

Gorell WINDOW & DOOR Perspectives

GORELL WINDOWS & DOORS, LLC

MARCH 2008

GORELL WINS—AGAIN!!

UNPRECEDENTED 5TH CONSECUTIVE ENERGY STAR® PARTNER OF THE YEAR AWARD AND 3RD SUSTAINED EXCELLENCE AWARD.

Gorell has AGAIN been named the winner of the ENERGY STAR® Partner of the Year—for the fifth straight year—along with the prestigious Sustained Excellence Award—for the third year in a row. The U.S. Department of Energy and the EPA honored Gorell for its continued leadership in protecting the environment through energy efficiency and its dedication and commitment to the ENERGY STAR program.

The Sustained Excellence Award is given only to those partners that have achieved the rare feat of winning Partner of the Year for three or more consecutive years. It recognizes companies and organizations that sustain exceptional and successful promotion of ENERGY STAR qualified products and the ENERGY STAR program. These companies are honored as energy efficiency leaders in their industries. Gorell is the Sustained Excellence winner in the Windows program area.



In 2007, an astounding 94.5 percent of the windows and doors Gorell manufactured qualified for the ENERGY STAR label, a major reason Gorell won the 2008 award. Gorell's unique ENERGY STAR retail training program—and the great response we received from you—played a major role in our winning.

Take advantage of the fact that you offer windows made by the ONLY window manufacturer to receive this prestigious recognition for five consecutive years! Use this unique differentiator to set you apart from your competition and to demonstrate that you are a “green and energy-conscious” company, as is Gorell.

Gorell literature, window labels, signage, public relations materials and many other tools will be available to promote this great achievement. Check with your Customer Service Representative for availability of new materials.

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HIT THE HIGH-SPEED HIGHWAY p. 4



GETTING GREAT RESULTS FROM HOME SHOWS p. 5



INCLUDED WITH THIS NEWSLETTER:

- HGTV Flyer
- BetterVue Screens Flyer
- BetterVue Pricing Page
- Lead Generator Example
- Gorell Green Flyer
- New Display Banner Flyer
- Presentation Book
- Initiation Form

Green, Politics and the Economy—All Very Tough to Figure Out



By Wayne Gorell,
Gorell President and CEO

It seems that everyone and everything is claiming to be “Green,” but who *really* is and what does Green really mean? Gorell Windows & Doors is truly a Green manufacturer. We recycle almost everything we bring into the factory—paper, glass, vinyl, cardboard, aluminum. We use minimal energy in our production process. We

do not cut down trees to make our products. Our windows and doors are among the most energy-efficient products available, helping consumers save energy and money. Our products add true value to the homes they're installed in.



Yet, with so many opinions on the definition of “Green,” how is it proven that something is? Several years ago, GreenSpec listed us in its directory of green building products, which we are quite proud of. We have looked at other green organizations,

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but few of them relate to manufacturers of any kind, and none specifically to windows and doors. Most focus on certifying building structures as Green—not the products that go into them. We will continue to pursue more opportunities for “Green” certification, recognition and marketing as we identify opportunities. We think Green will become more and more important to consumers at all economic levels. The more Green all of us can be, the better it is for us—and the country. If you are not using Green in your marketing, we urge you to start. It may not be a main source for leads, but we are sure it will generate some. Green is not something to ignore—the Green movement is real.



Politics seem to be getting more divisive, meaner, and more disruptive with each election. It becomes hard to support any candidate. They all seem to be mean-spirited and unwilling to talk about real issues. It also is really disruptive to any of you who do TV advertising, which may be my main dissatisfaction with the whole political process.

And finally the economy—what a roller coaster ride it has been. Recession or no recession, it really doesn't matter, because our part of the economy has been in a recession for more than a year, in my opinion. The specific details don't matter; all we need is for the media to back off a little—to stop saying how horrible everything is and to start pointing out some of the good things.

We need consumers to feel comfortable and be willing to borrow money again to fix or improve their homes. Once consumers gain some confidence—and the banks are lending again—we should see great activity due to the pent-up demand.

For those of you who took the time to complete our dealer survey, Thank You. Your feedback has been very helpful. We will continue asking questions to get your feedback, and hopefully you will take the time as often as you can to respond.

Let's all have a very good 2008.



Guerilla Marketing



By Tyson Schwartz,
Gorell Vice President of Sales & Marketing

What are you doing to generate leads? We can no longer telemarket as we once did, and it appears that canvassing, though effective, is also becoming more difficult to do. The costs of generating leads are skyrocketing.

More than ever before, you need to work your leads to their absolute fullest potential!

At Gorell, we are continuing to work on different and innovative ideas via the web to ensure Gorell stays on top of the various search engines. We do something called search engine optimization (SEO), which involves incorporating “key words” into our web site and much more. I am sure many of you have noticed that we constantly refresh the look of our site. One of the reasons for this is that by making changes to our site we are able to keep our rankings high on the search engines. This helps you because we get more homeowner traffic to our site, which, in turn, means more Gorell web site leads for you.

Stay tuned to learn about different ways that we all can climb higher in the rankings. We will place more about this on *e-Central* for you, so if you do not have a user name and password, be sure you get one from your Customer Service Representative or Regional Sales Manager, or feel free to email me at tschwartz@gorell.com.

The web is just one way to generate leads. These days, you can even outsource your lead generation. I talk to and am approached by many companies that can help with canvassing, TV, lead generation—you name it, someone can help you do it. From the death of telemarketing, a new industry has

been born—companies wanting to help you generate leads.

You can spend a lot of dollars on lead generation, so it's important to spend your dollars wisely for maximum return. Lead generation needs to be driven by an effective marketing plan. If you don't have one, you really need to create one. E-mail me for an outline of a successful marketing plan. We've also placed a PDF of a marketing plan outline on *e-Central*.



Here are two unique lead generation ideas I've seen in recent months. Local restaurants are partnering with other businesses. When restaurants provide the bill, they are including a solicitation for a local business in the bill holder. For example, it may read: “Provide your business card for a chance to win lunch for you and up to 10 of your coworkers from ABC company.” I've seen mostly financial compa-

nies do this, but why not you? An example is enclosed with this newsletter and is also available on *e-Central*. If sit-down restaurants don't match your demographics, consider local pizza places. Many local and even national chains will allow you to include a postcard advertisement when pizza is delivered. Here's an idea: Have a postcard included with the pizza that homeowners can return if they're interested in windows.

These ideas are examples of Guerilla Marketing, and they're easy and usually inexpensive to implement. However, keep in mind that when lead generation ideas are inexpensive, like direct mail or inserts—you typically need to do a lot of them to maintain a good flow of leads. But the lead cost can be significantly lower than the average. These ideas are also unique, so you're not fighting against your competition for these leads.

Please keep me posted on your success if you try any of these ideas. Also, as a reminder, keep checking *e-Central* for new updates on lead generation ideas and different ways we can help each other climb the rankings of the search engines.

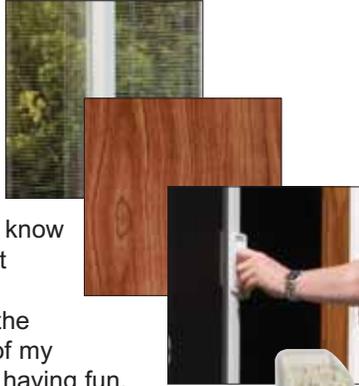
Good Selling!

History Repeats Itself in the Construction Industry



By Charlie Dorsey,
Gorell Regional Sales Manager

As a young man, I installed windows to help put myself through college. The vinyl replacement window industry was emerging and money was being made hand over fist, so in 1984 I decided to jump on the bandwagon and open my own replacement window company. I enjoyed great success and grew my business from a pick-up truck and garage to a showroom, office and warehouse.



I really had fun until 1990. I didn't know it, but I was about to enter my first economic recession. The severe decrease in lead production was the first indicator that something out of my control was happening. I stopped having fun.

I thought it would be prudent to share some of the things I learned from that time, as they are quite relevant in the current marketplace.

- ▶ When there are less fish in your pond, find a bigger pond to fish in. By increasing your market radius, you can increase sales with minimal increase in overhead.
- ▶ It's OK if your gross sales are down—just don't give up any margin to try to increase sales volume. This is a treacherous path that you don't want to go down.
- ▶ Don't let your competitors set *your* price. Just because *they* are cutting prices and barreling down the road to Chapter 11 doesn't mean you should follow them.



- ▶ Be willing to increase your level of service. With a smaller backlog of installations, consider taking on jobs with greater complexity. While most window companies want the easy 12 double-hungs and a picture window, you might recommend “cutting in” a sliding door and installing a deck off the dining room or kitchen—or altering an opening from a twin double-hung to a bay or bow that requires a structural header. You'll often find that a prospect gets really excited about these suggestions. Your competitors will hate you, but your ticket will be higher, your margins will be stronger and you will get the contract.
- ▶ Sell your insurance certificate hard in the presentation. Many window companies feeling the economic pinch will risk letting their compensation and liability slip into cancellation. It's an overhead that is typically hidden from prospects' view. Open their eyes.
- ▶ If sales are down, overhead must go down with it. Don't hang on to staff you can live without. Nice guys don't finish last—they go out of business.
- ▶ With regard to advertising, you may be of the mindset “If the fish aren't biting, we must need more bait.” No! The truth is, if the fish aren't biting, you probably need different bait.
- ▶ Minimize financed sales and maximize cash sales. Credit is very tight, and lenders are fussy, so a lot of overhead goes into getting deals approved. Additionally, financed deals typically pay on completion, which can create cash flow hell. One-third down, two-thirds on completion should be the rule, not the exception.
- ▶ While your competitors continue to sell only vanilla, you should be Baskin Robbins. To facilitate that concept, Gorell offers a remarkable array of options, like six new exterior colors, InterBlinds™ windows, a Cherry woodgrain, Ultra Master III™ and retractable and BetterVue screens.

Go after every possible opportunity to ensure that your business continues to be successful in 2008.

Gorell—As Seen in the ENERGY STAR® Progress Report

Gorell was recently recognized in ENERGY STAR's progress report, an annual update that highlights progress made last year to advance the market for ENERGY STAR qualified products. Gorell, together with several major manufacturers, was featured on the front page of the report:

“Gorell demonstrated a long-term, sustained commitment to energy efficiency by promoting ENERGY STAR® to their customers.”

“Many businesses and companies integrate energy efficiency as a best practice, part of their commitment to improving the environment while improving their bottom line. More than 9,000 organizations have partnered with ENERGY STAR to encourage energy efficiency at home and work. Manufacturers such as GE Consumer & Industrial, Gorell Windows & Doors, Osram Sylvania, Sea Gull Lighting and Whirlpool Corporation and energy efficiency program sponsors such as the New York State Energy Research and Development Agency and Wisconsin Focus on Energy have demonstrated a long-term, sustained commitment to energy efficiency by promoting ENERGY STAR to their customers.”



Gorell Manufacturing— Making Even Better Windows in 2008



By Volker Valentin,
Gorell Vice President of Operations

Another year has gone by, and what a year it was. Despite the downturn in the economy, we still had plenty of windows to make. We also took the opportunity to evaluate how to make things even better for 2008. As a result, we have undergone internal restructuring in manufacturing to create a stronger team that can react to your needs more effectively.

Our goal in 2008 is to make it easier for our associates to produce your windows and doors. One way we'll do this is by using new software called PictureMap. This will allow us to create detailed instructions and pictures for the assembly process on a two-sided sheet of paper. PictureMap reduces the amount of information an employee needs

to remember, which helps to ensure you get the right options on your product. The software also helps us crosstrain our associates.

Another enhancement we're implementing in the production process is called AME (Automated Manufacturing Execution). AME will allow us to more accurately track where a product is in the manufacturing process and to pull up detailed order information at various workstations by simply scanning a barcode. This will be extremely useful in manufacturing of sunrooms, which have a lot of detailed fabrication information associated with them.

Painting windows is an option that has been very positively received by many of you. In an effort to better serve you, we are bringing that process in-house to significantly reduce turnaround time for painted products. The equipment should be here soon, so keep those orders coming.

Bring it on—we are anxious to make windows in our "home" for your customers' homes!



Hit the High-Speed Highway this Year!



By Greg Felton,
Gorell Information Technology Manager

It's 2008—another year has come and gone, and it's the time of year for reflection, resolutions, strategic planning and taxes. A question I ask myself every year at this time is, "What does the future hold for us in 2008?" One thing the future holds for sure—a continued acceleration of the rate of change in our professional and personal lives.

One component of that change that will influence us will be our dependence on technology. Most of us will continue to embrace technology because it makes our activities and lives more productive and enjoyable. Technology devices like Blackberries, PDAs, cell phones, MP3 Players, PCs, laptops and GPS navigation systems

continue to evolve at an amazing rate that's almost impossible to keep pace with.

The technology that makes all of this possible is the "Information Super Highway," more commonly called the "Internet." This highway gets faster, is easily accessible



at more locations, and gets cheaper every day. A broadband connection to the "highway" can now be purchased for less than \$15.00 a month—which would have been

unheard of as little as five years ago! The financial obstacles to "drive" on this highway have effectively been removed.

Here at Gorell, we are constantly evaluating how we can better service our customers by utilizing this technology.

We are always striving to improve our *e-Central* dealer web site, consumer-oriented web site at www.gorell.com and *e-View* dealer order status system. Then there's WinMaster™, which allows you to quickly and accurately get estimates and place orders. If you are currently not using these productivity-enhancing, Internet-based tools, I encourage you to make this the year you get started with them. We would love to show you how these applications can make it easier for you to do business

with Gorell and make you more productive at the same time.

Have a safe, enjoyable, and successful 2008. "DRIVE" CAREFULLY on the Internet highway!

Getting Great Results from Home Shows



By Dennis Ragan,
Gorell Marketing Manager

We hear from many Gorell dealers that home shows are their biggest lead generator. Think about it—homeowners from your own community show up because they're considering home improvements. Pretty good audience, wouldn't you say?

What can you do to maximize your show effort? Here are a few pointers:

1. Look like the professional, class-act organization you want your company to be. That means having an attractive display with a clear message that conveys who you are and what you do.
2. Have the right people representing your company. They need to look good, smile, be friendly and be genuinely interested in talking with prospects.
3. Attract a crowd. Use Gorell's Armor Glass® pitching booth if you have room, or our "bat box"—both available at no charge—to make some noise and attract attention. Consider offering a fingerprinting service for children by partnering with the National Crime Prevention Council. Or hold a drawing for free windows and turn those entries into leads. You can even piggyback on Gorell's window sweepstakes! Contact Debbie Fleming (dfleming@gorell.com) for more details on how to do this.
4. No chairs, food, drinks, cell phones or other toys in your booth.
5. Contrary to what you may think, you aren't there to sell. You're there to generate leads. Selling comes later.
6. Collect your prospects' information and write it down on your own special inquiry forms. Collect names, phone numbers and email and postal addresses, but also note homeowner needs and interests—and what they plan to have done and when.
7. After the show, follow up immediately and start selling. Call or e-mail your show leads regularly. You can turn most of them into sales!

If you would like our Home Show and Showroom Marketing Guide, email Debbie at dfleming@gorell.com. Good luck at your shows!



Windows Named to Top 10 Energy-Efficient Remodeling Projects by PATH

High-performance windows have been named to the list of Top 10 Energy-Efficient Remodeling Projects recommended by PATH. A public-private "Partnership for Advancing Technology in Housing," PATH annually makes recommendations on the top remodeling technologies to make existing homes more durable, stronger and more resource efficient. Each of the top 10 technologies chosen is rated on affordability, energy efficiency, ease of installation, quality and durability, environmental performance and safety.

This year's recommendation for windows reads as follows:

"Window technology has evolved over the years to the point where windows can be selected not only for their aesthetic qualities, but also for their performance abilities. Windows can be made from laminated glass that resists impact from flying debris in hurricanes, have special coatings that control the amount of heat gain and loss, or can prevent water spots and dirt accumulation."

This information can be a great selling point when you're meeting with prospective customers! Be sure to tell them that high-performance replacement windows are recommended as one of the absolute best ways to improve the thermal performance and energy efficiency of existing homes. This information may give homeowners just the push they need to commit to the project and help you close the deal!

Gorell Makes a Splash at the Builders Show!

Gorell had a strong presence at the International Builders Show, which was held at the Orange County Convention Center in Orlando in early February. Gorell's exhibit showcased its two lines of impact windows, numerous replacement windows and patio doors and Grand Additions sunrooms, as well as all of the new options introduced in 2007—like exterior colors, Cherry woodgrain and Ultra Master III™. The booth also featured Gorell's partnership with the National Crime Prevention Council and continued recognition as the ENERGY STAR® Partner of the Year and Sustained Excellence Award winner.



How Do You Stay Organized?



By Mike Rempel,
Gorell Executive Vice President

So much to do! So little time!

Is that the way you feel some days? I know I do. As our society demands so much more from us, we have to find new and better ways to stay on top of it all. Personally, I've been doing a lot of technology organization at home—improving the way our home network is set up, sharing files, logging various data into consolidated documents rather than having it scattered all over. I've been trying more and more to use technology to solve these problems.

I'm a recent convert to the Blackberry. If I don't remember to change the settings, though, that little device seems to vibrate itself right out of my pocket! But it's allowed me, and others here at Gorell, to take care of smaller issues when we're away from our offices so that when we're in front of our computers, we can focus on more important tasks.

I also find myself to be a more visual person when it comes to handling the

multitude of small tasks that quickly pop up and need to be taken care of, but perhaps not immediately. I'm now using electronic post-it notes that "stick" to my desktop. There are probably many programs out there that offer these. 3M, the folks that make the paper Post-It Notes®, have two versions—the full one for \$19.99 (http://www.3m.com/us/office/postit/digital/digital_notes.html) and a Lite version that I found through C-Net that's free. It has enough of the functions for me (http://www.download.com/Post-it-Software-Notes-Lite/3000-2351_4-10060027.html).

Two others that you might want to check out are part of the Google Desktop (desktop.google.com) or Yahoo! Widgets (widgets.yahoo.com). There are hundreds of small, free programs at both of these sites that can be useful, or just entertaining. Be careful, though—they can be resource hogs and slow your system down.

Another tool I find quite helpful is Jott! (see www.jott.com). This tool allows you to call a toll-free number, specify who you want to "jott," then transcribe your voice into text and send you or

that person an e-mail. Often when I'm in the car, I'll remember something I need to do. I'll "jott" myself, and by the time I get home or to the office, a message is sitting in my inbox reminding me of that task. It also has a link to the voice recording in case it didn't quite interpret the message correctly—and it's free.

So how do you stay organized? I'd love to hear from you. If you get a minute, drop me an e-mail at mrempe@gorell.com with some of your ideas, and I'll share some of the better ones in a future article.

Good luck, and stay organized!



YOU MUST USE E-MAIL!

Did you know that e-mail was introduced around 1966? True, although it probably didn't really take root in business until the mid 1990s. That's still more than 10 years ago! Over the past decade, people worldwide have come to recognize the power and many benefits of both e-mail and the Internet.



E-mail is without a doubt an efficient, fast, and inexpensive way of communicating 24/7.

Is e-mail important to you? Absolutely! Your organization **MUST** have and use e-mail if you expect to maintain or improve your business. A very high percentage of homeowners, your potential customers, expect the companies they do business with to have e-mail. Without it, you **WILL** lose business opportunities.

Having an e-mail account costs practically nothing—it comes with Internet access. Get one or more accounts for your business—not just for home and personal communication—and promote the addresses in your marketing efforts. Use and check e-mail every day—or assign someone in your company to handle it.

Ensure that e-mail messages from your customers or prospective customers are

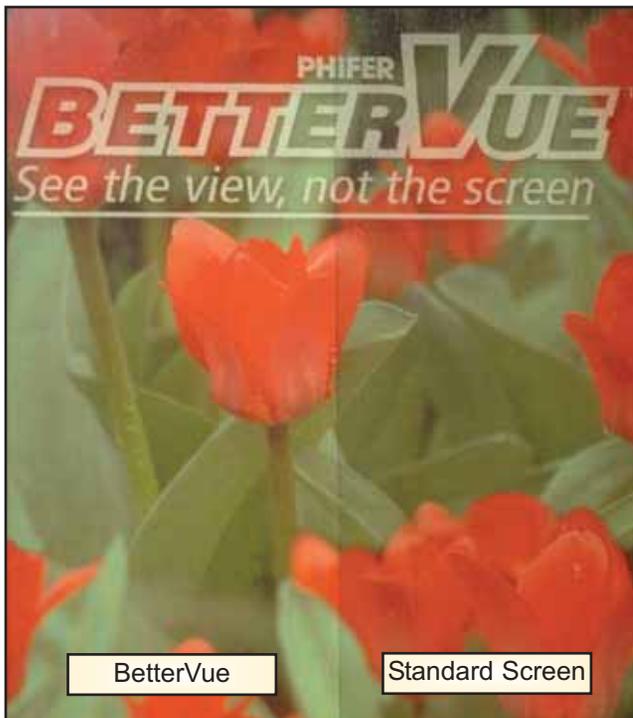
answered promptly. It takes days for a postal letter to arrive at its destination. It takes a fraction of a second for an e-mail message to arrive at its destination. E-mail is immediate communication, and prompt responses are expected. The faster you answer prospective customer e-mail messages, the greater the likelihood you'll get the job, resolve an issue or get a new referral.

- Don't have a business e-mail account? Get one!
- Using e-mail already in your business? Use it more!
- Do we have your e-mail address in our system? Send it to us now—E-mail bhill@gorell.com. We'll e-mail you back a great new window photo you can use in your marketing. The things you can do with e-mail are astounding!

Again, that's bhill@gorell.com.

What's New at Gorell?

NEW SCREENS OFFER A "BETTER VIEW" AND OTHER GREAT BENEFITS



Gorell now offers new BetterVue screens for its windows and doors. This incredible fiberglass screen lets homeowners focus on the view outside instead of the screen in front of them. It's made of durable fiberglass mesh that is smaller in diameter than standard screen mesh to provide greater "openness."

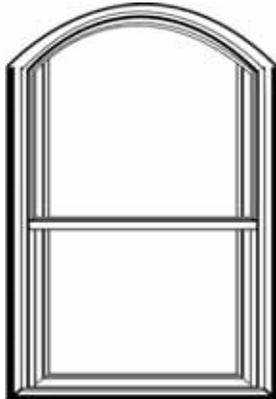
BetterVue screens on Gorell windows and doors offer homeowners numerous benefits. For example, they:

- Provide a "BetterVue" outside from inside because they're less visible than standard screens.
- Give homes a more attractive appearance because they're less noticeable.
- Allow more light into homes and further improve the exterior view.
- Improve airflow, allowing fresh breezes to flow through freely.
- Help to prevent insects, even very small ones, from getting into homes.
- Keep homes cleaner by helping to prevent dust and dirt from entering your windows.

BetterVue screens will be available as an option on all Gorell window product lines. If you have any questions about the new BetterVue screens, contact your Regional Sales Manager or Customer Service Representative.

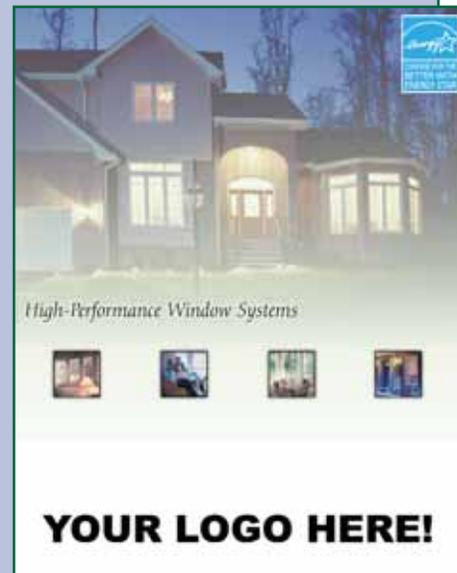
Single-Hung ARCH-TOP Windows

Gorell offers you the flexibility to design Arched-Top Single-Hung windows. These products feature a one-piece frame design, with the fixed-lite section of the windows forming a specialty shape. Single-hungs come in a wide range of styles, including half round, cathedral and eyebrow designs. All shapes are available with several grid options that allow your customers to truly customize their new windows. The one-piece frame design is more solid and secure than a mullied unit. Ask your Regional Sales Manager or Customer Service Representative for more information about Gorell's 5004 single-hung windows.



One More Great Sales Tool to Help You Sell Gorell Windows!

Gorell is proud to offer you a customized presentation book that walks you through the full 12 steps of the sales process. The presentation book will help you present both your company and Gorell products, utilizing a proven, structured presentation. We customize numerous pages with your own company information, and you can also insert additional pages to show your professional certifications, letters of recommendation, photos of your key employees and information on awards your company has received. Properly utilizing this sales tool will mean more closed sales and more satisfied customers! To order your customized presentation books, complete the initiation form included with your newsletter and fax it back to 724-465-1894, or contact your Regional Sales Manager for more information.



Diamond Grids in Triple Glass Discontinued

Due to vendor challenges, Gorell is unable to offer the diamond grid option with triple-glass systems any longer. The narrow space between the glass panes makes it problematic to manufacture. Diamond grids are still available on Gorell products with double-insulating glass systems. If you have any questions, please contact your Customer Service Representative.



Customer Care Corner

We at Gorell are asked numerous questions by dealers like you—questions about everything from our products to the marketing materials and sales aides we offer. Customer service is one of our top priorities, so we always try to answer your questions as quickly and thoroughly as possible. "Customer Care Corner" offers you another opportunity to get the answers you need—directly from Gorell's customer service team. E-mail your questions to your Customer Service Representative or mthomas@gorell.com. One of our Customer Service Representatives will provide an answer to you by e-mail, and we'll publish some of your questions in future issues of *Perspectives*.



By Melanie Cribbs,
Gorell Customer Service Representative

Q: What is e-Central and what benefits does it offer me?

A: *e-Central* is a special web site that only Gorell dealers can access. To use *e-Central*, all you need is a computer with Internet access and an assigned user name and password, which your Customer Service Representative can provide. *e-Central* gives you access to Gorell news and product updates, sales and marketing materials—such as literature downloads—dealer newsletters, partnership opportunities and more. You can also launch e-Catalog from the *e-Central* home

page. This is another great tool that you can use to order a specific part or piece for a unit. *e-Central* gives you access to all of these materials on-line, day or night. Contact your Customer Service Representative to start using *e-Central* today.

Q: What is e-View and how do I use it?

A: *e-View* is an on-line tool that allows you to track your orders and review your credit information 24 hours a day. This tool helps you eliminate errors by reviewing your orders for accuracy. Plus, there's no more waiting for confirmations! Like e-Catalog, *e-View* can be launched from the *e-Central* home page. All you need is a login ID, e-mail address and a password. Contact your Customer Service Representative to get set up today.



THE WINNER!

Congratulations to Stacy Brooks of Beautyguard. She correctly solved the word search from the November issue of *Perspectives*. Thank you to everyone who entered the contest.

Complete the word search puzzle in this issue for your chance to win. Words can be found in the diagram reading forward, backward, up, down and diagonally. Circle the words you find, then mail us your entry for a chance to win a special prize. Send it to the attention of Debbie Fleming, Gorell Windows & Doors, 1380 Wayne Avenue, Indiana, PA 15701. The deadline for entries is April 11, 2008. One winner will be determined by a random drawing from the correct entries.

NAME: _____ PHONE: _____
 COMPANY NAME: _____

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| CROWD | GREEN | LEADS | PROSPECTS |
| DISPLAY | GREENSPEC | MANUFACTURING | RECYCLE |
| ECONOMY | GUERRILLA | ORGANIZE | SURVEY |
| EMAIL | HIGHWAY | PAINTING | SUSTAINED |
| ENERGY | HOMESHOW | PERFORMANCE | TECHNOLOGY |

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