



Dealer Perspectives

By Ken Mariotti, Window & Door Dealers Alliance

WDDA Establishes 2012 Priorities

When we set out two years ago to establish the Window & Door Dealers Alliance, we never envisioned the kind of impact we would have in such a short period of time.

Some of our many highlights from 2011 include turning back the lead clearance testing rule proposed by Environmental Protection Agency, securing language in the HomeScore Energy program criteria favorable to window and door dealers, and hosting the 2nd Annual Window & Door Dealers Forum to rave reviews.

But as the song goes, “we’ve only just begun.” We are committed to achieving our vision of fostering a positive image for our industry through continuous improvement and a commitment to best practices. And we believe these are objectives to which our entire industry can aspire. Deciding which priorities are most essential for advancing our vision in the coming year, however, is the challenge; especially when resources are limited. After all, don’t we want to do it all?

With these considerations in mind, here are some of the exciting and important initiatives we have in store for 2012.

➤ Launching the first-ever, cutting-edge national benchmark service. This new financial information network and benchmarking service, a proprietary WDDA initiative, will help our members to see and share financials reports to analyze industry trends and gauge how they stack up to similar firms in the industry.

➤ Involving more window and door dealers in our efforts to steer the debate and advance legislative and regulatory policy in our nation’s capital. We have already demonstrated success in this area, and with more member engagement, there’s

no telling what we can achieve. We’ll be front and center on the upcoming debate on the Cut Energy Bills at Home legislation. We’ll continue to monitor, and act upon, agency rules like the Renovation, Repair and Painting rule. And, with your involvement, we’ll be at the table when the energy upgrade tax is debated.

➤ Reaching out to the industry and raising our visibility at the local level in new and more effective ways, including members’ dealer apprecia-

tion days, local home expos, open houses, and sales meetings.

➤ Expanding our services to give members an even greater return on investment. In addition to our best-in-class professional training, we’ll be launching a series of webinars on timely business practices and topics. And we’ll host our 3rd Annual Window and Door Dealers Forum in September in Las Vegas—providing even deeper peer-to-peer networking and relationship building opportunities.

➤ Increasing WDDA brand awareness through national advertising, im-

proved marketing and earned media.

➤ Unveiling a national volunteerism program to raise the bar for our industry and extend our focus on best practices to this important aspect of community involvement.

With the leadership of our advisory committee and marketing council, and our growing membership, we no doubt can achieve many great things.

But it takes a mutual commitment. We need not only your active engagement, but your ideas and feedback,

➤ We are committed to achieving our vision of fostering a positive image for our industry through continuous improvement and a commitment to best practices.

too, to make certain we are focusing on the priorities that matter most to you. The WDDA is a member-led organization. Your feedback helps shape our future initiatives and priorities. Please let us know what you’re thinking by contacting us at dwalker@wddalliance.org.

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