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People to Watch in the Door and Window Industry

THE FUTURE OF FENESTRATION MANUFACTURING IS IN YOUR HANDS

People to Watch

continued

The Change Agent

When Scott Henderson joined Tampa's Nu-Air Windows and Doors in 2000 as executive vice president of sales and marketing it was to "revamp the sales force and change the business philosophy." When he took over as president in 2002, he changed the philosophy from one of top line to bottom line.

"We weren't as concerned with the amount of sales we had as we were with the profit," he says.

One person who nominated Henderson for this honor says, "He helped put Nu-Air in the game." Henderson says a number of factors contributed to the company's recent successes.

"We were poised to do more business," he says. "We just had to go out and get it."

The company also took more of a role in issues affecting the industry.

"When building code changes took place several years go, no one knew what it meant, so we decided to go out and educate all parties that would be affected," he says. "We took the position that we needed to educate our own people then take it to the consumers and building trades. We then flowed our product into the mix."

Nu-Air posted a 35 percent increase in sales in 2005 and projects an increase in 2006 of 45 percent. Henderson says many factors contribute to this growth.

"Our number one push was to increase professionalism in the industry," he says.

Additionally, a healthy economy in Florida and increased demand for impact products further contributed to the company's growth.

When asked one of his biggest accomplishments he chooses to share his favorite story which

Scott Henderson, President, Nu-Air Window and Doors

Age: 57

Years in the industry: 33

One quality needed in a leader: An open door policy

Describe yourself in one word: Intense

First thought when named one to watch: Honored



Scott Henderson

exemplifies how Nu-Air has helped change attitudes in the Florida market.

"We call on architects, builders and dealers. Four years ago we would walk in and say all the things we do to ensure a proper installation, use of flashing, tape, etc., and all they would say is, 'How much will that cost?' Now people ask us about flashing, etc. proving that we were effective in getting our message across about the importance of proper installations."

While he has been effective outside the office Henderson is also instrumental in getting people motivated at Nu-Air. His employees say Henderson employs a philosophy of 'with and not for.'

"I don't want to stymie creativity ... I don't have all the answers,"

says Henderson. "I want to stimulate their environment. The best way for them to buy-in to the Nu-Air philosophy is to come in with an idea, then they become part of the solution."

In addition to aluminum windows, vinyl windows will soon become part of the Nu-Air solution.

"We know energy will play even more of a role in the years to come. We would like to expand in the Southeast but can't meet energy codes with our current product—vinyl will allow us to do that," he says.

With this expansion, Henderson and Nu-Air will be even more interesting to watch in the years to come.

—TT

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