



Northeast Window & Door Association Member Newsletter

Fourth Quarter 2003

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We are pleased to present to you NWDA's electronic version of its newsletter. At this time, we will be still be offering the printed version of the newsletter which contains photos, etc. But this electronic version allows for a wider distribution of NWDA association and member news within our member companies.

If you have additional contacts at your company who you feel would benefit from receiving this type of information, please reply with their names and email addresses. There is no additional charge for adding colleagues to the electronic newsletter list.

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President's Message

A Year in Review

As 2003 comes to an end, we are happy with the progress we made during this year. Over the past year, we have implemented a new, dynamic Industry Resource Center on our web site and have been encouraging NWDA Members to “get online” with us. Our members now can interactively get information about any web-linked member. We also had our first annual NWDA Scholarship Award presented to Julie Warshauer and the first NWDA E-Newsletter. Inside the newsletter you will also find a newly added section titled “Ask a Busy Person.” This addition to the newsletter will allow you to get to know more about our members' professions, their achievements and their personal interests. The “Member News” section of the newsletter has also grown tremendously throughout this year. We are currently looking at expanding the pages to provide enough space to accommodate the additional articles. I would like to thank the membership for providing us your “Member News” and encourage you to continue.

The board and I believe the progress we made this year is sure to increase membership benefits. Although we are happy with the progress we made, we have not become complacent. We are continually looking at ways to improve services and benefits to our membership. We have implemented a marketing committee that is looking at ways to continually improve our outreach programs. Mike Sugrue, 1st Vice President, has done

a remarkable job researching high profile, informative speakers for our “In 2004, We're Going to Give You More” campaign. You will have an opportunity to hear some of these powerful speakers at our January meeting.

As you kick-off the New Year with new goals and new dreams, remember the words of Helen Keller, “Alone we can do so little; together we can do so much.” May all your goals and dreams come true.

Happy Holidays & Best Wishes,

Terry Rex
BF Rich & NWDA President

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Win a \$300 Best Buy Gift Card!

...Just by inviting non-member window and door fabricators to the NWDA meetings! After the success of our first recruitment campaign, and in an effort to continue to grow membership and expand our presence in the industry, the NWDA recruitment card contest will be continued!

Last month each associate member was sent 5 wallet-size recruitment cards to assist you in your participation in the contest. This card will allow your customers from **non-member** window or door manufacturing companies to attend the **Development of a no-nonsense Quality Management System** of either the upcoming Winter Meeting & Table Tops in Philadelphia in January, or Summer Meeting at the Seaview Marriott **for free!**

(The prospects must be affiliated with the industry and can be past members who have been absent from NWDA membership for a minimum of one year. They must join NWDA to be able to attend a second meeting.)

How will this benefit you? On the back of each card is a “Referred By” line. Fill in this information on each card you hand out and NWDA headquarters will keep a tally of the responses received. The individual who recruits the most prospective window and door manufacturers to a single meeting, will receive a gift card to “Best Buy”. This will also be a benefit to your employer because your company will also receive a free table top at the Winter Meeting or a free hole sponsorship at the Summer Meeting.

TJ Tirendi of Velocity Marketing won the recruitment contest at the recent Summer Meeting. TJ took home a \$300 gift card from Best Buy **and** Velocity Marketing received a **FREE** hole sponsorship at the golf outing!

Who will be our next winner?? It could be you!

If you have any questions or require additional cards, call Lori Nasatka at NWDA Headquarters.

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Winter Meeting Preview

Join us in Philadelphia for a low-cost one evening / one day opportunity to get caught up on the industry's latest developments.

NWDA is gearing up for its Winter Meeting in Philadelphia! The event consists of a Welcome Reception on Tuesday, January 13 and educational and table top sessions half day on Wednesday, January 14. It is being held at the Adam's Mark

Hotel Philadelphia. A special discounted sleeping room rate has been arranged for NWDA guests. The rate is \$109 Single / Double. Be sure to mention you are with NWDA when making your reservation. If you have not yet made your hotel reservations, please do so right away. The number to call is 215-581-5000. The cut-off date to guarantee rooms was December 13, but there were some rooms still available at press time.

Speakers of relevance to your fenestration business

- **Manufacturers Speaking in One Voice**
Pat Cleary, Senior Vice President of Human Resources Policy and External Affairs, National Association of Manufacturers (NAM)
- **Controlling Health Insurance Costs**
Russ Livingston, President, BABB, Inc.
- **Brand Awareness, Marketing**
Hal Yaffe, President, HalYes

If you need a registration form, just call NWDA at 609-799-4900 or download registration materials by visiting our website www.nwda.net and looking under the events section.

Want to learn more about OSHA Inspections?

New to the Winter Meeting program this year... plan to join NWDA for its Annual Educational Seminar, this time featuring important information on ***Preparing for an OSHA Inspection***, presented by John M. Engler, DrPH, CIH, Program Director of the PA / OSHA Consultation Program.

Our Educational Seminar will be the same day as the start of the Winter Meeting...on the afternoon of Tuesday, January 13 (the Winter Meeting begins that evening with the Table Tops / Reception - so just arrive a few hours earlier!). We hope this makes attendance easy for everyone!

These companies have already signed up for a table top as of press time:

Acer Industrial Ltd., Amesbury Group, Architectural Testing Inc., The Bronze Craft Corp., Burke & Son's, Inc., Caldwell Mfg. Co., Caliburn Inc., Chelsea Building Products, Inc., Custom Built Window & Door Systems, Inc. Custom Craft Plastics, Custom Window Extrusions, EAM - Mosca Corporation, Fenetech, H-O Products, John Evans' Sons, Inc., Mikron Industries, Inc., Pecora, RiteScreen, Saint-Gobain Bayform, Screenco Manufacturing Ltd., Stürtz Machinery, Inc., Titon Inc., Tom Brown, Inc., Tremco Inc., Truth Hardware, Ultrafab, Ultra Hardware Products Inc., Urban Machinery, Ventana USA, Vinyl Building Products, Window & Door Magazine.

Schedule of events:

Tuesday, January 13

10:00 am – 1:00 pm

Board of Directors Meeting

1:00 – 4:30 pm

Preparing for an OSHA Inspection Seminar
(Optional; separate registration required)

12:00 pm

Table Top Set-up / Registration Open

6:00 – 8:00 pm

Welcome Reception / Table Tops Open

Wednesday, January 14

8:00 – 9:00 am

Breakfast / Table Tops Open

9:00 am – 12:30 pm

General Session

12:30 – 2:00 pm

Buffet Lunch / Table Tops Open

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Ask a Busy Person

Learn about your fellow NWDA members...this is a few feature of the NWDA Newsletter and will feature a different member each issue. This issue is about our President, Terry Rex, BF Rich.

Please provide a brief overview of your company.

BFRich was founded in 1957 as an aluminum window and door manufacturer. The attrition of aluminum to vinyl has brought BFRich to a predominately vinyl window and door manufacturer. Known for their “Quality First....Service Second to None” motto, BFRich services the East Coast, with value added window and door designs to the remodeling, new construction and commercial markets.

What are your main responsibilities/duties at your company?

As Director of Marketing, I play a role in product enhancement, new product

development, marketing materials and a supporting role to our sales team.

How long have you been with your company?

Since 1986

Where did you work previously, and in what positions?

As a teenager I worked with a custom home builder over the summer months. From footers to roof ridge caps, I became familiar with many phases of the building trade. I worked a few years for Mack trucks in production. This gave me a great background and understanding for the production environment. After a few years as a construction remodeling business owner, I found my way into a sales position for BFRich Company.

How did you become involved in this industry?

I was familiar with the BFRich product line from various remodeling projects. Mike Capuano, at that time was the owner of Cappy's Aluminum in Allentown, PA. He informed me that a sales position had become available at BFRich. I contacted George Simmons, (current President) at that time V.P. of Sales and applied for the position. I called George every couple of days to see if he had made a decision and to remind him I thought I was the person for the job. I guess my persistence paid off as George brought me on, and I have had a wonderful and challenging career at BFRich for the last 17 years.

What special honors, awards and/or recognition have you received within your field or by your company?

I was recognized in Who's Who of Professional Management™ 2001-2002, received my Certification from AAMA as a Certified MasterInstaller; June 2001 and received my CTM (Competent Toastmaster) in November, 2003.

What recent changes, additions and/or improvements have you implemented in your company?

I am producing an internal "Weekly Highlights" newsletter to share our company's weekly accomplishments among the staff. This is a great way to keep our entire staff aware of each department's contributions and successes. The "Weekly Highlights" has become an integral part of our corporate culture and provides an environment of colleague mentoring, sharing of ideas and a healthy pro-active atmosphere. I just completed a customer Electronic Price Book (EPB) which allows our dealer/distributors to easily create customized price books for net, wholesale or retail pricing. We have developed a Marketing Solutions Center for our customers. This is an outreach program that provides our customers marketing support that includes web site development, personalized literature, home show marketing support, personalized media ads, newsletter development or any other project in which we can provide support to our customers to help them meet their company sales, growth or profitability goals.

What has been your personal involvement with NWDA to date?

I have been attending NWDA meetings for most of my career in the window and door industry. I have served as a board member, 1st Vice President and currently President of NWDA.

What is your favorite thing about NWDA?

I can remember back when everyone would protect their company's philosophies and knowledge like a rare diamond in a safe, stored away so no one could ever share in it's beauty or design. I have found that the positive, respectful and sharing attitude of NWDA's members over the last ten years has been helpful to me and my company. Today we compete in a in a world where we respect each others businesses with a trust and understanding. Together we can all be successful by helping and sharing amongst each other. Every meeting someone brings an idea forward on how the association can bring pertinent information to the members. Today we tour other companies to see a new state-of-the-art piece of production equipment or a software program. I am proud to be part of an association that puts integrity and support at the forefront of it's commitment to it's members.

Where did you receive your higher education and what was your main field of study?

I have taken various courses through the years pertaining to sales and marketing, computers, public speaking, music and graphic design.

What are your leisure-time talents, hobbies, community involvements or interests that you would like to share?

I have been involved with youth sports programs since 1980 as a baseball and basketball coach and member of the board of directors. The youth sports program has been extremely rewarding for me. Our organization values the "Life Through Sports" philosophy and has maintained a high level of personal commitment to the youth of our community. I have been a member of our local Sunrise Toastmasters Club for the past two years serving as Sergeant at Arms and currently V.P. of Membership. Toastmasters is a fantastic organization that focuses on presentation and public speaking skills. I have also led the Jr. Leadership program through Toastmasters for the 4-H Club. I am involved with both the high school boy's basketball booster club serving as the media director and girl's field hockey booster club serving as treasurer. I enjoy playing basketball, golf and recently began playing tennis.

Do you have a spouse or children/grandchildren? How many?

Wife: Lisa. Children: Terry Jr., Travis, Christopher & Alyssa. Grandson: Ayden

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Advertise to a targeted regional fabricator audience...

Sponsor the Newsletter!

The 2004 issues of the NWDA Newsletter are now available for sponsorship. The cost is \$750 and there is one sponsor per issue. Your ad will be seen by a targeted audience of window and door manufacturers and suppliers. NWDA is grateful for its sponsors! These opportunities sell out quickly every year so be sure to call Lori Nasatka at 609-799-4900 or email her at lnasatka@nwda.net immediately if you are interested. They are sold on a first-come first-served basis.

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It's Dues Renewal & Directory Update Time!

By now you should have received your dues renewal invoices for 2004, along with your request to update information for the Annual Membership Directory. If not, it's in the mail! We must receive your dues payment along with your Directory update – if we don't hear from you by the designated deadline, your company may get left out of the Directory. Take care to submit your payment soon.

As a result of each year's growing success, we are again selling advertisements in our 2004 Annual Membership Directory. If you are interested in placing an ad in the Directory, contact Lori Nasatka at NWDA headquarters for more details.

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Member News - Here's What's Going On...

As a member of the association, NWDA is pleased to include news about your company, people and products. If you would like to include news in a future issue, send a press release to Lori Nasatka at NWDA headquarters or email it to her at LNasatka@nwda.net. Make sure your public relations and marketing personnel are aware of this opportunity.

Crystal Window and Door Systems is pleased to announce that it recently received ISO 9001:2000 certification for quality design, engineering and production. The ISO designation is the internationally recognized mark of quality. The ISO 9001:2000 quality standard encompasses design and engineering of customer products as well as the actual production of these products. Crystal is also subject to random quality inspections by its certifying agency during the certification period, as are all ISO certified companies. For more information about Crystal and its products, call 1-718-961-7300 or visit their website, www.crystalwindows.com.

Edgetech I.G. Inc., the leader in TrueWARM® edge technology, is pleased to introduce S2, the ultimate sales and marketing program for Super Spacer®. The

powerful new marketing package includes an interactive CD, new sales brochures and portable point of purchase displays. The interactive CD features a web-based home page that can be tailored for each sales demonstration. Contact Edgetech at Tel: 1-866-TRUE-WARM, Fax: 740-439-012, or visit their website, www.superspacer.com.

TruSeal Technologies, Inc. has redesigned its popular T.A.P.E. (Totally Automated Production Equipment) system to help IG fabricators increase productivity by 25 percent. Named T.A.P.E.-AT (Advanced Technology), the system is the next generation of totally automated IG assembly and application equipment. Designed by Besten, Inc. and adapted for TruSeal's family of flexible spacer systems, including DuraSeal™ and Swiggle® Seal, T.A.P.E. features grid installation accuracy by marking spacers with an inkjet printer for grid placement. T.A.P.E.-AT follows the original structure of the T.A.P.E. system but now features a redesigned application bed to provide faster cycle times and application speeds that offer a 25 percent gain in throughput.

TruSeal Technologies, Inc. also recently introduced a new spacer, Insuledge™. Insuledge uses breakthrough technology to offer a unique tubular design, incorporating proprietary molding process to manufacture the warmest flexible IG spacer system. Insuledge features a non-metal, corrugated tube, which results in superior thermal performance. The hollow, non-metal core replaces conductive solid or foam materials with better insulating air space. Insuledge is 50 percent lower in conductivity than the next warmest spacer. For more information about these products, contact TruSeal Technologies, 1-888-910-5280 or visit their website, www.truseal.com.

This past October, **Winchester Industries** celebrated 20 years of manufacturing and selling high-quality replacement windows and doors. In 1983, President Robert J. Weis and Vice President George Yuhasz pooled their knowledge and experience to manufacture a white Bristol, double hung window, creating Winchester Industries. Today, Weis and Yuhasz remain as owners and monitor day-to-day operations. Over the years, Winchester began manufacturing sliders, casements, bays, bows, garden and awning windows, steel entry doors and patio doors in addition to the original double hung window. Two other window product lines were also introduced. "We have a great window, dedicated workers, a powerful marketing approach and dealers who are the best in their respective markets," says Michael Sugrue, General Manager. Located about an hour out of Pittsburgh, the 141,000 square-foot plant employs approximately 100 workers in the shop and office. An Open House celebrating the anniversary was held in October for employees and local dignitaries. For more information on Winchester products, call 724-639-3551 or visit their website, www.bristolwindows.com.

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Technical Corner

Solar Heat Gain Retention

Henry Taylor , President, Architectural Testing, Inc.

Today's novice scientists, as well as some experienced academics as well, often consider the management of solar radiation as a newly discovered phenomenon and technology. However, our ancestors of a hundred years ago routinely managed solar heat gain (SHG) to great effect. Travel through the historic farmlands between the Appalachians and the Rocky Mountains to get a glimpse of thousands upon thousands of farm homesteads, all of similar character.

These farm houses are quickly and easily distinguishable in the middle of fertile fields, often because they are surrounded by numerous mature trees. Furthermore, expansive porches are standard and most have large, operable double hung windows with shades and draperies. In the decades past, these now often cherished landmarks were heated by coal-burning pot-bellied heaters, fireplaces throughout, and wood-burning kitchen stoves.

The porches were specifically constructed to protect the windows and walls from the heat of the searing sun in summer, and the shade trees interrupted that same direct heat in the morning and evening. In wintertime, the sun was lower and the fallen leaves allowed the lower sun to warm the house for much of the day during the seasons when warmth was welcome.

Second floor windows were opened to exhaust unwanted hot air in the evenings and nighttime while the first floor windows invited the cool evening air inside to improve comfort levels. And to a less dramatic extent, a single room could be "conditioned" by lowering the top sash a few inches for exhausting the stratified hot air while cool replacement air could enter through the open lower sash.

Fifty years ago energy was cheap; suppliers would fight to supply energy for your all-electric or all-gas home, and fuel oil suppliers lobbied for installation of fuel-oil fired furnaces. Air conditioning wasn't yet a commodity and was seldom considered in the construction process, and the labor-saving appliances had not made a dramatic debut. But how times have changed in the last few decades!

Today air conditioning, computers and peripherals, dishwashers, microwave ovens, and automatic "everything's" are considered necessities. Now we face energy rationing, either directly or indirectly, and all this while energy prices are dramatically rising. Our capitalist system of supply and demand has caused many glass and window manufacturers to invent new ways to improve on the performance of windows and glass by use of coloring, tints, coatings, and more. And today, the measurement of solar heat gain becomes increasingly important to help manage both its benefits and disadvantages.

There had been neither new solar calorimeters nor improvements in existing calorimeters for the last forty years. Even the “smart” people said that it was impossible to build a large solar calorimeter to accurately respond to today's needs. Yet such test equipment was absolutely necessary to evaluate emerging new products such as tubular daylighting devices, glass blocks, obscure and screened glasses, domed skylights, and many other valuable products that were kept from the marketplace because of the lack of the scientific data that is now required by the energy codes.

Recently the scientists, engineers, and mechanics of Architectural Testing, Inc. (ATI) have proven the pundits wrong. In the year 2000, ATI quietly embarked on a mission to create this most sophisticated test equipment known as a Solar Calorimeter. Dick Troyer, Director of Research and Development, assembled the team to conquer the daunting challenge by the industry experts. It has proven to be a more complicated and sophisticated chamber than that utilized for thermal transmittance (U factor) testing. The Solar Calorimeter had to identify sun location at all times of the day and year, constantly and concurrently track its location in both the horizontal azimuth and vertical altitude, and provide data to properly measure the heat generated by the sun after accounting for any conduction and convection heat loss or gain from or through the test equipment.

The first of two solar calorimeters to meet the technological and scientific challenges of this twenty-first century was installed at the Fresno , California , site of Architectural Testing in April of 2002; it was acknowledged with rave reviews. A year later enough test data and experience had been garnered to design, construct, and install the “impossible to build” 7 feet by 7 feet solar calorimeter. The international scientific community had given up on creating a calorimeter this large because their academic experience indicated that it could not stabilize; this new science from ATI has a proven stabilization time of only 18 minutes (the time constant), and Dick Troyer believes that the time constant will soon be reduced to less than 15 minutes.

These new devices are located in Fresno because they must be operated for "five time constants" without interference from clouds passing between the calorimeter and the sun. California provides the most cloud-free days of any of Architectural Testing's locations, and it is comparable to any other potential site for solar heat gain measurements. Now other solar calorimeter is recognized to meet the requirements for measuring SHG as required by the recognized energy codes.

Dick Troyer joined Architectural Testing 12 years ago after 24 years as a manager with the Research Center of Johns Manville in Colorado . He has degrees of Bachelor or Science in Mathematics and Physics.

Henry Taylor is founder and CEO of Architectural Testing. He is the recipient of the American Architectural Manufacturers Association's Outstanding Member Award for the year 2001. He also serves as a Board member for NWDA, BETEC,

and AAMA. Architectural Testing was the recipient of the first AAMA President's Award for its outstanding commitment and dedicated support of the fenestration industry.

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New Members

The following companies are new since the last newsletter. Welcome!

Active Members:

ARMACLAD, INC.

6806 Anthony Highway

PO Box 70

Waynesboro , PA 17268

Contact: Jeff Rock

Tel: 717-749-3141

Fax: 717-749-3712

Website: www.armaclad.com

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Mark Your Calendars...

NWDA's 2004 Summer Meeting & Golf Outing will be held Monday –Tuesday, July 19-20, 2004 at the Seaview Marriott Resort & Spa in Galloway , New Jersey (near Atlantic City). You can begin making hotel reservations at anytime. The number to call is 1-800-228-9290. Be sure to refer to the “NWDA” when making your reservation so you receive the \$199 group rate. Registration materials will be distributed in the spring.

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NWDA would like to thank RiteScreen Company for their continued support with newsletter sponsorships. We are pleased that they have sponsored three issues this year.

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To respond to this issue of the Newsletter, contact the NWDA office at:

Tel: 1-609-799-4900

Fax: 1-609-799-7032

E-mail: [Lynn McCullough, Executive Director](#)
[Lori Nasatka, Administrative Director](#)

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Thank you.