

TEMO Sunroom CEO Shares “American Dream” Success Strategies with CMU Students

Clinton Township, MI – February 4, 2002 – TEMO Sunrooms, Inc. CEO Giovanni (Nino) Vitale will present “Turning Problems to Profits” the compelling story of the Italian immigrant’s remarkable climb to American entrepreneurial success, on April 19 at Central Michigan University.

“There is no such thing as a problem, only opportunity,” has been the life-long motto of Vitale, the self-taught entrepreneur who founded TEMO Sunrooms, Inc., in Clinton Township, Michigan, the nation’s largest thermal sunroom manufacturer. Vitale built the now \$50 million dollar company from the ground up.

Coming to this country in his early 20s, Vitale was unable to speak English and possessed no formal trade experience. Today, he is widely recognized as an innovator and pioneer in the home improvement industry. He developed exclusive sunroom features using state-of-the-art technology and engineering that have set the standards in the sunroom industry.

TEMO Sunrooms began as a small company providing aluminum skirting for manufactured homes, operating out of the basement of a residence. Within three years, the company realized enormous growth, soon expanding into sunrooms, which quickly became – and remains – the exclusive product line of TEMO Sunrooms.

Vitale is also widely recognized as an entrepreneurial visionary for his innate ability to forecast consumer desires and market trends, create a product to meet those needs, and effectively market that product to the consumer. In addition, Vitale has created a non-franchised nation-wide network of dealers to distribute the TEMO Sunroom, backed by industry-unique training programs for management, sales, installation and marketing.

“Success starts with the right attitude,” declares Vitale. “Where others see problems, the successful entrepreneur sees opportunity, and learns to use that to his or her advantage.”

Hailing the recognition of opportunity as a primary ingredient for success is such an ingrained core belief for Vitale, it is integrated into the name of his company. TEMO stands for Teamwork, Enthusiasm, Motivation, and Opportunity. Vitale will relate for students how to recognize entrepreneurial opportunity and seize the power of its potential.

Vitale has long held a particular affiliation for CMU, the alma mater of Anthony Vitale, the late nephew of Nino Vitale. While attending CMU, Tony Vitale enjoyed a brilliant collegiate football career. After graduating, Tony Vitale became a dedicated TEMO associate, helping to expand the retail arm of TEMO Sunrooms. Tony V’s Sunrooms and Spas, located in Clinton Township and Canton, Michigan are retail showrooms for TEMO Sunroom.

In 2000, Nino Vitale created the Tony Vitale Scholarship in memory of his nephew. The \$5,000 scholarship offers assistance to a currently enrolled CMU freshman. The selection process to determine the first recipient is currently underway.

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