

- 97 DAYS -



McCormick Ranch- Scottsdale, AZ

The countdown begins to **NawCon 2016!** We have a lot of activities and maybe even a few surprises in store this year. There will be a special guest speaker and live entertainment one evening of the event. We also have a special sales training session planned. We expect this year's event to be a great time to learn as well as a time to recharge and get prepared for 2017.

As a reminder, the presentation template and topics have been sent out to those chosen to speak this year. Please contact 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!

Stain Application Technician Profile - What qualities would make a good employee? -New

Employee incentive program announcement!



What qualities make a good Stain Application Technician? Here at Nawkaw, we strive to maintain an exceptional level of quality products, services, and employees. In order to do this, we must assess what qualities one needs to be an effective addition to our team. With construction projections on the rise and in order to prepare for future growth, we have created a profile of qualities that all future Stain Application Technicians should possess.

Future Stain Application Technicians should be able to meet the following criteria:

- Responsible
- Able to work a flexible work schedule
- Ability to travel within the continental US
- Able to be away from home for up to weeks at a time
- Able to work 40-60+ hour work -weeks
- Reliable
- Punctual
- Able to meet deadlines
- Dependable
- Valid Driver's License
- High School Diploma or Equivalent Degree
- No Experience Necessary- Training offered
- Close attention to detail
- Ability to apply verbal instructions
- Ability to discern between various color patterns and hues

Do you know someone who meets these requirements?

Have an idea of other qualities that would be important to the position?

NEW EMPLOYEE REFERRAL INCENTIVE PROGRAM!!

We are planning for our future and the future of Nawkaw is GROWTH!! With this in mind, Nawkaw is pleased to announce a new incentive program to the Nawkaw staff that will allow you to earn cold hard cash for referring quality employees!

How does this program work??

Employees are encouraged to refer qualified applicants for open positions. These applicants can be friends, neighbors, etc. We will begin sharing company openings and criteria for the positions we seek to fill to provide you an opportunity to participate in the program.

If you refer an applicant who is hired, you will receive a \$50 finder-fee BONUS after the employee has completed 60 days of work.

Once the referred employee is with the company for 1 year, you will receive an additional \$100 BONUS!

How can I participate?

When referring a friend, be sure to inform your referral to include your first and last name on their job application. It's that simple! Once your referral meets the 60-day requirement, get ready to reap your reward!

Seven Secrets to Make People Instantly Like YOU!



Not everyone is born with the social skills and talent to win others over easily. Some have to work harder than others to make personal connections. The idea of training yourself to be more likable may seem strange. "Engineering" relationships, however, is not a new concept and these techniques are often applied to networking and sales trainings. Let's take a look at the top **seven** areas that impact how others perceive us. How we interact with others determines whether we build long lasting connections, which is vital to a successful sales representative.

#1 Show people that you are listening to them

#2 Talk about positive things

#3 Ask questions

#4 Ask for advice

#5 Compliment other people

#6 Let the other person do most of the talking

#7 Help more

Sanjoy Kumar Malik, Global Relationship Builder- AND- IT & Management Thought Leader, shares some great insight into each of these areas in his article, [7 secrets To Make People Instantly Like You](#). Share your thoughts with us after reviewing the article and we may mention your review in the next newsletter edition.

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!

Did you know that the fatal injury rate for the construction industry is higher than the



national average in this category for ALL industries? We work in busy work zones with heavy equipment, dangerous tools, and confined workspaces. And let's face it, sometimes the best safety practices are not observed due to deadlines, inconvenience, or lack of training. These statistics from OSHA are alarming and should be a wake up call to us to be more safety conscious in the workplace.

You probably know someone who has been injured on a job-site. Ask yourself, was the incident avoidable? Practicing good safety practices until they become habit is the best way to insure your safety and the safety of others. - It could even save a life!

Potential hazards for workers in construction include:

- Falls (from heights)
- Trench collapse
- Scaffold collapse
- Electric shock and arc flash/arc blast
- Failure to use proper personal protective equipment
- Repetitive motion injuries

Each year companies are fined hundreds of thousands of dollars for not meeting OSHA requirements. As a company, we must be aware of the areas that are most frequently issued citations to insure we are on top of our safety measures.

For construction, the 10 OSHA standards most frequently included in the agency's citations are:

1. Scaffolding
2. Fall protection (scope, application, definitions)
3. Excavations (general requirements)
4. Ladders
5. Head protection
6. Excavations (requirements for protective systems)
7. Hazard communication
8. Fall protection (training requirements)
9. Construction (general safety and health provisions)
10. Electrical (wiring methods, design and protection)

Hazard Communication

Failure to recognize the hazards associated with chemicals can cause chemical burns, respiratory problems, fires and explosions.

Here are some solutions to avoid chemical related accidents:

- Maintain a Material Safety Data Sheet (MSDS) for each chemical in the facility.
- Make this information accessible to employees at all times in a

language or formats that are clearly understood by all affected personnel.

- Train employees on how to read and use the MSDS.
- Follow manufacturer's MSDS instructions for handling hazardous chemicals.
- Train employees about the risks of each hazardous chemical being used.
- Provide spill cleanup kits in areas where chemicals are stored.
- Have a written spill control plan.
- Train employees to clean up spills, protect themselves and properly dispose of used materials.
- Provide proper personal protective equipment and enforce its use.
- Store chemicals safely and securely.

Safety Checklists

OSHA provides a wide array of training tools, reference materials, and services to assist companies with their internal safety programs and policies. They also offer a variety of safety checklists including but not limited to a Personal Protective Equipment (PPE) safety checklist that can be accessed at www.osha.gov. It is our mission to keep our workplace and employees safe at all times. If you have questions about our safety procedures or requirements, please contact your supervisor to schedule additional training.

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 Southeast-North Carolina DOT Retaining Wall



Mike Honeyman and the Southeast Nawkaw team, run by Crew Chief, George Rithianos, are the winners of this month's Project of the Month! They will be receiving \$200 cash to reward their team. The North Carolina DOT and Gary Eisner of Vannoy Construction contracted Nawkaw and US Formliner to assist with building a special 7,000 sq. ft. retaining wall in Alleghany County, North Carolina valued at \$40,0000.00. Eisner emphasized that this was going to be a high profile project because of its close proximity to a renowned golf course.

There were two phases to the project, a cast-in-place concrete wall and an MSE (Mechanically Stabilized Earth) wall. We eventually had two customers on this project-Vannoy Construction for the cast-in-place wall and Tensar for the MSE wall. We were tasked with replicating the look of the wall from an existing structure located near the project site. The texture the NC DOT wanted, that was part of the existing structure, was of a large stone pattern with grout joints nearly flush with the stones. The only way to replicate this exact pattern was to cast the texture from the existing structure.

We deployed a team from US Formliner to the existing structure and over a course of two days applied liquid polyurethane to the horizontal surface of the stone structure. This provided us with the exact copies US Formliner needed to make the eventual master molds and subsequent formliners. Since there were two phases of this project, the US Formliner production team was required to make two different sized formliners to meet the design requirements from our customers. Furthermore, NC DOT wanted the stone pattern on the cast-in-place wall to look more random. So, the US Formliner production team created two different formliners that could

be used to create a more random look for the eventual cast-in-place wall. Formliners were created for both Vannoy Construction and Tensar per their job specifications and shipped to each customer for concrete pouring. After both the cast-in-place wall and the MSE wall were completed, Nawkaw was brought in to stain the walls to the colors and standards specified by NC DOT.

Originally, NC DOT wanted to use Sherwin Williams H.C. stain for the colorizing portion of this project. They quickly changed their tune after viewing a side-by-side sample of our NawTone(NECT-90) next to the Sherwin Williams sample. The result was a natural looking cast-in-place wall and MSE wall that mirrored the same look as the pattern and color originally selected and used in the design by NC DOT. Great job Southeast Nawkaw Team. Keep up the good work!

Employee Spotlight

Julie Stansel

This month we would like to highlight Nawkaw's Controller, Julie Stansel. Julie joined our team in 2013 and has become a major asset to us ever since. With a degree in Accounting from Gainesville State College and 35-years working in her field of accounting, we have certainly gained a lot from Julie's wealth of experience and knowledge.



Offering project administration support to our Southeast and Southwest divisions and overseeing all 10 accounting divisions of Nawkaw Corporation, Julie has been a tremendous aid to insuring our fiscal security. Julie spends her free time making memories with her two children, Jason and Jessica and her two grandchildren, ages-6 years and 6 months old. She also enjoys playing piano, but Julie humbly admits she becomes a little bashful when asked to play in front of others.

The apple must not fall far from the tree! Jason Stansel, Julie's oldest, has recently been contracted by Nawkaw as a Strategic Planning and Performance Management Consultant and will be assisting us with a few internal projects. Jason holds a Masters degree in Industrial Organizational Psychology. We are looking forward to his assistance as we work toward strengthening our core business model to support the future growth of our company. Nawkaw Corporation has extended a warm welcome to Jason and we anticipate many more successful years to come with the help of the Stansel's keen sense for business!

The Habits of high-performing sales reps!



There has been some interesting research done to understand how we form habits.

Habits inherently turn into routines and of course not all habits are good for us. Do you have a bad habit you are trying to kick? Charles Duhigg, author of "The Power of Habit", dives deep into what causes us to develop habits and how to change bad habits in this captivating book. Check out the [teaser video by visiting his site](#). You may also find several other great reads here such as his other book, "Smarter Faster Better", among many others.

What we have learned from Charles is that for every habit there is a cue or trigger that results in an action or routine that we then receive a sense of accomplishment from by claiming the reward as a result of that action. To correct bad habits, we must first identify what we consider is the reward of the habit we are trying to change. By only changing the action you are trying to correct while leaving the same cue/ trigger and reward in place, you can easily change a habit or routine.

In sales as in life, we can develop bad habits. High-performing sales reps usually already have positive habits built into their routines. Have you assessed your daily routine lately? Are there changes you can make to be more productive? Ask yourself these questions: "What triggers me to engage in the action I wish to change? What am I really trying to gain out of this action?" Then think to yourself "What can I do in place of the negative action to fill the void and still get the same satisfaction?"

Be the first to email Pricilla Pendley at pricilla.pendley@nawkaw.com regarding this article and you will receive a FREE copy of noted author Charles Duhigg's book, The Power of Habit!

America's Top Concrete Contractors

Contractors and Architects are very important to our business. As we all know, finding good potential customers can be tricky. Just as important, finding contractors with active projects can pose additional challenges. Surely the top contractors in the US are staying busy though, right?



Concrete Construction magazine highlighted 9 Concrete Contractors within the last month as the leaders of their industry in the US. The construction industry is notorious for having its ups and downs. We have a lot to learn from these guys' successes and failures! Take a moment to become more educated and be inspired by their stories by reviewing the [full article](#).

When profiling new prospects, we should keep in mind what attributes make a good customer. By better understanding the companies you are interacting with you will have more opportunities to customize your message and potentially address needs or challenges before they arise. What do you think makes a good customer?

Your Feedback Matters!

The Nawkaw Marketing Department is gearing up for an outstanding fourth quarter! We have a lot of great ideas and new tools we are working to make available to our sales teams within the next few months.



To insure we are actively addressing all of your needs, we recently sent out a 10-minute sales survey for all sales representatives to complete. The purpose of this survey was to ensure that we have aligned our goals with the existing efforts already underway by our sales teams. We hope to continue to improve upon the levels of transparency between sales and marketing and provide you with easy access to more resources that can improve your effectiveness in the field. We will provide the results of this exercise in next months newsletter.

CALL TO ACTION:
We want to hear from you!

Do you have ideas you would like to see included in future newsletters?



Please submit your suggestions to Bruce MacPherson at bruce.macpherson@nawkaw.com and you may see your idea in

a future edition!

STAY CONNECTED

