrownMichael @genflex.com
610-504-2327	Dillenbeck	Paul	Technical Representative	317-853-3191	DillenbeckPaul @genflex.com
801-678-0718	Fedderson	Scott	Technical Representative	TBD	FeddersonScott @genflex.com
419-688-1328	Hertzler	Clark	Technical Representative	317-853-3193	HertzlerClark @genflex.com
607-245-9954	Knapp	David	Technical Representative	TBD	KnappDavid @genflex.com
229-296-0427	Kurth	Gary	Technical Representative	317-853-3105	KurthGary @genflex.com
734-883-7179	Kurth	Pat	Technical Representative	317-853-3185	KurthPat @genflex.com
781-500-9563	Olsen	Bob	Technical Representative	317-853-3189	OlsenBob @genflex.com

Territory Sales Managers:					
Mobile	Last	First	Department / Position	Fax	Email Address
419-290-9974	Creagan	Tim	Territory Sales Manager - Great Lakes	317-853-3196	CreaganTim @genflex.com
816-284-9953	Harvey	Mike	Territory Sales Manager - Midwest	317-853-3183	HarveyMike @genflex.com
303-667-9080	Hinton	Sean	Territory Sales Manager - West	317-853-3180	HintonSean @genflex.com
469-230-3394	Kittrell	Susan	Territory Sales Manager - South Central	317-853-3181	KittrellSusan @genflex.com
410-725-7105	Lienemann	Todd	Territory Sales Manager - Atlantic States	317-853-3186	LienemannTodd @genflex.com
513-545-5391	Marini	Bob	Territory Sales Manager - Ohio Valley	317-853-3188	MariniBob @genflex.com
205-821-2379	McFarland	Mike	Territory Sales Manager - Gulf States	317-853-3195	McFarlandMike @genflex.com
815-519-2350	Melito	Mike	Territory Sales Manager - Upper Midwest	317-853-3198	MelitoMike @genflex.com
480-200-5160	Rucka	Ben	Territory Sales Manager - Southwest	317-853-3197	RuckaBen @genflex.com
317-341-2505	Werner	Mark	Territory Sales Manager - Northeast	317-853-3187	WernerMark @genflex.com