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People

Promotions, new employees
January 2007

Sun Valley Products

When Cruz "Bubba" Flores was promoted to general manager at Sun Valley Products, Los Angeles, he gave all his workers a copy of the movie "Remember the Titans." He told them to pay close attention to the scene in the cemetery when the coach talks about teamwork. That's when he started to call his workers the Sun Valley Titans. "I'm not the boss, I'm the head coach," he says. "I am a good leader. I know how to organize and motivate my workers because of my 20 years coaching youth football. If it wasn't for my guys, I would not be where I am today."

Flores told his workers the company will take care of them as long as they do their jobs right as a team, and Sun Valley is their house and they should take care of it. "We started to have morning meetings and have better customer service on the phones and in shipping and receiving," he says.

The late Dan Kusar, former owner of Sun Valley Products, gave Flores the confidence and opportunity to be general manager. "I wanted to prove to him that I could do the job and make Sun Valley Products a very successful business," Flores says. One of the low points in his career, Flores says, is when Kusar passed away.

Flores' sister passed away at the age of 25, leaving her husband and three daughters. He moved in with his brother-in-law to help raise his nieces, and they inspired him to be more responsible and patient.

"Hopefully, I might inspire some people," Flores says. He wants to be an "open-minded boss who is easy to talk to about anything professional to personal." He's "sometimes nice, and sometimes tough," but his employees know they're part of a team and his door is always open.

Looking forward, Flores wants to be the "No. 1 door man," with his production line of aluminum storefront doors producing 1,000 doors a month, and "to have a very successful relationship with Sun Valley Products."



Bubba Flores

Career: 1992-present, general manager, Sun Valley Products Inc., Los Angeles; 1989-91, door line supervisor, now defunct Bradco Aluminum, City of Industry, Calif.; 1985-88, glazier, La Habra Glass, La Habra, Calif.; 1979-85, door line supervisor, now defunct Aluminum Commercial Systems, Gardena, Calif.

Personal: 46; born in Texas; single, one son and three nieces

Diversions: Coaching youth football, working out, watching his nieces play baseball and cheerlead, boat rides with his nieces

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Truseal Technologies



Linde

Officials at Truseal Technologies Inc. of Solon, Ohio, announced two personnel changes. *Marcus Linde* was named marketing specialist for North America and director of business development in Europe.

Greg Bennett was promoted to regional sales manager, responsible for the southwestern U.S. and Mexico. Linde held international marketing and account management positions with several automotive suppliers. He has a bachelor's degree in management from the University of Maryland, College Park, and a master's degree in business administration from Baker College of Flint, Mich. Bennett has been with Truseal for eight years in various sales positions, and holds a bachelor's degree from Anderson University in Anderson, Ind.



Bennett

Vulcanium Corp.



Piacenza

Officials at Vulcanium Corp. in Northbrook, Ill. named *Rick Piacenza* director of sales. His job responsibilities include identifying markets for the company's products and services, staff development and training, and sales process improvements. Before joining Vulcanium, he spent four years as sales and marketing director for Chicago Finished Metals of Bridgeville, Ill., and worked in similar positions with original equipment manufacturer divisions of Emerson Electric Co., St. Louis, and Fortune Brands, Deerfield, Ill. He holds a master of business administration from the University of Chicago. Vulcanium sells anodizing and plating systems to aluminum extruders.

IBA Consultants



Snyder

Officials at IBA Consultants Inc. of Miami named *John Snyder* regional vice president. He will oversee the launch of the New York office and expansion of IBA services in the Northeast including New York, New Jersey, Philadelphia, Washington and Boston. He will manage the budgets, sale activities and day-to-day operations of the new office. He has more than 22 years experience with exterior window and wall systems, including custom-designed window-walls, ballistic and bomb-resistant fenestration, and hurricane-resistant systems including expertise in specification and detail preparation, mock-up and field-testing, and all aspects of fenestration design, manufacture and installation. He was previously employed by Skyline Windows of New York and now defunct Eagle Architectural Products of Lynbrook, N.Y. He has a Construction Specifications Institute certification and received a Bachelor of Arts degree from Alfred University, Alfred, N.Y. IBA Consultants specializes in curtain-wall consulting, inspection and testing.

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