

The Brillo Pad

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Fourth Quarter Issue



30th Anniversary Party

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Brillo Home Improvements celebrated its 30th year of business in 2007. In August, we sponsored a party to thank our clients for their business and referrals.

Bunzel's Catering served up a picnic-style buffet and there were plenty of drinks and lots of fun. We even held a small raffle with items provided by our vendors, subcontractors and suppliers ranging from restaurant gift certificates to garbage disposal units!

We'd like to thank those of you that attended as well as those that couldn't attend but wanted to. The response was outstanding; over 300 people came to our Saturday event.

The response was so warming that we decided to hold an **annual** Brillo Party...the date for 2008 has yet to be determined, but we will keep you posted.

In the meantime, here are just a few photos from the party.



We'd like to thank our suppliers, subcontractors and distributors who contributed raffle prizes for our event:
WM. A ZACHOW & SONS PLUMBING, ELEKTRA LIGHTS & FANS, PELLA WINDOWS & DOORS, ELLIOTT'S ACE HARDWARE, THE FIRE PLACE LTD, MENARD'S, HOLIDAY KITCHENS, EATON'S AETNA CORP., M MAGAZINE, 21st CENTURY TILE, BLIFFERT LUMBER & FUEL, and INGRILLI & SONS PLUMBING



Proud Distributor
of:



Holiday Kitchens ‘Going Green’

As you may be aware, we are a distributor of Holiday Kitchens, a division of Mastercraft Industries, Inc. located right here in Wisconsin. Recently, Holiday Kitchens announced that they are ‘going green’. Here is an excerpt from their announcement:



“We believe in the following precepts. Think globally—protect the planet for future generations; think locally—set an example for others in the community; think personally—respect and preserve the health of others. Holiday Kitchens is a proud member of the Kitchen Cabinet Manufacturer Association’s (KCMA) Environmental Stewardship Program (ESP). We set the highest level of production standards for ourselves and expect the same of our suppliers—being green doesn't amount to much if those you work with are not. All our suppliers are subject to review by our Green Council and must exhibit a commitment to sustainable forestry practices and follow government mandated forest regulations.

The personal green arena is of the greatest importance. While green-friendly suppliers, improved technologies and energy-efficient processes have contributed to our green culture over the years, employee awareness has always been our greatest asset. When it comes to preservation, people matter the most and can make the most of the matter. Not only do our employees wholeheartedly support our green culture, they have formed a Green Council that reaches out to our community.”

OUR GREEN WAY OF LIFE:

Recycling all paper, cardboard, light bulbs, metal, plastic, toner cartridges

Implementing initiatives to become a paperless environment

Utilizing a distiller to reclaim cleaning solvents

Reducing material usage with Most Available Controlled Technology (MACT) finish and adhesive application technology

Converting to an energy-efficient, quartz halogen curing system

Investing in an automated cut line to increase wood utilization by 20%

Reducing non-wood waste stream by over 60%

Investing in CNC nesting technology to increase board yield by 15%

Reducing finishing material usage with new equipment

Eliminating raw wood waste stream with 100% utilization of all wood (downfall wood is used for cutting boards, finger joints, animal bedding and landscaping materials)

Incorporating knotty wood into character wood cabinetry

Honoring Arbor Day by giving all employees a free to plant, as well as planting trees in honor of special events

Sponsoring Earth Day activities by supplying food and water for youth participants

Funding the Wisconsin Hardwood Reforestation Program

Providing a scholarship for a Forest Management College student

Appointing a Green Officer to head our Environmental Stewardship Committee

Increasing energy efficiency with changes in lighting, soft-start motors, secured thermostat policy, and participation in a peak energy conservation program to ensure local residents' fuel and electricity availability

Newly Certified

We are proud to announce that Michael J. Bovee has completed the InstallationMasters™ Course and has been named a Certified Installer through the American Architectural Manufacturers Association (AAMA).

InstallationMasters™ is a nationwide training and certification program for installers of windows and patio doors in the residential and light commercial markets.

The program was developed by AAMA after prompting from the Building, Environment and Thermal Envelope Council (BETEC) through the U.S. Department of Energy (DOE). InstallationMasters™ is designed to teach installers the best practices and installation techniques for both new construction and replacement projects based on established industry standards. It provides an assurance that certified installers have been trained and passed the written examination.

To qualify as a certified InstallationMasters™ installer, Mike had to complete a training course conducted by

trained and accredited instructors.

The course is based on the consensus of industry professionals and the nationally recognized installation standard published by the American Society for Testing and Materials (ASTM). The training covers:

- **Tested and accepted installation techniques**
- **Proper material selection, including the correct use of sealant and flashing**
- **Job site safety**
- **Protection of the homeowner's property**
- **Quality control**
- **Product care, adjustment, cleaning, and much more**

The candidates must then apply what they've learned to pass a thorough written examination. Once the installers pass the exam, they become certified InstallationMasters™ installers.



Brillo Welcomes Bob Sebastian

Brillo welcomed Bob Sebastian to our team in October of 2007. Here's a little bit about the most recent addition to Team Brillo:

A hometown boy, Bob graduated from UW-Milwaukee with a Bachelor of Arts Degree in Communications. Then friends asked him to design a home for them and 17 years later he is still in the business. Ten years ago Bob moved from designing custom homes to remodeling and has not looked back!

He is a NARI Certified Remodeler (CR) and Certified Kitchen and Bath Remodeler (CKBR) and has a keen interest in education and advancing the public's awareness and understanding of the remodeling industry.

Bob is Milwaukee NARI's Certified Remodeler study group coordinator and has set up an education mentoring program for the certification program. You may have seen him on TV or heard him on the radio talking about

remodeling. He has also done public speaking engagements for organizations like NARI and the Metropolitan Builders Association presenting topics to the public to better help them understand the remodeling process.

Tapping into his background, education and experience, Bob guides his clients through their remodeling process from beginning to end. His philosophy is that if one person takes a client through the design, selection and contract process it makes it much easier for the client. It also makes the transition to the construction of the project smoother. Bob says his favorite part, though, is helping form his clients' ideas into a build-able reality.

When not working with clients, Bob spends his time with his wife, Gail, sons Max and Sam and their two dogs at their Wauwatosa home. He is involved in Boy Scouts and Cub Scouts. He and his family enjoy traveling and are members of the Disney Vacation Club.



**Bob Sebastian,
CR, CKBR**

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**We Design to Your
Ideas.**

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New Year, Renewed Commitments

We would like to take this opportunity to wish you and yours a healthy, happy and prosperous New Year. At this same time we look back on our business decisions and practices and make commitments to better ourselves:

- Monitor, assess and revise, as necessary, current project processes
 - Continue to hold pre- and post job meetings with salesperson and lead carpenter
 - Keep circle of communication ongoing between client(s), project manager, sub-contractors and all involved with project
- Provide quality workmanship using innovative techniques
 - Continue to educate staff on industry-specific processes and techniques
 - Try new products and recommend to clients for use in feasible applications
- Continue to provide outstanding customer service and communicate with our clients on a regular basis
 - Respond to inquiries as soon as possible
 - Continue to send newsletters and postcards
 - Update and maintain our website