



NORTHEAST WINDOW & DOOR ASSOCIATION

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NEWSLETTER

Third Quarter - 2005

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I hope you enjoyed the fantastic Summer Meeting in Hershey! I would like to express my appreciation to Lori Nasatka and CMA for organizing a great couple of days. Congratulations to Jim Ruby for assembling a terrific speaker lineup. We all should express our appreciation to the vendors who sponsored various aspects of the meeting. Finally and most importantly let me thank all those who attended the meeting. Your active participation was the true secret to this meetings success.

Vince Lombardi once said, “The only place success comes before work is in the dictionary.” We are working on a number of different projects to help NWDA succeed. For example NWDA has a booth in Boston at iGm/FW 2005. NWDA Board Members will be manning the booth in order to recruit new members. Our Educational Seminar on Profitable Exhibiting was held in September in York, Pennsylvania. Attendance was very good. Finally the NWDA Board has approved and will unveil a new and more modern NWDA logo at the January meeting. These

are just a few of the many positive steps our fine organization is undertaking.

Please mark your calendars for January 23-24, 2006 when the NWDA Winter Meeting will be held in Philadelphia at the Hyatt Regency Philadelphia at Penn’s Landing. The speaker lineup and the Table Tops will be beneficial to all attendees. We look forward to seeing you there and as always please let the Board or Lori know of any and all suggestions you feel will improve NWDA. Like our members, NWDA is willing to put the work in to achieve success.

Regards,

Michael F. Sugrue

NWDA would like to thank RiteScreen for their support with newsletter sponsorship. Please see their ad on the color insert.

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Summer Meeting Wrap-up

It was great to see everyone at the Summer Meeting at The Hotel Hershey in July! If you didn't make it to the meeting, you missed a great round of golf and a fun casino night awards dinner.

The speaker program began with Carole Livingston of Livingston Affiliates giving a presentation on "How to Work a Room – The Business Approach to Networking." Carole focused on how a company needs to plan and budget for networking to be successful. (See page 5 for Carole's article on networking.) Next, we saw Pamela Whitenack of the Hershey Archives give a very informative overview of Hershey Corporation and how it has grown to what it is today. We concluded with two presentations on "China's Impact on the Fenestration Industry." First was Henry Taylor, Architectural Testing Inc., who showed us that China has much lower production costs and that some Chinese companies are even trying to counterfeit USA products. However, we can make it work as long as we implement some certifications and guidelines. Lastly, Rick Lipski of Advanced Global Technologies showed us when and how to use an off shore supplier as well as the challenges of qualifying and communicating with those suppliers.

NWDA would like to thank Program Chair Jim Ruby for all of his hard work in putting this program together.

The meeting was a tremendous success and we would also like to thank all of the attendees, sponsors and door prize donators for their participation and support of NWDA.

At this year's Summer Meeting at Hershey, our members donated \$843 in mulligan sales at the Golf Outing to Habitat for Humanity! NWDA will match these funds and present a check to Habitat at the Winter Meeting in January. Thank you for your support.

Next year's Summer Meeting will be held at Foxwoods Resort Casino in Mashantucket, Connecticut on July 17-18, 2006. We hope to see you there.

And the Winners are...

Golf: NWDA Annual Scholarship Tournament:

Low Gross: John Mesko

Low Net: Pat Finn

Closest to Pin: Bruce Zurka

Longest Drive: John Mesko

Scramble Outing:

1st Place Team:

Terry Rex
Chuck Scalzott
Tony Pauly
Michael Sugrue



2nd Place Team:

Tom Change
Bob MacGregor
Mike Holmes
Dan Green



3rd Place Team:

Chuck Anderson
Bob Moyers
Ernie Foltz
Joe Virdone



Longest Drive Men: Bob Robinson

Longest Drive Women: Debbie Grigsby

Closest to the Pin: Mike Holmes

Special Thanks to:

Caldwell Manufacturing, Stry-Buc Industries and Chelsea Building Products for sponsoring the Beverage Cart.

Four-Jaks for sponsoring the Hole-In-One contest.

NWDA Thanks its Golf Hole Sponsors for their contribution to the Annual Scholarship Fund:

Aluminite, Architectural Testing Inc., Arkema Inc., Associated Materials Inc., Aztech Sales Associates, Inc., Burke & Sons, Inc., Cardinal Glass Industries, Chelsea Building Products, Inc., Custom Window Extrusions, Inc., DAC Products, Deceuninck North America, DWM Magazine, Edge Seal Technologies Inc., Edgetech I.G. Inc., Fenetech, Inc., Guardian Industries Corp., HOMESHIELD, Division of Quanex, HOPPE North America, Inc., John Evans' Sons, Inc., Keystone Certifications, Inc., LAMATEK, Inc., Leading Edge Distribution, Materials Testing Lab Inc., NAPG, Pecora Corporation, Pecora Corporation, Pecora Corporation, Pilkington, PPG Industries, PRYSM Marketing, Regenex Corporation, Ritescreen, Sika Corporation, Stik-II Products, TB Philly, Inc., Tremco, Inc., Truseal, Truth Hardware, Ultrafab Inc., Veka Inc., Ventana USA.

(This was a record number of Hole Sponsorships. Thank you all for your GENEROUS support!)

And thanks to our Door Prize Donators:

Aluminite, Aztech Sales Associates, Inc., Carlson Wegoma LLC, Chelsea Building Products, Inc., DAC Products, Edge Seal Technologies Inc., Edgetech I.G. Inc., Fenetech, Inc., Four - Jaks, Inc., Guardian Industries Corp., HOPPE North America, Inc., Keystone Certifications, Inc., Leading Edge Distribution, NAPG, PPG Industries, Ritescreen, Schlegel Systems, Inc., Stik-II Products, Ultrafab Inc., Ventana USA.

Upcoming Meetings

2006 Winter Meeting & Table Tops

January 23-24, 2006

The upcoming Winter Meeting and Table Top display will be held on Monday and Tuesday, January 23-24, 2006 at the Hyatt Regency Philadelphia at Penn's Landing in Philadelphia, PA. You can reserve your room now by calling (215) 928-1234 or (800) 233-1234. Be sure to tell them you are with NWDA. The special room rate for NWDA attendees is \$159 and the deadline for reservations is January 2, 2006.

Presenters for this meeting include:

- Brian Opielski, Apex Management Group, Inc. – Implementing and Monitoring Lean Manufacturing
- Adhesive / Backbedding Panel – Update on New Technologies
- Representative from NAM – The Future of Manufacturing
- Department of Energy Representative – Update on the New Energy Bill

Registration materials will be available soon!

Summer Meeting 2006

July 17-18, 2006

NWDA's 2006 Summer Meeting & Annual Scholarship Tournament & Golf Outing will be held at Foxwoods Resort Casino in Mashantucket, Connecticut on July 17-18, 2006. Registration materials will be distributed in the spring of 2006.

Association News

Northeast Window & Door Association Announces Its Second Annual Scholarship Recipients

NWDA is pleased to announce the recipients of their third annual scholarship. This year's winners were Christina Marie Vaillancourt of Owatonna, Minnesota, and Samantha Atkinson of East Vandergrift, Pennsylvania. They will be awarded \$2500 and \$500, respectively.

The scholarships are offered to children of NWDA members exclusively and are designed to recognize college juniors or seniors who have demonstrated excellence in both academic and extracurricular activities such as community service.



Vaillancourt is a senior nursing student at Brigham Young University. She is the daughter of Brian Vaillancourt of Truth Hardware. In addition to her exceptionally high grade point average, Vaillancourt has participated in numerous community service activities including serving as a teacher's assistant for sixth graders and teaching Sunday school at a local church.



The second recipient, Samantha Atkinson is a senior management-organization leadership student at West Virginia University. She is the daughter of Mark Atkinson of Kensington Window Inc. A member of Delta Sigma Pi business fraternity, Atkinson has maintained above average grades and is currently serving as vice president of professional events. Atkinson is also a member of the Golden Key National Honor Society, which admits only the top 5% of college students.

"We are very proud of our scholarship winners. These two young women have shown exceptional focus and demonstrated tremendous achievement throughout their college careers. We are privileged to honor them," said Michael Sugrue, NWDA president.

Each scholarship application was reviewed by NWDA's corporate advisory board, including transcripts, letters of recommendation, essays and summaries of extracurricular activities. The recipients chosen best reflect all of the qualities that were desired in a candidate.

For more information about the scholarship program, contact Lori Nasatka, at (609) 799-4900, ext. 23, email her at LNasatka@nwda.net, or visit the NWDA website at www.nwda.net. Applications for the next scholarship opportunity will be available in the spring.

NWDA Announces a New Logo for the Association

Northeast Window & Door Association plans to introduce their new logo at their 2006 Annual Winter Meeting & Table Tops January, 23 & 24, to be held at the Hyatt Regency Philadelphia at Penn's Landing.

Michael F. Sugrue, NWDA President, states, "NWDA's new logo reflects our organization's commitment to continued leadership in the Fenestration Industry. NWDA's members are made up of progressive and hard working companies. This new logo conveys NWDA's positive outlook for the future of our industry."





TECHNICAL CORNER

Networking: A Valuable Employee Development Tool

Submitted By Carole Livingston, Partner, Livingston Marketing & Communications

At the past Northeast Window & Door Association's Summer Meeting held in Hershey, PA, I presented a strategic overview of business networking, both from a corporate perspective and from an individual employee's perspective. This article responds to an issue that was raised following the presentation involving senior management having insufficient time to network properly.

I work with several clients in precisely this position—companies that know they need to be more actively networking, but the top people in the company simply do not have the time to devote to it. This dilemma is especially difficult for smaller companies with limited resources that need to be involved with multiple business and trade associations. Larger companies may have more senior management personnel to share the networking responsibility, but management in smaller companies is often spread rather thin.

My recommendation is to turn this problem into an opportunity to motivate and develop employees. As your company brings in new employees to handle traditional management jobs, consider their potential as “part-time corporate networkers” in the future. If you are not hiring at the present time, then consider your existing employees when it comes to networking. Involving employees is an opportunity for senior management to share the responsibility (the “work”) of networking so they are not overburdened and become ineffective. It is also an excellent way of developing employees beyond the basic skills required to perform their tasks, which in turn is a way of retaining and motivating competent staff. It can be a win-win situation, when managed correctly.

During my presentation at NWDA's Summer Meeting, I discussed how companies must plan and execute networking just as they would any other aspect of their businesses, and employees are part it. The first step in involving employees is to identify which employees are most likely to be good at networking. While you might instinctively turn to your sales staff, the best networkers may not be your best salespeople. Networking requires a different skill set than selling—some salespeople can do it, but others have the wrong approach and expectations, and they may be viewed as too eager for a sale rather than a business relationship.

Employees that show potential are those that have the ability to think longer-range, have good communication skills (including listening skills), are able to understand how industry changes and information apply to your company's and others' particular businesses, and are good at following up with details.

Welcome New Members!

Active
(Address correction)
SPECIALTY WHOLESAL
SUPPLY
101 Linus Allain Avenue
Gardner, MA 01440
Tel 978 630 3916
Fax 978 630 4481
Contact: Kevin LaClaire

SOUTHWEST VINYL
WINDOWS INC.
6250 Baltimore Avenue
Yeadon, PA 19050
Tel 610-626-8826
Fax 610-626-7596
Contact: Albert Dixon

Member News, continued from page 4

LAMATEK unveiled its ultra user-friendly website in September. The new design includes B2B portals for customers and vendors, putting the resources you need right at your fingertips. Find the status of your existing order, place a new order in less than 7 seconds, or even check LAMATEK's inventory availability. It's now even easier to search their database of materials and adhesives to find the exact product that you've been looking for. Need a quick quote? Submit it online and track its status in real-time, anytime you wish. Subscribe to their newsletter, find out about the latest innovations in tapes and gaskets for the fenestration industry, or play a challenging round of LAMaman. www.LAMATEK.com

Materials Testing Group is AASHTO Certified and AAMA accredited, providing a wide spectrum of window and curtain wall testing. Materials Testing's (MT) new fully automated window, door and curtain wall test system enables the MT Group to bring their customers fast, accurate and economical results for their window testing needs. MT Group has offices throughout the East. www.materials-testing.com

Terry Wagner, V.P. Sales for **Mercury Excelum, Inc.** of East Windsor, is pleased to announce the appointment of Lisa Grab, and James (Jamie) Stevenson to their expanding Inside Sales department. Ms. Grab brings to Mercury extensive customer service experience from a cross section of industries. Mr. Stevenson worked previously at the Contractor Service Desk at Home Depot and has contractor experience. www.mercuryexcelum.com

Northeast Building Products held its 8th annual Customer Appreciation Day celebration on Wednesday, August 24, 2005. This year the company had more than 1200 customers come through the event, which was held at their facilities. Northeast Building Products had its new "Crusader" on display, which includes the latest Sashlite window technology. The company also had its vendors on hand to display their latest products as well. New also this year the company hosted an "Alex's Lemonade Stand" which helps raise money for cancer research. Any money donated was matched dollar for dollar by Northeast Building Products the company states. www.nbpcorporation.com

Phifer Wire has implemented SAP computer systems and Kaizen continuous improvement programs. In addition, a new plant is under construction in China to service Asian and European customers with products that meet the same standards of the products manufactured in Tuscaloosa. Phifer began as a weaver of aluminum insect screening and today, the company manufactures a wide variety of exterior window covering treatments for solar heat control. For windows and doors where the sun's heat is not a significant problem, protection against insects is often desirable. Phifer offers a complete selection of aluminum and fiberglass woven insect screening materials as well as Bronze Screen and Phifer PetScreen® a heavy-duty pet-resistant insect screening. www.phifer.com

Specialty Wholesale Supply (SWS) is now manufacturing a full line of PVC railings and fences. This new line will help compliment the SWS windows, doors and custom millwork products they already manufacture. SWS researched the industry for more than 2 years to make sure they chose only the 'top of the line' components for this new product line. For more information please call (978) 630-3916.

Strybuc Industries has recently purchased the assets of a company from Brooklyn, NY named Aluma Trim/EZ Roll who provided aluminum trim products including door sweeps, carpet

trim, decorative trim, angles, flat bars, thresholds, kick plates, safety bars, and a variety of closet door track sets, hardware and accessories. Aluma Trim/EZ Roll had been in business for over 25 years. Most of the closet door items are in stock and readily available and the aluminum items can be ordered as needed. www.strybuc.com

Stürtz Machinery, Inc. is proud to announce that we have entered into a representative agreement with Mac Sales, Inc. for the Northeastern United States. Bob MacGregor of Mac Sales brings over 25 years of experience in the window and door industry along with in-depth knowledge of the customers and their needs in the Northeast. Bob will work out of the Mac Sales office in Rochester, NY and will handle customers throughout New England, northern New Jersey, New York and western Pennsylvania. He can be contacted at 585-820-1488 or by e-mail at bobmac@frontiernet.net. www.sturtz.com

Tremco's TremGlaze branded window and door performance sealants announced the launch of an innovative two-part, reactive back bedding silicone sealant called TremGlaze S900. AAMA certified, this "cold applied" product enables plants to lower their material and application costs because they can use conventional pumping and automated XY application equipment, instead of purchasing expensive 'hot applied' pumping and XY upgrades. Its quick green strength (3-4 hour set-up time) speeds up productivity and unit handling while reducing potential sash distortion. Its quick cure profile provides the strength and consistency necessary to confidently transport window and door units. The 100% neutral curing TremGlaze S900 has a 1:1 mix ratio (which reduces human or equipment error), is non-hazardous (contains no VOC's), and is also available in cartridge packaging for in-plant repairs and remakes. www.tremcosealants.com

TruSeal Technologies, Inc. recently introduced Version 2.2 of the CD, Line Layouts-Maximizing IG Production. The CD features customized solutions that can result in greater manufacturing and production efficiencies to meet the demands of both large and small IG window and door fabricators. Line Layouts Version 2.2 contains live video and graphic animation of various glass assembly and application systems, including automated vertical application and inline application of dual seals using TruSeal's DuraSeal warm edge spacer system. www.truseal.com

Ventana USA is pleased to announce the upcoming introduction of its new Series 2051 Stucco Replacement Garden Window. Designed specifically for stucco remodeling applications, the Series 2051 installs like a new construction window. It incorporates aluminum nail flanges for mounting directly to the outside of the existing window framing. The sill flange can be mounted prior to window placement, which aids installation of the unit. A major advantage of the new design is that there is no disruption to the interior wall treatment (typically tile or granite finishes). Also, customers can order units based on daylight, finished or rough opening size. A variety of choices will be offered on the Series 2051 for color, seat board material, grid designs and glass types. The Series 2051 Stucco Replacement Garden Window will be shipped completely assembled and ready for installation. www.ventana-usa.com

Window Shapes is making an "IMPACT" with a revolutionary new line of doors that are engineered, built and tested for areas where high winds are common. Platinum Series (Hurricane) IMPACT sliders, available in 2-Lite, 3-Lite and 4-Lite configurations, are newly certified to meet ASTM E 1886, ASTM E 1996, SBCCI and TDI standards for IMPACT performance. Multi-chambered vinyl profiles offer thermal advantages far superior to aluminum or steel and glass packages can be specified to maximize energy efficiency in virtually any climate for year round comfort and meet ENERGY-STAR guidelines. www.windowshapes.com