



## Our 2010 Calendars are Ready

A tradition for over 40 years, our Whitney's linen calendar is one small way for us to say "thank you for your business!" Please feel free to stop by our office on Main Street in Franconia, Monday-Friday, 8am-4pm to pick one up, or we would be happy to drop one off to you! From all of us at Whitney's, thank you very much, we appreciate your business and look forward to serving you again!

Follow us Online [www.whitneysinc.com](http://www.whitneysinc.com) 

For those of you who don't know, we now have a website, [www.whitneysinc.com](http://www.whitneysinc.com). It's updated with new photos, blogs, testimonials, and much more. We are also on Facebook, so you can follow us with new updates, projects, and information. Be sure to check us out!

60 YEARS OF TRADITION...  
Yesterday, Today, Tomorrow.



## Letter from the President

To All Our Valued Customers:



While we were all saddened to hear of Bob Whitney's retirement from the company, we were also surprised to hear that some customers have even thought that Whitney's closed its doors; let me assure you Whitney's is open for business! The company you've come to rely on for over 60 years will continue to provide the same high quality service and products that we have since 1950, and it is our intention to remain dependable, innovative, and resourceful in helping you make the best choices for your home improvements.

This is a trying time for most homeowners and small businesses. Many folks are concerned about the state of the economy and may hold off a necessary home improvement. Keeping your home comfortable, weather resistant and functional is not only the smartest, but safest investment you can make. Right now is the best time to take advantage of Federal Tax credits for home improvements (see information below). Believe it or not, winter is a perfect time to start your home improvement. Lead times are short, and contrary to popular belief, roofing can indeed be installed in the colder months, and many of our products and services can help make your home more energy efficient.

Our customers have chosen Whitney's to make quality home improvements for 6 decades. They know Whitney's is a name they can trust. They know we 1) are a company that stands behind its workmanship 2) we are an active member of the Better Business Bureau, 3) provide the best products available, and 4) hire only professional, knowledgeable, courteous, and dedicated staff. We are continually improving our knowledge of new technology and products in the remodeling field, and place a strong emphasis on maintaining certifications regarding the services we provide. My carpenter Jon and I became Certified Installers from Installation Masters. The company maintains certifications as RPI roofing contractor, VSI (Vinyl Siding Institute) vinyl siding contractor, and Certainteed 5-Star remodeler, certifications which have to be renewed every 3 years. Whitney's is the only VSI certified siding contractor and Installation Masters certified window and door installer in the North Country. Most recently, I am pursuing Energy Auditor certification, which will allow Whitney's to expand to provide an entirely new service. From heating systems to air circulation to insulation to power usage, a proper energy audit will help homeowners make their homes more energy efficient. We are also exploring how various forms of renewable energy (solar, geothermal, wind, etc...) can be better utilized in the home to provide energy efficiency and real savings to our customers. We are constantly striving for ways to be able to serve you better.

Give us a call for your next home improvement project and let us show you what so many North Country homeowners already know. I guaranty that you'll be satisfied with the outstanding products and services that we offer.

Continuing to meet all your home improvement needs,  
Chip Stowell,  
President, Whitney's Inc.

Bob's Retirement, The 2010 Calendars  
Are In, Our Referral Program, Free Gas  
Facebook, Project Spotlights & More!

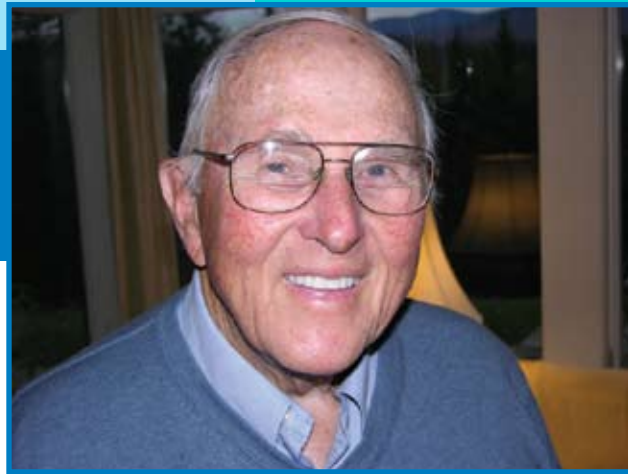
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# Bob Whitney Retires

Photo by Jeff Woodburn  
By Jeff Woodburn, Littleton Courier, Littleton, NH

A month before his eighty-ninth birthday, Robert Whitney gave himself an early present: he retired. After 60 years at the helm of Whitney's Incorporated, he is turning his home remodeling and construction company over to his grandson Chandler "Chip" Stowell. But, Whitney shows little signs of slowing down.

Whitney, a native of Lexington, Mass., spent one year in college before striking out on his own in this rugged, sometimes unforgiving place. He wanted to get closer to the land – as a part-time farmer and ski lodge operator. In March of 1945, he went to work for Ski Hearth Farm, a combination farm and ski lodge in Franconia. The owner, Sel Hannah, was a famous skier and later founded Snow Engineering, a major designer of ski areas. There he honed some business skills, but more importantly, he discovered that this farming was not going to work long term. In those days, he recalls, there were 13 dairy farms in Franconia alone. Today, there are none.

In 1948, Whitney joined the Arrowsmith Insulation Company as a salesman. During those days, the U.S. seemed to have a plenty of oil – the price was low around 15 cents a gallon and the supply strictly domestic, but things were about to change. During World War II the government promoted insulating homes to preserve the supply for the war effort. The publicity was so great that two years later in 1950, when Whitney went looking for financing to purchase Arrowsmith, a banker told him there was no money in insulation. "All our homes are insulated," the banker said. Sixty years later, 5 percent of Whitney's business comes from insulating old houses.

With the transfer completed, the company's name was changed to Whitney's and the business was expanded to include roofing, window replacement and general home remodeling. Still, insulation was the key to his young business. It was tough selling insulation, he remembers. "The key word was comfort. That's what we sold, not savings." Whitney said, "We never mentioned oil." In those days, one-third of their customers heated with wood and those with central heat typically had warm air systems, very few people had the luxury of baseboard hot water heat.

Whitney remembers the transition from hand to power tools. He recalls being told by another general contractor that a salesman promised him that if he purchased power tools he would cut his labor costs by one-third. He purchased the magic saws, drills and the rest and the labor costs didn't change at all. He admits that over time the power tools "definitely saved us time," but occasionally, someone did lose a finger. In the old days, he said, workers were more loyal to their company and companies were more committed to the community. He was early to give his employees paid vacation and benefits, both of which were rare in those days. Back then, he said, "most of the businesses were locally owned" and "It was a huge change" when the trend toward nationalization and regionalization of many businesses became prevalent here. "These businesses aren't native. They don't have any financial or emotional attachment to the area. The service is just not there."

In business for three score years allowed Whitney's Incorporated to become involved in some interesting projects. They did roof work on the Mountain View during the years of the Dodge family's ownership as well as installing fifty-one bathrooms into the old Crawford House, which stood at the spot that is now occupied by the Highland Center. This project was completed over the winter when the hotel was closed. Because of the high risk of fire, a security guard was on-site 24-hours a day to watch for heated pipes that could cause havoc. They also completed the siding on the Mellon-Quincy, a furniture factory on Brown Street in Whitefield (where the Brown Street Furniture presently operates). At that time, this project was the single largest order of Johns Manville Company, one of the nation's largest and oldest siding and insulation companies. But what gives Whitney the most pride is the repeat business, "because," as he said, "we've fully met the desires of the customer."

Since most roofs last two or three decades, few companies outlast the roofs they install. Whitney Incorporated is an anomaly because of its endurance, and so is Bob Whitney. Up until a few weeks ago, his regular routine included being at the office by 7 a.m. every morning. When asked the key to his success and long life, he pauses for a bit and says, "Whatever you're doing, do it with full energy."

# Federal Tax Credits

Save up to \$1,500!

Did you know that you can save up to \$1500 on your Federal taxes just by making some home improvements? Select new windows, doors, insulation and metal roofing (yes roofing!) all qualify for tax credits based on the American Recovery and Reinvestment Act of 2009. Here's how it works...say you have new windows installed. The retail price of the windows is \$3000 and the labor is \$2000; 30% of the retail price of the qualifying product - windows in this case - is your tax deduction. In this example your deduction would be \$900 (30% of \$3000). Our company will provide you with the necessary paperwork to give to your accountant. It's that simple. Call us for more details.

## Our Referral Program

Want to make an easy \$100.00? Do you have a friend or relative who needs a home improvement? All you have to do is refer your friend or relative to Whitney's, and if a job is sold for \$1000 or more we will send you a check for \$100.00. What an easy way to put some money in your pocket! Please note that your friend/relative has to mention referral prior to contract and checks will be sent after the job is completed and paid for.

## Free Gas For your input!

Give us your feedback on a project that we've completed for you and you'll be entered in a chance to win a \$100 gas card to be drawn on March 1st, 2010. Feel free to write us a letter (P.O. Box 730, Franconia, NH 03580), send an email (info@whitneysinc.com) or fax us (603-823-5528) with your comments and you'll be entered in our testimonial contest.

[www.whitneysinc.com](http://www.whitneysinc.com)

# Project Spotlight

A Sugar Hill Home

Some of you who live in Sugar Hill may have seen one of our job signs at Bud and Mary's house on the corner of 117 and Lover's Lane. We have built a beautiful 38 foot dormer on the far end of their home. The new dormer has created needed space in the second floor area for closets, an additional 3/4 bath, and extra natural light. Whitney's used new 26 gauge standing seam steel roofing, custom stained wood cedar shingles, Majesty wood clad windows, Aristocraft cabinetry, and many other enhancements. Bud and Mary are sure to enjoy their new space for years to come.



## Helping our Community

Whitney's is very glad to help support our community. Each year, Whitney's helps a few non-profits with needs that fit our skills. We donate to Copper Cannon Camp's annual auction, and this past year, we helped the Lifebridge organization by providing the labor and some miscellaneous materials to install new insulated replacement windows in their office. We are hopeful to be able to likewise help other organizations with similar needs in the future.