

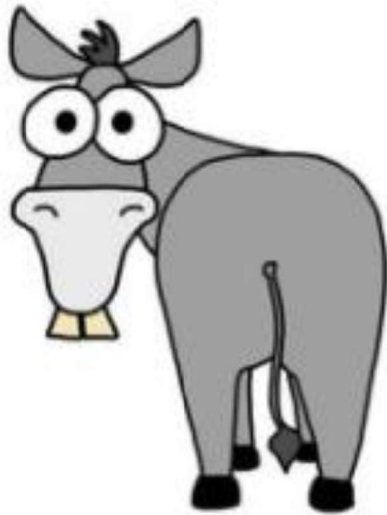
# Weathermaster Conference Queenstown

Opening

Weathermaster®

# Congratulations

you seriously kick



## QT Queenstown

Queenstown, NZ



Incomparable views over the crystal clear Lake Wakatipu and breathtaking peaks of the Southern Alps set the scene at QT Queenstown. Get your luxury with a side of the signature QT quirk in your new favourite place to stay and play in the stunning Southern Alps. Luxury comfort meets contemporary décor across 69 stunning boutique guest rooms, with signature QT Gel Beds, too-many-threads-to-count linen, marble bathrooms and an imaginative mini-bar.

- Outdoor pool
- Room service
- Restaurant and bar
- Complimentary WiFi



# Day 1 Agenda

Time	What	Presenter
8.00am	Tea & Coffee	
8.30am	Conference Welcoming	Ellis Mitchell
8.45am	Agenda Overview Weathermaster Group Results	Pam Feeney
9.15am	Marketing 2021 Direction	Ellis Mitchell
10.30am	Morning Tea	
10.50am	Smart Trade Home Builder Program	Quinton Scheurich
11.20am	Sales Strategies	Pam Feeney
12.00pm	Weathermaster Key Account Manager role	
12.30 - 1.30pm	Lunch	

1.30 - 3.30pm	Guest Speaker	
3.30 - 4.00pm	Afternoon Tea	
4.00 - 4.30pm	Open Forum Day 1 Wrap Up	Ellis Mitchell/Pam Feeney
4.30 - 6.00pm	Free time	
6.00pm	Meet in hotel foyer	
6.15pm	Walk to restaurant	
6.30pm	Dinner - Blue Kanu, 16 Church Street, Queenstown	

# Day 2 Agenda

Time	What	Presenter
8.00am	Tea & Coffee	
8.30am	Day 2 Opening	Ellis Mitchell
8.45am	Product Development 2021	Shane & Amelia
10.30am	Morning Tea	
11.00am	Weathermaster Distributor Presentation 1 Whispers & Automation - 2020 Success & 2021 growth strategy	Andrew Brown
11.25am	Weathermaster Distributor Presentation 2 External Products - 2020 Success & 2021 growth strategy	Bart & Jourdan Lee
11.50am	Weathermaster Distributor Presentation 3 Verishade XT & Eclipse Shutters - 2020 Success & 2021 growth strategy	Janene Gillon
12.30 - 1.30	Lunch	

1.30pm	Installation Accreditation Program Team Building - How well do you know Weathermaster Products?	Hemi
3.30pm	Afternoon Tea	
3.50pm - 4.30pm	Conference Wrap Up	Ellis Mitchell
4.30 - 5.15pm	Free time	
5.15pm	Meet in hotel foyer	
5.15pm	Walk to Steamer Wharf	
5.45pm	Board TSS Earnslaw	
6.00pm	Depart Queenston on TSS Earnslaw	
6.45pm	Arrive at Walter Peak for dinner at Colonels Homestead Restaurant	
7.30pm	Weathermaster Awards	
8.30pm	Sheep Shearing & Working Dog Demonstration	
9.15pm	Depart Walter Peak on TSS Earnslaw	
10.00pm	Arrive back at Steamer Wharf, Queenstown	

# Weathermaster Conference Queenstown

Background



Weathermaster®

# 1985 - A Blind Brat Was Born

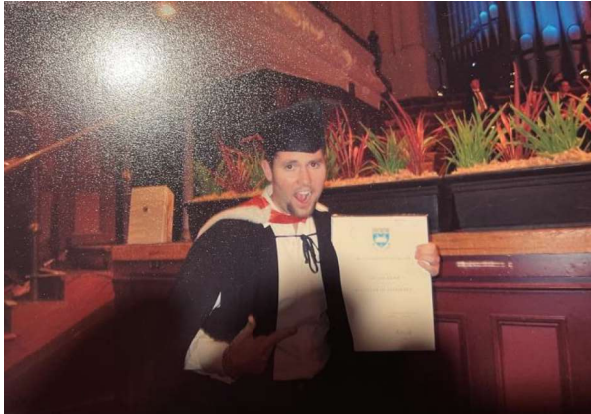


# 1998 - The Blind Career Begins

---

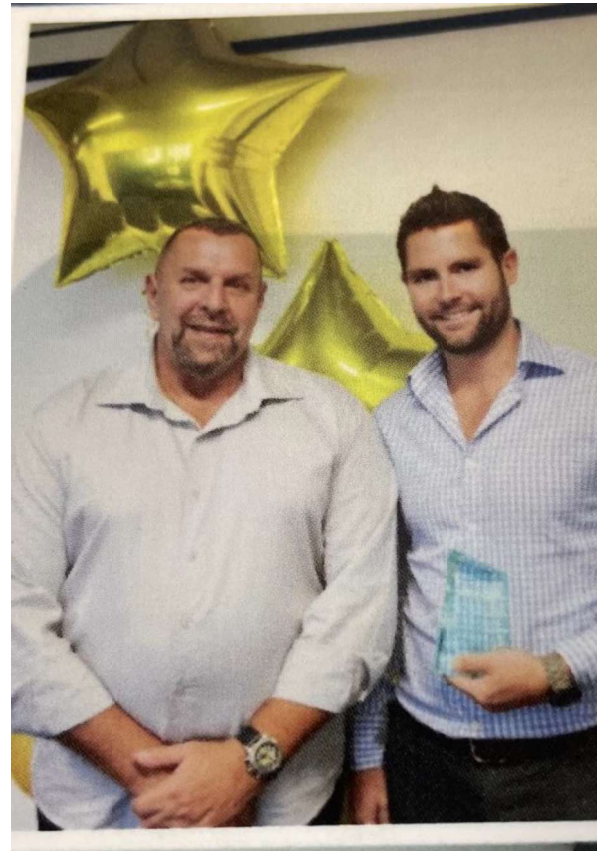


# 2007 - The Blind Adventure starts





# 2008 - A real Blind Job



**WFA INDUSTRY RISING STAR**

## ELLIS MITCHELL

At 27, Hunter Douglas Victorian sales manager Ellis Mitchell is one of the youngest sales managers ever to have worked for Hunter Douglas Australia. Then again, having started in the industry in his early teens at the family business, New Zealand Window Shades, a company deeply rooted in the window furnishings industry, he actually had a head start on some of his contemporaries.

That's not to imply that Mitchell hasn't earned every one of his stripes however. From the age of 13 he worked at the business in his school holidays, with strict instructions to his seniors and colleagues from the boss, his father, Barrie Mitchell, that he shouldn't receive an easy ride.

I worked throughout my teenage years in various facets of the company: dispatch in the factory for two years in a row from 13 to 14; customer service data entry for three years from 15 to 17, and on in the accounts department for two years from 18 to 19," Ellis talks.

Capacity for hard graft runs in the family. Mitchell's paternal grandfather Ron Mitchell worked in a Welsh coal mine from the age of 11. Much later as an adult, having been demobilised from the army after the second world war, Ron entered the blind industry in going on to become the first Luxaflex franchisee in the UK in 1952.

Barrie (Mitchell's father) also entered the business manager not long before the family emigrated to New Zealand in 1962. Late in the same year, in conjunction with Hunter Douglas Australia, the Mitchells, father and son, purchased Weathermaster Aluminium Products Ltd, going on to build up a range of internal and external window coverings, as well as the contract to fabricate the house brand for the firmers Trading Company. Much later, in 1991 and initiated by Hunter Douglas Australia, the Mitchell family merged their business with the two Hunter Douglas operations in New Zealand's North and South Islands.

In 1992, New Zealand Window Shades Ltd, was a country's largest fabricator of window coverings. Barrie was the managing director of the company and with his wife had two children; Laura was born in March 1952 followed by Ellis in February 1985.

**EXPERIENCE BEYOND HIS YEARS, A FAMILY BACKGROUND IN THE INDUSTRY AND A FAIR DOSE OF PASSION HAVE HELPED DRIVE A RAPID CAREER PROGRESSION FOR HUNTER DOUGLAS' ELLIS MITCHELL, WRITES BELINDA SMART**

ELLIS MITCHELL, pictured holding an award from Hunter Douglas, in recognition of his and Jon Seward's work on the Alpha awning system.

**"I WORKED THROUGHOUT MY TEENAGE YEARS IN VARIOUS FACETS OF THE COMPANY: DISPATCH IN THE FACTORY FOR TWO YEARS IN A ROW FROM 13 TO 14; CUSTOMER SERVICE DATA ENTRY FOR THREE YEARS FROM 15 TO 17; AND THEN IN THE ACCOUNTS DEPARTMENT FOR TWO YEARS FROM 18 TO 19."**

SOURCE: COM.AU

# 2012 - Selling the Dream



# 2015 - Finally invited home



**Inner Circle**  
NEWSLETTER  
AUTUMN/WINTER 2015

**NEW ZEALAND WINDOW SHADES**  
www.nzwindowshades.co.nz

**T**he first quarter of the new calendar year is already done and dusted against a background of New Zealand's strong economy without the usual threat of rising inflation and therefore rising interest rates. Senior management, on their return from a well-earned Christmas break, formulated the strategic plan for 2015.

Our first quarter delivered mixed results in spite of a buoyant Auckland housing market where house prices have risen 15% in the last five years and 10% in the last 12 months that has become a boon for the Christchurch following the dark days of 2010/11. Our visionary products have fared exceptionally well and the 2014 launch of the exclusive Q motion has exceeded initial expectations. To a large extent our product mix is determined by market forces and many front line products of yesteryear have attained the status of commodities – metal Venetian blinds and vertical blinds are prime examples.

It is against this background and with the compelling knowledge of the need for ongoing innovation that the 2015 strategic plan was conceived. Couple this with our ongoing self-imposed mandate of being a customer-centric company there is much to achieve as 2015 unfolds.

Closing out the current financial year will require a total team effort to meet out budget and realise the many goals set when the current year's budget was formulated in March 2014. It will be no easy ride to the finishing line and it beholds the entire team to extend best endeavours in this regard.

In July of 2014, Managing Director Lance Mitchell invited his nephew Ellis Mitchell to join the business. Immediately following his B.Com degree at Auckland University, Ellis undertook a one year internship with our multi-national partner, Hunter Douglas, Canada. Based in Toronto, but regularly travelling interstate, he acquired a wealth of knowledge in his inaugural year with our multi-national partner. He subsequently secured a position as Product Manager – External Products with Hunter Douglas, Australia and spent the next four years based in Perth office (perth@hunterdouglas.com.au) and the Sydney office (sydney@hunterdouglas.com.au) before returning to New Zealand in 2014. Over the past five years, he has worked in a market where he has seen the growth of the window shade industry and a lot of hard work and dedication to combine his career as National Sales Manager, Wholesale with NZWS.

As will be expected, Ellis is undergoing an intense induction programme, having met the ten account managers reporting to him. The challenge ahead is immense, but having been groomed in the Hunter Douglas camp this past eight years, Ellis believes that his team can substantially contribute to realising our strategic plan over the next 12 months and beyond. Welcome on board Ellis, much is expected of you.

Much has transpired since the last Inner Circle Newsletter. I trust there is something of interest to everyone.

*“Our proprietary products have fared exceptionally well and the 2014 launch of the exclusive Q motion has exceeded initial expectations.”*

