



ELECTRO INDUSTRIES, INC.

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Christmas 2004

Seasons Greetings:

Twelve more months have passed since I last wrote our Christmas letter. In those months we have been richly blessed by the loyalty of our customers as we have seen the sale of our products surpass all previous records. Of course, the cost of crude oil, which negatively effects all of us in other ways, has the positive effect for Electro Industries by making the economics of electric heat even more appealing to the comfort factor.

The increasing popularity of radiant floor heat has again made our electric boiler sales our #1 product. This seems to have positively affected the sales of even our larger boilers. So in an effort to expand this product line, we designed a 480-volt boiler for commercial applications which we began shipping in December.

I think we did a record number of product training schools this year. The months of January through March get pretty full with two and even three of our men gone from the office in any one day on location doing training sessions.

An update on our sales personnel:

***Debbie Brager** celebrated her 25th year with Electro this past May. With 25 years of history, she continues to be a vital part of our organization. Debbie and her husband, Bill, will be celebrating 30 years of marriage in 2005. They live in Monticello and have three grown daughters.*

***Dean Havel** and his wife Cindy celebrated the birth of their second daughter, Marlena, this past year. Dean is going out on more and more customer visits and training.*

***Jon and Krista Smith** moved into their beautiful new home on the Mississippi River in January. They remain super busy with the schedules of their four children and their commitments to their church, specifically Divorce Care.*

***John Seefeldt** has no changes in his family (one boy and one girl) and has not changed houses, but he has volunteered to teach some of the more detailed classes at the next Monticello Factory Product School.*

***Bill and I** remain very involved at Electro with the freedom to do other things when we desire. We have taken many trips this year visiting the two children not living local. We like to say that we work when we want to and we play when we want to, and most of our play is at church. Bill has more Research and Development challenges now than he has had for years.*

Once again, we thank you for your patronage. Our lives and our employee's lives truly benefit because of your trust and loyalty in our products and services.

I wish you a joyous holiday season,

Merrilyn Seefeldt

2004 Loyalty Recognition Employees



Debbie Brager - 25 years
Customer Service



Krista Smith - 20 years
Accounting



Matt Fetterley - 10 years
Drafter



Barb Berndtson - 5 years
Assembler II



Tom Giroux - 5 years
Sheet Metal Foreman



Audrey Rogers - 5 years
Assembly Forewoman

OPERATION CHRISTMAS CHILD



Merrlyn's office while she
vacationed in the Bahamas.

We are proud to be a sponsor of Samaritan's Purse's Operation Christmas Child which delivers gift-filled shoe boxes to poor and suffering children around the world. We collected over 3,900 shoe boxes this year, brought to us by local churches, youth groups, schools, and our own employees. We look forward to continuing this tradition for many years to come.

Watch for our shoe box drop-off dates in November 2005!

Visit www.samaritanspurse.org
for more information.



Both inside and outside Electro, boxes packed with shoe boxes are loaded on pallets and wrapped for shipment.
