



## TREND REPORT

### Creating airtight homes is job #1

#### Energy efficiency is a trending topic

It has exploded in the news in many variations: The president's "cash for caulkers" plan, the green movement, and building science advocates who see a whole-house solution to the problem. No matter how you look at it, you can't ignore that Americans are spending more time than ever indoors - up to 90% of it today versus 60% just 40 years ago - and they are spending most of that time in inefficient homes.

#### Air leakage is a huge culprit - and job opportunity

Air leakage alone can account for 30% or more of a home's heating and cooling costs. Preventing unwanted air infiltration is job #1 for improving a home's energy efficiency. Builders and remodelers can caulk all cracks and seal all pipes penetrating the building envelope to minimize air movement through the building. It will seal the home as well as increase the effectiveness of other energy-efficient efforts, such as insulation.

#### Henkel can help

OSI caulks and sealants are the go-to products in any energy-efficiency strategy. From all-purpose products for the most common applications to the industry's only complete line of green caulks and sealants, OSI offers a wide selection of products that work with you - ready to transform the nation's 110 million inefficient homes and build the homes of the future.

For more information about air sealing a home, see "Ask Billy" on page 2.

### Record number of window installers trained in the OSI™ WINTeQ® Window Installation System

Over 1,750 installers received in-field training and certification in the OSI™ WINTeQ® window installation system in 2009, a record number for the comprehensive training program.

OSI™ WINTeQ® is the first complete window installation system warranted and guaranteed for performance, quality and compatibility of all product components. Until OSI™ WINTeQ®, window and door installation required the use multiple component products from multiple manufacturers - there was no complete system from a single manufacturer.

"We're proud to offer a system of products that simplifies window installations and to support installers in the field with a comprehensive training program. It's terrific that it's been so well-received," said Bill Longo, Henkel Marketing Manager for OSI™ WINTeQ®.

OSI™ WINTeQ® training can be scheduled through your Henkel rep. Or, if you're an AIA member with an account on ArchitectCES.com, you can take the course online to receive one HSW credit hour.

#### The in-field training includes:

- Identifying the risks associated with improper window installation;
- Comparing the risks associated with using multiple components from multiple manufacturers to the benefits of using a complete compatible installation system;
- Industry standard requirements for window installation;
- Identifying features that contribute to green building practices; and
- Window installation processes and safety measures.

For more information about scheduling OSI™ WINTeQ® Window Installation System training for your company, contact your Henkel representative or visit [www.winteqsystem.com](http://www.winteqsystem.com).



## Are caulks and sealants Energy Star certified?

*Dear Billy,*

I am using your products as I work on several homes that will be Energy Star rated. Are your caulks and sealants Energy Star certified?

*Signed: Air Sealing Annie*

Dear Annie,

No they are not Energy Star certified, because Energy Star does not certify caulks and sealants.

However, Energy Star recommends the extensive use of caulks and sealants in "The Guide to Sealing and Insulating with Energy Star" and they are a required aspect of the inspection checklist that every home must pass to be rated as Energy Star Certified.

Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy to help Americans save money and protect the environment through energy-efficient products and practices. Results are already adding up. So far, Americans have saved enough energy in 2008 alone to avoid greenhouse gas emissions equivalent to those from 29 million cars - all while saving \$19 billion on their utility bills.

If you go to Energy Star's website at [energystar.gov](http://energystar.gov), you can download the 13-page "Guide to Sealing and Insulating

with Energy Star." It outlines how to find and seal hidden attic and basement air leaks. These leaks are the main culprits for air infiltration in a home and can account for up to 30% of a homeowner's heating and cooling costs.

Now, there is a difference between making a home more energy-efficient using Energy Star recommendations and the home actually being Energy Star Certified. For a home to be qualified as Energy Star, it must pass a Thermal Bypass Checklist, a comprehensive visual inspection of building details where thermal bypass - or the movement of heat around or through insulation - frequently occurs due to missing air barriers or gaps between the air barriers and the insulation. The Thermal Bypass Checklist is available as a downloadable PDF at [energystar.gov](http://energystar.gov) and must be completed by a certified Home Energy Rater. It includes several areas in the home that must be sealed, including shafts, attic penetrations and recessed lighting fixtures.

Thanks for your question, Annie, and good luck with your projects. As you can read in this issue's Trend Report, you're on the front lines of a massive undertaking to transform our nation's homes. If you have further questions about our caulks and sealants, call Henkel's technical department at 800-624-7767 and they will be happy to help.

Stickin' with you on the job,

*Billy*



### Bill Longo

is Henkel's go-to guy for

caulks, sealants and

adhesives. Email him at

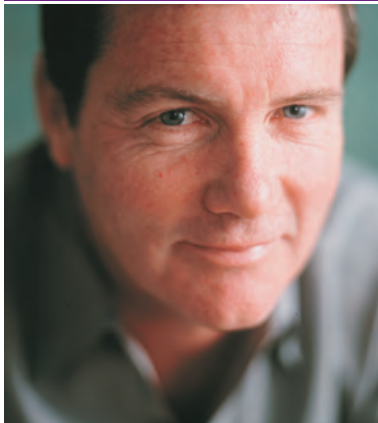
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with your questions - they

just may become the next

"Ask Billy!"

## FROM THE DESK OF MARK RICHARDSON



### Mark Richardson

is co-chairman of Case

Design/Remodeling and author

of 'How Fit is Your Business?'

## Are you a farmer or a hunter?

As cultures and society have evolved, we have seen times when hunting was required for survival. We have also seen cultures designed around the seasonal, predictable cycles of farming. Farming and hunting require very different knowledge, attitude and environment. Over the last five years, we have seen a major shift in the remodeling business from a farming mentality to a hunting skill set.

Is your business positioned as a hunter or a farmer?

**Farmers are very methodical about the sales and marketing process.** They believe if they pump out 1,000 direct mail pieces, they should get 10-20 leads. This mindset may be problematic today. Homeowners are not responding the way they once did and are requiring multiple visits to close (if they close at all).

**The hunter is creative and flexible.** A hunter understands the process, yet will deviate from it to make the sale. The hunter understands numbers, but he will put a laser focus on one prospect if there is the right sense of urgency and all the buying signs are there.

**Farmers are very reactive.** Farmers tend to sit and wait for the phone to ring. When the phone is not ringing, a farmer points fingers and blames the marketing department or the economy for the lack of opportunities.

**The hunter creates a proactive hunting plan.** The hunter has radar for opportunities and goes after them. The hunter believes he is accountable for generating opportunities - not others - and enjoys this challenge.

**Farmers tend to plant the same crops (product) year after year.** They have become masterful at a particular product and process that give predictable results. The farmer will say "we don't do 'x' or 'y'" and will continue to do what they have always been doing.

**The hunter believes his hunting skills are transferable to other game (products).** While he may have a preference or competence, he remains flexible. The hunter may do a commercial project or a project on a cost-plus arrangement rather than a fixed-price contract. The hunter realizes that a different sale is better than no sale.

While you may interpret all of this to mean farmers are behind the times and everyone needs to move toward hunting, the important point is about taking inventory of your business and acknowledging "change." Are you changing along with the changes in your clients, the marketing world and the sales strategies? And do you have a hunter on staff?

To contact Mark, visit [www.caseinstituteofremodeling.com](http://www.caseinstituteofremodeling.com) or call 301-229-9580.

# The Pro Expo presented by Pella: An MVP experience to build business



Some of the hottest sports venues in the United States and Canada are the locations for The Pro Expo presented by Pella - free events that take place in 30 cities through May 13.

Henkel/OSI will be there along with the industry's leading brands and trade associations, including NARI, NAHB and AIA. Attendees will learn about the latest product innovations and techniques, obtain

continuing education credits, and discover services and tips to help build their business and strategize for success.

"The Pro Expos presented by Pella are top-notch events," said Mike Bozich, Vice President of Business Development for Henkel. "It's a great venue to learn and become educated. From quality vendors to quality attendees, everyone is having a good time."

The sessions, which attract 500-1,000 participants, will be held in notable stadiums like Dodger Stadium in Los Angeles, Soldier Field in Chicago, Gillette Stadium in Boston and more.

**Register now at [www.thePROEXPO.com](http://www.thePROEXPO.com)  
or at 888-644-EXPO.**

## THE PRO EXPO SCHEDULE

Feb. 2	Denver, Coors Field
Feb. 4	Salt Lake City, Energy Solutions Arena
Feb. 9	San Diego, Qualcomm Stadium
Feb. 11	Phoenix, Chase Field
Feb. 16	Los Angeles, Dodger Stadium
Feb. 18	San Francisco, AT&T Park
Feb. 23	Nashville, LP Field
Feb. 25	Green Bay, Lambeau Field
March 2	Des Moines, Iowa Events Center
March 4	Atlanta, Turner Field
March 9	Charlotte, Bank of America Stadium
March 11	West Caldwell NJ, Atlantic Health Jets Training Center
March 16	Richmond, Richmond International Speedway
March 18	Chicago, Soldier Field
March 23	New York City, Citi Field
March 25	Boston, Gillette Stadium
March 30	Philadelphia, Citizens Bank Park
April 1	Kansas City, Kauffman Stadium
April 6	Pittsburgh, PNC Park
April 8	Grand Rapids, Van Andel Arena
April 13	Milwaukee, Miller Park
April 15	Minneapolis, Hubert H. Humphrey Metrodome
April 20	Columbus OH, Schottenstein Center
April 22	St. Louis, Busch Stadium
April 27	Cincinnati, Great American Ball Park
April 29	Cleveland, Cleveland Browns Stadium
May 4	Toronto, Rogers Centre
May 6	Detroit, Ford Field
May 11	Seattle, Safeco Field
May 13	Portland, Oregon Convention Center

## FIVE QUESTIONS...

### for Jarred Roy



*Jarred Roy is a man with a mission. As National Marketing Manager for Pella Windows and Doors, Roy's goal is to reach out to every contractor in America about what a Pella partnership can do for them. Roy, 33, is now focused on the 2010 season of The Pro Expo presented by Pella, events held just for remodelers at some of the nation's finest sporting venues, such as Dodger Stadium and Soldier Field.*

#### 1. What is The Pro Expo?

It's a special event held in each of the top 30 markets around the country where we invite remodelers, builders and architects to join us and over 25 key partners like Henkel/OSI, Hanley Wood Publications and NAHB for the evening. We can show them ways to pull through these tough times and emerge stronger, more knowledgeable and more profitable. Pella is on their home turf and investing in their local market.

#### 2. It sounds like you bring the trade show to them.

Exactly. We have products and vendors in a trade show atmosphere, we do educational seminars with both industry suppliers and visionary advisers like Mark Richardson, and we also have some fun. At each Pella Pro Expo, we give away thousands of dollars in prizes. The more booths and seminars they visit, the more chances attendees get to win things like gift cards, tools and big screen TVs.

#### 3. What are you hearing at the expos and in your travels about the state of the remodeling industry?

The feedback I'm hearing is positive and optimistic. I think we're seeing demand that's been pent-up start to release. I'm talking to folks who are suddenly busier than ever, getting business from quotes they gave in the fall.

#### 4. What is your response to people who say that homeowners aren't investing in remodeling projects due to depressed home values?

The best piece of advice I got was from Walt Stoeppelworth, a visionary in the remodeling industry who devised the lead carpenter system. He said "he who controls the labor controls the world." For that reason, we self-staff and never use sub-contractors. It's expensive in terms of training, payroll, benefits and so on, but it's what I believe in. I control my own destiny and the quality of all of the work we do.

#### 5. When you're not on the road 200+ days a year, you live in Knoxville, Iowa, near company headquarters in Pella, Iowa. What do you do in Knoxville for fun?

Knoxville is the Sprint Car Capital of the World. Every year, my city of 8,000 people grows to 80,000 when the dirt track Nationals come to town. You can find me there attending races and volunteering my time. It's more fun than could ever be imagined!

**For more information about Pella Pro Expos or to register, go to [www.thePROEXPO.com](http://www.thePROEXPO.com) or call 888-644-EXPO.**



32150 Just Imagine Drive  
Avon, Ohio 44011



- WINTeQ™ training sets record
- Ask Billy: Are caulks Energy Star certified?
- The Pro Expo presented by Pella

## FISHING WITH FRANK

### Fishing trips require planning and preparation

Let's face it - you don't get to take every Saturday off to go fishing. But when you do get the chance, you don't want the trip spoiled by a lack of preparation. The steps I take to prepare for a big fishing tournament are the same you can take for planning a weekend trip with your buddies.

**Get your tackle in order.** It's cleaning time! Get out the Lemon Pledge and Formula 409, plus a supply of Q-Tips and paper towels. Clean your reels and rods. Pay special attention to the guides - any grit on them can wear on your line like sandpaper. Speaking of line, change it. I change mine every night of a tournament; you should change yours before a big trip. Organize your tackle box, review your lures and don't forget your boat, if you have one. It's about having the best tools for the job and not letting things get ragged.

*A longtime veteran of the weekend fishing trip, Frank spent his winter preparing for the biggest fishing tournament of his career, the 2010 Bassmaster Classic on February 19-21. He competed against the world's best bass anglers and came in 28th. Frank has been sponsored by OSI® since 2003.*

**Watch the weather and prepare for the worst.** This is especially critical in late winter and early spring - the temperatures will affect fish behavior and have an impact on you, too. When the weather is uncertain, pack both warm-weather and cold-weather clothing. The last thing you want is to be stuck with no gear, and it's tough to fish for fun or profit when you're uncomfortable.

**Learn the lake or river.** I pre-fish a lake three months before a big tournament, but you can find out a lot online before you leave. What is the prevailing fish? Tie your jigs and rig your rods before you leave. What has the weather been like - unseasonably warm or unseasonably cold? Was there any recent tournament on it? Check the results to see what was caught when.



Good Fishing! *Frank*



For more information, visit [www.osipro.com/spotlight.shtml](http://www.osipro.com/spotlight.shtml)