

## SPECIAL POINTS OF INTEREST:

Welcome Aboard  
Greg Dunn,  
Controller

New pictures from  
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renovation

JD Power &  
Associates award

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# The Daily Herald

A monthly publication featuring the people, products and places of  
J F Day & Company.

Heather Hansen, Editor

VOLUME I, ISSUE I

OCTOBER 2007

## Frankly Speaking A Word from the President

As we say goodbye to a challenging 2007 and put the final touches on our 2008 plans, I am sure many of you are curious as to what the coming year will bring. I asked the sales force in a recent net conference how they felt about 2008. I heard words such as "scary" and "uncertain". They then asked me how I felt. I replied "excited". I am excited to see what 2008 has in store for J.F. Day & Company. We have a great group of people working in this company and our opportunities for growth and better serving our customers are unlimited.

Pella Corp is introducing many enhancements to the product line which will broaden our opportunities

and market appeal. As you will see in this inaugural newsletter, Pella is being



J. Frank Day III, President

recognized as the consumer's best choice for windows. Please be on the lookout for

bulletins that will further detail our exciting plans for 2008.

As we move forward into 2008, I want to reinforce our plan goals: Growth, Customer Satisfaction, Continuous Improvement, and Profitability; which can be achieved through Teamwork.

In the meeting, I challenged the sales reps to do what it takes to make the coming year successful. I also challenge and encourage each of you to do what it takes to make 2008 successful.

**The Mission at J F Day & Company is to be an enthusiastic team of exceptional people committed to market leadership through our dedication to integrity, unsurpassed quality, continuous improvement, a positive work place and the delivery of world class customer satisfaction experiences.**

## WELCOME ABOARD! GREG DUNN, CONTROLLER



Please join me in welcoming Greg Dunn, J.F. Day's new Controller. Greg has been in place since September 4, 2007. Before coming to J.F. Day, Greg worked for Lehigh Cement Company in Birmingham as their controller. He was there for nine years. Greg has been married to his wife, Dana, for 12 years and has two

children; Joel is nine and Bridget is six. Greg enjoys going to Alabama games with his son. His wife and daughter are huge Auburn fans! He says football season is a very interesting time around their house! He also enjoys any outdoor activity "I haven't been here long, but the people I have met so far have been extremely nice and have welcomed me to the company," Greg said.

# Highest in Customer Satisfaction



Pella has earned recognition as “highest in customer satisfaction with window and door manufacturers” by J.D. Power and Associates, which analyzes consumer opinions, perceptions, and expectations each year and provides ratings to help consumers make informed buying decisions (source J.D. Power and Associates).

Pella received the highest numerical score among window

and door manufacturers in the proprietary J.D. Power and Associates 2007 Windows and Patio Doors Satisfaction StudySM. Study was based on responses from 3,039 consumers measuring 9 brands and measures opinions of consumers who purchased new windows or patio doors in the previous 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in

2007.

Branches, be on the lookout for your showroom promotional items!

**Please note that there are strict guidelines Pella must adhere to in promoting this recognition and any breach of these guidelines may cause J.D. Power and Associates to immediately terminate their agreement with Pella.**

**Please see Heather Hansen with any questions about these guidelines.**

## 2007 Energy Star Partner of the Year



The U.S. Environmental Protection Agency (EPA) and Department of Energy (DOE) announced today that Pella Corporation has received the 2007 ENERGY STAR Partner of the Year award for the Product Manufacturer-Windows category for Pella’s commitment and dedication to energy efficiency and the ENERGY STAR program. Pella will be recognized by the DOE and the EPA at an awards

ceremony in Washington, D.C. on March 21.

According to DOE, “Pella’s application was well organized and highlighted a large increase in qualified products and sales of those products over 2005, excellent messaging in consumer education material with great diversity of media used and enormous reach, great use of ENERGY STAR on Pella Web sites and strong training

materials with large numbers of sales representatives trained.”

Your current and prospective customers will likely be more aware of Pella windows and because of this recognition. We encourage you to build on this national momentum in your own local sales and service efforts.

**This is an excerpt from Pella Bulletin ID 12.**

## Pella Products Featured in Consumer Reports

Pella Designer Series, ProLine, ThermaStar by Pella and Impervia windows are in the current issue of Consumer Report magazine. The October issue features the magazine’s performance testing and price comparisons of double-hung replacement windows made by a variety of manufacturers, from a variety of materials. Pella ProLine and Impervia windows were both named as a “Best Buy”

and a “Quick Pick.” Designer Series earned a “Excellent” rating for wind resistance and rain resistance. In addition in the vinyl category, ThermaStar earned an “Excellent” rating for durability. The article also reports on their review of the Andersen 400 Series claim, that the window’s sunlight activated, titanium-dioxide coating “reduces water spots up to 99 percent.” They did a side-by-side comparison

against an Andersen 200 Series window and found that after their three month test, “neither Andersen window was cleaner than the other.”

**Unfortunately, Consumer Reports does not allow Pella to include this recognition in any public relations or marketing materials, and article reprints are not available.**

**This is an excerpt from Pella Bulletins ID 60.**

*“Pella ProLine and Impervia windows were both named as a “Best Buy” and a “Quick Pick.”*

## Going the Extra Mile

"I just wanted to send a quick note about one of my customers who had service technicians in their home today. Mr. & Mrs. Nelson bought \$13,000 worth of Designer Series windows and labor a few months back. Upon installation, they had a few windows that had significant issues. I just got off the phone with Mrs. Nelson and thought I would pass on some of her comments. She said that even though the windows and installation were extremely expensive, they knew they could count on Pella's Service to take care of everything. She couldn't say enough good things about our service and the technicians, and that she would recommend Pella to anybody she ever comes across that is contemplating buying new windows. I just wanted to send my thanks out to those service techs who were assigned to that service event today. Please pass on my gratitude to those guys out there in the field. Thanks again, Justin Riegsecker"

Event: 10/23/07

Service Tech: Dave Rummage

Coordinator: Brandy Barnett

**Trish, Darci, Janel, and Karen** came in on the weekend (10/6) and processed **100** service quotes-**Way To Go!**

**WHALE DONE** to **Mike Terry**. He has taken control of service and is very successful. He is a wonderful addition to the service team!

Kudos to **Luke Cloud** for taking it upon himself to learn service module, more about PDQ, and the order process to better serve customers.

**Collin Billings** has received a total of 15 surveys for 2007. 14 of them have been **Very Satisfied!**

Thank you to everyone who came to work on a Saturday to help move the call center offices.

### ***New Faces***

Please welcome the following new faces to the call center:

Janel Jones

Meghan Richey

Darci Woods

Brandy Barnett

Micah Bonner

### ***People on the Move***

Todd Oliver has joined the Commercial Sales Team.

Michael Anderson joins the Commercial Team as a Commercial Estimator.

Annah Grace Morgan also joins the Commercial team as a Commercial Sales Trainee.

Todd Remedés will start on the Commercial Team in the Jackson, MS and North Louisiana Market.

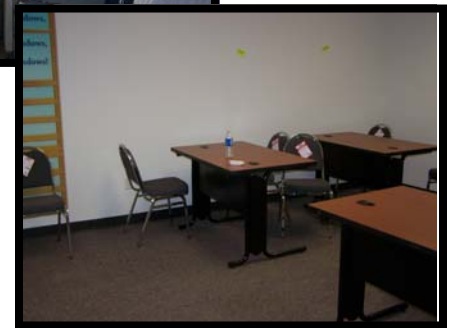
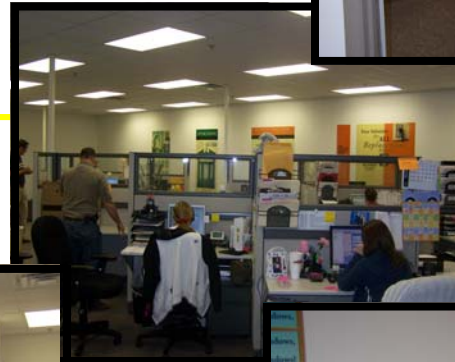
Larry Franklin has assumed his new role at Lyon Lane as the Parts Department Manager.

# Lyon Lane gets a facelift!

Below you will find a sample of the remodel that is going on at Lyon Lane. We are still under construction, but are excited about the new space. The new addition includes a large open call center area, a separate room for order processing, individual offices for managers along a wall in the call center, a training room, a new break room for

warehouse employees, and that is only the half of it! Departments that will be at Lyon Lane include: Accounting, Order Processing, Marketing, Delivery Coordinating, Service Coordinating, Service Quoting, and HR.

Please join me in thanking Frank and J.Frank for making our work space a better space!



## Happy Birthday to our October and November Birthdays!



<u>OCTOBER</u>		<u>NOVEMBER</u>		<u>NOVEMBER</u>	
Joe Franzone	2nd	Jessica Gollott	10th	April Shaling	19th
Brandy Barnett	8th	Micah Bonner	11th	Casey Neal	24th
Lesley Head	8th	Timothy Heaton	12th	Carol Wolcott	25th
Kevin Connor	11th	Rogerick Hawkins	12th	Austin Stewart	25th
Byron Chancellor	16th	Anthony King	15th	Joey Bates	26th
Heather Hansen	16th	Billy Luke	16th	Les Sims	28th
Mindy Roepke	22nd	Wayne Campbell	19th		
Frank Day	30th				