

Building
"The Standard"
in Modular Living

How Exciting Was Your Summer?

The summer turned out to be an exciting one for us here at New Era. There was a lot of excitement packed into a day and a half for our Builder Conference. Below are some pictures of the homes as well as some information throughout The Standard about the Golf Outing and Builder Awards. Thanks to all those Builders who attended the Conference! We enjoyed having you and so far, the feedback on the format change has been extremely positive! Preparations are already being made for next year.



The Amherst with Craftsman Elevation was one of the two New Era homes.



New Century Gourmet Kitchen Haute layout (with optional Island C) shown in Maple Caramel in the Amherst.



Living and Kitchen area in the Rockport

Amherst and Horizon Series Rockport displayed at the New Era Plant.



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Featured Builders - Awarding the New Era Lifestyle

This year when it came to awards, we tried some thing very different than we had done in the past. Our awards were given for Sales and Marketing Achievements. Below is a list of the categories as well as the winner(s) of each. Congratulations to all the winners!

Best Community or Subdivision Award: Winner: Jensen's Communities - Brookridge (Hooksett, NH)

Nominees: WHO, Inc - The Monessen Project, Jensen's Communities - Hillcrest, Solar Strategies - Townhomes at Maple Point

Best Model or Spec Home: Winner: Love Homes - Emery Model

Nominees: Town & Country - Bridgewater & Arnett, Solar Strategies - Custom Townhomes, Guerrero Construction / Living Well Homes - Goodwell, WHO, Inc - Urban Infills, Great Innovations - Smithtown II

Most Innovative Use of Modular: Winners: Blueroof Solutions - Technology homes

Winchester Modulares - Dunkin Donuts

Nominees: WHO, Inc - Non-Profit Housing, Renaissance Construction - Coastal Home, Solar Strategies - Solar Townhomes

Best Custom Home: Winner: Renaissance Construction / - Kinnakeet Shores Home

Nominees: Meredith Clarke - Milhaven, Superior Custom Homes - Chris Hope's Home

Best Sales Center Award: Winner: Heritage Home Center (Ronks, PA)

Nominees: Butters Homes, Plattsburgh Wholesale, Lennox Homes

Best Website Award: Winner: Heritage Home Centers (Ronks, PA)

Nominees: Jensen's Communities, Owl Homes, Schaff's Home Center

Best New Sales & / or Marketing Strategy: Winner: Butters Homes - New Sales Office / New Era Room

Nominees: Winchester Modulares - Commercial Business, Schaff's Home Center - New Website, Guerrero Construction / Living Well Homes - Home & Garden Shows

Rookie of the Year: Winner: Guerrero Construction / Living Well Homes (Ellwood City, PA)

Nominees: Solar Strategies (Philadelphia, PA), Roy's Housing (Highate, VT), Renaissance Construction (Manteo, NC), American Homes of WV (Morgantown, WV), Randall Homes (Milford, PA)

Retail Salesperson of the Year: Winner: Mike Upham - Butters Homes

Nominees: Jamie Conklin - Plattsburgh Wholesale, George Holland - Grandview Estates, Kay Johnson - Jensen's Communities, Jack Brown - WHO, Inc, Sheila Via - Silver Point Homes, Scott Court - Guerrero Construction / Living Well Homes, Dan Knodes - Schaff's Home Center



Announcing: 2008 Builder Trip

All Builders should have received information and qualifications about our upcoming 2008 Builder Trip! The trip will take place February 21st - 26th. We will be traveling to Playa del Carmen, Mexico and staying at the Riu Palace Riviera Maya. Don't forget to get those initial qualifying orders in by October 15th!

Builder Tidbits

*All Builders should have received all new Option Books, Specs, Binder updates, Samples, and Photos from the Conference.

*We are looking for more homeowners and Builders for our "Featured" Section of the newsletter. If you are interested please contact Kari.

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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

Service can be an unforgiving job, but one of the people who have taken on the challenge of that job here at New Era is **Mike Altobelli**. Mike is our Service and Parts Coordinator.

Recently Mike has taken on the additional responsibility of Service Coordinator. This is just a new hat in one of the many hats he has worn during his **six years** with New Era. He spent four years as an on the road Service Technician. Mike uses that knowledge to assist the builders in determining exactly what part or parts are required to complete the job as they request. He also utilizes his skills to instruct some builders on how to install or adjust certain parts for better or longer lasting performance. Mike's willingness to take on extra responsibility when needed has made him a vital part of our company. His attendance and enthusiasm to get the job done can be used as an example for all of us to follow. His recognition as a loyal, dedicated and caring New Era employee is long overdue.

Way to go Mike! Your hard work and dedication is greatly appreciated!

We Salute You

When determining who to talk about in the quarter's newsletter it seemed only fitting that we recognize some one from the Sheathing Department, who year to date is accident free. **Larry "Buzzy" Buzzard** is one of the workers from that department and works on the Exterior Wall Sheathing crew.

Buzzy's job consists of sealing all perimeter wall penetrations, insulating and applying wall sheathing. He has been the core of our sheathing department for over a decade, for **thirteen years** to be exact. His experience and knowledge are the best. Those like Buzzy that keep striving to get better are the core of New Era's success because if we don't keep improving we will be passed by. Buzzy sets the pace for fellow workers to keep our line rolling through his department. People like him are what make New Era special.

Hats off to you, Buzzy for all that you do! All of us at New Era greatly appreciate dedicated employees like you with experience, knowledge, and pride in our product.

Thanks to great people like Mike Altobelli and Larry "Buzzy" Buzzard for making New Era Building Systems a class above the rest!

EMPLOYEE TIDBITS

***WELCOME ROGER CHILLCOTT, CARL CUNNINGHAM, DAVID CORLE, CHARLES DUBROCK, KENNETH NEISWONGER, TYLER DESANTO, JOSEPH BYERS, ADAM WARNER, JOEL SOLIDA, BRET SWITZER, BRYAN COLWELL, CLAYTON HOOVER, RYAN MCWILLIAMS, STEVEN EARLEY, MICHAEL HARGENRADER, STEVEN CLINGER, ROBERT HOVIS, ABIGAIL STONE, DAVY BLACK, MICHAEL BUSARD, JASON GARVER, SHAWN MCCLEARY, SHANE YATES, JOHN MURRAY, NATHAN SLEE, JOSEPH IORIO, GARY BUCKEL, JEREMY SIX, JAMES GREENAWALT, BARRY BEICHNER, DIRK KLAWAHN, EARL GEMAS, MATTHEW HORNBERGER, TERRY BLAKE, FRANK BOWSER, AND SCOTT MCCOY TO THE NEW ERA TEAM!**

***CONGRATS TO JOHN SATKOWSKI ON HIS PROMOTION TO PRODUCTION MANAGER, RUSTY DAVIS ON HIS PROMOTION TO ASSISTANT PRODUCTION MANAGER, STEVE SHICK ON HIS PROMOTION TO FOREMAN, AND TO MICHAEL KITCHEN ON HIS MOVE TO SALES COORDINATOR.**

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
John Satkowski , Production Manager	Ext. 244

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Greens Report

Everyone had a good time golfing (if you can call what some did golfing) at Pinecrest Country Club for our Golf Outing at the Builder Conference. Thanks to all of our sponsors! Below is the leader board for the top three teams and some pictures from the day.

First Place: Jason DeMong, Jason Sullivan, Lori Jackson (all from Owl Homes), and Jason McMillen

Second Place: Phil Berube, Scott Sherwood (both from Love Homes), Darren Andrus (from Standard Homes), and Chris Runyan

Third Place: Jack Brown, Jeffrey Diehl, Bill Wasielewski, and Tay Waltenbaugh (all from Westmoreland Human Opportunities, Inc)



Mike, John, and Chris (Wesco) await their turn to tee off

Spark gives us a thumbs up.



For the group of Axle, Dave, Greg (Schaff's Homes), and Rick Bucher (Cast Tri-Star) finishing last was never so much fun!



In Our Next Issue...

New Year...It will be 2008!
We are working very hard to get the pictures of the now finished Custom Home. You'll also meet two more members of the New Era Team, plus learn what Joe will say next!

What a fish story!!

Imagine our surprise when we opened up *Outdoor Life* and saw this picture in the Snap Shots section of the September issue. For those of you who don't know, that is Lloyd Gardner (or Jeffrey L. Gardner as the article says) of American Homes in Richfield Springs. I don't know how many people would believe his "fish story" if there wasn't photographic evidence.



In June 2006 on his annual Father's Day fishing trip with his father on the St. Lawrence River fishing for walleye, he caught what might be the biggest catch of anyone's life.

Two hours later, he reeled in the mammoth Muskie in the picture. It came in at 55-pound 9-ounce and in June was recognized as the new record for the 10-pound-line-test-class by the National Fresh Water Fishing Hall of Fame. Lloyd broke the previous record by 10-pounds.

Congrats to Lloyd on the catch of a lifetime!!

For more information on Lloyd's impressive catch, pick up a copy of *Outdoor Life's* September 2007 Issue in the Snap Shots section.

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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