



3030 W. Salt Creek Lane, Suite 201
Arlington Heights, IL 60005-5025
847/391-1000 • Fax: 847/390-0408

STAFF

EDITORIAL DIRECTOR
Sal Alfano
salfano@sgcmail.com

EDITOR IN CHIEF
Erika Taylor
etaylor@sgcmail.com

SENIOR CONTRIBUTING EDITORS
Susan Bady, Wendy A. Jordan

INDUSTRY ADVISER/COLUMNIST
Mark Richardson

ASSOCIATE EDITORS
Lynne Fort, Amy McIntosh, Mary Ellen Shoup, Jeff Zagoudis

CONTRIBUTING EDITORS
Craig Durosko, Jean Feingold, David Lupberger,
Jud Motsenbocker, Tom Swartz

DESIGNER
Kelsey Craig

GROUP PUBLISHER - PRINCIPAL
Tony Mancini

EVENTS MANAGER
Judy Brociek

DIRECTOR OF AUDIENCE DEVELOPMENT
Doug Riemer

MANAGER OF EDITORIAL & CREATIVE SERVICES
Lois Hince

MARKETING DIRECTOR
Michael Porcaro

EDITORIAL AWARDS
Winner of 35 American Society of Business Publication
Editors Awards and 8 Jesse H. Neal Awards

SUBSCRIPTION INQUIRIES
Circulation Department
Professional Remodeler
3030 W Salt Creek Lane, Suite 201
Arlington Heights, IL 60005-5025
circulation@sgcmail.com

CORPORATE

CHAIRMAN EMERITUS (1922-2003)
H.S. Gillette

CHAIRPERSON
K.A. Gillette

PRESIDENT/CEO
E.S. Gillette

SR. VICE PRESIDENT
Ann O'Neill

SR. VICE PRESIDENT, CFO
David Shreiner

SR. VICE PRESIDENT
Rick Schwer

VICE PRESIDENT OF CONTENT & CUSTOM MEDIA
Diane Vojcanin

VICE PRESIDENT OF EVENTS
Harry Urban



Editorial

BY ERIKA TAYLOR, EDITOR IN CHIEF

New Kid on the Block

So, you might be wondering, “Why is there yet another person’s photo on this page? Who is she? Where can I get a cute scarf like hers?” Wait ... that would be a different magazine.

Hello. My name is Erika Taylor and I’m the new editor-in-chief of *Professional Remodeler*. Although I have no expertise in the field, I do know quite a bit about the swimming pool industry, which is like remodeling’s second cousin who comes over for the holidays.

My love of all things pool started nearly 15 years ago when I took a job as editor for a large publication serving that market. During my time there, I gained enormous respect for the family-owned businesses that make up the backbone of that industry. They are fiercely (some would say stubbornly) independent, hardworking people who take pride in each and every backyard they transform.

They are a vocal enemy of lawmakers who write legislation affecting their business without understanding it, and a loyal friend to anyone promoting change that makes sense. They are getting older, and that worries them since no one is stepping up to take their place. Who will build the pools of the future? Young people entering the field are in short supply, and in some markets there aren’t enough subcontractors to fill demand.

In other words, they’re a lot like remodelers. So, while I approach my new job with humility and an eagerness to learn, I also bring experience to the table that will provide a useful reference point as I grow my knowledge base.

Speaking of a knowledge base, I have a favor to ask.

The best way to learn about an industry is to listen to its members, and to that end I’m hoping to talk with a few remodelers every day to

get the benefit of their insights into the field.

So, if you’re reading this column, I want to hear from you! Call or send an email, and I promise you’ll find an attentive ear to listen to your thoughts.

A trade publication should serve as a conversation between its staff and audience, and I’m excited to get the party going.

I’m also excited by some of the things *Professional Remodeler* has planned for 2015. As in prior years, you’ll find the design awards as well as programs that celebrate outstanding remodeling companies. But while those are all wonderful, we’ve got a fresh iron on the fire that I find especially inspiring.



I approach my new job with humility and an eagerness to learn

Every year at pool industry events, I would see a handful of women — company owners or managers — among the many men in attendance. They would often tell me that they wished they had a place to network and discuss the unique challenges and opportunities facing females in their field.

Happily, that’s about to happen for remodelers. This September you’re going to see a new conference debuting solely for women in residential construction. It’s being organized by *Professional Remodeler* and one of its sister publications, *Professional Builder*. No media company in our field has ever done anything like this, and I’ll let you know more as the schedule and speakers are fleshed out. For now, all I can say is that I’m psyched to be involved in something that’s so relevant and so overdue. **PR**

Contact me at etaylor@sgcmail.com
or (972) 803-4014

Read my blog at
www.ProRemodeler.com