



Started Leeps Showroom in 1989



Designed many showroom floor plans and customized displays.

Designed customized products for clients.



LEEPS BOX TRUCK 1998

Handled all forms of advertising including sales flyers, truck designs, newspaper, etc.



Leeps Supply Company, Inc.
Merrillville, Indiana
Vendor Day, April 23, 1999

Organized and managed several Vendor Day Trade shows.

Cahners July 1999

SUPPLY HOUSE TIMES

Plumbing Industrial PVP Hydronics HVACR

Leap-ing ahead

Leap's Supply's Doug Van Der Weide, John Hamstra and Allen Leap are leaping into cyberspace with their Internet site.

www.supplyht.com

MARKETING
Selling to Sergio: How to work with interior designers

SALES TRAINING
Back to basics: Teaching the fundamentals of sales

Created, built and maintained one of the earliest and largest Plumbing E-Commerce Websites from 1993-2001. Recognized by Supply House Times in 1999.

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18 Northwest Indiana Builder/Architect Dec. 1997

Building the Web

If You Build It Properly, They Will Come!

By Doug Van Der Weide

Your Web site can be anything you want it to be. Someone once said to me, "The Internet is like a mirror. One side is the real world and the other side is the virtual world." The biggest problem with Web sites today is that everybody is obsessed with what the Internet can do instead of what needs to be done. Remember that the Internet is a technological communications tool. Communications is supposed to be the means, not the end. Too many users are concerned with how the Internet can change business. This is the wrong outlook! We need to concentrate on how we can change business using the Internet as a tool.

What should matter the most to you is content and design. Be concerned about what information you deliver, not how you get it there. The content of your site becomes your inventory. Content is what most companies on the Internet need to be selling. Your site's content needs to be the ultimate representation of your company, services and products. A company's Web site design and presentation needs to be one step ahead of the competitor's site. The question to ask yourself is... Why should an on-line shopper purchase from me, as opposed to my competitor? What do I have to offer that is different from other related sites? Does my site include integrity, morality and security that customers are looking for? We will address integrity and security in the next article.

Here are some content and design tips to apply to your pages.

- 1) Keep the overall design uniform. Your company's logo should be present on every page, along with contact information. Not everyone enters your site through your

See Page 18

Wrote a month article for Builder/Architect Magazine for 1yr called "Building the Web." Encouraging the use of the Internet and E-Commerce as the future.

exchange pit

A wholesaler and manufacturer discuss ...

Industry Websites

With more and more consumers and tradespeople taking advantage of electronic technology to handle their purchasing needs, several PHCP wholesalers have developed comprehensive websites that are a virtual showroom of product. One of them, Leap's Supply of Merrillville, Ind., has experienced great success with its Leap.com site. In fact, the site has generated an average of \$20,000 in new sales each month. During this installment of the ASA News Exchange Pit, Doug Van Der Weide, the showroom salesman turned Internet guru of Leap.com, discusses some of the major implications involved when operating an e-tailing site with one of his vendors, Rob Larson, who is general manager of Pearl Baths.

Doug Van Der Weide

Rob Larson

Van Der Weide: Since the early 1800s we have had mail-order catalogs. In fact, some businesses that are still around today started off as mail-order businesses. Such businesses were able to service a large clientele who were unable to find a store in their region of the country. In today's society we have designed a new way to do business — the electronic version of the mail-order catalog called the online Internet store. The misconception about online stores is that they are not a recognized legitimate business. Sure the stores are not made of brick & mortar, but shop-online is as real as a brick-and-mortar store to do business.

contractor and designer tubs. However, our staff of five has never sold an Apogee (a customized/ream-body spray system) yet our Internet Department has sold five in five months. With the visual of the Apogee on the computer, the customers do not have to touch or feel it — yet they'll spend \$5000 through a mail-order Internet company.

Leap's is very encouraged to see that Pearl Baths is looking to the vision of the future of e-commerce and the Internet. Leap's, just like Pearl Baths, also believes in a strong commitment to customer satisfaction. Since the wholesale and retail businesses are generally based on service to the

supplies both in retail and wholesale. We are firm believers that the Internet is changing the face of how we do business. We also believe that one of the stumbling

plumbers and our distribution partners, like Leap's Supply, to ensure that the consumer is provided with products and services that will afford years of enjoyment

businesses in general based on service to the

Was a keynote speaker for the Plumbing E-Commerce Market. Has spoken at the ASA, SWA and WDA conventions.

Came up with a solution to a local code conflict with roman tub filler hand-showers. (ie pressure balance, scald proof, vacuum breaker). Presented to local plumbing inspectors and was approved.

Getting Connected

Developing an e-Business Strategy

March 15-18, 2000

72nd Annual Convention

Marriott's Marquis Hotel, Phoenix

Educational Programs

Internet Basics - A Personal Primer
Thursday, March 16
3:30 - 5:00 p.m.

Presented by Steve Lauer of SWA Consulting

At Marquis - Executive Seminar - Are You Ready to Build Your Online Business?

Developing an e-Business Strategy
Friday, March 17
1:00 p.m. - 4:30 p.m.

Part I: 1:00 - 2:15
1) e-Business Strategy Overview: Steve Lauer will discuss in detail the current, new technological concepts and explain what they really mean to business applications. This overview will include the latest developments in e-commerce, web marketing, Supply Based Internet e-commerce, and standard e-commerce methods.

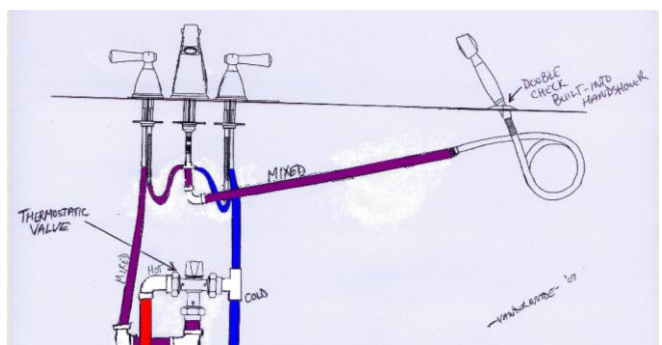
Part II: 2:30 - 4:30
ASA Center for Advancing Technology Seminar: (Guest Speaker of Management Information Systems Seminar) ASA's new seminar in Advancing EDI Technology to the PHCP industry, will discuss the progress of the ASA Center for Advancing Technology's seminar, including ASA's Blue Ribbon Electronic Commerce Seminar, the new Industry Standard EDI document map, and the Future Data Application Seminar.

PHCP Internet Seminar Series: Doug Van Der Weide of Leap's Supply Co. is the prominent national Internet expert who designed a web site that is now generating an average of \$20,000 in new business each month. When Doug was given the assignment of building a simple web site, he knew nothing about the Internet. How he's going to share the opportunity to learn from his mistakes and successes. Through marketing is simple. If the world is as big as our planet Earth, every business opportunity is yours from someone who did it the hard way, so that you can get motivated the easy way.

Our location: After a day of presentations, there will be an evening meal for all attendees of all programs. Certain programs to get 300 attendees (you'll be seated).

Doug Van Der Weide

Was a keynote speaker for the Plumbing E-Commerce Market. Has spoken at the ASA, SWA and WDA conventions.



Just Add Water

bath & kitchen studio



Branded Showrooms.
Took over showroom design.
Built and maintained website, advertising, TV, promotions



Came up with creative ways to display working products. Also painted Chicago skyline.



Developed overall look and feel for three showroom locations. Managed construction of two locations. Built one showroom in 30 days!





Created unique product displays that often ended up in manufacturers catalogs...like image to left.

Designed unique reception areas at two location. Pictured right.



Designed two functional showers including working showerheads, body sprays, and steam showers. Pictures to the left.



Designed a custom display of mirrored slat wall and black spray painted pods for Axor faucets. Also had built-in TV with running video of designers...Massaud, Starck, and Citterio. Hansgrohe sent their marketing manager to check out the display.



Created various forms of print ads for newspaper, magazines and also put together a couple of commercials for local PBS Channel 56 (ie LakeShore TV).