

THE GARAGE DOOR NEWS

VOLUME 21 ISSUE 7

The Monthly Overhead Door Newspaper Since 1992

JULY 2012

Cornell Iron Works Introduces Extreme Performance Door

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PENNSYLVANIA – Cornell has introduced the new 524 Extreme Performance Door. The door has a half million cycle performance and opens at the speed of 24 inches per second. It is designed to ensure increased productivity at high traffic openings, to quickly seal buildings to achieve maximum energy savings and to improve security at sensitive openings.

Cornell's 524 Door is available in a single slat curtain design, or in an insulated curtain configuration to further reduce thermal transfer and generate increased energy savings. With stainless steel or galvanized steel curtain construction with Cornell's CycleShield low friction powder coat as standard,

the 524 Door comes complete with UL325-2010 entrapment protection and offers a full range of available options. Additionally, to answer the call at critical openings, all 524 Extreme Performance Doors are designed to be fully operational under windloads of up to 10 PSF.

"The combination of speed and durability make this door attractive in the market," explains Dean Forget, General Manager of Atlas Rolling Entry Systems. "Cornell has recognized a specific access issue and developed a door to fix it."

Cornell was founded in 1828 and has operated production facilities in Mountaintop, PA, since 1965.



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THE EDITOR, Garage Door News, fax to 866-838-2967. Please include your name and phone number. Your letter will appear anonymously if requested.

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The Case Page:



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LAST MONTH'S CASE & ANSWER

Case 21-6: Understanding the Past

For the last 12 years, Bill has been in management positions within the door industry. He is not overly technical, so he has always focused on improving sales, scheduling and general operations. His success was noticed by several people in the industry. And so, after four months of discussions, Bill was offered the position of General Manager with GDN Doors.

GDN Doors is a medium sized door installation and service company with a long history in the market. For many years, they were market leaders, but over the last five years, sales had lagged. No new competition had entered the market. Despite the economic downturn, the local economy had been fairly stable. So, realistically, GDN Doors had lost market share.

Bill was brought on board for one reason – turn around the sales trend and regain GDN Doors' traditional market share.

Because of his sales experience, Bill arrives at GDN Doors with strong ideas of how a sales program should be put together and strong ideas of successful advertising strategies. He is also confident in his ability to implement any changes he decides to introduce.

But Bill knows that he needs to better understand the specific issues facing GDN Doors before he introduces changes. How should he evaluate the current sales force and structure? Are there sources of data that he should consider?

Case 21-6 ANSWER:

Bill is facing a fairly common management issue – how do you turn around a sales trend. It is common because there are always market losers (because there are market winners), but also because new managers are typically brought in to implement change.

While the overall situation of GDN Doors is problematic, this case has two very positive aspects. First, Bill has been brought in to the position of General Manager with substantial sales experience. That is not to say that sales experience is always needed. But it is important to be led by someone who has the experience and skills required to face the organization's most important obstacle. The second positive aspect of this case is that Bill recognizes that he needs more information before he makes strategic decisions. Too often, experienced people ignore new data and simply repeat what they have done successfully in the past.

So Bill has the experience, all he needs now is market specific insight. This means that he has to focus on two separate sources of data. First, Bill needs to spend substantial time understanding the past sales of GDN Doors – pricing history, sales trends by region and product category, advertising history, sales efforts, etc. This provides the historical context and also serves to anchor Bill in GDN Doors' history.

Second, Bill needs to focus on the current competitive market. He needs to fully understand current pricing of rival door companies, their advertising strategies, and their technical strengths and weaknesses. He needs to see doors that GDN Doors' competitors have installed and he needs to get an idea of what prices his competitors are quoting.

The closer that Bill gets to full information, the more useful his sales experience will be.

Case 21-7: Generational Differences

Bill's father, Will, owned a second generation garage door company, GDN Doors. By the time Bill was 20, he had helped with installations and sales.

Over the next few years, Bill's experience in the garage door industry continued. But unlike his father, Bill decided to go to university. He studied business, and did well in marketing and finance. Soon after graduating, he took over the company at age 25 because his

father had been hurt while servicing a large rolling steel fire door.

So Bill had a strong sense for the garage door industry, and a formal education that provided him with the management training he needed. What he lacked was the management experience that his father had accumulated over a 30 year period. And it was the difference in experience that has led to the current problem.

Bill has decided that it is

crucial for GDN Doors to expand its geographic market. He is particularly concerned that a focus on a tight region is limiting the company's ability to bid on large commercial/industrial projects.

Bill's father, Will, thinks that GDN Doors should use its limited resources to solidify its position within its current geographic market – "protect our home market and we will be alive next year" was Will's favorite business advice.

This contrasted substantially with Bill's unstated business philosophy: "growth leads us to profit."

How should Bill proceed? Should he follow his father's advice or his business instincts?

NOTICE TO CASE READERS:
All business cases in the Garage Door News involve fictitious companies facing realistic business problems.



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Carlo Gavazzi Launches New Surge Arresters for PV Systems

ONTARIO - Carlo Gavazzi has launched new DSF-PV Surge Arresters. Compact and DIN rail mounted, these devices protect the long-term investment of photovoltaic installations and feature Type 2 (Class C) protection from transient over-voltage due to indirect atmospheric discharge and switching actions.

Approved per UL 1449 3rd Edition, CSA and EN61643-11 (VDE 0675, part 6-11), the DSF is compliant with future norm EN50539-11 and the new French standard UTE#C 6-740-5, which specifically prohibits the use of fuses for mandatory backup protection. The company notes that the internal technology provides for backup protection enabling the DSF series to be safe in the event of a short



circuit, saving cost and space of fusing. The DSF Surge Arrester is a solution for combiner box manufacturers and as a replacement for older products.

According to the company, significant advances in technology yield a product representing the best-of-the-best in PV surge suppression. Internal varistors are protected against any leakage current that would otherwise

damage or cause premature aging when the nominal DC voltage is temporarily exceeded. This condition is likely to occur in the early hours of daylight when the solar panels are cold. A red optical indicator shows the protection status, and voltage-free contacts offer remote status monitoring. The removable plug-in cartridges ensure fast and easy maintenance without the removal of any connections.

Canadian May 2012 Housing Starts

ONTARIO - The number of housing starts was trending at 212,400 units in May, according to Canada Mortgage and Housing Corporation (CMHC). The trend is a moving average of the monthly seasonally adjusted annual rates (SAAR) of housing starts. The standalone monthly SAAR was 211,400 units in May, down from 243,800 in April.

“As anticipated, the pace of housing starts observed in April was not sustained in May. In

fact, the pace in May was more in line with the average over the last six months,” said Mathieu Laberge, Deputy Chief Economist at CMHC’s Market Analysis Center. “Although some ups and downs are likely to continue in the months ahead, the pace of housing starts should trend lower as the year progresses,” added Laberge.

For some markets, CMHC uses the trend measure as a complement to the monthly

Continued Page 8



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Overhead Door Named “Brand Leader” in Builder Magazine’s 2012 Builder Brand Use Study

TEXAS - Overhead Door Corporation was recently recognized as No. 1 in Builder Magazine’s 2012 Builder Brand Use Study, dominating all four measurements in the garage door category as selected by leading home-builders. Measurements included brand familiarity, brand used in the past two years, brand used most and brand quality.

“We are honored to have been recognized once again by Builder Magazine as the leading manufacturer of garage doors,” said Jennifer Malcuit, Brand Manager of Overhead Door Corporation. “This recognition is a testament to both our company’s longstanding commitment to consumer and builder satisfaction as well as the continued production of high quality and innovative garage door solutions.”

Builder Magazine has conducted the Brand Use Study every year in its current format since 1995. The study measures 83 different product categories ranging from appliances to windows.

Pentalift Designed Triple Scissor Hydraulic Lift Table & Up-Ender



ONTARIO - Pentalift has designed and engineered two sets of hydraulic lift tables and hydraulic up-enders for use in a foundry application. According to the company, this foundry casts engine blocks for many of the largest diesel engines used in the locomotive, mining and marine industries.

The up-ender is first positioned vertically. Using overhead cranes, sand molds are “stacked” onto the up-ender. The crane operator works from the

adjustable height hydraulic lift table as the sand molds are stacked one of top of each other. An 8 cylinder engine requires 4 molds, 12 cylinder-6 molds, 16 cylinder-8 molds etc. Once the molds are positioned and bolted together, the 25,000 capacity up-ender tilts downward 90 degrees until the finished mold is in the horizontal position. The finished mold is then moved to an adjacent station and liquid metal is poured into the sand mold creating the engine block.

CANADIAN HOUSING (Cont'd)

SAAR of housing starts to account for considerable swings in monthly estimates and obtain a more complete picture of the state of the housing market. Analysing only SAAR data can be misleading in some markets in some situations, as they are largely driven by the multiples segment of the markets which can be quite volatile from one month to the next.

The seasonally adjusted annual rate of urban starts decreased by 15.8 per cent to 189,600 units in May. Urban single starts decreased by 4.2 per cent in May to 64,300

units, while multiple urban starts decreased by 20.7 per cent to 125,300 units.

May’s seasonally adjusted annual rate of urban starts decreased by 35.8 per cent in Québec, by 18.3 per cent in Ontario, and by 7.7 per cent in the Prairies. Urban starts increased by 6.4 per cent in Atlantic Canada and by 20.9 per cent in British Columbia. In each region, the decrease or increase was mainly due to changes in multiple starts.

Rural starts were estimated at a seasonally adjusted annual rate of 21,800 units in May.

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Advanced Plastic Corp Announces Winners From IDA EXPO iPad Contest

ILLINOIS -- Advanced Plastic Corp, a Lincolnwood, Illinois manufacturer of garage door weather seals, held a give-away at the recent IDA Expo in Las Vegas. The goal of the promotion was to reward current customers and to encourage new potential dealers to learn about Advanced Plastic Corporation's product line.

"We have been designing and manufacturing weather seals for over three decades," explains Mark Fisher, Marketing Manager of Advanced Plastic Corp. "And the Expo was an opportunity to show off our co-extrusion dual durometer manufacturing capabilities. We would like to thank our distributors and customers for making our iPad promotion at the recent IDA Garage Door Expo 2012 a huge success."

The following door dealers were winners of an Apple iPad for orders placed with Advanced Plastic Corp distributors during and after the IDA Show: Don Burns of Garage Door Supplies in Bedford Park, IL; Don Marshall of South Jersey O.H. Door in Vineland, NJ (A-Tech - Distributor); Jeff Dalton of Gandert Door in Mansfield, OH (Denco Marketing - Distributor); Gary Cloer of Wilson Garage Doors in Huntsville, AL (Fehr Bros. - Distributor); Eric Fletcher of Texas Overhead Doors in Burlison, TX (National Door Industries - Distributor); Mike Laton of Custom Doors in Albemarie, NC (Re-Source Industries - Distributor); and Jill Bailey of Crawford-Kimball in Kimball, MI (Service Spring - Distributor).

Wayne-Dalton Places Second in Builder Magazine's 2012 Builder Brand Use Study

TEXAS - Wayne-Dalton was recently recognized in Builder Magazine's 2012 Builder Brand Use Study, placing second in all four measurements in the garage door category. Measurements included brand familiarity, brand used in the past two years, brand used most and brand quality.

"Wayne-Dalton has been a leading brand in the garage door industry since 1954 and to be recognized by Builder Magazine for our accomplishments is a great honor," said Ali Isham, Brand Manager of Wayne-Dalton. "The relationships that we build with our customers are extremely important to our company and we stand committed to continuing to provide them with innovative, high-quality products."



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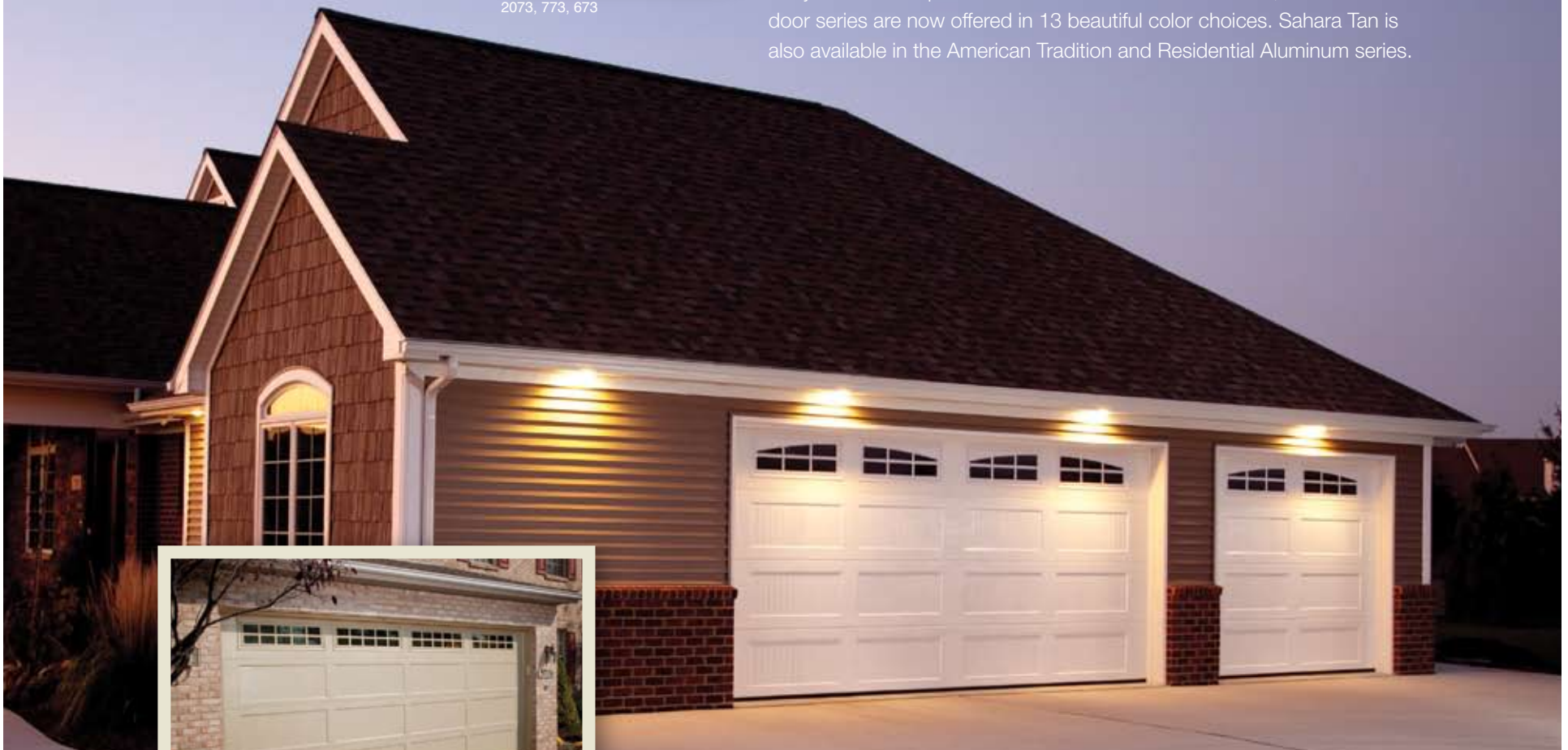
Long Carriage House Panel
2064, 764, 664



Recessed Ranch Panel
2073, 773, 673

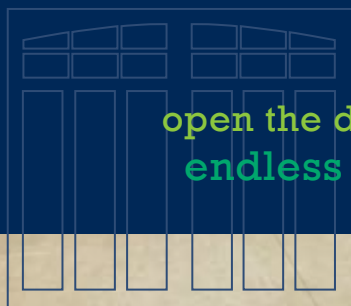
Introducing the Long Carriage House Panel, the Recessed Ranch Panel and Sahara Tan color as new options this Spring.

The new panels are available in the 2000, 700 and 600 series, with a full array of window options. With the addition of Sahara Tan, all insulated door series are now offered in 13 beautiful color choices. Sahara Tan is also available in the American Tradition and Residential Aluminum series.



Above: 2064 Long Carriage House Panel in white with 6 pane arch lites

Left: 2073 Recessed Ranch Panel in Sahara Tan with colonial lites




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Advanced Screenworks Announces Lifestyle Garage Screens

GEORGIA - Advanced Screenworks has recently begun manufacturing the patented Lifestyle Garage Screen, a fully retractable garage screen that works with existing garage door systems. This allows homeowners to quickly switch between the garage door and the Lifestyle garage screen system. When in use, the Lifestyle garage screen exchanges positions with the garage door. The Lifestyle features a fully retractable passage door for ease of entry and exit without having to retract the entire system. The Lifestyle garage screen uses a spring counterweight system.



The Lifestyle system works with most garage door systems, including wind loaded and hurricane reinforced doors. The company notes that now all Lifestyle Screen kits are pre-drilled and use the Milano series retractable door.

The Lifestyle Screen is framed with 2" x 2" architectural grade aluminum with a wet painted shell for a durable and consistent finish. The screen runs on maintenance free tracks, independent but similar to traditional

garage door tracks. Lifestyle's optional door-within-a-door feature allows for easy entry and exit. When in use, the Lifestyle screen occupies the same position as your solid garage door.

Currently the Lifestyle garage screen is available in 8' to 18' wide models and 7' to 8' tall and is available in white or brown.

Lifestyle's optional privacy superscreen meets many homeowner's associations requirement that the garage be closed at all times. There is a five year limited warranty covering parts. The company notes that the screen mesh is not included in the warranty.

Advanced Screenworks is based in Winder, Georgia.

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New U.S. Residential Construction in May 2012

WASHINGTON - The U.S. Census Bureau and the Department of Housing and Urban Development jointly announced the following new residential construction statistics for May 2012:

BUILDING PERMITS

Privately-owned housing units authorized by building permits in May were at a seasonally adjusted annual rate of 780,000. This is 7.9 percent ($\pm 1.0\%$) above the revised April rate of 723,000 and is 25.0 percent ($\pm 1.5\%$) above the May 2011 estimate of 624,000.

Single-family authorizations in May were at a rate of 494,000; this is 4.0 percent ($\pm 0.8\%$) above the revised April figure of 475,000.

Authorizations of units in buildings with five units or more were at a rate of 266,000 in

May.

HOUSING STARTS

Privately-owned housing starts in May were at a seasonally adjusted annual rate of 708,000. This is 4.8 percent ($\pm 12.7\%$) below the revised April estimate of 744,000, but is 28.5 percent ($\pm 10.7\%$) above the May 2011 rate of 551,000.

Single-family housing starts in May were at a rate of 516,000; this is 3.2 percent ($\pm 12.5\%$) above the revised April figure of 500,000.

The May rate for units in buildings with five units or more was 179,000.

HOUSING COMPLETIONS

Privately-owned housing completions in May

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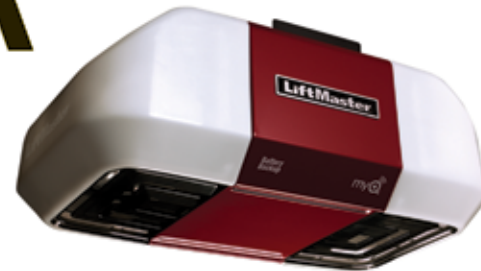
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TRENDS

Fashion and Architectural Trends

The Staying Power and Return of Mid-Century Modern Design and its Potential Impact on the Garage Door Industry

By Dave Bussière

As America began to exit the Great Depression in the second half of the 1930s, fashion and design explored ways of portraying the modernism and change that society was craving. This was strengthened as the country moved into the post-War baby boom period – and its expanding suburban base.

The style that emerged, Mid-Century Modern, is largely credited to the famous architect Frank Lloyd Wright. It not only impacted architecture, but also interior, furniture, product and graphic design. The style focused on dramatic lines, angles and curves. It was frequently sleek and it included the use of bold colors and patterns. It was different. It stood out from traditional design. Glass was used generously as a way to combine the indoors and outdoors.

It started in the late 1930s, but is probably best remembered for its mid-1960s look. It was a time of transition, so the top 25 pop hits of the time included artists of such diversity as the Four Tops, the Righteous Brothers, the Beatles, Elvis, Herman's Hermit, Roger Miller, Sonny & Cher and the Rolling Stones. It was a time of change.

In the housing market, the Mid-Century Modern style first took root in Los Angeles and San Francisco – leading to the alternate title of California Modern. It moved across the country from there. Most people think of the early 1970s when they see the style.

Mid-Century Modern Garage Doors

The garage door industry was also impacted by the Mid-Century Modern/California Modern design movement. At the time, the late 1960s and early 1970s, wood doors continued to



Source: www.garagejournal.com

dominate the residential market. That single fact enabled the design to spread to the door industry. In fact, it was the wood construction of garage doors that provided the flexibility necessary to implement the diverse outcomes of the design school.

The Mid-Century Modern designs transitioned well into the garage door industry. The designs included the key lines, angles and curves of the design movement. The garage doors incorporated stars, squares, diamonds, triangles and checkerboard designs. They generally included two colors – white plus one other fairly basic color. In addition to the designs shown above, they often included a checkerboard design that had the door panels painted white with a primary color used to paint the door stiles, or vice versa.



Source: Wikipedia: Mid-Century Modern

These garage doors used the boldness of the design movement and its desire for modernness to individualize the look of the face of the house. And that is really the key to how the Mid-Century Modern design movement influenced the garage door industry.

It resulted in a general design structure that did not encourage mass production. On the contrary, it allowed garage doors to demonstrate the individuality of home owners.

The style recognized the fact that the garage door is a large portion of the home's street-view, and therefore plays an important component of the home's overall street appearance.

Recent Garage Door Design Trends

This is in sharp contrast to the mass production stage of the garage door industry that emerged in the late 1980s and into the 1990s. As the residential garage door market moved substantially to metal doors, mass production became the efficient business model.

As such, standardization became the norm. Door design became more homogeneous. It became tougher to tell the difference between the doors produced by the major North American garage door manufacturers (from the sidewalk... we are talking design, not insulation values or joint construction).

As such, manufacturers began to differentiate based on levels of insulation, hardware, windows and joint design. These are all important factors, but they all ignore the aesthetics of the garage door as a point of differentiation.

This began to change about 15-20 years ago as garage door manufacturers started adding colors to their steel and aluminum door lines.

It was strengthened with the introduction of custom windows and the initial work on custom hardware. Panel design changes were also introduced.

Continued Page 16



It's nice to know that the

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We've been working our doors off to be homeowners' #1 choice for residential garage doors. Here's a big "Thank You" to all of our partners across North America for your business and support. And if you're a door dealer that wants to partner with us, give us a call at 800 526-4301. We're never too busy for you. OK, now it's time for us to get back to work.



Martin Part of Florida TV Renovation Project



FLORIDA - Installation of a Martin Garage Door was a key component of a show on the Arts & Entertainment network.

Episode 21 of "Fix This Yard" featured an 8 x 8 white Martin Door, with a hurricane rating, as part of a home makeover for the Michael & Christie Anderson family.

A crew from United Garage

Doors of Orlando installed the high tensile steel Ranch Door with Canterbury Windows in February.

The new production is geared towards people who can't get it together when it comes to their outdoor space, according to Bart Makatche, one of the show's founders. Projects cover everything from a home's façade to new landscaping and construction.

ARCHITECTURAL TRENDS (Cont'd)

But these changes were minor and generally incremental. This incremental approach changed substantially when, ten years ago, the carriage door design was introduced to the market.

Actually, it is probably more appropriate to say that the carriage door design was re-introduced to the door market. It was a retro style that spoke to the aesthetic desires of homeowners. It was a trend that was lead by high end homes and custom built door manufacturers and it transitioned to the broader market.

The design moved from custom wood doors to mass-produced metal doors. The carriage door was a known design that was interpreted by many manufacturers – using steel, wood,

stars are gone, but the general concept of the design remain – curves, lines and angles that are bold and sleek.

There is a small but growing attention to the revival of the Mid-Century Modern design in housing exteriors. It includes more attention to the use of glass and angled lines in design.

There are currently about a dozen blogs and websites that focus on how existing Mid-Century Modern design garage doors can be celebrated and maintained. They include midcenturyliving.blogspot.com, garagejournal.com, modernfindings.com and pinterest.com. They receive comments from hundreds of individuals who call for the re-introduction of the design. And so these websites and blogs are beginning to move in that direction. Home design magazine web pages are next.



Source: pinterest.com

wood on steel, and other materials to achieve the required look. Some manufacturers focused on achieving the design using custom production techniques. Others focused on mass production efficiencies. The carriage house design has been very profitable for door manufacturers and door installers.

MID-CENTURY MODERN REVIVAL

There is a growing body of articles in design and home magazines that focus on recent interest in Mid-Century Modern design. This has largely focused on furniture and interior design. It has recommended the re-introduction of the lines, curves and angles of the Mid-Century Modern design – but in a way that speaks to homeowners in 2012. The colors are updated. The

CONCLUSION

This is not an attempt to say that the Mid-Century Modern design will dominate the garage door market over the next decade. Instead, it highlights the need to understand fashion trends and design history as a predictor of future trends. Fashion, to some degree, is never totally new. It is more frequently a re-thinking of past fashion trends to meet current needs.

As such, dealers and manufacturers need to understand the fashion and style trends in the general economy – especially as they take root in the housing market. These trends speak to the aesthetics of the garage door as a key component of the home's overall look.

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Carlo Gavazzi Introduces Compact 240 Watt Power Supply

ONTARIO - Carlo Gavazzi recently announced the launch of a new and powerful switch-mode power supply in a compact housing. The SPD240C Series features a 150% peak load capability for a full three seconds and, at an installed width of only 64mm, this new series saves approximately 25% DIN-rail width compared with their standard 240 watt power supply. This enhanced 240

watt series also includes Active Power Factor Correction which improves the power factor to 0.97 @ 230VAC resulting in an increased output power capability. Therefore, the SPD240C series offers more power, uses less panel space, thus making it an ideal choice for



DC loads.

Additional standard features included with the SPD240C series compact power supplies are parallel connection, power ready relay output, universal AC input, enhanced CE certifications, a power "ready" relay output and short circuit protection.

Technical features include: 150% peak load capability, universal AC input 88-264VAC, active power factor correction, parallel connection, compact dimensions, power ready relay output, LED for DC power "low" and high efficiency to 83%.

The compact SPD240C series power supplies are UL and cUL listed, and TUV and CE approved.

Wayne-Dalton Expands 8000 Model Garage Door Series for West Coast Consumers to Include Sonoma Design

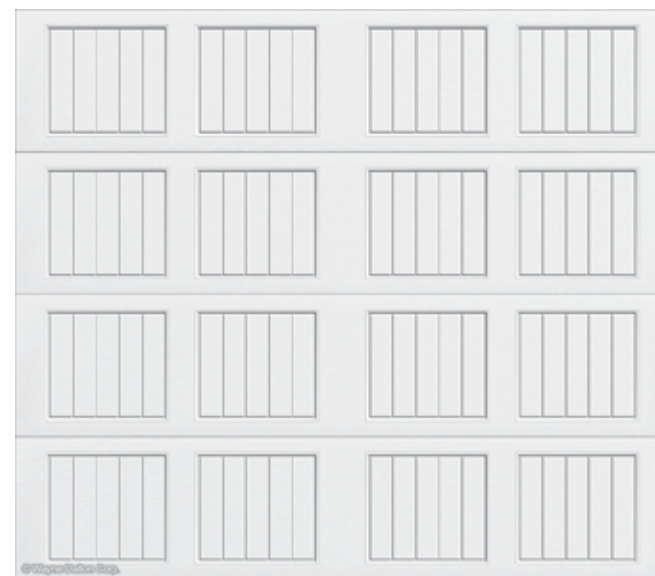
TEXAS - Wayne-Dalton recently announced the addition of the Sonoma design to the 8000 and 8100 model residential steel garage doors for West Coast customers. Wayne-Dalton added the popular design to this model series as part of the company's plan to continue to expand its product line by offering more design options to its entry level doors.

A garage door with a Sonoma design has the traditional square paneling but with additional grooves carved within each square panel. The additional grooves provide a stylish appearance to what would

be considered a standard door design.

"By making the Sonoma design available on the Models 8000 and 8100 for West Coast consumers, Wayne-Dalton dealers will have the competitive advantage of offering this prevalent design at an affordable price," said Daniel Christian, Wayne-Dalton Residential Steel Product Manager. "The Sonoma design is also available on Models 8300, 8500 and 9100, which feature polyurethane insulation."

Wayne-Dalton plans to expand the Models 8000 and 8100 Sonoma design

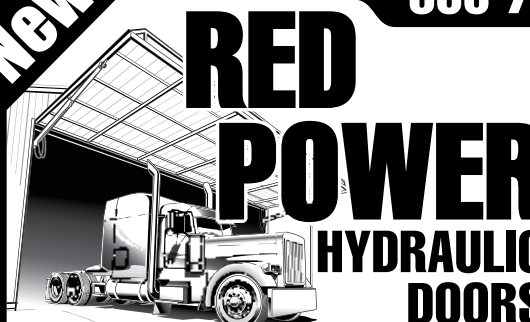


beyond the West Coast in the near future.

The Wayne-Dalton Models 8000 and 8100 are entry level steel garage doors. The Model 8000 is a non-insulated, single-layer steel door while the 8100 Model features polystyrene insulation. Each door is offered in a variety of colors, designs, and optional decorative windows.

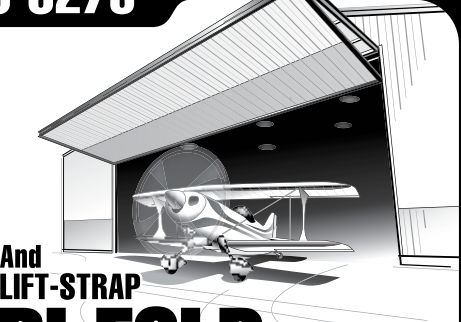
The doors are also available with TorqueMaster, Wayne-Dalton's exclusive counterbalance system that safely and cleanly contains door counterbalance springs inside a steel tube to help prevent injury from an accidental release of tension.

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The Door Leader

APPOINTMENTS

LiftMaster Announces New Appointments

ILLINOIS - LiftMaster recently announced Dorota Bartosik as a new member of the marketing team, serving as a Marketing Product Manager for Market Development.



Dorota Bartosik

In her new role, Bartosik will be responsible for the overall management and commercialization of LiftMaster products and technologies. She will also work with the marketing team to perform sales analyses, create marketing plans and forecasts, and introduce new products and innovations into the marketplace.

“LiftMaster thrives on the strength of its product line and merchandizing strategies, and we’re thrilled to bring a product manager like Dorota to the team,” said Tom Brookbank, Director of Market Development. “With her vast experience in product management, Dorota will greatly help us to introduce LiftMaster’s innovative products and technologies to a larger, more diverse market while also working to expand our sales base.”

Bartosik joins the LiftMaster team from Midtronics, Inc., a manufacturer of battery management technology, where she worked as Product Manager for Asia Pacific and Latin America and honed her skills in sales and business management. Prior to her experience there, she also worked with Asico, LLC. Bartosik attended Benedictine University where she earned a bachelor of arts in international business and economics.

ILLINOIS - LiftMaster recently welcomed Josie Slaughter as a new member of the marketing team, serving as a Marketing Product Manager for New Products in the Commercial Door Operators division.



Josie Slaughter

In her new role, Slaughter will manage the major product development projects, especially those related to product line platform changes and complex engineering efforts. Working with the commercial marketing team, Slaughter will help to develop and maintain the current departmental products channel while also continuing to innovate and expand LiftMaster’s line of commercial door operators.

“We’re extremely excited to have Josie join the Commercial Door Operators Marketing Team,” said Jennifer Lee, SBU Marketing Leader for Commercial Door Operators. “With her strong background in product marketing and proven leadership skills, we’re confident that Josie will help LiftMaster continue to develop innovative and advanced products with the goal of expanding our product line.”

Prior to joining the LiftMaster team, Slaughter worked as a Product Marketing Manager for System Sensor, a manufacturer of smoke and heat detection products. Slaughter has also previously worked at Motorola, Inc. and attended Northern Illinois University where she earned a bachelor of science in business management.

ILLINOIS - LiftMaster recently announced Stacy Butindaro as a new member of the marketing team, serving as a Marketing Channel Manager for ProVantage. The ProVantage program helps to identify and support dedicated



Stacy Butindaro

LiftMaster dealers who exhibit excellent business practices, superior product knowledge and commitment to customer service.

Butindaro joins the LiftMaster team from American Hotel Register Company, a supplier of hotel products, where she worked as Business Development Manager and honed her skills in developing business projects for her team. In her new role, Butindaro will be responsible for developing new programs and incentives for ProVantage dealers and will work to expand the program across all of the LiftMaster product lines.

“We highly value the strong relationships we’ve built with our dealers over the years through the ProVantage program,” said Dan Nixa, Director of Channel Marketing for LiftMaster. “With her strong background in business development, we’re confident that Stacy will continue to build upon our dealer relationships and forge new ones in the future, as well as develop innovative programs that we can use to expand this unique program to benefit even more dealers across all product lines.”

Butindaro attended Florida State University where she earned a bachelor of science in marketing communications.

Hörmann Flexon Promotes From Within



Brian McClinton

PENNSYLVANIA - Hörmann Flexon recently announced the promotion of Brian McClinton as their new Western Regional Sales Manager. McClinton joined Hörmann Flexon in August of 2009 as an inside sales coordinator working to support the dealer network and outside sales team.

McClinton is a highly accomplished professional and brings with him 15 plus years of experience in sales. He is very well informed and educated on all Hörmann

Flexon product offerings as well as the needs of the dealer network. Vice President of Sales and Marketing, Peter Burnham, is thrilled to have McClinton move from inside sales to the position of Western Regional Sales Manager: “Brian has a wealth of product understanding and has developed solid relationships with many of the dealers with whom he has been working. Our dealers in that region will benefit as a result of his sales management and leadership skills.”

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APPOINTMENTS

Why Does Stating Your Intention Lead You to Purchase Your Favorite Brand?

If you say you're going to buy something, you're more likely to do it. But why is that? According to a study in the Journal of Consumer Research, stating an intention leads consumers to action—and makes them more likely to purchase their preferred brands.

“Simply responding to an intention question has the potential to activate an intention,” write authors Anneleen Van Kerckhove, Maggie Geuens, and Iris Vermeir (Ghent University). “The activation of an intention next changes how easily certain brands come to mind, which then influences brand choices.”

In a series of studies the researchers had participants fill in a questionnaire on their preferences among fictitious or existing candy bar brands. Some participants answered an “intention question” (How likely are you to purchase a candy bar in the near future?), while others answered an attitude question (How positive or negative are you about the candy bars available to you?).

“Those who responded to an intention question were more likely to choose the brand they previously indicated they preferred the most, irrespective of whether they were asked immediately after the intention question to make a brand choice decision or whether there was a delay between filling in the intention question and making the brand choice decision,” the authors write.

Consumers are motivated to fulfill their intentions, and this motivation narrows their focus. “The intention puts the intention-related brand to the front of consumers’ minds and pushes other well-liked brands to the back until the consumer has accomplished the intention,” the authors write.

“To the best of our knowledge, these research findings provide the first evidence for the role of a motivational component in the occurrence of the question-behavior effect,” the authors conclude.

Anneleen Van Kerckhove, Maggie Geuens, and Iris Vermeir. “A Motivational Account of the Question-Behavior Effect.” Journal of Consumer Research: June 2012.

US RESIDENTIAL CONSTRUCTION (Cont'd)

were at a seasonally adjusted annual rate of 598,000. This is 10.3 percent ($\pm 13.2\%$) below the revised April estimate of 667,000, but is 10.1 percent ($\pm 14.0\%$) above the May 2011 rate of 543,000.

Single-family housing completions in May were at a rate of 458,000; this is 6.3 percent ($\pm 13.2\%$) below the revised April rate of 489,000. The May rate for units in buildings with five units or more was 130,000.

CLASSIFIEDS

Garage door business

Garage door business (residential only) located in the south San Francisco bay area of California. Gross sales for the last 3 years have been @ 370 k with @ 100k+ profit. This is a one man company with room to expand. Includes website, 2 vehicles (1 truck and 1 panel truck for service) 13 years of customer receipts and current inventory. Asking 200k. Owner willing to stay for an indefinite period for training purposes.

contact: bntarrow@gmail.com

EMPLOYMENT

All-Rite Dock and Door Systems Inc. is an established installation and service provider of quality door systems and loading dock equipment serving a variety of industrial, commercial and new construction markets. We are located in Brampton and our continued growth has created a need for the following positions:

- Sales Representative
 - Dock & Door Technician
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ksmithson@all-ritedoors.com
Visit us online: www.all-ritedoors.com

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Service Manager – to schedule & expedite commercial service. Must be a team leader and be able to handle a busy fast-paced environment and be organized with excellent communication skills.

Service Technician – preferably familiar with overhead doors, openers, loading dock equipment etc. or have a background in access control, alarms, electrical. Able to read a schematic would be a definite asset. Must be electrically & mechanically proficient, able to problem solve on the job and work with minimum supervision.

All applicants must have a good driving record. If interested please submit resume detailing education & experience to jerryc@dor-co.com.

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The Lighter Side

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“Why, yes, I did skip some of the safety rules. How did you know?”



NOTE: These questions and answers are from various home improvement newsgroups on the internet. These questions are real, and the answers are provided by other internet users, *not by the Garage Door News*. We are printing these questions to let the industry know what types of information people are looking for about garage doors and garage door openers. The answers will give you an idea of what type of "neighborly advice" is being given out. Please fax us your comments or concerns about this column (866-838-2967).

QUESTION 1:

My house is about 30 years old. The electrical outlets are three prong and the circuits are all on breakers. One of the circuits in the kitchen measures 115v but it seems when I put a load on it, like a hotplate or some other appliance, it takes a long time to heat up and doesn't fully heat up. It seems like when you put a load on the circuit it can't supply the necessary amperage. This all just started a few days ago. I flipped the breakers but still have a problem. Do circuit breakers go bad? Any other ideas of what it might be before I have to call an electrician?

QUESTION 1, ANSWER 1:

I had a bad neutral connection on the entrance head to my garage some years ago. That can cause some pretty crazy (and destructive) things to happen. Remember, you have 240 coming in, and the neutral is the centertap giving two 120 circuits. For example, put a heavy

load on one leg, such as a circular saw, and the saw will run real slow, and lights will be real dim. Yet, the other leg will produce excessively high voltages. Plugging in my circular saw is what made me aware of a problem in the garage. The saw was really slow, but the light bulbs on the ceiling were extremely bright for a few seconds and were burning out quickly. The reason is that with the neutral missing, the saw motor became connected in series to the bulbs, and since the saw uses more amps, the bulbs got the high end of the voltage.

If you are noticing lights are excessively bright, small items are burning out, such as small motors, computers, tv sets, radios, clocks, etc, you have a bad neutral connection, most likely inside the house's wiring. If it's just that one outlet at fault, it's more likely the outlet itself or the breaker that feeds it (or another connection on that circuit). If other devices are burning

THIS MONTH'S QUESTION

QUESTION 1: Is opener causing electrical problems

out and you're not experienced, call an electrician. Fried computers, TV sets, and small appliances can get costly real fast.

QUESTION 1, RESPONSE:

I think what happened to you is what's happening here. My microwave burned out first, then my garage door opener motor. I checked the circuits and they are different. So since that's the case it could be something in the breaker box. This breaker box is a secondary box. The main breaker box is in another part of the house and seems to be OK. The central air and all the 220v stuff works fine. So I'm thinking it might be a neutral problem in the secondary box or something. So I guess I will call an electrician in the morning.

QUESTION 1, RESPONSE:

I think I finally figured out what the problem was. The garage door opener, which was also about 30 years old, developed some sort of weird problem in the electronics that allowed it to draw current without throwing a breaker. The other circuits which were on that side of the 110 were also affected. After I disconnected the garage door opener, all the other circuits were OK. The hotplates, microwave etc. went back to normal.

Since I checked the panel for loose wires, circuit breakers etc. and all was OK, the only thing it could have been was the garage door opener and probably the electrolytic capacitor or some other component has gone bad. There is no obvious burning or anything in the opener, so now I have to find out if it's repairable or I have to get a new one.

QUESTION 1, ANSWER 2:

If there is no obvious burning in the

garage door opener, how could it be creating such a load that the voltage dropped so low in the kitchen that a hot plate took longer to warm? And how could it affect other circuits? Most it could do would be to pull 15 or 20 amps. And with proper wiring, the circuit should deliver that rated current to any load and not have voltage drop off more than 5 to 10% tops.

With that small drop, you would not notice longer heating times at the hot plate. Beyond that it would trip the breaker. And it would not affect other circuits, i.e. the kitchen. In short, this doesn't add up.

QUESTION 1, RESPONSE:

Well, I don't have all the answers but with electronics involved in the problem, anything can happen. I just know everything is now working fine including the microwave oven which I thought was ruined. The circuit breakers are 20 amp - most of them anyway. For instance, when I would turn on the light over the sink and start the disposal then the light would really dim and the disposal ran slow. But now when I turn the disposal on, the light just barely blinks and the disposal runs full speed. I have worked with electronics and know that weird things can really happen with them. Maybe an electrical engineer could figure all this out. I don't have all the answers to this.

QUESTION 1, ANSWER 3:

I would suggest you get an electrician in to find out what is going on. There is no way the garage door opener has anything to do with the garbage disposal running slow. They are not even on the same circuit, correct? You could have a serious problem that is intermittent and has just

Continued Next Page

These questions are real, and the answers are provided by other internet users, *not by the Garage Door News*. We are printing these questions to let the industry know what types of information people are looking for about garage doors and garage door openers. The answers will give you an idea of what type of "neighborly advice" is being given out.

WEB (Cont'd)

temporarily disappeared. If there is a loose connection, partial short, etc, somewhere which are some of the things that could account for what you are seeing and you don't fix it, you run the risk of burning the house down.

Don't take this the wrong way, but your approach is like saying I replaced the dripping kitchen sink faucet and now the water heater stopped leaking, so it must have been the kitchen faucet that was responsible and it's OK.

QUESTION 1, RESPONSE:

The circuits could have been on the same side of the 220v side. The breaker box is a secondary box from the main house breaker box. So the disposal, microwave, hotplates etc. could have been on the same 110v side. The 220 v stuff always worked fine, even when the other was messing up.

So I don't know, but there are lots of circuits off of the breaker

box and I checked it out and found no loose connections or anything, no hot breakers etc. So the only thing I can think of is that somehow the circuits that the garage door opener were on were the only ones affected. Somehow maybe the garage door opener was drawing current but not enough to throw a breaker, and causing the other appliances to not be able to function properly, while appliances on the other side of the box weren't affected. I plan to talk to an electrician and see what they think.

QUESTION 1, ANSWER 4:

It sounds more likely that during your checking, you tightened a neutral connection or disconnected the problem that was causing an unbalanced load (the red wire going to the garage door).

QUESTION 1, RESPONSE:

All the problems quit after I disconnected the garage door

opener. It doesn't work at all, I tried it on other outlets by running a long extension cord from other outlets in the house.

I am planning on trying to see if the garage door company has any ideas or if it can be fixed.

QUESTION 1, ANSWER 5:

Replace the opener. New ones have valuable safety devices that detect anything blocking the door from closing properly.... could save a kid's life.

QUESTION 1, ANSWER 6:

Your problem is definitely not the garage door operator. It may contribute to the problem showing up, but in itself, is not the problem.

QUESTION 1, ANSWER 7:

Unless something else is very wrong somewhere else, there is no way the garage door opener drawing high current could cause the issues in the kitchen. Let's say it pulled 20 amps

all day long, which is virtually impossible. So what? That should never cause the garbage disposal to slow down and the hot plate to take a long time to heat. The circuit is there to supply 20A and it should supply 20A.

And as I said before, if the garage door opener was sitting there drawing current all the time anywhere near the 20A breaker limit, you'd have something smoking in the garage door opener, maybe a fire, and it would almost certainly not go on for very long before something burned out and the process stopped.

QUESTION 1, RESPONSE:

Well, I got a new garage door opener. I couldn't find parts for the old one, and all is working well again. No problem with garage door or other appliances. So I don't know for sure what the problem was, but all is well now. Besides, I have fire insurance just in case!

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- Email: Send a request to TeamGenie@GenieCompany.com (Canadian dealers also!)

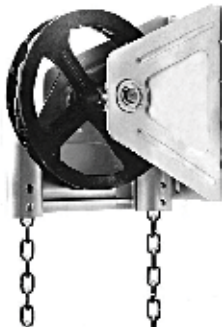
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