

news

In Memoriam Ernest Harry Price 1907-2002



Ernest Price 1907-2002

On July 31, 2002, our founder, Ernest Harry Price, passed away peacefully at his home in Kenora, Ontario, at the age of 95.

Ernie (or E.H.) was born in 1907 in Elmwood (Winnipeg) to a working class family who immigrated from Wales, UK to Winnipeg in 1905. He was the second of four children and oldest son of Harry Price and Alice Mitchelson.

The family was poor monetarily but rich in character. As an immigrant family, their initial home was humble to say the least (virtually a small shack with a tin roof, no sewer and water, no sidewalks or paved roads, etc.). Ernie attended Lord Selkirk School in Elmwood, enjoyed track and field sports and delivered newspapers for the Tribune.

Ernie learned his work ethic from his parents. Harry Price was a plumber, and operated a business H. Price, Plumbing and Heating in the back of the family home on Harbison Street. Harry Price served his country in World War I as a Gunner with the 60th Battery, Royal Winnipeg Artillery. In the early '20's following the war, everyone in the family worked. Times were hard but life was wholesome as the family pulled together. In the 1920's, if you didn't work, you didn't eat. Ernie's first job was with the City of

inside

In Memoriam.....	1
Winnipeg Operations	4
New Products in Atlanta	6
Engineering Developments	7
Rep Highlight	8
Quick Select for Terminals ...	8
Employee Highlight	9
Roger's Corner	9
New Features on Repnet	10
ASHRAE Expo	11
National Sales Meeting.....	11
Video Production	12



Ernest Harry Price

Winnipeg Hydro in 1925. He left Hydro in 1927 to apprentice with his father in the plumbing trade.

Ernie had ambitions as a young man and was somewhat of an adventurer. In 1930 he took the bold step of traveling to Carnegie Tech in Pittsburg (now Carnegie Mellon University) to pursue his engineering degree in heating and ventilation. He was thrifty by nature, and bought a car for \$10.00 (on the condition that it ran) in lieu of paying \$55.00 to travel from Winnipeg to Pittsburgh by train. On one of his trips home, he heated a tin of beans by wiring it to the engine block as he drove.

Following graduation from Carnegie Tech in 1933, Ernie worked as an Engineer in Utica, New York. During his evenings he was a drummer and played in a dance band. Along the way he met and fell in love with Chris (Aagot) Christensen, a nurse working at Southside Hospital in Bay Shore, Long Island. Ernie and Chris were married on December 17, 1938 by his father-in-law, a Lutheran minister in Northfield, Minnesota.

Ernie was a man for which duty and discipline were a way of life. Six months after his wedding, World War II broke out in Europe and Ernie enlisted in the Royal Canadian Engineers as a First Lieutenant. He served in Europe from 1939 - 1945, spending half his time in England in preparation for the liberation of Europe and half his time on the continent. When the Japanese bombed Pearl Harbor on December 7, 1941, the US joined the war against Germany and Ernie said he knew that day the allies would surely win; it was just a question of when. He had many stories of the war including how England almost sank under the weight of US made armaments, his injury from a buzz bomb attack on London, stories of the Red Ball Express moving supplies to the front lines, etc. Upon the war's end in 1945, Ernie returned home to Winnipeg. In his first 6 1/2 years of marriage, he'd been with his wife for only six months. Ernie was retired from active service with the rank of Major.

Following the war, Ernie worked on the Alcan highway to Alaska and, in 1946, used his savings accumulated during the war years to buy a small HVAC agency from H. Chester. The company was

renamed E.H. Price Limited in 1947 and began as a sales agency for heating and ventilating products. Ernie had a knack for selecting good people and inspiring loyalty. Two notable early hires were Gerry Law, who later served as President of E.H. Price Limited from 1966 to 1986 and Margarite St.



Ernie at his desk in 1950

Marie, who served as Ernie's, Gerry Law's and Gerry Price's secretary from 1948 to 1988. E.H. Price Limited expanded in the 1950's, opening branch offices in Calgary, Vancouver, Edmonton and Regina.

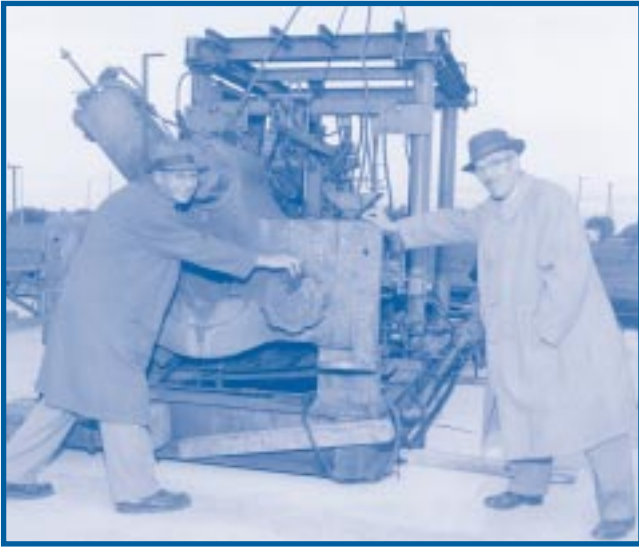
Ernie was humble by nature. He told his three children that he worked for Angus Miller, the company's bookkeeper, rather than vice versa. In the community he played a leadership role as well. In the great Winnipeg flood of 1950, Ernie marshaled the sandbag and flood protection effort for North Winnipeg. As well he served on the Parks Board for East Kildonan, where he worked to expand parks, plant trees and save the playgrounds for children rather than seeing them consumed by commercial development.

In 1961, at the age of 54, Ernie made the bold move of going into manufacturing. By then E.H. Price had established itself as a strong sales organization. Unfortunately our air distribution supplier at the time was arrogant and not giving good service, making it very difficult for E.H. Price to serve its customers. Titus at the time was looking for

continued on next page . . .

Ernest Harry Price

licensees in other countries, and so E.H. Price acquired the Titus license for Canada. Thus began E.H. Price's move into manufacturing of grilles, registers and diffusers. Additional licensees were acquired for terminal units (Buensod), louvers (Aiolite) and others. The company learned to extrude aluminum in the 1960's using an obsolete extrusion press purchased from Titus that was surplus to their needs (and had a history of forming shell casings for the 4" gun in the second world war



Albert Hagman and Ernie Price receiving the extrusion press parts in 1961

before being converted to an extrusion press in the late '40's). As with all manufacturing startups, there were more failures than successes, times were tough but they persevered to give the business a foothold as a manufacturer.

Many former employees of E.H. Price remember Ernie's love of manufacturing and the plant. He had a habit of rolling his own cigarettes and was a great storyteller. The combination of his rolling a cigarette, pausing and telling a story brought a lightness and humour to what otherwise were tough times.

Ernie retired from E.H. Price in 1972 at the age of 65. He believed in young people and felt he should make room for new leadership. Through his retirement, which lasted 30 years, Ernie spent six months each year in Naples, Florida and six months at the family cottage at Laclu, Ontario. While in Florida, Ernie and Chris enjoyed golfing, dinners out with family (Chris'

brothers lived or wintered in Naples), jogging every second day until into his early '80's, etc.

Laclu was his love. He had a hobby farm and spent endless hours tending his garden, raspberry bushes and cutting the grass. He talked about gardening to all, and had endless projects. It was his place of refuge from the world.

Ernie was blessed with good health and a sense of humour for his entire life. Four years ago while having his pacemaker installed at St. Boniface Hospital, having gone through a lot of pain and trauma, Ernie looked up from his bed in Intensive Care and told his daughter Mary Louise "Lovely view in here!". She said "Where - there's no windows, nothing to see." He said "The grilles, they're our diffusers!"

His mind was succinct and sharp right to the end. He was very proud of how E.H. Price Limited had grown over the years, and particularly enjoyed business conversations with me. I made a point of keeping him informed of all our major developments as they arose so that he could share in the excitement of our growth and challenges. On the night before his passing, we had our usual business conversation and he was as succinct and lucid as ever.

Ernie admired strength and self-discipline. There is a passage entitled "Desiderata" that well describes the way he lived his life:

"Go placidly amid the noise & haste, & remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly & clearly; and listen to others, even the dull & ignorant; they too have their story. Avoid loud & aggressive persons, they are vexatious to the spirit. If you compare yourself with others, you may become vain & bitter; for always there will be greater & lesser persons than yourself . . . Be yourself . . . Be cheerful. Strive to be happy."

~ Gerry Price



Manufacturing a Culture of Safety

Lost-Time Accidents Down 32.6% Year-To-Date

A wise person once said that the journey of a thousand miles begins with a single step. Indeed. At our Winnipeg Operations, part of our manufacturing excellence strategy includes a heightened commitment to Safety. Having recently sat in on Gerry Price's meetings with representatives from Workplace Safety & Health, I have been impressed to learn what E.H. Price has historically driven by way of Safety in the workplace. Given the wide range of products manufactured here and the infinite ways in which workplace injuries can occur, the commitment to safeguarding Operators, machinery and procedures has been a constant one (and even during economic downturns).

At the beginning of 2002, Eric Laflamme relayed the Winnipeg Operations vision to all employees with a presentation that made a number of aggressive commitments, not the least of which was a 50% reduction in Lost Time Days for the current year. That goal and general commitment is one that is routinely referred to in the Daily Stand-Up Meetings, in addition to the monthly meetings of the Safety Committee (keep in mind that Provincial Legislation only requires that this Committee meet Quarterly).

Building on the foundation that had been established to date, a number of steps were taken to reduce and respond to the possibility of injury – and this includes the "obvious" obstacles, as well as the hidden factors (such as sustained hearing loss over time).

To that end, approximately 35 Front Line Leadership (including our President, VPs, Managers, Supervisors, Charge Hands and Safety Committee Members) participated in the Dupont STOP Safety Program. A highly successful Program, its main focus is **accident prevention through observation**. The training concentrates on equipping the Observer to detect actions, procedures and any other factor that may contribute to an incident. To date, more than 200 observations have been made, which in turn have led to corrective actions, Maintenance Work Orders, etc. At our Winnipeg Operations we strongly believe in a train-the-trainer

approach, and we are now in a position to train our own employees from within. Our goal is, over the next year or two, to have everyone put through this Observationally-based Safety Training.

Through a number of Plant-Wide Safety Audits that included the Operators, Supervisors, Safety Committee Representatives, Maintenance, Industrial Engineers (you get the idea), a host of changes were introduced to safeguard Operators, procedures and the work environment.

The Safety Audit produced three large spreadsheets that were designated by level of priority (High / Medium / Low) and these were posted outside of Eric's office and "ticked off" as each item is completed.

Another key area in desperate need of attention was dealing with the actual incident itself. It was discovered that every Area Supervisor had their own forms and processes (or lack thereof in some cases), to which standardized forms and processes were introduced. Each Supervisor was provided with a Safety Binder that contained step-by-step instructions and forms in dealing with incidents. Most of the incidents that occur here are of a minor nature, but without a process in place, 2001 witnessed an astounding number of Lost Time Days accrued (1574 in total). It was clear that we were not managing the incidents very well.

In keeping with the Collective Agreement and Provincial Legislation, both of which require a Modified Return To Work Program, we began to manage the claims which had resulted in the large number of Lost Time Days for 2001. At the same time, an important factor in all of the above is communication of these changes. As this article is being written, all Plant employees are systematically being taken through a one-hour Training Session that addresses almost 20 items that we are either introducing as new, or modifying – to provide them with a safer more effective work environment. Some recent changes include:

continued on next page . . .



Manufacturing a Culture of Safety

- Introduction of Plant-wide mandatory hearing protection (fact: according to the World Health Organization, noise-induced hearing loss is the number one hidden disability in North America).



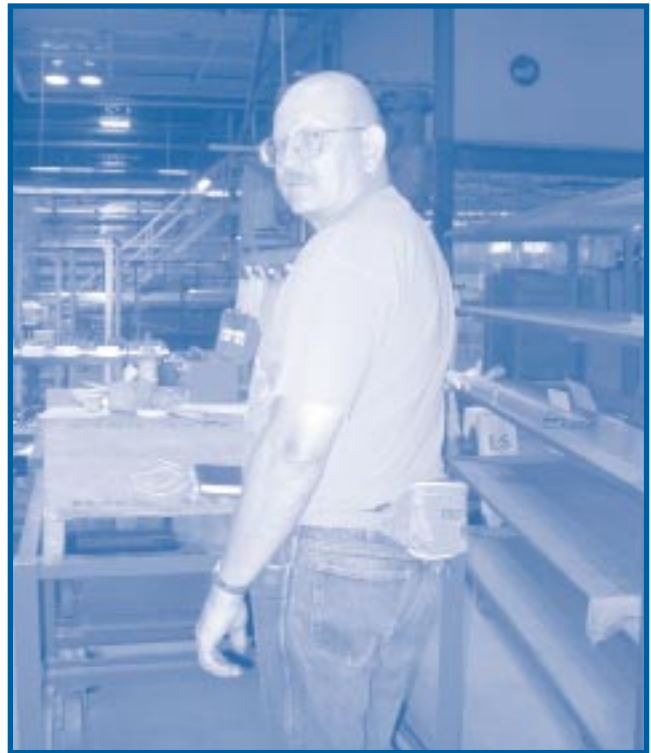
Eye and Ear Protection is Required Everywhere in the Plant

- Introduction of a Safety Guideline For Contractors And Visitors that clearly outlines our Safety Policies to everyone entering the Plant (yes, we stole this idea from APEL, and now Atlanta is stealing from us ... well done !).
- Bright Neon Orange First Aider Safety Fanny Packs that provide high visibility to who our trained personnel are and which provide our First Aiders with the tools required to provide on-the-spot assistance to minor mishaps.
- A new Policy requiring (at minimum) one new Safety Standard Operating Procedure (SafeSOP) per week. A machine and/or process is identified, the safety concerns are captured digitally, then mounted directly on the machine, with a sign-off sheet requiring any subsequent Operator to "sign off" that they understand the SafeSOP and that they will comply.

As Gerry Price recently said to the Workplace Safety & Health Officer, a lot of companies concern themselves with the Appearance of Safety, but we concern ourselves with the Substance of Safety. The difference is that the former produces countless bureaucratic documents that no one ever reads. The latter implements a thorough and systematic approach whereby an accomplished expert takes the apprentice through all facets of

working any given piece of machinery and/or process, and to do so safely.

It has been said that people who never set any goals always reach them (give that one a moment...), but to our goal of reducing Lost Time Days of 50% over the course of 2002? Well, we appear to be on the right track as Q2 closed off with a 25.9% reduction over the previous year. That result in and of itself is a huge success, and one that we could be proud of for the entire year. Further, that success is through the collective efforts of a very large and committed Team that begins with Leadership and flows through every corner of our manufacturing facility. It is a shared success.



Jake Fehr Modeling the First Aider Safety Fanny Pak

We are finding that the journey of a thousand miles does begin with a single step – something we have begun, will continue and are committed to. The goal to reduce our Lost Time Days by 50% is no small challenge, but then, neither is our goal to become a World Class Manufacturing Centre of Excellence. Hand in glove, both will be accomplished.

~ Ernest Janzen



New HCD and LBP Fabrication and Assembly Commences in Atlanta

PRICE continues to invest and add new product offerings to the Atlanta plant's production capability. The latest additions are High Capacity Diffusers (HCD) and Linear Bar Grilles (LBP).

Production of the HCD in Atlanta began in April. All widths and lengths are now being produced for the HCD1 version. Future plans call for the launch of the HCD2 version.



Maira Vera Assembling HCD Inner Drum

The HCD assembly team is now functioning as an integral work cell in the Atlanta plant. The addition of a new projection welder and a new extrusion cut off saw provide the cell with the necessary autonomy to respond quickly to customer demand.



HCD/LBP Team

We are continuing to enhance our manufacturing process through continuous improvement which will result in higher quality products and improved throughput. Examples already underway include qualifying our local extruder to supply the drum extrusions and implementing TorqueMatic screwdrivers to assure consistent tightness of the blades.

The launch of LBP production in Atlanta occurred in August with LBPH to follow. The investment in this work cell is substantial and includes 9 new pieces of equipment and several new tools. The heart of the cell is the new 50 hydraulic press and custom designed staking table for pressing the linear cores in all lengths required.



Cathy Cordona Operating New LBP Core Press

Both of these new products are under the watchful eyes of John Buitrago, Supervisor and Cathy Cardona, Lead Hand. Cathy was trained in the Winnipeg factory to understand the nuances of these product lines so she was able to train her team to produce high quality products.

Giving Atlanta the capability for these two product lines provides redundant capacity with the Winnipeg factory where these products have been historically produced. Now both plants are even more committed to providing quality products and on-time delivery.

~ Carey Kennison / John Scollan



Application Engineering Highlight

Quite often the Application Engineering Department is asked to provide selection assistance for perimeter overhead heating applications. Overhead heating is required on projects where the decision has been made not to provide the more conventional perimeter floor radiation system. This decision is often driven by the architect's preference of eliminating the visually unappealing radiation cabinets and the owner's desire to maximize the usable building floor space.

Overhead heating presents several challenges with regards to air distribution. When outside air temperatures are low during the winter heating season, the interior surface temperature of the glass can drop well below the room temperature. This cold air at the window surface will tend to flow down the window due to its increased density. Left untreated, this downward flow of cold air can exceed 70 FPM causing uncomfortable drafts when contacting a window sill or the floor. This condition is most critical in cold northern climates and in buildings where large areas of glass are used.

In order to combat the cold downdraft condition with overhead heating, it is desirable to "wash" the interior window surface with warm supply air. Since the warm supply air is less dense or lighter than the room air it is naturally buoyant. In order to force this naturally buoyant warm air down the window

surface, an air outlet that can provide a relatively high jet velocity at a reasonable noise level is required.

One of the products we have found to be the most successful for overhead heating application is the Price Model SDS Series 2-slot diffuser with SDA plenum. When set for 2-way horizontal air pattern, the SDS diffuser directs one air stream towards and down the perimeter wall, effectively "washing" the cold window while another air stream is projected across the ceiling towards the interior, providing a comfortable condition throughout the space. When properly selected the SDS diffuser can provide excellent air distribution during both cooling and heating seasons, even for the more extreme conditions encountered in northern climates.

The SDS diffuser has several features which lend themselves particularly well to overhead heating applications. The SDA plenum is constructed with sloped shoulders which impart a spread to the air pattern. The spread pattern provides better coverage of the perimeter glass compared to conventional plenums, particularly when outlets are spaced farther apart. The aerodynamic shape of the SDS pattern controller produces an excellent horizontal projection at low noise levels. Due to the strong coanda or ceiling effect, even extremely low air volumes can be handled without "dumping". The flexibility of the pattern controller is also an important consideration for this application. Each slot can be dampered individually for fine tuning of air volume in each direction. To deal with unforeseen design changes or tenant renovations, both slots can be directed either towards or away from the window or even totally dampered off if necessary. A wide variety of frame and border styles allow mounting in drywall or T-bar lay-in ceiling systems.

The SDS Series diffuser has been field proven to provide superior air distribution in many overhead heating applications across various geographical locations. In addition, we have conducted several successful mock-ups in our Laboratory utilizing our cold wall capable of simulating outside air temperatures down to -30° F. Through both our field and lab experience we are confident the SDS Series is an excellent choice for perimeter overhead heating applications.

~ Alf Dyck



Texas Upstart Sends Competitors Reeling...

The entrepreneurial spirit looms large out west, and nowhere is this more evident than within the camp of one of Price Industries' newest reps – MJ Air Products, Dallas.

Before Founding MJ Air Products on April 1, of 2002, Matt Daly and Joel Finney had contributed to the success of one of Texas' largest HVAC manufacturers rep agencies. While associated with this firm they demonstrated a no nonsense work ethic, integrity, and commitment to excellence, earning the respect of the Dallas/Fort Worth contracting and engineering communities.

After stepping out to pursue their dream, they quickly surpassed their conservative business plan and in just a few months have secured several large projects, including the new Nissan Building at DFW,

and have brought close to two dozen prominent engineers to the Price Technical Center. MJ has emerged as a strong contender in this Texas market.

They offer a respectable inventory for a start up operation, and are already adding to their staff. By embracing a doctrine of service and support, Matt and Joel are continuing to enjoy a loyal following.

We congratulate everyone at MJ Air Products for their accomplishments, and look forward to supporting their efforts as they achieve even higher levels of success.

~ Chuck Fraley

PRICE QUICK SELECT FOR TERMINALS

The Next Generation...

The Quick Select development team is pleased to announce the pending release of the updated Quick Select program version 1.15.1. As I am writing this we are in the final testing phase of the new revised program.

Our goal with this version was to create a program that is easier and friendlier than previous versions and contains fewer bugs and errors.

The new programs updates include;

- Inclusion of all the new coils that were released with the 4th Edition Price catalog.
- A source code update that will decrease the amount of flashing that occurs when entering a screen, increase the speed of calculations and eliminate "Run Time Errors".

- Revision of the error messages to be more helpful and useful.

Quick Select will be included in the October Marketing Release.



New Coil Selection Possibilities



Quick Select 2002 Version 1.15.1

~ Evan Himelstein



EMPLOYEE HIGHLIGHT

Price continues to develop our technical customer support resources, both in Winnipeg and Atlanta. Most recently, Jerry Sipes joined us in Atlanta as Engineering Manager. Jerry will manage our U.S.-based Application Engineering, as well as the satellite design engineering function.

Jerry was formerly the Director of Testing and Research at Metalaire. While there, he provided technical support to reps both at the factory training center and in the field. He led the successful redesign of fan-powered terminal units, and was the key resource for critical environment air distribution. Earlier in his career, Jerry served as a Senior Research Engineer for the Institute for Environmental Research at Kansas State University.

Jerry is an ASHRAE member and serves on several committees, including ASHRAE Standard 130, "Methods of Testing for Rating Ducted Air Terminal Units", for which he is chairman. He is a 2001 winner of ASHRAE's Ralph G. Nevins Physiology and Human Environment Award.

Jerry holds a PhD in Mechanical Engineering, with an emphasis on HVAC and human comfort. He couples this thorough education with a practical common sense learned through growing up on a family farm in Kansas. In just a short time at Price, he has already taught several schools in the Price Technical Center, and held many local engineering seminars in the field.



Jerry Sipes

Please call on Jerry and his department in Atlanta for your technical customer service needs.

~ Ron Duncan

ROGER'S CORNER



Roger White

In this and future editions of Priceless News, I will share with you the little bits of information I have gathered over the years concerning our products. These bits of information are not written down in your pricing books or catalogs as a rule, but they may be helpful to you.

The second catalog section I will highlight is Section B.

Did you know ... that the TBD2 series unit comes in black material from the vendor?

This particular unit comes with the material pre-painted from the vendor. If the unit has more than one slot, the center tee is white (to match a T-Bar ceiling). The black interior blends the unit into the dark opening of the ceiling. In addition, the unit can be painted if that is required.

Did you know ... that TBD3 series units are available in more than four slots?

Yes, that is correct. These units can come in more slots than are listed in your Ordering Procedure book, up to ten in fact (a ten slot unit would be made in two pieces to maintain the integrity of the unit). Units up to 8 slots can be fabricated in one-piece construction. Your Account Manager can price all of these oversized units for you.

Did you know ... that TBR3 and TBR4 series units could be fabricated with a round neck instead of the standard rectangular one?

Place your order for the TBR3 or TBR4 as a Special. The special instructions should state that the unit is being used as a return without pattern deflectors. You would then receive a round-necked unit. Your Account Manager can assist you with the pricing of this special unit.

Did you know ... that all TBDs could be externally insulated at the factory?

Your Account Manager can provide you with the specific additional costs. The material would need to be ordered as a Special, but there is not an addition to the standard lead time.

Good luck, and happy PRICE-ing!!

~ Roger White



Coming Soon; On-Line Change Order Processing

As many of you know, change orders are an inevitable part of the construction industry. It always seems that a few hours after a sales order has been submitted that an engineer calls back and asks our rep to change quantities, change sizes, delete items, etc. For the past few months we have been analysing the methods by which our rep force submits change orders to our Order Entry Department.

In order to streamline and improve the change order submission and review process, we have determined that Repnet presents an excellent change order communication medium, much like it has been used for On-line Order Status and On-line Invoicing.

In consultation with our Order Entry and Customer Service departments, the IT group developed a detailed specification for a Repnet based change order engine. Our hungry programmers jumped on this opportunity and in only a few short weeks had a fully functional prototype developed.

Price reps will soon have the ability to enter any change orders online through the Price Repnet web site. Currently change orders are submitted through a combination of faxes, phone calls and emails.

To illustrate how the new procedure will work, lets assume a rep needed to make a change on the below order, such as; line 13 should have been B13 finish and the engineer has requested the deletion of Line 14.

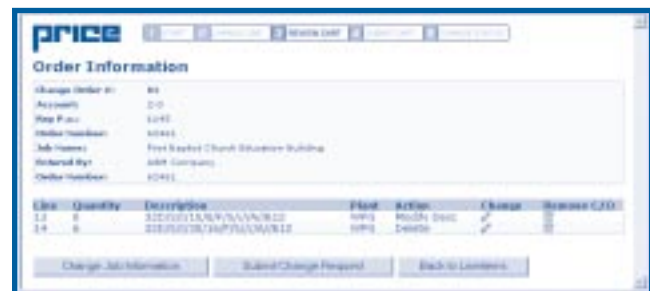


To make the change on line 13, the user would click on the 'change' icon. By clicking this icon, a change order interface will be presented for the line item, where the user can now have the option to; delete the line entirely, make a line change (like B12 to B13), or enter something like "Please change color to black" in the Order Entry box. The user can also change the quantity of the line. The user must always specify a reason for their change, in the "Reason for Change" box.



When the user is satisfied with the change to the specific line item, it can be added to the change cart by clicking on "Add Change to Change Cart"

Other changes to line items for this order can be added to the change order cart in a similar fashion. Once all changes have been made for the job, the entire cart is digitally submitted to the Change Order Administrator for review.



The Rep will then get a confirmation email on the entire change request with hyper links back to the change order where the progress of the requests can be tracked. This is also where the Rep and Change Order Administrator (COA) can communicate.

continued on next page . . .

Coming Soon; On-Line Change Order Processing

If applicable, the COA would display to the rep that there is a charge for the change they requested and ask the user to accept or decline the charge (which could cancel the change request for that line). If the reps change was unclear or the COA simply needs more information to process the change, the COA can ask it here and wait for a reply (via the On-line Change Order communication interface).

For the rep, all this improved interaction will happen quickly and simply without a phone call or

having to send a fax.

We will be conducting some Beta tests with reps during the month of October to finalize the functionality of the system and correct any bugs. Our goal is to have all reps online with the new system before the end of the year. We are confident that you will find this leading edge technology beneficial to your operation. We welcome your feedback.

- Joe Sam / Stephen Segal

ASHRAE 2003

Back to the Windy City

Mark your calendars and lay your plans for attending the 2003 AHR (ASHRAE) Convention, to be held in Chicago's McCormick Center on January 27-29, 2003. This is the industry's BIG show and should prove to be a landmark event. As always, Price will be well represented with not only a strong show presence, but through off-site events as well.

On the show floor, look for us in booth # 4976. We are boasting 45' of space this year, and will feature a number of important products and services, including Prodigy, Air Terminals, Custom Flow, Critical Environment and Underfloor products, and the latest in multi-media technology.

On the evenings of Sunday January 26th and Monday January 27th, from 6:30pm - 10:30pm, you are invited to join us at The Hyatt Regency on Wacker Drive for libations, munchies, and our own brand of Price hospitality. This is a great opportunity to spend some "face time" with the folks you only get to know over the phone. We also encourage you to bring your engineer and contractor friends to see us.

Because 2003 is also a National Sales Meeting year, we will not be holding breakfast meetings or sales events during the show.

Oh, and one final comment - don't forget to use the pre-show registration forms we are sending to avoid long lines on the opening day of the convention. See you there!

- Chuck Fraley

NSM 2003

National Sales Meeting Scheduled

Atlanta is a wonderful place to be in the spring, and the perfect time to host the 2003 Price National Sales Meeting. As always, we will have a number of exciting announcements regarding our plans and progress, and may have a few new products and programs to unveil as well.

This bi-annual event will be held April 25-28, 2003 in Atlanta. The following tentative schedule is provided for planning purposes.

Friday, April 25: Early Arrivals

Saturday, April 26:
Morning: Golf Outing and Recreational Activities

Evening: Banquet and Award Presentations

Sunday, April 27: All Day Meeting Sessions

Monday, April 28: Half Day Meeting with Late Afternoon Departures

You will receive additional information and a more detailed agenda as we draw closer to the meeting.

Start planning now - you don't want to miss this important event!

- Chuck Fraley



New Advancements in Multimedia

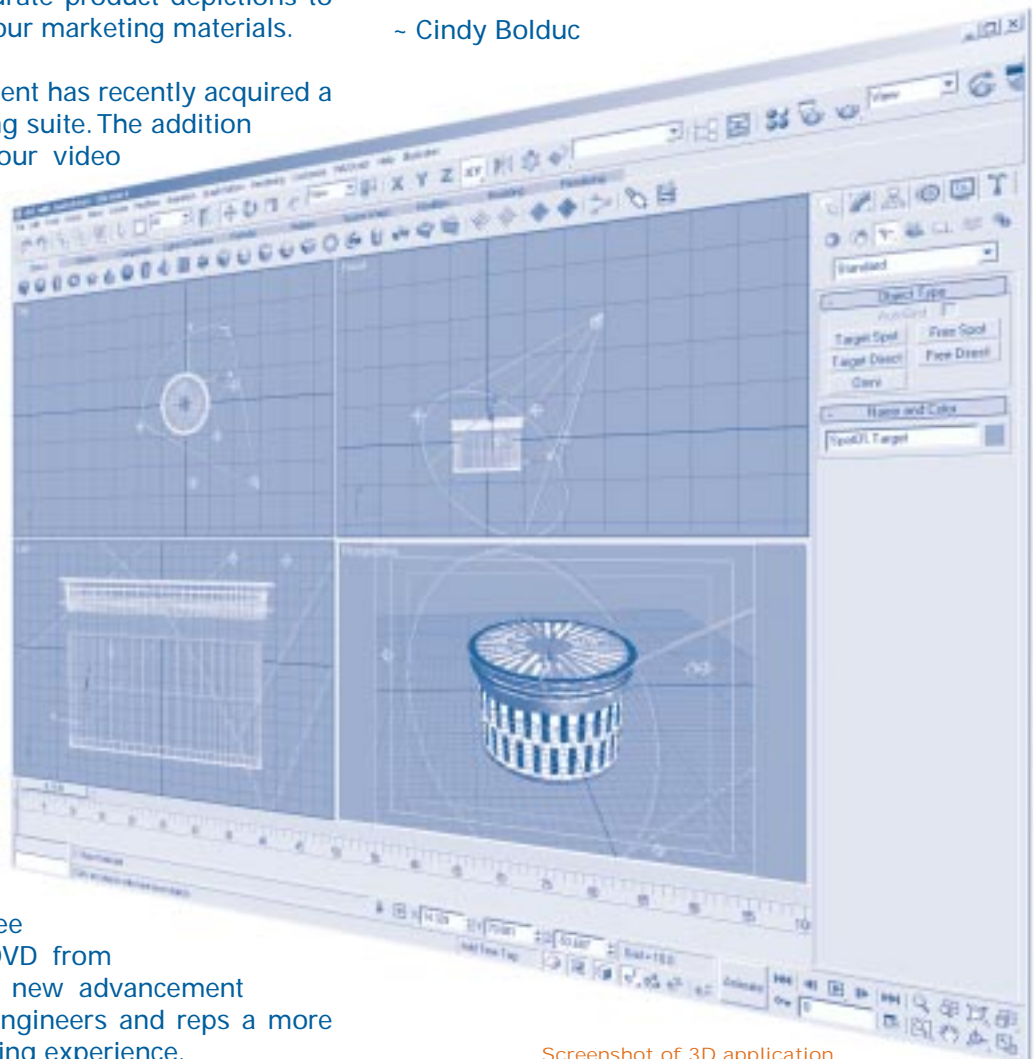
Technology is always advancing here at Price. We are constantly upgrading our skills to meet the changing demands of the multimedia industry, and maintain our competitive position in the global market. Our main 3D animation software package has recently released a new and exciting upgrade. The advancements made to 3D Studio Max will allow us to offer more realistic rendering with the newly integrated Global Illumination lighting feature that has been in development for the last few years. Global Illumination allows the artist to light an object from a single light source, by simulating the global lighting of the sun's rays. By incorporating light bounces, the object being lit and the scene around it are actually able to interact and light each other, creating a very realistic rendering effect. This new feature is very tricky to harness, but will hopefully allow us to create extremely realistic metallic surfaces, and more accurate product depictions to be incorporated into all our marketing materials.

Our multimedia department has recently acquired a DVD burner in our Editing suite. The addition of DVD technology to our video department, will allow us to deliver our product videos in a much higher resolution format, enabling our viewers to experience our high quality production in its proper format. The difference between VHS and DVD quality, as most of you know by now, is substantial, and we're very excited about being one of the first in the industry to offer this format to our customers! DVD technology also offers the option to incorporate a navigational menu system so that viewers are able to jump from section to section and see different parts of the DVD from one central menu. This new advancement allows us to offer our engineers and reps a more interactive product learning experience.

The next project we plan to bring to your desktop is the interactive Price Video CD-ROM. Using Quicktime compression technology, we are in the process of compiling all of the product videos in our collection into one easy to use, portable CD-ROM. This tool is an updated version of the Video CD-ROM we released a couple of years back, but is packed with new product videos and uses the latest technology to improve the overall quality and sound.

These are just a few of the projects in the works right now in our multimedia department. We hope to bring you many exciting new advancements in the following months, and we look forward to your feedback and comments! If you have any questions about the processes explained in this article, don't hesitate to contact us!

~ Cindy Bolduc



Screenshot of 3D application

