



MEL STEVENSON & ASSOCIATES, INC.

# SPEC BUILDING MATERIALS

MAY 2021 NEWSLETTER



## WHO WE ARE

SPEC Building Materials Corporation has been family owned and operated since 1973. We are founded on the principles of honesty, integrity and dependability. Today, SPEC has grown to 38 locations divided into eight strategic locations. All locations provide the highest level of customer service, competitive pricing and quality construction products and materials. In this newsletter, you will find important achievements and updates about our company.

## WHAT YOU WILL FIND

---

SPEC hires Larry Sterritt

---

Investment in new software and equipment

---

Expansion of locations

---

Update on supply chain disruptions

---

Additional company news

---

New employee training

---

---

## **SPEC ANNOUNCES KEY HIRE OF LARRY STERRITT**

SPEC Building Materials Corporation is pleased to announce the hiring of Larry Sterritt as Senior Vice President of Sales.

Chief Executive Officer Mel Stevenson said a senior position opened within the company after the retirement of Steve Wright.



“Steve Wright had a large part in the company, and we needed to find someone that would help fill the vacancy,” Stevenson said.

According to an email from SPEC announcing Sterritt’s position, Sterritt is a native Texan and will be located out of SPEC’s Dallas, Texas location.

“Larry’s role will be driving the sales portion of our company,” Stevenson said. “Larry will first focus on Texas, Tennessee, Colorado and any markets that are in need of continued growth and leadership.”

Sterritt spent 14 years with Grainger Industrial Supply in distribution and 15 years in sales for residential and commercial roofing with GAF.

“Larry brings with him decades of leadership and an extraordinary track record in sales growth,” said President Doug Stevenson, in an employee email.

Sterritt graduated from Louisiana Tech University and has received professional development training from Ross School of Business, University of Michigan, Columbia Business School, Columbia University, Mays Business School and Texas A&M.

“I am looking forward to having our customers and employees get to know Larry,” said Chief Operating Officer Brook Benge. “He comes with years of experience that will serve in the growth of our company.”

---

# SPEC INVESTS IN NEW SOFTWARE AND EQUIPMENT

SPEC Building Materials Corporation announced it will transition to a new web-based computer system and add EXT-2 extended conveyor trucks to its equipment fleet.

SPEC will transition from the current system of operations to web-based in the next months.

"We are spending a great deal of resources on bringing in the new computer system and equipment," said Chief Executive Officer Mel Stevenson. "We are constantly looking for new types of equipment that will increase our productivity and offer new services to our customers."

The new EXT-52 roof conveyor trucks have a two-stage telescoping feature that allows the conveyor to extend and retract from 35 feet to 52 feet and is equipped with a safety check system.



"These new conveyor trucks allow us to reach areas that we would not have typically been able to reach with the standard conveyor trucks," said Chris Jenkins, safety and equipment director. "Also, if the conveyor truck can reach farther up the roof, it's safer for our employees that load the roof."

The new trucks have the capability to comfortably serve a three-story building.

"This equipment is built to our specifications so that it gives our branches a competitive advantage having the equipment to get the job done," said Chief Operating Officer Brook Bengé.

With the addition of the new web-based computer system, sales representatives will be able to go out into the field and look up inventory. Customers will also get online confirmations of delivery with photos, sales tickets and anything else necessary to service the customer.

"SPEC sets aside funds to invest in new technology and equipment to service the needs of our customers," Bengé said.

**"WE ARE CONSTANTLY LOOKING FOR NEW TYPES OF EQUIPMENT THAT WILL INCREASE OUR PRODUCTIVITY AND OFFER NEW SERVICES TO OUR CUSTOMERS." - CHIEF EXECUTIVE OFFICER MEL STEVENSON**



## SPEC Expands Locations by Five

---

SPEC Building Materials Corporation announced that its new Miami, Florida, location is fully operating; SPEC will now focus on opening four other stores throughout Florida, Texas and Tennessee.

SPEC currently has 38 locations in 12 states and is divided into eight major regions.

"Growing the company and expanding our locations is a top priority for SPEC," said Chief Operating Officer Brook Bengé.

Bengé said SPEC focused on expanding the Florida market after the 2008 mortgage crisis.

"The 2008 mortgage crisis hit Florida," Bengé said. "Once the market stabilized, we saw lots of growth opportunities for the company, both residential and commercially."

According to Chief Executive Officer Mel Stevenson, growing SPEC's Florida locations was a great opportunity to expand the company.

"As we grow our business, we look for opportunities," Stevenson said. "Expanding the Florida stores has been a project of ours for eight years."

The Miami, Florida, location is the most recent SPEC location in Florida to open.

"We have an all out effort to hire and train people in Florida so we can continue to grow the market in Miami," Stevenson said.

The Miami, Florida, location opened and began servicing Florida customers after delays due to COVID-19 and construction.

"COVID-19 has disrupted everything in the supply chain from roofing materials down to nails and plywood," said Dan Hollabaugh, vice president of purchasing.

SPEC announced that it hopes to open four new locations within the year including a new Orlando, Florida location, Denton and Austin, Texas locations and a Piney Flats, Tennessee location.

"We carefully choose when and where we want to expand our stores in order to maintain the quality of our products and customer service," Bengé said. "We are excited to work on five new stores, and we are also possibly looking to expand into the Port Saint Lucy, Florida region."

— “

*We carefully choose when and where we want to expand our stores in order to maintain the quality of our products and customer service. - Chief Operating Officer Brook Bengé*

” —



## Disruptions in the Supply Chain Cause Increases in Lead Times and Prices

COVID-19 challenges, the recent ice storm in Texas and the Suez Canal crisis have compounded together to create disruptions in the roofing materials supply chain.

SPEC Building Materials Corporation's manufacturers notified the company to expect price increases and longer lead times.

"It's an industry-wide problem," said Chief Executive Officer Mel Stevenson. "We want to inform our customers and contractors on what is going on within the industry in regard to the disruptions."

According to Dan Hollabaugh, vice president of purchasing, lead times have dramatically increased depending on where plant materials are coming from or the specific shingle manufacturer the customer orders from. Quoting a lead time will depend on what customers need and where they need it.

"About three weeks ago, manufacturers advised commercial roofers to only purchase the products they need," Hollabaugh said. "We heard hints of this advice a few months ago but now it is real and here."

Due to damage caused by the recent ice storm in Texas, some plants in Texas are still not running because the damage was so severe.

"We hope that by this time next year, things will be back to normal," Hollabaugh said. "Customers should know that disruptions happen every few years, and the market will eventually return to normal."

While the industry experiences these disruptions, a supplier for SPEC, Carlisle Construction Materials, reported that the demand continues to increase at historic rates because of high ordering levels, increased lead times and panic buying.

"The economy shut down, but in the process the demand continued to increased which put more pressure on the supply chain," Stevenson said.



Chief Operating Officer Brook Bengé said that contractors and suppliers will have to adjust their operations during this period of disruption.

"For the next year, contractors will have to plan and schedule the projects they have based on the availability of materials," Bengé said.

SPEC encourages customers to keep the line of communication open and direct any questions toward local SPEC locations.

# CAREER OPPORTUNITIES

SPEC Building Materials Corporation develops careers in delivery driving, warehouse positions, inside sales, outside sales, branch management, internships, and associates in training.

For more information and current job openings visit  
<https://speccorp.com/careers>.



## COMPANY AWARDS

SPEC Building Materials Corporation announced its 2020 Employee Annual Awards recipients.

The company announced President's Club, Branch Managers of the Year, Sales Builders and Achievers of the Year.

"It was a record setting year in sales for our company and there were many outstanding performances in all categories," said President Doug Stevenson, in a memo to company employees.

David Clayton, pictured in the middle, was awarded the South East Region's Sales Builder of the year.

## SPEC IMPLEMENTS NEW EMPLOYEE TRAINING THROUGH ONLINE MODULES

SPEC Building Materials Corporation announced it has transitioned its new employee training from a paper-based training program to a program with online modules through Google Sites.

New hires, including inside sales and positions above, can expect to spend one week at the corporate office in a dedicated training space equipped with personal computers and overhead projectors covering basic orientation and onboarding training.

“Some companies say they have training,” said Corporate Trainer Kevin McBride. “SPEC stands out because we actually have a dedicated training space for every single employee that gets hired on in addition to our training programs.”

McBride said that after onboard training is completed, employees then have 30 days to complete 28 modules that include the core competencies of the company and industry. Modules have been broken up into customer service, administrative, operations, sales and vendors.



“We want to make sure our employees have the product and industry knowledge to be able to help our customers in answering questions,” McBride said. “There is a lot of information on SPEC’s different vendors and products built into the modules so our employees can better communicate with customers and fulfill their needs.”

According to Chief Executive Officer Mel Stevenson, a good company starts with good people.

“If we are going to continue to grow our business, we need to hire and train the best employees,” Stevenson said.

McBride said he believes the online-based training modules will help ensure consistency for both employees and customers.

“If you visited a SPEC in Dallas, if you visited a SPEC in Austin, everything is the same way so customers have the same experience,” McBride said.

Chief Operating Officer Brook Bengé said he also believes the training modules show that SPEC is dedicated to training employees.

“SPEC wants all employees to have the training to best service the customers,” Bengé said.