

SPRI
Digital Communications
Sheraton Suites
Rosemont, IL
April 15, 2025



Minutes

Call to Order

The Digital Communication Task Force meeting was called to order at 2:30 p.m. CT by Michelle Miller, Task Force Chair. The SPRI Antitrust Statement was read. *

Roll Call

Those present were:

Daniel Blasini, Anchor Products
Brandon Carrasco, Unirac
Melissa Grant, DUPONT
Chris Meyer, VaproShield

Michelle Miller, Creativate, Task Force Chair
Matt Mitchell, The Garland Company
Dave Nordentoft, Leister Technologies
Denise Tripamer, H.B. Fuller

Updates and Report

Trade Show & Events Recap – Q1

- February - IRE (via Intertek) – limited engagement and feedback;
- March - IIBEC (DORA focused). The booth was staffed by Chadwick Collins, Technical Director and Michelle Miller, Marketing Director. Engagement continues to grow year over year, shifting from “never heard of it” to “I use DORA.” Chadwick and Michelle were also interviewed by Roofers Coffee Shop on their soundstage. Michelle and Chadwick debriefed post-show for ways we can continue to increase engagement at coming shows.

Upcoming Events

- Submitted to speak at Green Build (waiting response) and Western States (received a no to all three items submitted);
- Discussed attendance at upcoming trade shows- ICC is currently on the books for SPRI to attend;
- October Marketing Event – discussed upcoming event in Cleveland and repeating a marketing specific track similar to the October 2024 event. Given that many SPRI members are in Cleveland, the geographic location is likely to attract marketers for a one-day session. We discussed having additional roofing education opportunities available for marketers in addition to SPRI association education.

*SPRI complies with antitrust laws and requires participants in its programs to comply with antitrust laws. Discussions which could affect competitive pricing decisions or other competitive factors are forbidden. There may be no discussions of pricing policies or future prices, production capacity, profit margins or other factors that may tend to influence prices. In discussing technical issues, care should be taken to avoid discussing potential or planned competitive activities. Members and participants should be familiar with the SPRI Antitrust Policy and act in conformity with it.

Website & Social Updates

- No new updates regarding Wind Calculator. MTL is exploring options and will review with us once they have their solutions, which we can possibly utilize. We may need to remove the calculator from the SPRI RCS Directory listing;
- Content continues to be strong for social media – reviewed examples of Chadwick speaking at the Lighting Institute. We completed pre, during, and post conference LinkedIn posts.

Adjournment

The Digital Communication Task Force was adjourned at 3:00 p.m. CT.

These Minutes have been reviewed by SPRI Legal Counsel.