

# Press Release

Schrock Innovations Provides Home Makeover Technology

## *Notebook Computers Key to Home Makeover Efforts*

Lincoln, NE – October 28, 2006

Unless you have been living under a rock you know that Ty's Team with Extreme Makeover Home Edition is replacing a home in Havelock this week. What you may not know is that the technology required to coordinate the estimated 1,500 needed volunteers is also being provided by Schrock Innovations.

The Home Builder's Association of Lincoln (HBAL) called Schrock Innovations in early October about Project 411 – the code name for the planned renovation of the Machacek family home. It was estimated that the build team would need more than 1,500 volunteers to complete the build within the one-week time frame, and HBAL needed an easy way to coordinate the schedules, skills, and abilities of the volunteers involved.

Alissa from HBAL contacted Schrock Innovations to provide the technology that would make that massive organizational feat a reality. Schrock provided three notebook computers, as well as technicians time to ensure that HBAL would have all that was needed to keep the volunteers flowing on schedule.

"It is not every day that Ty comes to your neighborhood to knock a house down," Thor Schrock, owner of Schrock Innovations said. "Alissa called asking for help, and that is what we provide everyday, so we did."

But Schrock Innovations commitment did not end there. On the first day of the build Hartland Homes, the company building the new home, was scheduled to receive notebook computers from their

technology company, but the notebooks never arrived. In fact, a representative from Hartland Homes tried to contact their technology company only to find that the company's phone numbers were disconnected. They were gone.

Again, Alissa called Schrock to fill the technology void. At the last moment, Schrock Innovations scrambled to provide an additional notebook computer, as well as the technical services associated with making it ready for use. The notebook will be delivered to Hartland Homes on the jobsite tomorrow.

"This is a huge opportunity for Lincoln to shine in front of a national audience," Schrock said. "We could not let a local company's failure could this event. We had the ability to step up, so we did."

Thor Schrock blogged about the experience on his blog at [www.thorschrock.com](http://www.thorschrock.com). Those interested in volunteering to help the build or those who are able to make a financial contribution should contact Hartland Homes at [www.hartlandhomes.com](http://www.hartlandhomes.com).

[END RELEASE]