

## Houston- we have a go.



## New Nawkaw Website LAUNCHED!

The new Nawkaw website launched on Monday, August 15th and we are very pleased with the look and feel of the new site. If you have not visited the new website please take a few minutes to check it out and see for yourself!

When it was decided to build a new website, there were a few key concerns we wanted to make sure would be addressed. First, when someone visits our site, we wanted it to be very easy to identify what we do as a company. Through art, our very own Bruce MacPherson created an elegant hummingbird video clip that highlights exactly what we do. The Nawkaw hummingbird will also be making future appearances in upcoming marketing materials we will to be releasing soon.

Next we wanted to provide examples of our work. The photo gallery was a very nice addition to the new website which was an element we were previously lacking. With the line of business that we are in, customers want to see examples of our work before making a decision. Our plan is to continue to improve our photo galleries as we identify quality examples of our work. This is where you can help! If you are working on a project, it is imperative to our business that we capture quality before and after shots of our work. Capturing shots from the same angle for both before and after

shots, paying attention to lighting, and clearing away any trash or debris from the work area before taking your shot can improve the quality of the images we are capturing. While we do use professional photographers from time to time, it is also helpful for those working on site to be knowledgeable of these pointers.

Lastly, when building the new website, we wanted to make sure the information about our products and services was easy to find and download. All MSDS, TDS, and Spec Docs are now available for download directly from the website. The product pages also offer additional information and photo slideshow galleries can be found throughout the website highlighting our services and the great work we have done on past projects.

In order to keep the website relevant, please continue to submit your photos and projects to the marketing department so we may continue to add new work to our galleries.

## AIA Lunch-n-Learn Best Practices

Nawkaw has been a proud member of the American Architect Institute since 1985. We pride ourselves with knowing that one of our greatest tools in reaching out to architect firms is through education.

Bill Moler is one of our Sales Consultants for both Nawkaw and US Formliner in the mid-eastern region of the US. Bill has decade's worth of experience working in our industry and presenting Lunch-n-Learn presentations to 100's of architectural firms across the nation. A short tutorial was created with the help of Bill Moler to outline the best practices we have found to be most successful when scheduling and presenting at Lunch-n-Learn events. The Successful Lunch-n-Learns video is very informative and may help you become better prepared for your future lunch and learn activities.



Here are a few of the pointers from Bill:

- Research the firms in the area you intend to visit.
- Pay attention to company size and review their website to determine what types of jobs the firm specializes.
- Determine how many employees the firm has.
- We are focusing on firms that work mainly in commercial projects.
- We also want to insure that we are looking for sizable firms in metropolitan areas. A successful booking will have at least 8-10 attendees.
- Make a list of the firms you wish to visit. You should be able to visit 6-12 firms in a day if you plan your route ahead of time.

- Face-to-face meetings are preferred. If you cannot go out to the firm in person then a phone call has been found to be more effective than email.
- Prepare materials to give out: brochure, single-page AIA flyer, and business cards. Don't forget to bring your calendar to mark the appointments you schedule.
- Ask to speak with the person who schedules the firm's Lunch-and-Learns.
- Upon scheduling, ask for preferred caterers list, any special diet restrictions, and a confirmed headcount of attendees. Also find out what equipment will be made available for the presentation so you may determine what you will need to bring the day of the event.
- Contact the caterer days in advance to insure they can have the order delivered in a timely manner the day of the event.
- DAY OF PRESENTATION: Be prepared!

Bring the following- AIA sign-up sheets (capture e-mail addresses. Often, the scheduler will have a spreadsheet they can provide with the member IDs and email addresses upon request), pens, marketing brochures, business cards, US Formliner pattern books (typically bring 2), and a flash drive with back-up copy of presentation in case of technical errors.

- Arrive a minimum of 30 minutes in advance to set-up
- Research the area to be aware of any projects we have completed in their area beforehand.
- Do your best to stay within 50 minutes for the full presentation

We also use Lunch-n-Learn presentations to engage with new firms and often times get several leads from the firms with which we meet. This is why it is important to understand the procedures for scheduling and executing a successful Lunch-n-Learn appointment.

As we work to create new presentations to focus on specific types of firms in the near future, we will continue to build on these principles. If you have questions, stories, or information you would like to share from your lunch-n-learn experiences, please send those to Scott Herlache and Pricilla Pendley. We would love to hear what you think makes you most successful!

## 10 Tips to Improve Your Listening Skills!

Are you listening?



Listening is one of the most important aspects of communication. It can effect the relationships we maintain and even effect our ability to learn new things. Skills You Need is a great site for those interested in self-improvement. They cover leadership skills, communication skills, and writing skills among various other topics. The 10 Principles of Listening are crucial to better understand what we can do to improve our listening skills.

1. Stop Talking
2. Prepare yourself to Listen
3. Put the Speaker at ease
4. Remove Distractions
5. Empathize
6. Be Patient
7. Avoid Personal Prejudices
8. Listen to the Tone
9. Listen for Ideas- Not just Words
10. Wait and Watch for Non-Verbal Communication

How well do you listen? Take the [Interpersonal Skills Test](#) to assess your communication strengths and weaknesses.

## Follow us on Facebook!

Check out our social networking pages. We are visible on Instagram, Facebook, and Twitter! Pinterest and LinkedIn will be coming soon. We are diligently working to improve our visibility and would love for you to stay connected with us online so you can stay up-to-date on the latest innovations in our industry.



# Safety FIRST! OSHA-Safety Tips!



## Personal Protective Equipment (PPE)

"No one should have to sacrifice their life for their livelihood, because a nation built on the dignity of work must provide safe working conditions for its people."

Secretary of Labor Thomas E. Perez

Safety measures typically go unappreciated until someone gets hurt. We want to insure the safety of our employees is first priority when entering a hazard work zone. Thanks to Allen Teems and supporting staff, we are revamping our safety procedures to insure we all may have a safe work environment that is compliant with OSHA standards.

OSHA requires employees who work in certain conditions to wear personal protective equipment (PPE) based on the industry they work. Last month, we covered the increase of safety risks for companies like ours that fall under the construction industry category. Let's take a closer look at the PPE requirements for our industry.

### *Eye and face protection*

- Safety glasses or face shields are worn anytime work operations can cause foreign objects getting into the eye such as during welding, cutting, grinding, nailing (or when working with concrete and/or harmful chemicals or when exposed to flying particles).
- Eye and face protectors are selected based on anticipated hazards.
- Safety glasses or face shields are worn when exposed to any electrical hazards including work on energized electrical systems.

### *Foot Protection*

- Construction workers should wear work shoes or boots with slip-resistant and puncture-resistant soles.
- Safety-toed footwear is worn to prevent crushed toes when working around heavy equipment or falling objects.

### *Hand Protection*

- Gloves should fit snugly.
- Workers wear the right gloves for the job (for example, heavy-duty rubber gloves for concrete work, welding gloves for welding, insulated gloves and sleeves when exposed to electrical hazards).

### *Head Protection*

- Be sure that workers wear hard hats where there is a potential for objects falling from above, bumps to their heads from fixed objects, or accidental head contact with electrical hazards.
- Workers shall wear hard hats where there is a potential for objects falling from above, bumps to their heads from fixed objects, or of accidental head contact with electrical hazards.
- Hard hats are routinely inspected for dents, cracks or deterioration.
- Hard hats are replaced after a heavy blow or electrical shock. Hard hats are maintained in good condition.

Are you following the PPE standards? How often are you reminded to wear safety glasses or other protective gear while in the shop? Did you know that during a safety inspection, we could be fined for not following the required PPE standards?

Over the coming months there will be ongoing training which will be communicated by Allen Teems and our management team as well as safety checks to help us prepare for our next OSHA inspection. If you have questions pertaining to the safety procedures you should follow please reach out to your supervisor for additional information. You may also visit [www.osha.gov](http://www.osha.gov) for more information.

## REMEMBER to submit your projects!!

To be considered for "Project of the Month" please send your project information including name of project, Crew Chief, interesting details, pictures, etc. to Bruce MacPherson. The winning project will receive a \$200 cash prize to share with their crew.



## Project of the Month

*Nawkaw Midwest-South Dakota Hospital(Sanford Health Center)*



Before



After

For the month of August we are highlighting the Sanford Health Care project that is currently in progress by the Nawkaw Midwest division led by Foreman Gil Barrera, Crew Chief Bill Larson, and Midwest Regional Salesman, Emmet Croke. Sanford Health Care is one of the largest health care groups in America! The Nawkaw Midwest team will be receiving \$200 cash to reward them for their hard work.

The campus in South Dakota has a main hospital, heart center, trauma center, children's hospital and an orthopedic surgery and rehabilitation center. Two years ago they began building the new cancer center and as it progressed, it was becoming evident some of the new precast colors were

not coinciding with existing campus and adjacent VanDemark Ortho Rehab Center, which connects the two buildings. Emmet Croke was contacted through his relationship with Gage Brothers Precast and a site meeting was arranged.

"We started out doing samples and proposals for the concerned areas of the new building, but I quickly pointed out the existing VanDemark Ortho Rehab building was also in need of a refresh. Fast forward and we are now color treating the entire VanDemark Ortho Rehab building to the new cancer center!" exclaimed Emmet. Gil Barrera, Nawkaw Foreman and Emmet Croke worked with Sanford Health Care's design team to develop the new color scheme and lay out. "Once we started, Gil decided on some artistic changes on his own and did some mock ups, which they just loved and immediately approved." recalls Emmet. A special thanks to crew members, John Borre and Tom Wheeler, this project is off to a great start! The total project area is approximately 42,000 sq. ft. Nawkaw Midwest crew will be cleaning, staining and doing isolated tuck-pointing & caulking. We currently have an 80 ft. and 60 ft. ariel lift on site. We will continue to check in with the crew and provide updates as the project progresses.

## Employee Spotlight

### *Jerry Capps*

Exciting progress is happening all around us and we continue to see the results of our company growth every day! As an example of this progress, we introduce Jerry Capps, newly promoted Midwest Division's Regional Sales Manager, formerly Scott Herlache's position, who has now moved onto the role of Nawkaw's North America National Sales Manager.

Jerry joined the Midwest Nawkaw team eleven years ago and began his career after graduating high school. Jerry has worked his way up the ladder at Nawkaw. Through hard work he has transitioned from Laborer to Lead Hand, then Crew Chief, and now his current role as Midwest Regional Sales Manager.

When asked what he likes most about Nawkaw and what we do, Jerry's response was, "I like the sense of gratification you get after a days work. You get to feel like you've accomplished something. I really like to see how the colors can change a building, but mostly I like to help the builders and architects find solutions to fix their problems and mistakes. It feels good to help them save money." This positive thinking surely has helped Jerry get where he is today.



In his free time, Jerry considers himself a movie buff. He also enjoys spending time



with his Airedale dog, Handsome Bear, and his fiancé. Jerry happily announces his engagement, which will be ending soon as he will be exchanging his vows in Cabo San Lucas October 15th! Congratulations to the soon-to-be bride and groom!

While Jerry will be on his honeymoon, the Midwest crew will still be hard at work! We also want to note the promotion of J.R. Ortega to Crew Chief, who will be assuming Jerry's previous duties. Congratulations to you all and good luck with your new positions.

We know more change are sure to come as we near the end of another successful year at Nawkaw Corporation. Keep looking for new names and faces in each edition of the Nawkaw newsletter as we learn more about the people who make Nawkaw the best in masonry and concrete stain solutions!

**- 63 DAYS -**



McCormick Ranch- Scottsdale, AZ

The countdown continues to **NawCon 2016**! Be sure to schedule your flights if you haven't done so already. As a reminder, if you are a keynote speaker, the marketing department has asked to have a copy of your presentation outline by September 15th to assist with event planning and scheduling. Please also submit your assistance requests the marketing department by October 1st if you require additional support with your

presentation slides. We would like to have all final copies of the presentations by October 21st. We will continue to provide updates on the event over the coming months.

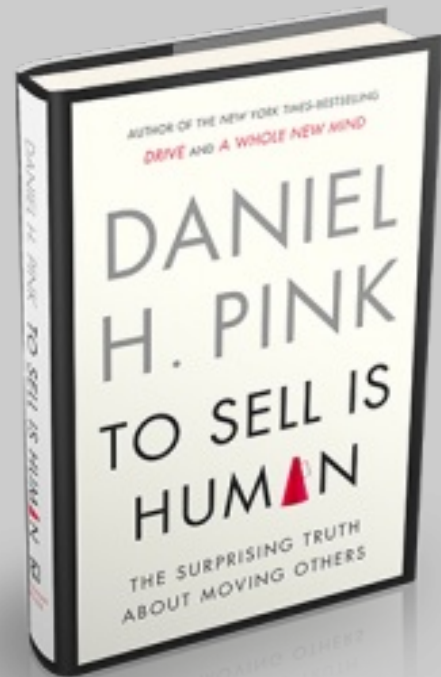
***Stay tuned for more sneak peaks of NawCon 2016!***

## To Sell is HUMAN!

According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase.

Daniel Pink, well renowned author, goes on to question what the other eight Americans really do? What we learn is that ultimately we are all salesmen. Have you ever stopped to think everyday you are selling yourself to the rest of society? When you interview for a new job, you are selling yourself. When you are being considered for a promotion, you are selling yourself for that promotion. Stop and think of a time when you needed to make a good impression. In that moment, you were your own salesmen!

While there have been thousands of books written about the art of sales, Daniel's perspective brings a fresh look at the best techniques that can improve your effectiveness. He also goes on to explore how we can apply these same practices to various aspects of our lives. Check out the [video clip](#) review of To Sell is Human. If you are interested in getting a copy for yourself, email [bruce.macpherson@nawkaw.com](mailto:bruce.macpherson@nawkaw.com). The first 5 people to inquire will receive a free copy. This book may make your next flight more entertaining!



# Sales Survey Review- Thank you for participating!

Last month we sent out a link to a sales survey that was created to assess and gain more insight into our current sales processes to better understand how we can lend support through lead generation practices. Thank you to all who participated. We are using the feedback we received to develop future plans to improve processes and provide better support to our sales teams.



*Labor Day 2016 is Monday September, 05 2016.*

Please remind your customers our offices will be closed.

**We hope everyone has a safe and happy holiday  
weekend!**

STAY CONNECTED

