



# Opening Lines

a newsletter of Continental Industries, Inc

Sales Staff  
Edition

September 06

## Introducing Opening Lines

Welcome to the first edition of our new company newsletter. Things are shaking here at Continental. Regular communication will become our hallmark. Obviously, we want you, as our representatives to the world, to be most informed.

For example, you'll be hearing soon about a new corporate identity and branding initiative designed to better increase our market awareness. Look for the merging of Continental Register and AirJet Venting Systems under one new umbrella.



We hope that is enough of an enticement to stay tuned. In the meantime, we have just a few quick updates for this edition.

## New Team Members

We're pleased to announce new additions to our sales and marketing team. We feel these additions are essential to sustain the growth we are experiencing and want to continue.

**David Fitts** recently joined Continental as a Regional Sales Manager. Based in his native Kansas City area, he supports those of you in Illinois, Iowa, Missouri, Kansas, and Nebraska. David has been involved with the building material industry for the past 30 years. Here, he has held positions in field sales and various management positions (regional manager, national sales manager, and general manager). David's product line experience includes venting products, masonry repair and restoration products, windows, and composite building

materials. Prior to joining Continental Industries he spent more than 5 years as an independent representative, servicing wholesale building material distributors, independent dealers, and contractors. Contact him at via his cell (574.361.6294) or email ([dfitts@theregisterpeople.com](mailto:dfitts@theregisterpeople.com)).

**Mitch Baker** has joined us as our VP of Sales. He will oversee the work of all regional sales managers and be responsible for helping you build our distributor network. Mitch brings with him an extensive background of channel development and sales management within the HVAC industry. He spent the last several years with Hart & Cooley in both marketing and sales capacities and most recently as a regional sales manager. He earned a bachelor's degree in Business Administration from Grand Valley State University. Mitch will be based at our corporate headquarters in Elkhart, Indiana. Contact him here by calling the main number (800.735.5272) or by cell phone (574.361.5519) or via email ([mbaker@theregisterpeople.com](mailto:mbaker@theregisterpeople.com)).



**Ben H. Dorsey III** is Continental's new VP of Marketing. He is responsible for promotional efforts, corporate communications, and sales support. Ben has over 20 years experience in business-to-business marketing and communications, primarily in the technology sector. Most recently, he led the marketing initiatives for a leading manufacturer of building automation and HVAC control products. Ben has a bachelor's degree in Scientific and Technical Communications from Bowling Green State University (Ohio). Contact him in the home office or by cell (574.612.4275) or email ([bdorsey@theregisterpeople.com](mailto:bdorsey@theregisterpeople.com)).

## New Products & Samples

We are now shipping our new Fixed Bar Grille and Fixed Bar Filter Grilles! Samples are on their way to you. You've previously received a shipment of product literature and pricing on the Fixed Bar Grilles. Similar packets are on their way to you for the Filter Grilles.

In the meantime, here's an overview:

### Fixed Bar Grille

Model: FBG Series

These high-quality units are attractive and durable (all steel construction). The face bars are available in either 40° or 60° positions. Contractors will find these versatile products can be used in either wall or ceiling applications and on residential or commercial projects.



### Fixed Bar Filter Grille

Model: FBFG Series

Again, these units offer all steel construction and are both pleasing to the eye and intuitive and reliable in operation. Unlike the FBG, the Filter Grilles are available with 60° face bars only. Like the FBG series, the Filter Grilles are equally versatile in application and project use.



We think your existing accounts will be very receptive to these products. For potential accounts, we are also confident that if you can get the audience, the products will stand on their own merits.

Let the selling begin!

## Upcoming Events

HARDI members will be gathering for their Annual Fall Conference this November (4-7) in Palm Desert, California and Continental will be there as well. We are a Sustaining Member of HARDI and will be meeting with as many members as we can during a dedicated booth program time slot and more informally otherwise.



HEATING, AIRCONDITIONING & REFRIGERATION DISTRIBUTORS INTERNATIONAL

Interestingly, the Blue Hawk distributor cooperative is holding their Fall Conference a few days prior to the HARDI event (November 2-3) and in the same location. As a Vendor Partner member of this buying group, we will also attend and meet with Blue Hawk distributor members.



Both of these events will put us face-to-face with new potential distribution partners. We'll do our part in securing these new relationships but a good deal of the follow up responsibilities will rest with you. Expect to hear from us regarding where you can help.

That's all for now.

Closing Line

Continental Industries, Inc.  
100 West Windsor Avenue  
Elkhart, Indiana 46514

Phone: 800.735.5272

Fax: 574.262.2075

Email: [crc@theregisterpeople.com](mailto:crc@theregisterpeople.com)

Web: [www.theregisterpeople.com](http://www.theregisterpeople.com);  
[www.theeventpeople.com](http://www.theeventpeople.com)