

to date, representing key decision makers from over 100 restoration companies.

Coordinated by the leading names in the restoration industry, Insights brings together the largest and most successful contractors in North America, representing more than \$1 billion in annual restoration revenue.

This year's list of speakers include: Vincent Bove, nationally acclaimed authority on terrorism and first response, Marvin Montgomery, author of *Practice Makes Perfect*, Michael Pinto, CEO, Wonder Makers, Inc., Peter J Crosa, AIC, RPA, "Soft Selling Hardened Claims Adjusters," Cole Stanton, director of sales, Fiberlock Technologies, Doug LaFleur, president, IMPACT GROUPworks, Scott Biggs, CEO, Assured Performance Network, Dale Epperson, president, RoofConnect, Chris Slaughter, CEO, ServiceLane, Jim Mellon, president, Mellon Certified Restoration and Elizabeth Gaudio, senior attorney, NFIB Legal Foundation.

## Flooring

### Mer-Krete Systems and Maxxon Form Alliance to Meet New TCA Crack Isolation Guidelines and Introduce 15-Year Warranty

Mer-Krete Systems has announced a new strategic partnership with Maxxon Corporation, in which Maxxon will recommend the exclusive use of an anti-fracture membrane from Mer-Krete, to meet new TCA guidelines F-180-05 and F-200-05. The guidelines recommend crack isolation membranes to be placed over poured gypsum underlayments prior to adhering to tile or stone.

The alliance also enables Maxxon, one of the nation's leading manufacturers of poured gypsum flooring, to offer improved customer service with Mer-Krete's 15-year warranty, one of the industry's best. Products endorsed include Mer-Krete's anti-fracture membrane

Fracture-Guard 5000 and the waterproofing membrane Hydro-Guard 2000.

A leading provider of waterproofing, elastomeric coatings and flooring products, Mer-Krete will recommend Maxxon's industry renowned gypsum underlayments as products of choice, making the exclusive 15-year warranty proprietary with all Maxxon underlayments.

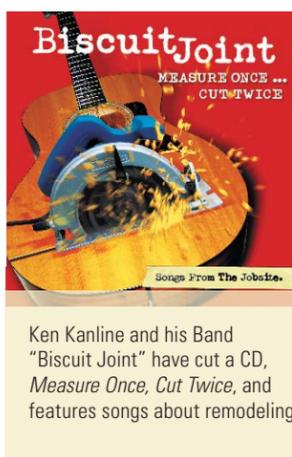
## Remodeling People

### Kanline's Band Cuts Remodeling Songs Album

Anyone who has ever attended the Chrysalis Awards dinner knows that the event's master of ceremonies likes to sing a song or two. Now comes word that Ken Kanline and his Band "Biscuit Joint" have cut a CD of their songs about remodeling. With tracks like "Make Up Your Mind", "The Porta John", and "I'm Missin' My Remodeler Tonight", the record is a classy send-up relating to all things remodeling.

Favorite line from the album: a woeful remodeling client offers to leave his wife whose bad temper caused a rift with a wayward remodeler, "I'd gladly divorce her, if it would help make things right, I'm missing my remodeler, tonight," the song goes.

For further information about the album "Measure Once, Cut Twice", go to [www.buildingsongs.com](http://www.buildingsongs.com).



Ken Kanline and his Band "Biscuit Joint" have cut a CD, *Measure Once, Cut Twice*, and features songs about remodeling

## Industry Event

### Kitchen & Bath Design & Remodeling Expo

The Kitchen & Bath Design & Remodeling Expo will feature an enhanced

educational program developed by the industry's leading publication, *Kitchen & Bath Design News* (KBDN). The conference, which will be held October 18-20, 2005, at the Valley Forge Convention Center in King of Prussia, Pennsylvania, will feature 18 cutting-edge seminars designed to address issues faced by today's kitchen and bath professionals. All seminars will offer continuing education (CEU) credits for members of the National Kitchen & Bath Association.

"We think our show will feature the best educational program available in the kitchen and bath industry," says KBDN Publisher and Editorial Director, Eliot Sefrin. "Our seminars are aimed at providing practical, nuts and bolts information that attendees can immediately apply to their businesses for greater profitability and professionalism."

The event is aimed at kitchen and bath dealers, designers, remodelers, architects, distributors and other professionals involved in home remodeling from around the region, seeking the latest training, products, services and solutions.

The conference program has been organized around four distinct tracks: Kitchen, Bath & Showroom Design, Sales & Marketing, Business Management and Technology. As part of the Business Management track, several speakers will present seminars on topics such as: "Raising the Bar: Customer Service for Today's Discerning Clients;" "High-Tech to High-Profit: Using Technology as a Competitive Tool;" and "The Interactive Design Process."

For information on attending or exhibiting at the Kitchen & Bath Design & Remodeling Expo, being held at the Valley Forge Convention Center in King of Prussia, Pennsylvania on October 18-20, 2005, visit [www.kbdrexpo.com](http://www.kbdrexpo.com) or call 800.827.8009. | QR