



Evergreen Slate Co., Inc. Continues Education Program

Evergreen Slate Co., Inc. hosts slate roofers at its Granville, NY location for a continuing education program and quarry tour.

Granville, NY February 1, 2010 – Twenty five roofers from New England, and as far away as Oklahoma, Tennessee, and Minnesota have attended a two-day educational session at the company’s headquarters. This is a continuation of a series of educational discussions Evergreen has held for different constituencies: roofers, facilities managers, and architects.

The format of these sessions includes a catered dinner and both prepared and roundtable discussions. A quarry tour of one of Evergreen’s properties follows with participants witnessing the entire scope of production – from a quarry blast, to cleaving the stone, sawing it to rough dimension with diamond saws, and splitting stone into the thickness of roofing slate. Each participant is encouraged to try their hand at splitting with a cold chisel and hammer to more completely understand this key part of our process, which has never been successfully automated. Following the splitting of slate, participants are shown how a split piece of slate is then trimmed to final dimensions, holed with a punch or drill for nails to hang it, and finally formed up into finished loads for shipment to the job site.

“This is hands down the most fun and effective piece of marketing we do at Evergreen,” said Ray Loomis, VP Operations. “Most of these roofers have worked with slate their whole lives but have never witnessed the whole production process we must go through to get them their finished orders. By the same token, we learn more from each group that attends these sessions: how we can better tailor our service to their needs, what their concerns are, and how they differentiate themselves.”

Joseph Vizzari of Tucek & Sons, Congers, New York said, “Wow! We’ve installed and repaired quite a number of slate roofs. We really appreciate what Evergreen has showed us about their end of the process and have a better understanding about quality and lead time. This was a great event and very helpful for me to spend time with other roofers to hear their concerns and tricks of the trade. We hope our feedback to Evergreen on our concerns will help them serve all of us better. This was a worthwhile, fun and educational event and we salute Evergreen for hosting us.”

Evergreen Slate Co., Inc. is the largest domestic slate company in the USA. The company sources its slate from company-owned and independent quarries

situated on the New York/Vermont border, and from selected S1 quality imports. Evergreen is committed to raising the profile of slate roofing through its design competition for architects, and through an ongoing education program for facilities managers and roofers. Please visit the company's website: <http://www.evergreenslate.com> .

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