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# Press Release

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FOR IMMEDIATE RELEASE

## **Max Roach receives Colorado Roofing Association Lifetime Achievement Award.**

The Colorado Roofing Association applauds Max Roach as the 2006 winner of the Colorado Roofing Association Lifetime Achievement Award.

Integrity, honesty and trust are characteristics Max Roach has lived by and been respected for by colleagues and friends. Max enjoys a quiet retirement now, but for 25 years he spent his days working in the Colorado Roofing Industry as a sales representative for both Owens Corning and Tamko Building Products.

Upon his high school graduation, Max moved from the Oklahoma panhandle town of Guymon to Stillwater to begin his studies at Oklahoma State University. After three years there, he was drafted in to the service and spent time in Texas and California. His stint in fatigues did not deter him from

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completing his college plans, he returned to OSU and graduated in 1958 with a degree in business administration.

Ready to join the working world, Max made his way to Grants, New Mexico where he worked in the mining industry. Realizing his future was limited in Grants, Max moved to Albuquerque where he answered an ad placed by Owens Corning for an office manager. Realizing the "office" life was not for him, Max made the jump in 1964 to sales and began selling Owens Corning products and as the saying goes, "the rest is history."

After a stint covering Arizona, New Mexico and part of Texas, Max made his way to Colorado. A short time after his move to the Centennial State, the 2-person office grew to 15 and Max worked hard to develop lasting relationships with contractors, builders and architects.

In 1986 Max left Owens Corning to begin his first retirement. That didn't last long, when a well-timed call from Tamko Building Products brought Max out of retirement. His second stint in the roofing industry lasted 10 years. His years with Tamko saw the same dedication to his customers and the roofing industry.

Since retirement, Max keeps up with the latest trends in the roofing industry through trade publications and conversations

with friends is looking forward to traveling once again to his favorite destinations of Greece & Bermuda.

Max, congratulations from the members of the Colorado Roofing Association on your receipt of the Lifetime Achievement Award.

For more information about the Colorado Roofing Association, log on to our website at [www.coloradoroofing.org](http://www.coloradoroofing.org).

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