



ISO 9001: 2000 Certified

March 2005

THE MADICO MONTHLY

SUNSCAPE SELECT EDITION

Volume 3, Number 2

The 2005 Dealer Empowerment Conference was anything but *business as usual*.

WANT TO RECEIVE FUTURE NEWSLETTERS?

Send your email address to Madeline Mojica at mmojica@madico.com

GOT AN IDEA FOR THE 2006 SUNSCAPE SELECT CONFERENCE?

Contact Andrea Jones at ajones@madico.com

Not Quite “Business as Usual”

By Kevin LaFollette

While unwinding at Disney’s Adventure Club and avoiding the sightline of the restaurant’s wise-cracking entertainers, one Madico dealer was overheard asking another if he was ready to call it a night.



“I’m just getting started,” the dealer replied as he gestured toward the comedic bartender.

“In that case, grab another for me.”

This brief exchange encapsulated the 2005 SunScape Select Dealer Empowerment Conference. Full days, fun nights ... and a few “just-between-us” winks along the way.

This is not to say the event was entirely recreational, but rather from substance to style it was anything but *business as usual*. We envisioned the conference as an opportunity for dealers to tap into three sources of information: Madico executives, affiliate companies, and one another. We brought this to life by securing experts in the field of architecture, design, public relations and brand loyalty to join the Madico team in sharing knowledge with SunScape Select dealers.

The focal point of the conference was the full-day seminar. In his trademark motivational style, Mike Wharton kicked off the conference with a succinct recap of Madico’s rich hundred-years history and future goals. Bob Connelly followed with a shoot-you-straight presentation that was filled with dead-panned wit (much of it lost on the crowd that appeared to be adjusting to the time change or recovering from the previous night’s welcome ceremony). Bob candidly detailed Madico’s manufacturing and quality control processes, and treated the audience to several unpronounceable words, such as “gravimetrically.”

Architect Peter Szego then provided helpful counsel into the best ways to navigate the ego-dominated world of architects and specifiers. Peter’s expertise was complemented by the American Society of Interior Designers’ Kristin Hellwig, who not only demystified the interior design industry, but showed you the way to endless opportunities by developing partnerships with interior designers. We capped off her presentation by offering the entire SunScape Select attendees to join the ASID ... for free.



Jay Larkin spoke about Madico’s safety films; Paul Panarisi unveiled an exciting new film; Tom Niziolek delivered a crash-course on branding; and I shared my SunScape Select marketing plans.

(Continued on page 2)

QUESTIONS? COMMENTS?

We are eager to hear them.

Please write to:
mnojica@madico.com if there
are topics you would like us to
cover in future newsletters.

**ViewLite dries faster, installs
easier, doesn't require edge seal,
and doesn't corrode.**

(Continued from page 1)

Woven into Madico presentations were two speeches by partner companies. Enpro's Kent LeMonte handed out ten bucks to a lucky participant, and then proceeded to illuminate his advice on networking, budgeting, marketing and prospecting with colorful metaphors. A microphone-fumbling Joe Chernov, Madico's PR consultant, let dealers know how important their customers are for media coverage and case studies.

But the crowning moment had nothing to do with window film, architecture or design. Instead it was the keynote speaker, who talked about Disney's branding and loyalty building techniques. Surprisingly, the speaker revealed that many of the same principles Disney employs – emphasize retention, reward loyalty, empower employees to be creative – apply not only to the Fortune 500, but also to Madico and our dealer partners.



The two-day event wrapped up with a series of break-out sessions that allowed dealers to help steer Madico's future. Topics including glass breakage, safety films, online marketing, and new products drummed up lively discussions that will surely help Madico continue to add value in the future.

ViewLite a Heavy Hitter

By Paul Panarisi

Audi built the A8 model. Ralph Lauren designed the Purple Label line. Shimano developed the Stella reel series. Regardless of your affinity, the top brands always offer a flagship model. And with the pending release of ViewLite,[™] Madico is no different.



Madico and Optodot, a "nanotechnology" lab run by MIT Scientist Steve Carlson, teamed to bring you the industry's only solar control glass film based on "organic molecules." What is the advantage of this new technology? Simple: Not only is ViewLite's balance of heat rejection and VLT among the best in the industry, but it also offers a number of added benefits that metallized films cannot.

It dries faster. It installs easier. It doesn't require edge seal. It doesn't corrode.

We are completing final testing and plan to make this product available to you in April.

Madico is resolved to become a master of change ... not a victim of it.

**WE WANT TO
KEEP IN TOUCH!**

Send your email address to Andrea Jones at ajones@madico.com

Madico Sees Change

By Tom Niziolek

To paraphrase noted financial author Brian Tracy, Madico is resolved to become a master of change ... not a victim of it.

We know we must not only listen to your concerns and needs, but we must also respond to them. This is why we worked so hard to sponsor the first annual SunScape Select dealer conference. We wanted to hear first hand how we can help each of you become more successful.



You shared with us many suggestions for improvement. I am pleased to say that several of your requests were already in our marketing queue. We are refining the color scheme on the upcoming ViewLite design guide, we are redesigning film packaging to facilitate in-the-box cutting, we are reevaluating our warranty program, and we are even researching potential retirement accounts for our dealers.

But one of your suggestions was not in the works ... until now.

The most universal request at the conference was for Madico to develop a consumer-friendly SunScape Select website. You asked us to create an online presence for SunScape Select that speaks to the homeowner, features compelling before-and-after photographs, and simplifies the dealer selection process.

Madico has engaged CodeLab, our design and marketing firm, to build a new website at www.sunscapeselect.com that will include all of these exciting features and more. We expect to launch the site in early spring.

You Pick It; We Ticket!

By Andrea Jones

Everyone loves a contest. Especially Madico's dealers. So we thought we'd come up with a fun way to determine the location of next year's SunScape Select conference: let the attendees decide!

Email me one venue suggestion for the 2006 event (including why you think the site is ideal) and if Madico picks the location based on your recommendation, we will pay for your airfare. Don't forget, several dealers may propose the same city, so please be as specific as possible in your message.

Good luck ... and see you somewhere in 2006!

Let's Make a Deal

By Joe Chernov



Like a bald version of Monty Hall, I say, "Let's make a deal!"

I will send each of you a "press release template," a series of documents that – like *Mad Libs* – will allow you to plug in the name of your company, product and even customer directly into pre-authored news releases highlighting storm defense and solar control. These templates will allow you to share your successes with the local and regional media that influences your potential customers.

In exchange for this gesture, I ask only that you send me a list of your recently completed jobs. I will review each submission, and contact the dealers with stories that I think we can best publicize. To make this process as painless as possible, below is a check list to simplify your response. You do not need to complete the check list itself, simply send me an email that covers as many of the items below as possible, and I will get to work promoting your story, your success. I can be reached at joe@upper-right.com.

I very much look forward to collaborating with each of you in the coming months. I am certain our collective efforts will raise public awareness of not only Madico's films, but also your skilled services.

Dealer company name: _____

Dealer contact name: _____

Client name(s): _____

Commercial/Residential: _____

Type of film: _____

Job complete/in process: _____

Results (e.g., energy savings) available? Yes No

Client likely to speak to media? Yes No

Miscellaneous info (e.g., break-in history; switched from a competitor's):

GOT NEWS?

Contact Joe Chernov at
joe@upper-right.com

Madico, Inc.
Corporate Headquarters
45 Industrial Parkway
Woburn, MA 01801
USA

Phone: (800) 225-1926
Fax: (781) 935-6841
E-mail: mmejica@madico.com
www.madico.com