

"CUSTOMER FOCUSED, QUALITY DRIVEN"

CUSTOMER SPOTLIGHT—NATIONAL VINYL LLC

National Vinyl LLC in Chicopee, Massachusetts has gone 'Hollywood'! Well, at least their windows (with Chelsea vinyl) have. They will be featured in a home makeover on ABC's reality show "Extreme Makeover: Home Edition". The home of Sirdeaner Walker, who is leading a campaign against bullying, was chosen for this project. Her son, Carl, took his own life on April 6, 2009 in their home after alleged relentless bullying by classmates. Scott Channell, General Manager, reveals National's true Hollywood Story below.

How did you first approach Extreme Makeover?

On August 18th, I received an email from our local Home Builders Association looking for volunteers for the upcoming "Extreme Makeover: Home Edition" project which was to take place in Springfield, MA. They provided an email address to N. Riley Construction who was to be the general contractor on the job. On Saturday the 20th I responded stating that we had tried to participate in the last EMHE project in Suffield, CT two years ago but the series decided to go with a more nationally known fabricator. I commented that I thought it would be great for them to use a local manufacturer with ties to the Pioneer Valley. I received a call shortly afterwards from Tony Mariani, Senior Project Manager for EMHE, stating that they were interested in using National Vinyl!



Extreme Makeover: Home Edition Installation Crew
 Scott Channell, front row right

After reviewing the house plans to calculate our out-of-pocket costs and making sure we could meet the installation date we committed to the project. Eight days from the original email I was sitting with Matt Swanson, Lead Project Manager for EMHE, reviewing all window sizes and options. EMHE asked us to coordinate installation and we selected our customer, Randal Roberts from Window Works, as he had participated in our AAMA Master Installation Training and was certified. Both myself and Randal attended a construction meeting on August 30th and this meeting really put to light the enormous amount of coordination required to knock down and rebuild a home in 7 days!

Did you have to attain a 'go ahead' from all your vendors being used on the project?

National felt the general nature of the project would give good exposure to all so I personally solicited all major vendors to be sure they were interested. Needless to say, all were excited to be involved.

Did National have a goal they personally wanted to accomplish by volunteering for the project?

Our first goal was to, of course, increase our exposure and name brand. However, once we learned the family's story the focus changed to a more community focused event. There were 200-300 people working on the house at any one time and everyone was excited to be there to help and spread the word about bullying.



When did the project begin?

The family was awoken by Ty Pennington and his team on Sunday, September 11th, and by noon Monday the original home was being demolished. When I visited the job site on Tuesday at 3:00 P.M. the foundation was in and the wall panels had been delivered. On Wednesday the 14th we began the installation process at 2:30 P.M. and by 5:30 P.M. all windows were installed and we were making final inspections.

Do you know when the episode will air?

We're not sure at this time, we were told anywhere from 6-10 weeks from the completion of the project. However, we were informed that due to the content (anti-bullying) the episode will be a two hour special.

Did you get to interact with any of the 'talent' on the show?

We saw all the talent at the site and worked along side many of them. On the day the project started both my daughter and I had the opportunity to be next to the limo as the family left for vacation putting us about 2 feet away from both the family and Ty Pennington. We did, however, get to meet and speak with Michael Moloney and John Littlefield and had a nice conversation with their director. The whole process was really neat!

Do you know how they'll use National Vinyl LLC in the programming?

As a sponsor we will have our company listed in the credits as they scroll after the show which means that we'll probably be the only ones that notice. But they were shooting scenes from inside and outside the home all week so we're hoping our window labels will get a glance of airtime. Maybe they'll show a quick shot of us installing or standing next to the limo as we shouted "Move That Bus"!

Although having some publicity on national television will be a plus, the National Vinyl family is proud of their contribution to this series. Everything was handled professionally and quickly to assure the best results for a deserving family. The 30 Energy Star windows supplied by National will assure the Walker family a saving in energy costs for years to come. Watch your television listings to see a Chelsea customer get the 'star' treatment.

Congratulations, National Vinyl! We'll be looking for you on the small screen.



Questions or comments? E-mail us at cbpusr@cbpmail.com or call us at 800.4.CHELSEA



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