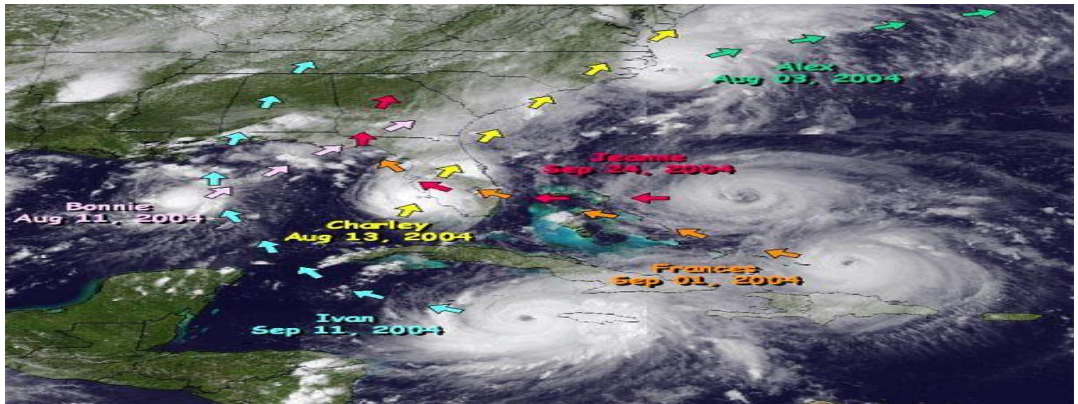


June 2010  
44th Edition



Alutech is a Proud  
Member Since 2006



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***From The Tip of The Triangle***

If you have done any Traveling in the past six months you more than likely have been met with some unusual weather. Rain in southern California, belied the song. Flooding in Las Vegas' desert! Hurricane force winds in Bermuda, in February! Record snows on the eastern seaboard, particularly the Mid Atlantic states. So what is going on, El Niño.

Experts knew last summer that this was going to be an El Niño year. But it wasn't until the winter that its effects really hit the United States. The strong El Niño and the subsequent precipitation are a result of something that started thousands of miles out in the Pacific Ocean.

In an article for NPR Christopher Joyce reported, "Ocean temperatures

across the equatorial and tropical Pacific Ocean are somewhere upwards of two degrees above average," says Mike Halpert, deputy director of the Climate Prediction Center at the National Oceanic and Atmospheric Administration. "So we have had what we would characterize as a strong El Niño."

Scientists at the center say this is the strongest El Niño since the winter of 1997-98. What happens is that unusually warm sea surface temperatures in the western Pacific move east. That changes the heating pattern of the atmosphere, which in turn pulls the Pacific jet stream farther south. A jet stream is a fast and narrow current of air that travels high up in the atmosphere.

"And that jet stream is

where we see a lot of storminess typically," says Halpert. "And we saw a very classical case of that, a super strong jet extended all the way across the Pacific with storms impacting California one after the other."

A strong El Niño also alters another jet stream nearer to the equator that brings more storms to the Gulf area.

In fact, a strong El Niño plays havoc with weather from Indonesia to the Atlantic, but in different ways. Indonesia gets unusually dry weather, and in fact fires in parts of Indonesia have been frequent recently. Peru, on the west coast of South America, tends to get what California gets — flooding rains.

Halpert says storms are

**Special points of interest:**

- From The Tip of The Triangle
- Alutech's 2010 Seminar Recap
- "New" Alutech Product Displays
- Credit Card Charges
- International Door Association Recap



## Alutech's 2010 Seminar

We conducted our 6<sup>th</sup> annual spring seminar in May with much success. Trying something new, we consolidated our Delaware and Sarasota seminars into one location. The attendance was very strong and the mood was very upbeat and positive considering the state of the economy. We received attendance participation from our local market, over seven states away and even had a weary traveler from the Caribbean. This year, we experimented with an entirely new format. We covered each of our products as we normally do, but on

a more advanced level. We then allowed our vendor partners to share tips on selling each of their products. Finally, we saved enough time to conduct three mini sessions that were focused on the more critical facets of maintaining a business in today's difficult economy. They consisted of: The best use of marketing dollars for advertising, pricing and discount strategies, and a selling system that featured six keys that will keep the competition scratching their heads on why they keep losing sales. We were all enlightened to

see how powerful and inexpensive the internet can be as a marketing tool. The pricing and discount strategy session really shed some light on what ramifications may result in merely discounting your selling prices by only 10%! The six keys to selling system should already be used in everyday selling, but some old habits are hard to break. Lastly, we covered all of the updates we either already have in place or plan for the very near future. Many great conversations arose from each of these discussions and we wish we would

### *“New “ Pop Up Display Banners For Sale*

Alutech Banners will make a great addition to your showroom and stand out at your local home & garden shows.



**\$149.95 per Display. Ready to ship!!**

Alutech's new custom " Pop Up Display Banners" are now available. These banners will make a great addition to your showroom and stand out at your local home and garden shows.

We have seven styles to choose from. Pop up dimensions are 33" in width by 79" in height. They also come with their own carrying case. Our custom banners are full color with stunning graphics that will enhance your marketing

program. We are offering the banners to our dealer using Alutech co-op money or they can be purchased for \$149.95. Please give your sales representative a call to order yours today.

## Cont. From The Tip of The Triangle



local events and no single storm can be attributed directly to the phenomenon. "One way to think of it is that El Niño conditions the atmosphere for these types of storms.

Halpert also points out that scientists don't know yet whether climate change is influencing the frequency or strength of El Niño's.

Scientists say El Niño will very likely persist another month or two. That usually means drier than usual weather in the Pacific Northwest and Ohio Valley, wetter in the West and Southwest, and colder in the Southeast.

El Niño has done some good, though, in the Southwestern United States.

"Nobody can remember seeing such a small amount of drought on the map," he says, "So this El Niño has taken a pretty big bite out of some pretty severe drought conditions that had developed last summer."

And by altering jet streams, El Niño also helped moderate last year's hurricane season in the Atlantic.

But that is now about to change, as El Niño's cycle comes to an end the report from NOAA is that we need to brace for a very active Atlantic hurricane season. They are predicting 'as many as 14 hurricanes could form this year in the Atlantic, four more than the long-term average, federal forecasters said. The National Weather Service's Climate Prediction Center

cited a warm Atlantic Ocean that can fuel hurricanes and a fading El Niño climate pattern, which will mean fewer winds to tear apart tropical systems before they develop into bigger storms.'

Their season forecast, issued May 27, 2010 called for a 70 percent chance of:

- 14 to 23 named storms.
- Eight to 14 hurricanes.
- Three to seven major hurricanes with winds of 111 mph or greater.

So now we have been warned. Are you prepared for the customers demands for protection? From Delaware to Florida and the Gulf Coast. From Bermuda and throughout the Caribbean we should all be prepared for an active season.

**From The Tip of The Triangle**  
 - Contributed by Sun Control Limited, an authorized dealer for Alutech in Bermuda.

## Credit Card Charges!!!

In the past our terms and conditions allowed us to accept up to \$5,000 on Credit Card transactions. Good news, we will now allow even more than that to be charged to Credit Cards by adding a convenience fee on credit card future transactions. We will follow a "3 and 3" rule:

We will charge a 3% convenience fee on all CC transactions above \$3,000.

### Exemptions:

- "Old invoices" that show a \$5000 limit, we will allow up to 5000 on those invoices.

### Examples:

- Wholesale shutter contract: \$8,000 first \$3000 no fees. Remaining balance above \$3k: 3% on \$5,000 = \$150 fee.
- Customer has two invoices unpaid and wants to pay both: 1st invoice: \$1500 and a 2nd invoice: \$2000 and wants to pay by credit card. Assuming there were no prior CC transactions.
  - First \$3000 - no fee.
  - Remaining \$500 - \$15 fee.

- Customer wants to pay \$2000 today and \$2000 tomorrow on the same invoice.
  - First \$3000 no fee, then on remaining \$1000 3% = \$30.

### Alternatives:

- WHOLESALE: ACH / check by fax. The customer can fill out a form and fax a check, any amount, no fee.

This convenience fee has been in effect since April 15th. It has been noted at the bottom of all quotes and order confirmations.



**We will charge a 3% convenience fee on all CC transactions above \$3,000.**

## *Cont: Alutech's 2010 Seminar*

**Thank you to all who attend our 2010 Seminar and help making it a success.**

have had more time to cover each of these topics more thoroughly. But it was obvious at the end of the day that we all walked away with a lot more knowledge than we did at the beginning. We were very pleased with the content covered this year and we hope you feel the same. Whether you were a current dealer brushing up on product awareness or a new dealer learning each of our products, there was plenty of powerful in-

formation to obtain. We greatly appreciate each of you taking the time out of your busy schedules to continue to enhance the Alutech advantage within your organization. By using our premium proprietary products, having a tremendous support system and the advanced technical edge that only Alutech offers, you will remain far ahead of your competition while being rewarded with higher margins. We want to say

thank you to those who attended the seminar and our vendor partners that supported us. We especially want to thank those who had involved travel schedules. Please contact us to let us know if you need any follow up material or a password to access our online quoting system. We look forward to seeing you again for an even greater seminar in 2011!

## *International Door Association*



**We attended and had a booth at the 2010 IDA Expo in Las Vegas, NV.**

A few months ago, in an effort to increase our product awareness and to broaden our business with a larger market place, we became a member of the International Door Association. We have done well with our dealers in coastal regions protecting homes with hurricane shutters in the past. Now we want to capitalize on the increase in the security shutter business that has been on the rise on the interior portions of the nation.

Shortly following our new membership, we attended and had a booth at the 2010 IDA Expo in Las Ve-

gas, NV. Attendance was very high with a very large international presence. Several beneficial seminars were held from business management to installation certification. There also seemed to be a large interest in security rolldown doors and rolldown sun shades as there was not a whole lot unveiled in the garage door or coiling door portion of the show. Many dealers were looking to either add them to their product line or to enter into the business altogether. We are excited about adding many new dealers that we met from

all over the world and welcome them to the Alutech family. We are excited to be able to offer them all of our products and services and look forward to them having the same positive experience our current dealers share. The IDA has many regional chapters as well. Please feel free to inquire if you would like more information about how the IDA could benefit you.

Alutech United, Inc. Shutters Solutions-Any shape, Any size, Any time 15 Dixon Street, Selbyville, DE 19975 – Phone 302-436-6005, Fax: 302-436-5100, Toll free: 1-800-233-1144 - 1537 Northgate Blvd., Sarasota FL 34234 – Phone: 941-355-0970, Fax: 941-355-0972 – Web: [www.alutech.com](http://www.alutech.com) - [www.alutechsecurity.com](http://www.alutechsecurity.com)

The Hurricaner is published quarterly for Alutech United's valued dealers. Story ideas, sales tips, photos and anything else you think you'd like to share with your fellow Alutech dealers are always welcome and appreciated! Please forward your information to [jason@alutech.com](mailto:jason@alutech.com).