



## ELECTRO INDUSTRIES, INC.

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### *Christmas 2007*

#### *Seasons Greetings:*

*After being given a year off, I have again been asked to write our annual Christmas letter. So it is with thanksgiving and gratefulness that I thank you for working with us another year in promoting electric heat and the accompanying savings to the people in your communities.*

*After spending a few years investing in buildings and equipment, this year we invested in adding more quality people to our family of employees allowing us to operate more efficiently. At this point we have 53 employees ranging in seniority from 28 years to 3 months. With this investment, our product/parts return service has been enhanced along with other operations that will benefit you now and in the future.*

*With new construction slowing down, we are glad to have our products being put to use in retrofit applications, giving homeowners a choice to control their annual heating cost. We continue to seek new markets out of our traditional 5-state area. Working with our existing manufacturer sales representatives and seeking new representation has allowed us to make our products more readily available across the country. It is exciting to see the potential outside the 5-state area.*

*Two-speed heat pump controls dominated our new products in 2007 along with continued development of our NorAire™ cold weather heat pump. As we look forward to 2008, our new products will focus on even larger capacity electric boilers and continued improvement of our WarmFlo controls. We also continue to improve and make available simplified ways to easily calculate energy “breakeven point” and annual heating cost comparisons. We hope the enclosed wallet card will help you gain new sales by showing your customers how they can save money with electric heat.*

*Bill and I took another step out of the corporation this year and we celebrated by actually taking off for ten weeks. Actually, the kids asked us to do a trade show in Las Vegas in mid-March, we had our youngest son receiving his PhD from the University of Colorado in mid-May, and we just said, “bye bye, see you later”. It actually started a week earlier with an all family ski weekend in Breckenridge. We survived, and so did Electro.*

*We continue to be grateful for your business and we pray God’s richest blessings on you and yours in the coming year.*

*Merrilyn Seefeldt*

# 2007 LOYALTY RECOGNITION EMPLOYEES



**VICKY KRANZ**  
**20 Years**  
**Receptionist/HR**  
**Assistant**



**JOE CHOUNARD**  
**10 Years**  
**Assistant**  
**Manufacturing**  
**Manager**



**DEB HEINEN**  
**10 Years**  
**Office Manager**



**JOEL ROGERS**  
**10 Years**  
**Production Painter**



**JOHN SEEFELDT**  
**10 Years**  
**Sales Technician**