



W Neighborhood News

Mr. Rogers
Windows and Doors

January-June 2024



what's NEW

And the winner is...
Installation Excellence
Company Picnic





5 YEARS IN A ROW

We did it everyone! At this year's annual RbA Summit in Huntington Beach California we were awarded the prestigious Green Diamond Award. Our **5th** in a row! With a **94.1** we had the highest Project NPS score of any location in the Southeast region, and number two in all of North America. Congratulations and thank you for all of your hard work! It was truly a great team effort. It's the things, little and big, that you do every day to deliver a world-class customer experience that allows us to get this. You deliver the WOW!

Shawn and his team were also honored with the first installation team of the year recognition amongst well over 1000 Install teams across North America. They will proudly display that banner at the warehouse as they work hard to protect those bragging rights in 2024. Thank you all for your contributions. Now this year team, let's go beyond what's possible, and bring home Green Diamond **#6** and the

Best of the Best Award!

- Gerry Rogers





AND COUNTING!

Check out the WOW from our installation team!



“ Steve & Tyler did an awesome job...Reward your employees as they earned our respect!

Thank you Kaden, Joe, John and John Jr. for outstanding service from beginning to end!

The installation crew showed great respect to our house & ourselves...great group of men.

You are very lucky to have such dedicated hard working young men!!

The quality of the product and the crew is best.

Everyone conducted themselves as professionals and with respect - a very rare quality in today's world.

Matt, Lamont, and Alvin were extremely talented, capable, fastidious and exact installers.

PERFECT, PERFECT, PERFECT! ”

-Our Valued Customers



WELCOME TO THE NEIGHBORHOOD!

Joel Boyd -- Mechanic/Installer
John Butler Jr. -- Design Consultant
Vincent Clemente -- Mechanic/Installer
Bailey Darden -- Mechanic/Installer
Laura Dunn -- Event Promoter
Nicholas Earles -- Mechanic/Installer
Sarah Gupton -- Event Promoter
Ashley Hamrick -- Design Consultant
Sydney Johnson -- Retail Promoter
Daniel Kablach -- Design Consultant
Julia Kaywood -- Retail Promoter
Yazmine King -- Customer Care Rep/Processing
Charles Lowrance -- Event Promoter
Michael Moore -- Installer
Charles Mullins Jr. -- Mechanic/Installer
Dylan Murphy -- Mechanic/Installer
Jacob Possich -- Design Consultant
Alex Reyes -- Crew Leader
Steven Rocha -- Mechanic/Installer
Stacey Schemberger Watson -- Design Consultant
Aytionna Scott -- Call Center Agent
Holly Strickland -- Call Center Agent
Christian Williams Sr. -- Non Traditional Mktg Manager
Josie Youngs -- Neighborhood Marketer

MRW Provides Opportunities to Excel and Grow!

Tyler Bowes
Neighborhood Marketer → Team Lead NBHD Marketer
Ryan Crawley
Mechanic/Installer → Crew Leader
Kaden Greenwood
Mechanic/Installer → Crew Leader
Felina Hogarth
PT Non T Mktg Asst → FT Non T Mktg Asst
Chance Hutchison
Mechanic/Installer → Crew Leader
Corey McCormick
Design Consultant → Field Sales Trainer
Jonny McMahon
Design Consultant → Field Sales Trainer
John White Jr.
Mechanic/Installer → Crew Leader

3

Upcoming Work Anniversaries!

Stephen Milacci — Aug 2	2 years
James Lee — Aug 3	3 years
Jonathan Hooper — Aug 10	15 years
Daniel Wood — Aug 15	6 years
Michael Lynch — Aug 19	4 years
Michael Veitch — Aug 20	12 years
Tyler Bowes — Aug 22	1 year
Jeff Brinkley — Aug 28	7 years
Eric Fox — Aug 28	1 year
Darrius Griffin — Sept 3	5 years
Ronisal Delacruz — Sept 7	3 years
Craig Bechthold — Sept 10	23 years
Kendra Cooley-Head — Sept 13	3 years
Nancy Lockwood — Sept 18	7 years
Audrey Poland — Sept 18	1 year
Mary Gowans — Sept 20	5 years
Jonathan Heuneman II — Sept 21	4 years
Darren Murray — Sept 25	1 year
Tyler Smith — Sept 28	4 years
Lisa Frieman — Oct 4	12 years
Ethan Wilson — Oct 4	3 years
Garnet Martin — Oct 10	1 year
Nicholas Heid — Oct 23	1 year
Jonny McMahon — Oct 23	1 year
Patrick Reed — Oct 23	1 year
Jennifer Rogers — Oct 31	10 years
Kathleen Paulus — Oct 31	6 years
Elly Connor — Nov 16	3 years
Ashley Hooper — Nov 18	10 years
Cody McCall — Dec 2	5 years
Kenslee Pierre — Dec 5	1 year
Andrew Rogers — Dec 13	8 years
Josh McCall — Dec 18	7 years
Lance Kohler — Dec 19	1 year

Sorry We Missed You...

Timothy Sprott — May 2	2 years
Alyssa Hooper — May 7	5 years
John White III — May 15	1 year
Chance Hutchison — May 18	2 years
Sarah McCall — May 23	2 years
Meredith Cella — May 30	7 years
Joseph Coughlin — May 31	2 years
Jacob Blanchard — June 6	2 years
Anne Delacruz — June 10	5 years
Benjamin Radcliff — June 14	3 years
Ryan Crawley — June 15	4 years
Matt Davis — June 19	7 years
Anthonyray Taylor — June 25	6 years
Joshua Barker — July 6	1 year
Brandon Caylor — July 10	1 year
Maylisa Luby — July 10	1 year
Diana Arbogast — July 12	2 years
Kevin Warnecke — July 21	3 years
Carla Reynolds — July 31	1 years

Canvasser of the Month

KENSLEE PIERRE

Each month, the canvassing team recognizes exceptionally great feats including Canvasser of the Month. This is awarded to the canvasser with the lowest HPD and has been dominated by one canvasser for the entire year of 2024 so far. Kenslee Pierre!



Our Neighborhood Marketing team is out there in almost any kind of weather delivering the WOW!

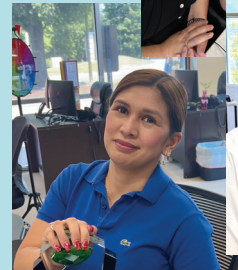


ISC Agent of the Month

ALYSSA HOOPER

Like the canvassing team, the call center recognizes outstanding performance from the call center agent with the lowest HPD and they are named Agent of the Month. This title has been dominated by one agent for the entire year of 2024. Alyssa Hooper!

I-S-SEE You, Ashley and Team! Thank you for all delivering the WOW each and every day!





STRONG FINISH FOR THE SALES TEAM

The 2023 sales team scored a new company volume record **\$26,570,226**. Wow, that is a big number. I am so proud of our sales team and the hard work they put in every day to be great sales reps, increase their product knowledge and give our homeowners a great experience. We finished with a **24.9% close rate** which is an increase over last year.

Jeff hit it out of the park this year with **\$3,244,122** in sales volume which is a new record. **(YES THAT IS 3 MILLION DOLLARS)**. He continues to be consistent with a **33.6% close rate**, **\$9011 RPA**, **88.2 NPS buyer score** and **9.8 units per sale**. Congratulations Jeff!!

MARCH MADNESS

Sales team had our own March madness going on and set a new company sales volume record with **\$3,768,173**. Together they not only hit our goal for the month but they surpassed it by over **\$500,000**. I am so proud of our team!

3 reps over \$300,000: Todd, Darin and May

4 reps over \$200,000: Jeff, Joe, Michael and Eric

9 reps over \$100,000: Mary, Meredith, Brandon, Kendra, Jonny, Stacey, Barry, Ed and Andrew

A big shout out to our marketing team who worked hard to provide all the leads for the sales team. Thanks marketing!

-Shelly, Sales Manager

EVENTS CHAMPION

Jeff also became the first Events Heavyweight Champion with a **\$47K** sale from a retail customer. He carried the belt for all of February and most of March. Not so much a belt, but a Marketing Mascot Rubber Chicken! However, within the last few days in March, Jeff was unseated by Meredith Cella with a nearly **\$63K** sale from an RSVP dinner guest! No one has unseated her to this day. Let's see if she can hold on to her title (and the chicken) until the end of the year to claim her well earned prize! Go Meredith!

"It may be the rooster that does all the crowing, but it's the hen that delivers the goods."

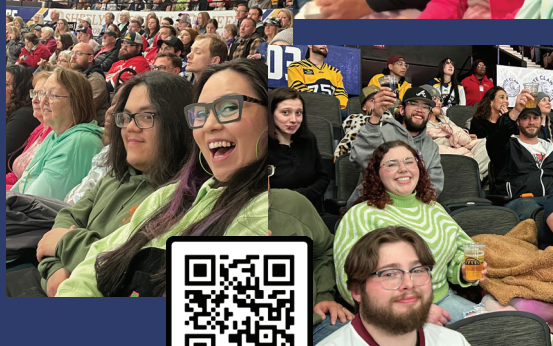
-Jim Hightower



NORFOLK ADMIRALS

MARCH 9, 2024

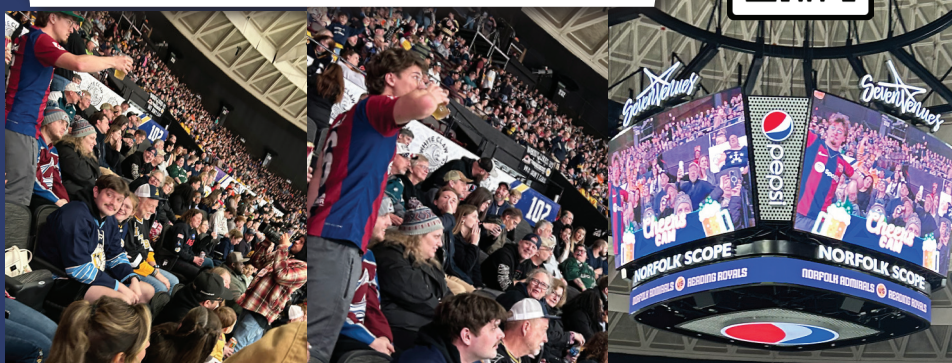
NORFOLK SCOPE ARENA



What a spectacular night of hockey when the the MRW Fam witnessed the Norfolk Admirals defeat the Reading Royals 4-1. We enjoyed fun, fellowship and a few fights!

Our very own Kevin Warnecke ended up on the the Scope's jumbotron CHEERS CAM! If you missed this one, see below for our next MRW outing!

Cheers Cam Kev



Upcoming Birthdays!



Kaden Greenwood — Aug 1
Tyler Smith — Aug 4
Elizabeth Connor — Aug 8
Jennifer Rogers — Aug 9
Jacob Possich — Aug 9
James Lee — Aug 15
Charles Lowrance — Aug 17
Gail Tobias — Aug 17
Jacob Blanchard — Aug 19
Michael Veitch — Aug 25
Alex Reyes — Aug 25
Dylan Murphy — Aug 29
Tyler Bowes — Aug 30
Kayla Guiles — Sept 3
Duane Brown — Sept 5
Ivan Brandstetter — Sept 10
Mary Gowans — Sept 11
Julia Kaywood — Sept 15
Darin Bullard — Sept 18
Jonathan Heuneman II — Sept 23
Laura Dunn — Sept 29
Todd Nichols — Sept 30
Holly Strickland — Oct 1
Lisa Frieman — Oct 3
David Fuliehan — Oct 3
Nash Kahler — Oct 7
Angelita Tan — Oct 9
Ashley Hooper — Oct 10

Craig Bechthold — Oct 14
Alyssa Hooper — Oct 19
Rivers Middleton — Oct 21
Garnet Martin — Oct 28
Carla Reynolds — Nov 4
Nancy Lockwood — Nov 9
Allen Smith — Nov 10
Jonathan McMahon — Nov 12
Shawn Tennien — Nov 14
Sarah McCall — Nov 22
Sydney Johnson — Nov 27
Anthonyray Taylor — Nov 29
Steve Redfearn — Nov 30
Daniel Kablach — Dec 4
Ronald Corder — Dec 5
Anne Delacruz — Dec 6
Bailey Darden — Dec 10
Michael Lynch — Dec 17
Charles Mullins Jr. — Dec 18
Tamikia Floyd — Dec 20
Jaila Chambers — Dec 20
Eric Fox — Dec 25
Kevin Warnecke — Dec 27
Maylissa Luby — Dec 28
Nicholas Earles — Dec 28
Dana Wyman — Dec 30
Aytionna Scott — Dec 30

Sorry we missed you...

Kelsey Bruan — May 2
John White III — May 3
Sarah Gupton — May 4
Matthew Davis — May 11
Nicholas Heid — May 11
Logan Bryant — May 16
Ashley Hamrick — May 19
Corey McCormick — May 20
Joseph Putzig — May 20
Gerald Rogers — May 20
Sarah Whitwell — May 21
Christian Williams Sr — May 29
Cody McCall — June 3
Edward English Jr — June 9
Kendra Cooley-Head — June 11
Jeffrey Brinkley — June 12
Brandon Kunkle — June 14
Brandon Caylor — June 17
Ronisal Delacruz — June 23
Mellissia Morrison — June 25
Kathleen Paulus — June 26
Richard Loyko — June 27
Diana Arbogast — July 4
Darrius Griffin — July 7
Joshua McCall — July 8
Meredith Cella — July 29
Joseph Coughlin — July 29
Felina Hogarth — July 31



WELCOME BABY BLAKE!

Sarah & Cody, part of the Customer Care & Installation Teams respectively, welcomed a new addition to the MRW Family! Meet their beautiful baby girl, Blake! We celebrated with a Showroom Baby Shower to welcome Blake into the world and present all the essentials needed for the whole McCall Family. Congratulations Sarah & Cody!



SWEEPSTAKES WINNER

One fine day in one of our retail locations - the Smithfield Ace Hardware - Tamikia signed up Katie & Rebecca Kilduff for our events sweepstakes. Gerry drew their names as our 2023 winners of \$10,000 in windows & doors! Although the sisters were skeptical at first, Gerry and the prize patrol presented them with their winnings at their lovely home, located in a beautiful area right next to a horse farm! Design consultant, Darin, helped the sisters choose the windows of their dreams with the total sale being nearly \$50,000!



MARKETING MASERATI

For the first 4 months of the year and counting, the marketing dream teams met and exceeded their Leads Issued goal by a whopping 20%. Acknowledgement of this great feat brought together the entire marketing department - MRW Canvassers, Eventeers along with the Inside Sales Center and Traditional marketers to celebrate. These "4 wheels" of the Marketing Maserati slammed the pedal to the metal and are not letting up anytime soon! Vroom Vroom!



Mr. Rogers Windows and Doors

& American Heart Association

Did you know February is Heart Wellness Month? In efforts to raise funds and awareness for the American Heart Association, MRW hosted a paint night fundraising event. We invited anyone with the desire to paint their heart out and raised a total of \$615!

Thank you all who donated and participated in this fun-filled event. Your donation to the AHA helps fund lifesaving research, advocate for healthier communities, improve patient care and work for equitable health for all people.

Please join us next time for a beginner friendly adventure through the paintbrush, and spread the love throughout our community. Stay tuned for more info!



Upcoming MRW Foundation Work



BACK-TO-SCHOOL BRIGADE

Operation Homefront is a national nonprofit organization whose mission is to build strong, stable, and secure military families so that they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Check out the next newsletter to see how the MRW Foundation helped contribute to this great cause.



MRW FAMILY PICNIC



The annual MRW Family Picnic is always a fun time, and this year was no exception! Trying to predict the best time to host the picnic is generally a challenge because of our volatile summer weather forecast. This year proved once again that you never know what you're gonna get!!

We had lots of great food, including delicious pulled pork made by our very own, Chaplain Joe, AKA the Master Smoker. This was of course accompanied by the best homemade cole slaw made by Joe's sweet wife, Esther.

Thank you so much, Chaplain Joe and Esther!



We also had chicken from the new Raising Cane's restaurant. It was a hit! And of course, for dessert we had a birthday cake to celebrate Gerry's birthday. We all joined in to sing him Happy Birthday!!



Even though the weather didn't cooperate, it was chilly and raining, many families still came out and had a great time of food, fun and fellowship. we still gave away many door prizes, and there was an exciting and tense game of Jenga! If you and your family were not able to attend, don't miss next year! And we'll pray for better weather!

- Jennifer Rogers

How does the man on the
moon cut his hair?

Eclipse it.



April 8, 2024 - Partial
Solar Eclipse. If you
missed this one, don't
worry, the next one you
can witness within the
contiguous US is in 2044!

SEE YOU 'ROUND THE NEIGHBORHOOD!

A SPOT OF TEA



I recently had the privilege of spending
an afternoon with one of our customers,
Anita Marie Garcia from Birmingham,
England We were both able to enjoy a
spot of tea together.

- Gerry

what's NEXT

Tides 2024

Operation Homefront

stay tuned for more...!