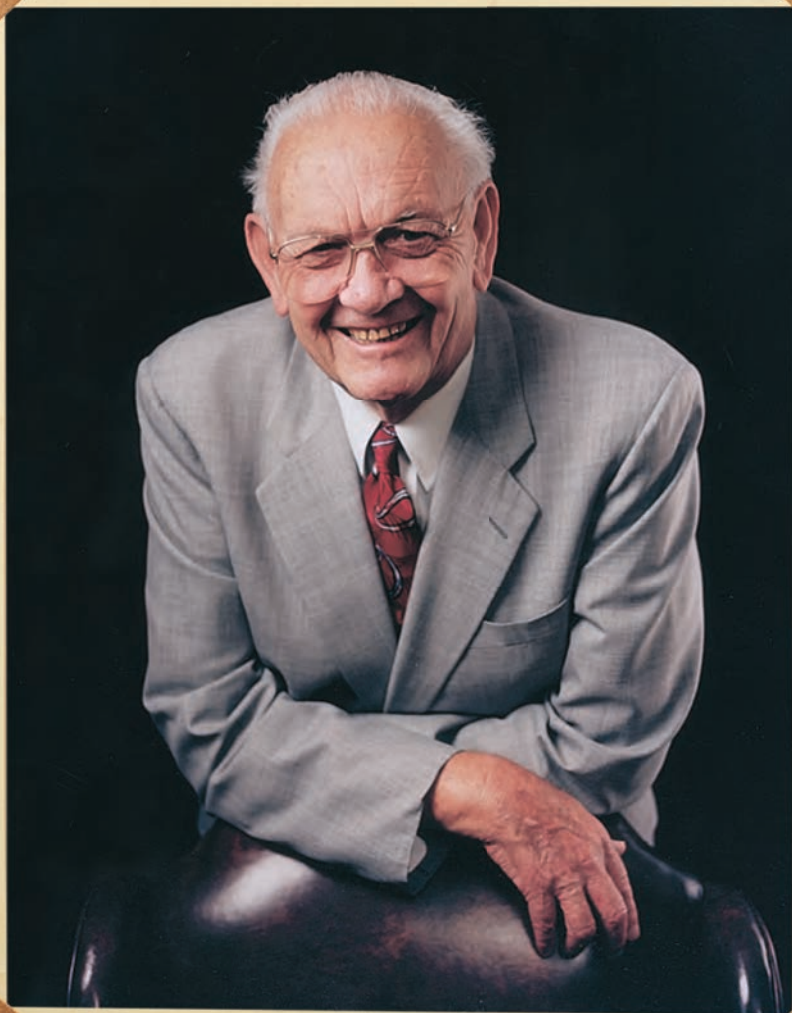


VISION, DEDICATION, INTEGRITY



THE
John R. Bust
STORY

Foreword

"When people say it can't be done, don't listen to them and prove them wrong!" John R. Burt said to his valued employee Harry Hermanson. They were brainstorming on ways to use the PVC scrap generated during the manufacture of Duro-Last Roofing's products. Sending the scrap to landfills was not only expensive but went against John's upbringing of not wasting anything. Harry took John's advice to heart and ignored the naysayers, ultimately developing Protect-All® Flooring, which is now manufactured by Duro-Last's sister company Oscoda Plastics®, Inc., and sold worldwide. Today, millions of pounds of vinyl scrap from Duro-Last are recycled by Oscoda Plastics annually, and kept out of our nation's landfills. John Burt's words "don't listen to them and prove them wrong!" best describe his general philosophy, and were words repeatedly used during his life, as he founded seven companies that have employed thousands of people throughout North America.

As with any great man, there were many sides to John Burt. His modest upbringing taught him the value of hard work and the importance of surrounding himself with people he could trust, and who shared similar family values. His success in the business world as an entrepreneur taught him the importance of never giving up on something you believe in, and that people, not machinery, always come first.

Everything John did, both personally and professionally, was done with passion, enthusiasm and optimism. When he was fishing and hunting, he envisioned catching his limit of trophy fish, or bagging that 14 point buck! In the business world he envisioned opening new facilities around the country, with people taking orders and assisting customers. John's enthusiasm was contagious, and by describing his lofty goals to others, he was able to make his dreams become theirs as well. Ultimately these dreams became reality! It is popular in this day and age for athletes to visualize their golf shot or their foul shot in basketball; John did this his entire life.

I had the distinct opportunity to work side-by-side with John, as his friend and partner, during the adventure that today is known as John R. Burt Enterprises, and people always ask me how I remember him.

Sure I remember the business side; John was a driven visionary who liked to sell! But candidly, I best remember him for his family values; quite simply, family came first.

It was John who gave his wife Mildred the title, "First Lady of Duro-Last." He brought three of his children into the business and encouraged his grandchildren to get involved. To illustrate this point, I remember once being in John's office in the middle of a very important board meeting, when after a soft rap on the door, one of his grandchildren burst in and landed on his lap. After some hugs and tousling of hair, John opened his desk drawer and pulled out crayons so his grandchild could color!

People ask me, "What made John Burt successful?" I believe that, in addition to his can-do attitude, foresight, sense of urgency and positive drive to accomplish his goals, it was his honesty that really defined his success as a person and businessman. He always tried to do the right thing. John insisted on producing the highest quality product and giving the best customer service.

A simple beginning to a complex man with a huge heart – that was John R. Burt, my friend. I hope you enjoy his story, as much as I did watching it unfold!

Tom Lawler

Thomas J. Lawler



John and Tom (1999)



A Man of Many Shoes

A lumberjack, carpenter, tool and die maker, Army veteran, swimming pool installer, pilot and salesman, throughout his life, Duro-Last® Inc. founder John R. Burt wore these shoes and then some. Along the way, John endured many struggles, yet with only an eighth-grade education, he reached deep down inside, and at the age of 58, started a small business – that has since grown into a multi-million-dollar conglomerate of companies.

“ I always strived to achieve the goals that I set for myself,” John said. “Without putting your nose to the grindstone and working hard, you cannot ultimately reach those goals and enjoy success.”

John Burt’s humble upbringings in rural northern Michigan helped mold his self-sufficiency and work ethic – two character traits that shaped the business that would become Duro-Last.

John was born in 1920 near Sand Lake, in Michigan’s Iosco County, to John and Fanny Burt. His father’s family originally came from Brantford, Ontario, in search of better farmland. John grew up with three brothers, Ralph, Bruce and Henry, as well as a sister, Hazel. Their farmhouse of weathered boards (pictured left) was built by John’s parents, and saw many additions over the years. Some rooms were unused in the winter because they were too cold for comfort, and snow would often blow in through the wood plank siding.



John R. Burt
November 8, 1920 – April 11, 2003



The Burt children circa 1921,
Hazel, Ralph, Bruce and John (baby)

The living room and kitchen were heated by wood stoves. Wood, cut from their own lot, had to be split and stacked by the youngsters, who brought the logs into the house and carried out the ashes. There was no electricity and no refrigeration, so John's father cut ice from a nearby pond in the winter, and stored it in an ice house that was insulated with sawdust and straw. The ice, however, would be gone by summer.

"We made our own bread two or three times a week," Hazel said. "We washed clothes once a week, and we had to

bring water from the creek an eighth of a mile away and heat it on the wood stove. I carried lots of pails of water from the creek up to the house." Ironing day was Tuesday. Many of the shirts worn by the men in the house were made from flour sacks. Canning took place during the summer, with the family making hundreds of jars of fruits and vegetables, including wild huckleberries and strawberries.

The farm had a barn, pigpen, horse stable, woodshed and toilet out back. John's chores included feeding and watering the animals, milking the cows, tending the big garden and shoveling a path in winter so the cattle could get to the stream. John especially enjoyed helping put food on the table by catching trout for breakfast and shooting game; he bagged his first deer when he was eight years old.

John walked to school, attending classes that were held in a one-room schoolhouse. His formal education ended after the eighth grade, something that was not entirely his choice. The nearest high school was 10 miles away, and he had no access to a school bus or public transportation.

A Dollar a Day, a Penny an Inch

John's first job, outside of the family, was working for a neighboring farmer for one dollar a day. Later, he lived with a farm family, earning \$15 a month, plus room and board. In the winter, he worked in the swamps, cutting cedar posts that brought one cent for every inch in diameter.

When he was 13, John traveled to Michigan's Upper Peninsula to work in a lumber camp. He also butchered animals at the rate of 50 cents for a pig and one dollar for a cow.

““ I was a flunky.” he said, “I got up before dawn to help the cook with breakfast, cleaned out the horse stalls, packed lunches, fed the guys at dinner and washed dishes, anything they wanted me to do.”

In 1937, at the age of 17, John was building a log cabin in northern Michigan for Ed Driver, the personnel manager of Timken Axle in Detroit. Driver hired John and a friend for the project, and was so impressed with their eagerness and hard work that he sent the young men to Detroit with recommendations to Timken. In those days, even the rumor of a job could draw a crowd, and John had to stand in a line two blocks long just to hand in an application. He was ultimately hired by Timken, and for the next four years worked as a tool and die maker. Skills he learned there proved to be invaluable throughout the rest of his life.

In 1941, John left Timken to take a job as a machine operator with Universal Engineering in Frankenmuth, Michigan, earning 25 cents an hour. One of John's fellow workers was Ed Loesel, a Frankenmuth

native, who was building a brick house on Main Street for his new wife, Edna. Looking for things to do outside of work, John got involved with Ed's house project. Both Ed and Edna took an immediate liking to the outgoing, hard-working young man, and frequently invited John to share supper. Ed also happened to be the cousin of Mildred List, who had already caught John's eye.

Mildred came from a pioneer family. Her great-grandfather, Lorenz Loesel, was among a group of German immigrants who came to the Frankenmuth area in the 1800s. Mildred's father, like John's, was a farmer. She and her family were faithful church-goers who attended St. Lorenz Lutheran Church; Mildred went to St. Lorenz School. John's Baptist faith and non-German heritage in a community of German Lutheran church-goers made him something of an outsider. But John, showing the persistence and determination that would later make him successful in the business world, was able to persuade Mildred's family that he would be a good husband and provider for her. They were married November 12, 1942, at St. Lorenz parsonage in Frankenmuth.

John (1941)



Mildred (1941)

Building Houses... and a Family

During World War II, John entered the service and joined the Army Air Corps as a paratrooper. He was then transferred and became an engineer, where he learned to operate a bulldozer. Following his discharge, John headed back to Michigan – this time to Saginaw – and worked a series of jobs in local shops.

The family's first house was a small one on Hudson Street. Because it was located just outside the Saginaw city limits, the home did not have city water or sewer connections. "We had an icebox," said Mildred, "and thought we were really lucky when we got a used washing machine."



John (1942)

John and Mildred's first child, Carol, was born in 1943. Sharon was born in 1945; Connie in 1950; and Kathy in 1954. In 1957, the Burts' son Jack was born.

After working in the shops a while, John decided to try his hand at carpentry. He told others he felt too confined to be stuck at a machine

eight to ten hours a day. John enjoyed working outdoors, where there were fewer rules and restrictions than in a factory. He started Burt Construction in 1952, focusing on building and remodeling, and like many owners



John and Mildred's wedding day on November 12, 1942.
John's brother Henry, Mildred's sister Helene, Mildred and John.

of small businesses, he worked long, hard hours. He also moonlighted, selling products door-to-door – everything from Fuller Brushes to replacement windows and flooring.



John, Mildred and daughter Carol (1944)

In 1959, disaster struck. John was left holding the bag on three good-sized jobs, and was forced into bankruptcy. The Burts lost everything, including their house.

To help support the family, Mildred found a job as an aide in the Physical Therapy Department of St. Luke's Hospital in Saginaw, learning the work as she performed it. John went to work for Henry Moreland, who had a small business that installed roofing, siding and pools. Over time and after gaining experience, John decided to go into business for himself, again.

In the mid-1960s, John started Bridgeport Pools with two friends from the construction industry, Carl DeMaet and Earl Leidlein. "When John got into the pool business, things really started turning around," recalled Mildred. John eventually bought out his partners to take ownership of the enterprise.

Mildred was still working, and John kept expenses down by drawing only \$25 a week in salary. Bridgeport Pools soon became a family enterprise, as the Burts' children began working in the business. Carol was the first, driving truckloads of stone to job sites. Connie also worked for the pool company during the summers while she was in high school. Sharon joined Bridgeport Pools when her oldest son, Scott, was only two-weeks old. She took the baby with her and he grew up in the office. Sharon was involved with the finances of business from the beginning.

When John made sales calls, he often took one of his children along. He would remind them to be quiet and not say anything, but to listen and learn.

“ I told the kids that the best thing a salesperson can possess is the ability to listen and not talk,” John said, reflecting on those times. “There are many sales people who never learn that. Consequently they kill the sale by overselling.”

John (right) and daughter Sharon (1947)



John and the Burt girls: Carol, Sharon, Connie, Kathy and Mildred (1956)

Opportunity in Disguise

Things were finally looking up for John; his family, and business. By 1975, Bridgeport Pools was doing over \$2 million dollars in annual sales, and growing. Then disaster struck again when a shipment of pool liners turned out to be defective. Unfortunately, the flaws weren't discovered until the pools had been dug. The liners split, and replacing them all was time-consuming and very expensive. "We almost went broke," John would later admit.

In fact, the liner problem turned out to be an opportunity in disguise. John decided that the only way he could be absolutely sure of the quality of his pools was to manufacture his own liners – a business move that became a precedent for vertically integrating the Duro-Last roofing operation years later.

John put his house on the line, got a loan, bought \$20,000 worth of materials, and named his new endeavor, Tri-City Vinyl, Inc. He set up shop in an old, dilapidated building that was a relic of Saginaw's manufacturing past. John ultimately committed himself full-time to the liner manufacturing business, and daughter Carol and her husband Neil Stuhr became the sole owners of Bridgeport Pools.

John's commitment to customer satisfaction was evident throughout his career. Once, he got a complaint about a job in Iowa. The pool measurements were incorrect and the liner didn't fit. John rented a four-seater plane to fly to the Iowa site; he removed the liner, and took it back to Saginaw. He then made the necessary alterations and returned to Iowa the next day to complete the installation correctly.

As in the past, a disaster provided another opportunity for John. While coming down the Saginaw River, a ship hit the Sixth Street Bridge and cracked a fuel cell. Chemicals were leaking into the river and city officials needed a fast repair. John was willing to take on the project but his pool liner material didn't have the necessary strength or chemical resistance. John finally solved the problem when he investigated alternatives and found a new kind of material, and Tri-City Vinyl made the patch.

With the material he used on the fuel cell project, John saw real possibilities for future business. It was reinforced and resistant to chemicals. For some time, John had been thinking about the idea that if a vinyl material could keep water in a pool, a reinforced vinyl product could keep water out of a building. The Tri-City Vinyl building needed a new roof, so he took material left over from the fuel cell patch job, welded two pieces together, nailed the material down, and then patched over the nails.

The leak problem was solved, and it was the beginning of a brand new business direction for John: Duro-Last[®], Inc. was born.



Sharon Sny keeping the books in the early days of Duro-Last.

Vision, Confidence, Integrity and Commitment

At the time, John thought he was the first to come up with a vinyl roofing system. Later, he admitted that if he had any idea of how much competition there was, he probably wouldn't have even tried. In the late 1970s and early 1980s, there were nearly 100 companies in this type of roofing manufacturing business.

Initially, the Duro-Last manufacturing operation shared space and equipment with Tri-City Vinyl. The business made pool liners during the day, then adjusted the power settings and made the necessary line changes to produce roofing systems at night.

The business grew, and in 1982 a building became available at 525 Morley Drive, off of Holland Road, about a half-mile east of what was then the General Motors Steering Gear Systems complex (now Nexteer) in Buena Vista Township. It offered 57,000 square feet of manufacturing and office space. John consulted attorney Tom Lawler and accountant Al Rohde, who both told John that he simply had no way to pay for the building. Their advice however, was too late. John told them, "I've already bought it, so I've got to pay for it." John made the purchase based on his confidence that Duro-Last would "sell millions of square feet a year of this stuff."

“ I admired his vision, his confidence, integrity and commitment,” Lawler later said. “I had faith in John.”

“At the time, John WAS Duro-Last,” said Duro-Last’s first Marketing Director Bill Frederick. “He had it all in his mind, but he had to communicate those things to other people to make the company grow. This little swimming pool company was trying to tell the world they were manufacturing roofs, against the giants.”

By 1982, it had become apparent to John that Duro-Last needed to furnish more than just the roofing material. He realized there were quality control problems with many of the roofing accessories on the market at that time. Contractors purchased these from separate suppliers or made them from roofing material on the job site. So John started an accessory manufacturing line at Duro-Last, initially making boots to fit around stacks, and also beginning the custom-fabrication process that has made Duro-Last unique in the roofing industry.

Today, Duro-Last delivers quality-assured products by completing up to 85% of roof membrane seaming in a factory-controlled environment. Duro-Last also produces a complete line of standard and custom-fabricated accessories, from the same membrane as the roofing sheets, made in the factory rather than with labor-intensive field fabrication on the roof. This novel approach to roofing systems greatly reduces the likelihood of installation errors and subsequent leaks. Building owners, architects, specifiers, consultants, contractors and other facilities professionals can have peace-of-mind knowing that only 15-20% of roof system welding is not done in the factory.



Expansion and Vertical Integration

From the beginning, John envisioned that Duro-Last would someday have plants all across the country. In the 1980s and 90s that vision became a reality, as did Duro-Last's move to vertically integrate its manufacturing operation.

Duro-Last's first expansion took place in June 1987, when land and two buildings were purchased in Grants Pass, Oregon, to house Duro-Last's West Coast operation.

In 1991, land in Jackson, Mississippi was obtained, where the Duro-Last Jackson plant is now located.

The business continued to thrive, and John opened another manufacturing plant in Sigourney, Iowa, in 1996. That same year, he also decided to sell the original Grants Pass property and build a bigger plant there.

Vertical integration of the Duro-Last manufacturing operation had been underway since 1985, when sister company S & S Plastics began producing injected and extruded plastic accessories for the Duro-Last Roofing System. In 1993, the U.S. Air Force decided to close Wurtsmith Air Force Base in Oscoda, Michigan, about 100 miles north of Saginaw, and an inexpensive property became available at the facility. John took advantage of the opportunity – not far from his childhood home – and relocated S & S Plastics, giving it a new name in the process: Oscoda Plastics®, Inc.

John saw another opportunity for Oscoda Plastics. At Duro-Last, the disposal of reinforced vinyl scrap material had been a long-time problem. Waste generated during the manufacturing process was being taken to landfills. John knew that landfill prices would eventually be prohibitive, if landfills could be used at all, and decided to invest in production equipment to recycle reinforced vinyl scrap into other products. Today, Oscoda Plastics' Protect-All® flooring is made from



John and Mildred's 50th Anniversary (1992)

recycled vinyl – material that comes from Duro-Last's manufacturing process – and continues to gain market share in the commercial flooring industry.

By 1995, John had become dissatisfied with the quality of the material Duro-Last was purchasing from outside sources, so calendaring and knitting operations were implemented in Saginaw, to produce the reinforced vinyl membrane used in the roofing system. At the time, no manufacturer in the United States made the calender (used to produce PVC film from raw materials) that John required, so he turned to a German manufacturer. The calender was the biggest and most expensive piece of machinery John had ever purchased. It took six months to design, one year to build, and another six months to install – with German engineers accompanying the calender back to Saginaw to make it operational. The calendaring and knitting operations eventually became part of Duro-Last sister company, Plastatech® Engineering, Ltd.

The Next Generation

John appointed his daughter Kathy Burt Allen to establish Plastatech; no small feat in what was then a male-dominated industry. Today, Plastatech makes Duro-Last's membrane and other products:

calendered and extruded PVC films, weft-inserted knitted substrates and laminated PVC films and substrates. These materials are used in a wide variety of applications, including geomembranes.

By the late 1990s, another item would be manufactured in-house; screws. Since the beginning, most Duro-Last installations have been mechanically-



Jack and John Burt at the groundbreaking for a new Duro-Last warehouse (1990)

attached to roof decks with fasteners. Although John had been purchasing screws from other suppliers for years, he wanted to ensure that these critical components met his high-quality standards, so he decided to manufacture his own. He once again looked north to Oscoda, and settled on the 14,500-square-foot former bowling alley at the Wurtsmith location. In the summer of 1999, TIP-TOP® Screw Manufacturing, Inc. began operations.

The family has followed John's lead and continued to stay involved and invest in the business. After his father's death in 2003, son Jack became the Chairman of the Board of each of the companies. Shortly thereafter, Jack established EXCEPTIONAL® Metals as a division of Duro-Last to manufacture metal components – including edge details, gutters, scuppers and coping caps – commonly used in roofing

installations. EXCEPTIONAL Metals has moved beyond just edge metal for flat roofs; and today sells complete metal roof and wall panel systems.

The family is also committed to bringing in the best people. In 1998, at his acceptance speech for the Spirit of Free Enterprise Award for the Saginaw County Chamber of Commerce, John said, "I'll tell you something I learned from my father a long time ago." John told a hushed audience. "Hire people smarter than yourself and you'll enjoy real business success. That's what I've tried to do, and it's because of those people that I'm standing here in front of you today." The family continues to look for and hire smart, motivated people who share similar values. In 2009, Dan Murphy Jr., was appointed to the Duro-Last Board of Directors. One of Dan's first jobs was selling screws to John at Duro-Last. Dan has a wealth of experience working in the roofing and screw manufacturing industries. "I remember when John started TIP-TOP. He called me into his office and said 'Dan, we're starting our own screw company. Immediately. So we won't be buying screws from you anymore'. That was it. When John made up his mind about starting a new business, there was no changing it. But even though I was selling him screws, I didn't try to change his mind. I supported him and his decision because I knew he'd succeed." Dan continues, "So I'm one of the few people who can say that I sold products to John, I bought products from John and I now work with John's companies. I'm proud of that."



Kathy, John, and Connie (Utah, 2002)

More Complex Than Ever

In 2011, the family hired Tom Saeli as the Chief Executive Officer for Duro-Last and each of the companies within John R. Burt Enterprises. Tom was brought in to continue to expand the businesses. Under Tom's leadership, both sales and profitability have continued to grow. In 2013, Duro-Last opened a new manufacturing facility in Carrollton, Texas to support Duro-Last's increasing sales in Texas and the south. In 2014, Plastatech installed what was at the time, the largest, most technologically advanced extruder in the world, in order to continue to meet the demand of Plastatech's and Duro-Last's growing businesses. In 2016, John R. Burt Enterprises acquired Anvil Paints & Coatings, Inc. in Largo, Florida to add to its portfolio of operating companies and expand into other markets. Then, in 2017, Duro-Last opened a manufacturing facility in Ludlow, Massachusetts to supply their customers in the Northeast. "Today, while we're bigger and more



complex than ever, we continue to maintain the DNA and values that were established over 40 years ago by John R. Burt," said Tom Saeli, "those values are hard work, people come first, and make sure we take very good care of our customers with the highest quality of products and service in all of our companies".

John's vertical integration approach, unique in the roofing industry, allows Duro-Last to control the manufacturing process top-to-bottom, and ensures that customers receive the highest quality roofing system available on the market today.

“ My philosophy is this: if I’m going to manufacture a product, that product better be the best of its kind and do what it’s supposed to do,” John said.

That’s why today, we have the highest quality roofing system in the industry, and are well-known for backing that system with outstanding customer service and excellent warranties.

Through business ups and downs over the years, and even after Duro-Last’s success was assured, John remained committed to the human side of the operation. He always took a personal interest in his employees. John maintained that he got his best ideas from exchanges with people on the production floor, and was fond of saying, “Sometimes a little suggestion makes things work a lot better.” He was even known to show up at his facilities at 3:00 a.m., on nights when he couldn’t sleep.

John’s enthusiasm for interacting with employees on a person-to-person basis is what made Duro-Last unique. Not only did he listen, but he valued their thoughts and opinions and acted on their ideas whenever possible. While John was known to expect a lot from those who worked with him, he took the time to appreciate everyone’s efforts and encouraged growth both personally and professionally.

‘Give Your Best and You Never Have to Look Back’

Tim Hart, Duro-Last’s Vice President of Western Sales, started with Tri-City Vinyl in 1982. When the Duro-Last West Coast operation opened in 1987, he went out to establish quality standards. Soon after, he was put in charge of the plant, and John told Tim, “You’re going to make some mistakes and wrong judgment calls, but at least you’re making decisions, so be sure to learn from them. That’s what I’m paying you for. Go with your gut feelings and don’t second-guess yourself. Give your best, and you never have to look back.”

John’s management philosophy was to hire and promote from within the business. He preferred to take a loyal, dedicated person and teach him or her the job rather than try to bring in someone from the outside.

Duro-Last Vice President of Sales Operations, Steve Ruth, said, “John believed that if employees showed a good work ethic when they started, they’d always have a good work ethic.” A good example himself, Ruth was just a kid in college when he came to Duro-Last one summer. He began by folding roof membrane on the shop floor, but once he started working and saw how fast the company was growing, he applied for a job as a manufacturing foreman. “Then, a salesperson left,” said Ruth, “and John came out in the plant and said he needed someone to answer phones, take orders, and talk to the roofers, so I joined the Duro-Last sales department. In fact, I was the sales department. I’ve worked in every aspect of the company, and that has really helped me understand the dynamics of John and Duro-Last.”

John also valued the relationships he established with his customers, the roofing contractors, who are perhaps the most important element of the entire Duro-Last operation. Many contractors have been affiliated with Duro-Last since the beginning.

Don Morris, from Topeka, Kansas, remembered the first time he met John Burt. At the time, Morris was a farmer and was venturing into the roofing business as a contractor with his wife, Molly, and another couple as partners. Showbiz Pizza, headquartered in Topeka, approached Morris about finding a roof that could be installed in any kind of weather, in any part of the country, within 30 days. Don had no experience with single-ply roofing, but he saw a Duro-Last flyer and made a call.

To Morris' amazement, John dropped everything, flew to Topeka, rented a car, and drove to the farm the next day. He sat down with Morris and his wife, explained the Duro-Last Roofing System and helped him land the job. Coincidentally, the first Showbiz Pizza operation Morris worked on was in Saginaw, Michigan.



“John helped us get started,” Morris said. **“After that, we did Showbiz roofs all over the country. Since we’ve been involved with Duro-Last, our lives have been fun and exciting, a real culture shock. John Burt opened so many doors for us, and changed our lives 180 degrees.”**

A Family Carries On

Duro-Last remains a family-owned business. The Board of Directors includes John's son Jack, daughters Sharon and Kathy, and former legal counsel Tom Lawler, who joined the company in the early 1980s. John frequently referred to Tom as his "adopted son." Daughters

Carol and Connie are both active shareholders.

More recently, the third generation has joined the family business. John's grandsons Shawn Sny and Jason Tunney have been appointed to the Board of Directors after many years of working in the business. Shawn worked his way up. In high school and college he worked on the cutting floors at



The Burt family at the Duro-Last National Sales Seminar (2000)

Tri-City Vinyl and fulfilling accessory orders at Duro-Last. After college he spent many years working inside the Duro-Last Sales Department. Today Shawn is Executive Vice-President for each of the companies. Jason started out in the mailroom. After college, law school and practicing law, he came back to Duro-Last. He restarted in the Quality Assurance Department in order to learn the business. Today, Jason is the General Counsel and Executive Vice-President for each of the companies.

As much as John loved to manufacture things, he also loved salesmanship. Five of his grandsons followed that path. Grandson Scott Sny served as the Duro-Last Sales Representative in Minnesota,

while grandsons Ryan, Matt and Justin Moeller all worked with their father (Connie's husband Bob) as sales representatives in Wisconsin. And grandson Jeremy Tunney is the Duro-Last Sales Representative in Oregon.

Duro-Last has enjoyed strong, steady growth for many years, and because of this success, John was honored on several occasions. He received the Michigan Entrepreneur of the Year Award in 1986. Duro-Last also earned the Governor's New Product Award in 1986, and in 1987, then-Governor James Blanchard presented John with the Small Business Person of the Year Award. Additional awards given to John include Michigan's Construction Entrepreneur of the Year Award and Inventor/Entrepreneur Award (both in 1991), the 1998 Saginaw County Chamber of Commerce Spirit of Free Enterprise Award, and posthumously, the Davenport University Excellence in Business Award in 2003, which was accepted by Mildred.



John and great granddaughter, Natalie Moeller



The Burt family at John's 80th birthday (November 8, 2000)



John R. Burt passed away on April 11, 2003 in Tampa, Florida, at the age of 82. In addition to his many accomplishments in business, John was a kind and adventurous man who put his family first, and enjoyed life to the fullest. From modest beginnings during the first part of the 20th century to business leader for the new millennium, John Burt left a legacy of entrepreneurship, integrity, hard work and perseverance. He still influences everything we do.



John R. Burt Family (1979)



John R. Burt Family (2006)



John R. Burt Family (2017)



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