

Building
“The Standard”
in Modular Living

How Exciting Will Your Summer Be?

New Era is planning to have one of the most exciting summers yet. Everyone is gearing up for our upcoming Builder Conference on July 24th & 25th. The typical buzz of Fall Show time has come a couple months early in the form of our first Conference. As you read this, our homes are being finished and the excitement is building. We look forward to having all of our builders there. Check out the itinerary below to know what will be happening at the Conference. To learn about changes to our product line as well as information about new product selections available for our homes, it will be vital for all builders to attend. It will also be a chance to learn about select products that we use in our homes.

If you are still interested in attending the Conference please call Kari immediately at 800-678-5581. Limited space is still available.

2007 BUILDER CONFERENCE – NEW ERA BUILDERS

Monday, July 23rd

Builders arrive at the Hampton Inn (no specific time)

Tuesday, July 24th

| | |
|-------------------------|--|
| 7:30 a.m. – 8:15 a.m. | Breakfast at the Hampton Inn |
| 8:15 a.m. | Builders board bus for Meetings at Pinecrest |
| 8:45 a.m. – 9:00 a.m. | Welcome and Format Overview |
| 9:00 a.m. – 9:45 a.m. | New Product Introduction and Changes |
| 9:45 a.m. – 10:15 a.m. | Marketing |
| 10:15 a.m. – 10:30 a.m. | Silver Line Windows |
| 10:30 a.m. – 10:45 a.m. | Break |
| 10:45 a.m. – 11:00 a.m. | Kohler |
| 11:00 a.m. – 11:15 a.m. | Therma Tru / Andersen Windows |
| 11:15 a.m. – 11:30 a.m. | UFPI |
| 11:30 a.m. – 12:00 p.m. | Service and Transportation |
| 12:00 p.m. – 1:00 p.m. | Lunch is served at Pinecrest |
| 1:15 p.m. | New Era Builders board bus for New Era |
| 2:00 p.m. – 4:45 p.m. | Builders are given Plant and Home Tours |
| 4:45 p.m. | Builders board bus for Hampton Inn |
| 5:00 p.m. – 5:45 p.m. | Free Time before dinner |
| 5:45 p.m. | Builders board bus for Dinner at Pinecrest |
| 6:15 p.m. – 7:00 p.m. | Appetizers (buffet style) and Drinks |
| 7:15 p.m. – 9:00 pm. | Dinner |
| 9:00 p.m. – 9:30 p.m. | Awards |
| 10:30 p.m. | Builders board bus for Hampton Inn |

2007 BUILDER CONFERENCE – NEW IMAGE BUILDERS

Monday, July 23rd

Builders arrive at the Hampton Inn (no specific time)

Tuesday, July 24th

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|-------------------------|--|
| 8:00 a.m. – 8:45 a.m. | Breakfast at the Hampton Inn |
| 8:45 a.m. | New Image Builders board bus to New Era Factory |
| 9:00 a.m. – 9:15 a.m. | Welcome and Format Overview |
| 9:15 a.m. – 11:30 a.m. | Builders are given Plant and Home Tours |
| 11:30 a.m. – 12:30 p.m. | Lunch is served at Factory |
| 12:30 p.m. | New Image Builders board bus for Meetings at Pinecrest |
| 1:15 p.m. – 1:45 p.m. | New Product Introduction and Changes |
| 1:45 p.m. – 2:15 p.m. | Marketing |
| 2:15 p.m. – 2:30 p.m. | Silver Line Windows |
| 2:30 p.m. – 2:45 p.m. | Therma Tru |
| 2:45 p.m. – 3:15 p.m. | Service and Transportation |
| 3:30 p.m. | New Image Builders board bus for Hampton Inn |
| 4:00 p.m. – 5:45 p.m. | Free Time before dinner |
| 5:45 p.m. | Builders board bus for Pinecrest for dinner |
| 6:15 p.m. – 7:00 p.m. | Appetizers and Drinks |
| 7:15 p.m. – 9:00p.m. | Dinner |
| 10:30 p.m. | Builders board bus for Hampton Inn |

2007 BUILDER CONFERENCE – ALL BUILDERS

Wednesday, July 25th

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|-----------------------|--|
| 8:00 a.m. | Check in at New Era for Sporting Clays Shoot (Lunch is included) |
| 8:30 a.m. – 9:00 a.m. | Check in for the Golf Outing at Pinecrest Country Club |
| 1:00 p.m. | Cookout at Pinecrest for Golfers |
| | Conference concludes at the end of the chosen activity |

In This Issue...

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Featured Builder- Selling the New Era Lifestyle

In an effort to talk about the people who have made and continue to make New Era what it is, we are glad to have our first "Builder Profile". This issue's profile will introduce you to a Builder who is giving back with every house they build.

Westmoreland Human Opportunities, Inc located in Greensburg, PA is one of those groups that we are so excited to have as a part of our team. Otherwise known as WHO, Inc in the halls of New Era, they are a part of the Neighborhood Revitalization Program. As the Housing Development Coordinator, Jack Brown has helped WHO to become a non-profit, affordable housing developer. They have been in business for ten years and worked hard to provide affordable housing to many who otherwise would not have the opportunity to have a home while using the slogan "Rent-No-More". For the last

two years New Era and WHO have worked together to add homes to their two developments. For WHO, New Era provides a quality product and the service that they want. Jack told us that, "being a stick builder by trade helped me identify subtle hints of quality that most people would overlook." Most of the homes that they have built with New Era have been from our New Urban series and have found their best sellers to be the Colonial #2 and #4 plans and two models on location in Jeanette.

With the goal to provide safe, decent, affordable housing to the residents to Westmoreland County, it is easy to see why we are so proud to be allied with an organization like WHO, Inc. For more information on Westmoreland Human Opportunities, Inc and the work that they are doing, please contact Tay Waltenbaugh, CEO, at 724-834-1260.



Welcome

We are pleased to welcome the New Image brand and their line of homes to our production facility. The New Image brand / line will offer homes limited to their brochure and their specifications. Along with the product offering, we welcome Todd Sell, Chris Runyan, and Holly Hawke to the New Era Team!!

New Era Building Systems
proudly uses the following
quality products:



Builder Tidbits

*All those attending the upcoming Conference, you should have received an info packet about the upcoming events.

*We are looking for more homeowners and Builders to highlight for upcoming issues of the newsletter. If you have anyone that you think would be interested please contact Kari.

*Welcome our new builders: Renaissance Construction, American Homes of WV and Roy's Housing

The New Era Team

Many of you talk to the 'New Era Team' on a daily basis, but don't know our teams history or the knowledge that we are fortunate enough to have under our roof. The following two articles below are to help you meet your New Era Team and to salute some of our most valuable assets, our employees.

Get To Know Your New Era Team

There are many times when the hard work of certain individuals is not obvious and easily recognized by all those around them or those on the other side of things. Our Engineering Department plays an integral part in the larger picture at New Era and one of those who is a big part of that is **Chris Hepfer** our Director of Engineering.

Chris has used his knowledge and experience since the start of New Era **fifteen years** ago to help us build some of the unique modular products in the industry. Projects like Dunkin Donuts, Subway, other commercial units, town homes, and three story beach houses do not happen on their own. They take a lot of time, effort, and attention to detail and Chris is the person that gets that done for us. With his help, these projects have become realities and made their way down our production line. Chris is known for taking care of the guys in his department and always having their backs.

Thanks to Chris for helping to bring New Era to where we are today. Your hard work has not gone unnoticed.

We Salute You

Sometimes there are certain people that stand out in the average day. One of those people in our plant is **Ivan "Cutty" Smith**, a Line Stocker.

Cutty's main responsibility is to stock our production line with the necessary materials needed to build our homes and he has been a key employee for the last **six and half years**. He is superb in making sure that a busy production day runs without wasting time waiting for needed materials. His continuous monitoring of his areas to ensure that their materials are stocked and ready for production is invaluable for the steady flow of production. Cutty understands the value of being a team and will notify purchasing when material is running low to help avoid a possible shortage. By being aware of his area, he is a huge help to his supervisor by limiting the time they need to spend eyeing material levels. Cutty is a breath of a fresh air to the average production day.

Hats off to Cutty for always being at the top of his game! For his hard work, effort and going the extra mile we salute you!

Thanks to great people like Chris Hepfer and Ivan "Cutty" Smith for making New Era Building Systems a class above the rest!

EMPLOYEE TIDBITS

***PLEASE WELCOME ANDREW PATTON, JOSEPH SNYDER, DUSTIN HARTZELL, RUSTY BOWERS, DAVID RYAN, COLE DUBROCK, NATHAN INGRAM, JOSEPH STUDER, ALEXANDER WATKINS, ANDREW NEELY MICHAEL BOLE, MATTHEW WENSEL, JASON SCHRECKENGOST, LARRY REICHARD, SETH KUBE, MATTHEW LIEBERUM, GORDON McCLAIN, TOM MYERS, JOSHUA BERLIN, BJ RANKIN, ERICH BAIR, KEVIN BANNER, ERIC LASONIS, JOHN WISE, DAVE McCOY, NATHAN MONG, JOSH SOMMER, AMY HILES, KEN COPE, TOM HENRY, ROBERT PARKER, WILLIAM SHAY, AND CRAIG GULA TO THE NEW ERA TEAM!**

***DON'T FORGET THAT THE COMPANY PICNIC IS COMING UP ON JULY 21ST AT THE LUCINDA ANTLER CLUB!!!**

Your New Era Management Team

| | |
|---|-----------------|
| Ryan Bish , General Manager | Ext. 313 |
| Kathy Bernard , Controller | Ext. 310 |
| Chris Hepfer , Director of Engineering | Ext. 223 |
| Mark Kriebel , Director of Purchasing | Ext. 226 |
| Al Peters , Director of Service and Transportation | Ext. 235 |
| Scott Peters , Director of Sales | Ext. 312 |
| Dan Rhoades , Quality Control Manager | Ext. 250 |
| Dean Russell , Costing Manager | Ext. 292 |
| Mike Shick , Production Manager | Ext. 244 |

New Era Building Systems
proudly uses the following
quality products:



KOHLER.

DuPont™
CORIAN®

Lordy, Lordy, Look Who's 40...

All of us at New Era would like to wish Schaff's Home Centers a belated Happy 40th!!!! Being in business for forty years is nothing to snuff at. Started by William Schaff in 1963, the business has been growing ever since and now has four locations in Fayetteville, Marion, Thomasville, and Shippensburg. As a partner on New Era's team for over ten years, we could not be happier to see them celebrate forty years in business. With a new website and a continued commitment to their customers, Schaff's will be around for another forty!

Congratulations to the entire Schaff's team on this great accomplishment!!!

For more information on Schaff's and to take a look at their new website, visit it at www.schaffs.com.



Joe Biltrite is the official New Era Building Systems "spokesperson". Joe is our builder buddy and can help anyone discover why New Era is the leader in our industry. Look for Joe in every issue to see what Joe will say next!!

Silver Line Windows!

As you, all know we have decided to switch to Silver Line Windows as our new standard window in all homes except the Horizon Series (which will remain Andersen). We are extremely excited about this change. Silver Line is one of the largest vinyl window companies in the nation and was recently purchased by Andersen Windows. The decision to switch to Silver Line was to give our homes a better quality window and continue to add to the value of our Millennium, Spectrum, and New Century series. Not only does the Silver Line window bring a better quality window they also bring the brand recognition of the product.

We will be discussing this switch more at our upcoming Conference and sending out literature to all builders in the next week. If you have any questions, contact your Regional Sales Manager at New Era.

In Our Next Issue...

Conference Recap...Look for all the low down on our first Builder Conference. We hope to have the final finished pictures of our Custom Home. You'll also meet two more members of the New Era Team, plus learn what Joe will say next!

We welcome any comments, suggestions, or questions about The Standard. Builders and New Era Personnel are welcome to submit articles, tidbits, or other items for the newsletter. Please forward all submissions or questions to Kari Miller, Marketing Coordinator, at New Era Building Systems. Contact information is as follows: KAMiller@championhomes.net; (800) 678-5581 ext. 314

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