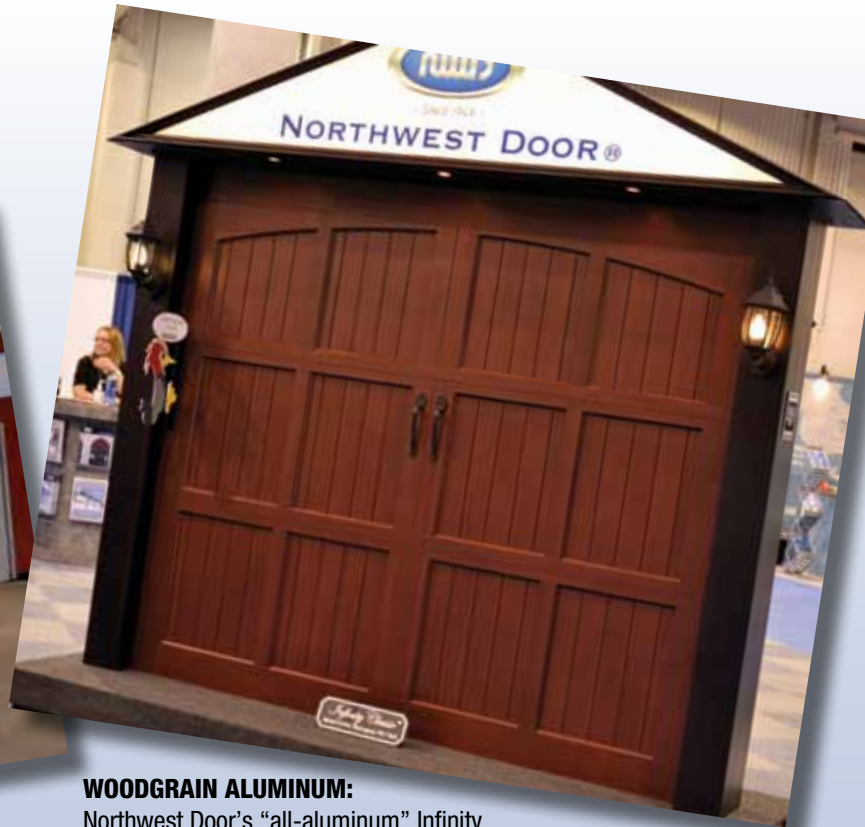


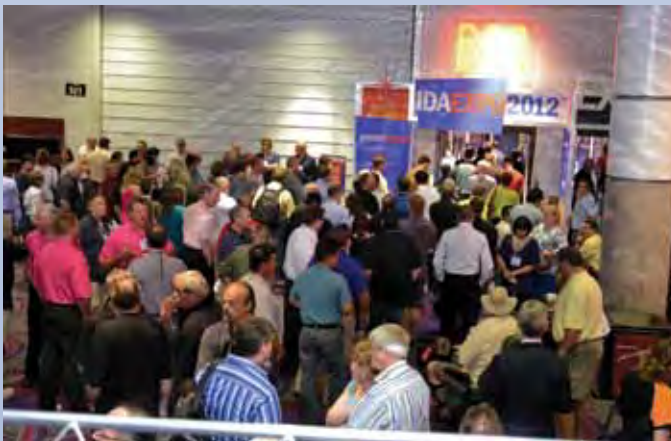
EXPO 2012 IN REVIEW

Las Vegas, Nev. • May 9-12, 2012

CORNELL GOES HIGH SPEED: Cornell entered the high-speed door category with its Extreme 524 Performance Door. The door is tested to perform for a half-million cycles at an opening speed of 24"/second.



WOODGRAIN ALUMINUM: Northwest Door's "all-aluminum" Infinity Classic is now available with woodgrain finishes that carry a 10-year limited warranty.



WHAT A DIFFERENCE A DAY MAKES: For years, Expo attendance on Saturdays has been suffering, especially in Las Vegas. The photo on the left was taken just seconds after the Expo doors opened at 10:45 on Friday morning. The photo on the right was taken less than 60 seconds before doors opened at 10:45 on Saturday morning.

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YELLOW PAGES EXPERT: Merritt Mattson led one of Expo's two plenary sessions. His 90-minute presentation identified cost-cutting strategies for reducing a dealer's dependence on Yellow Pages advertising.



LEADING WOMEN: Four of the 10 best-attended seminars were led by women. Flossie Mohler of Miller Edge (left) and Karen Cohen of Overhead Door attracted Wednesday's largest crowd with "Creating a Sales-Driven Company."



Expo Workshop Attendance

2012 Las Vegas	2,142
2011 Indianapolis	2,279
2010 Las Vegas	2,713
2009 Nashville	2,611
2008 Las Vegas	3,188
2007 Orlando	1,957
2006 Las Vegas	2,800
2005 Nashville	3,105
2004 Las Vegas	3,081
2003 San Antonio	2,249
2002 Nashville	2,382



DISCUSSING SOCIAL MARKETING: Another top 10 speaker was Courtney Galbraith, a social media evangelist and account executive at LinkedIn. She attracted several questions after her session, in which she discussed how businesses can use social networks like Facebook, Twitter, and LinkedIn.