

BOLDEN'S MANUFACTURING, INC.

NEWS & VIEWS

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"The course [Applied Structural Drying] was a lot more interesting than I thought it was going to be. It helped me realize there was much I didn't know and more I needed to know. I will be able to take what I learned to help improve our bottom line."

-Michael Mazza, Accutech, Sarasota, FL



Bolden's Hires Three

Ben Cramer, Peggy Georgi and Megan Houghtalen are the newest additions to the Bolden's Manufacturing staff. Ben was hired to serve as the company's marketing coordinator. Backed by a degree in graphic arts and experience in the industry, Ben handles the company's promotional and marketing activities. Peggy joined Bolden's as their corporate writer. She brings to Bolden's more than 25 years of experience and a work history that includes a diverse blend of writing projects in the public, private, and academic sectors throughout the Midwest. Peggy coordinates and writes the company's print and online media. Megan is the company's new Hydro Lab coordinator. She steps into the role formerly held by Jodi McDonald and is quickly becoming a visible face to course participants. Megan is responsible for the Hydro Lab operations and all the fine details involved in keeping courses organized, on time and running smoothly. She is the 'go to' person for any questions involving the Hydro Lab

New!

Our new Ultra High-Tech, High-Reward Drying Courses (taught by Kurt Bolden) have been designed for those who want to go above and beyond the industry standard in the cleaning and restoration field. We have developed more than a dozen specialty courses that will stretch your knowledge to the limits as you work with high performance drying systems and the most advanced monitoring/moisture mapping systems in a real setting in real time. You will dry a wide variety of structural materials that have traditionally been removed. You can check out the courses online at www.hydro-systems.com and register today!



Now Available!

You've asked for it and we've got it for you. The new "Xtreme Remote Wet Tech" is an integrated, web-based moisture monitoring system. This revolutionary system allows users to monitor a job site remotely from anywhere in the world via an Internet connection. Save time and resources through this innovative system that allows you to monitor temperature, relative humidity and GPP from affected and unaffected areas, HVAC system, and your dehumidifiers. You can also track the percent of moisture content from all affected materials at a site, receive notice of any problems and/or when the job is dry. It's efficient, effective and changing the way industry professionals monitor their drying process. Demonstrations on the Xtreme Remote Wet Tech are available now!

Top 10 Resolutions For Business Success for 2007 by Kurt Bolden

With the New Year upon us, it's the perfect time to review what you have accomplished in 2006 and lay out your goals for 2007. Each New Year gives us an opportunity to pause, reflect and resolve to do things better in the year ahead. Here are 10 resolutions you can implement to give your business a boost in 2007:

- 1. Communicate with clients more often.** Step up ways to keep in touch more often with your clients. Out of sight is out of mind.
- 2. Be more visible in your community.** Get involved with local organizations (i.e., business groups, chambers, schools, etc.). This will generate goodwill and good business.
- 3. Get clients involved.** Offer your most passionate clients a special-access program or service such as participation on a client advisory board, a VIP tour of company operations, lunch with the CEO, or an invitation to test new products or services.
- 4. Tune into technology.** New innovations in technology are changing the way we live and do business every day. Make sure you are up to date and are utilizing today's technology to enhance the efficiency and effectiveness of your operations.
- 5. Be the best:** Find something you do well and work to be the best at it in your city.....county.....state. The world is your oyster!
- 6. The more you know – the more you grow.** You can't out perform your own knowledge. Be sure to take advantage of training and education opportunities for you and your employees throughout the year.
- 7. Nix the Negativity:** When brainstorming or in creative thinking sessions, always ask for three reasons why an idea would work before you list the first reason why an idea wouldn't work.
- 8. Think Outside the Box:** Try something new that you haven't done in the past. Don't be afraid to venture into uncharted territory.
- 9. Boost Your Best Assets:** At least once a week, pay an employee a compliment. Praise their work, their efforts or ideas. Hand write a thank you note for a job well done or take a group out to lunch as a reward for meeting a difficult deadline or completing a special project. Don't forget to pat your boss on the back from time to time.
- 10. Update Your Website:** Make sure your website contains current data, is informative and easy to maneuver. If you don't have one...get one launched this year. Don't know where to start? Surf the web for sites that appeal to you and build from there.



Kurt Bolden

Upcoming Hydro Lab Courses: January 2007

January 23 Ultra High-Tech, High-Reward Drying Course #2 Instructor: Kurt Bolden	January 24-26 Applied Structural Drying Instructors: Kurt Bolden & Mark Wichern
January 29-30 Sales & Marketing for the Water Restoration Industry Instructor: Ron Valega	January 31-February 2 Company Development & Marketing Strategies - Xtreme Team Exclusive Instructor: Jim Hill