

The Monthly Newsletter is now mobile friendly!

You may have noticed this month's newsletter looks a little different. That's because the newsletter has been optimized to be compatible with your mobile devices. We realize many of you may find it more convenient to read this article while out and about and hope this mobile friendly layout helps keep you in the loop while you are on the go!



Project of the Month

Kirtland College- Jim Hogan Nawkaw Mideast



Congratulations to Jim Hogan and his crew of Nawkaw Mideast for winning the May Project of the Month award! Nawkaw Mideast will receive \$200 cash to reward your team for their efforts.

Jim tells us when Kirtland Community College decided they needed a new Health and Science Education and Training Center in Grayling, MI, they hired local firm, Seidell Architects. As plans unfolded, the decision was made to build a precast structure. The architects began working with Kerkstra Precast of Grandville, MI to create a building that would fit the college's needs.

As the project developed, it became clear that the building was going to be architecturally significant, utilizing bold colors and multiple textures of precast, including a stacked stone pattern in certain areas. The project consists of 30,000+ s/f of precast.

Kerkstra and Nawkaw Mideast have a history that began when Bill Moler was representing Nawkaw in the area. Over the years they have worked together on smaller projects, as well as repair work. "Bill and I have continued to build on our relationship with Kerkstra, and we were pleased when they brought us onto the team to provide their client a first rate looking project," says Jim.

The large walls with smooth and sandblasted textures were sprayed with Nawtone. The Mideast Crews led by John Hogan and Kevin Cartwright were responsible for oversight of the spraying operation, as well as applying the color range that the Architect called for on the stacked stone areas. From start to finish the staining took less than 3 weeks.

The end result is great, and all parties involved are pleased and proud of the building. In addition to the Kirtland College project, Nawkaw Mideast and Kerkstra Precast have also recently completed a similar building in South Bend Indiana, utilizing a brick pattern, as well as smooth texture on approximately 25,000 sq. ft. of precast. As precast continues to gain market share in the

Upper Midwest markets, Nawkaw Mideast is excited about the many opportunities ahead which will allow for continued growth.

Jim would like to give a special thanks to Allen Teems for his great attention to detail in getting stain for both of these projects pre-mixed and shipped to the job sites on a very tight schedule.

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.

Employee Spotlight

Justin McClain

Justin McClain is the Stain Creation and Chemical Technician of Nawkaw. This is a one-man show, responsible for



filling orders nationwide. Justin began working for Nawkaw in July of 2015, before starting out working part-time pouring rubber for US Formliner a few months prior. This English major will surprise you with his quick wit and impeccable color matching skills. Before moving

into the stain and mixing department, Justin passed the **100-hue color test** with a perfect score! Did you know that 1 out of 12 men but only 1 out of 255 women are color blind? See how well you may fair by trying the [color test](#) yourself! This may become a useful tool for selecting Stain and Color Technicians in the future. What makes this feat even more astounding, Justin has vision problems that require him to wear glasses in order to correct astigmatism in both eyes. Yet this disadvantage does not affect Justin's color matching skills. Justin is also known as the corporate office handyman amongst other hats he wears from time to time.

The Encon project that was completed in the Midwest region this month gave Justin the opportunity to show off some of the natural skills he has been fine-tuning here at Nawkaw. With the help of Mike Honeyman, Justin was able to match two discontinued colors. This was instrumental to the job being successful. The project required that they matched not only the color, but also the sheen of two discontinued formulas. This goes to show with a little finesse and expertise, anything is possible. 90 gallons later, Justin's portion of the project was shipped and on its way. While he can produce up to 300 gallons of clear base orders a day, Justin enjoys the challenging projects. He utilizes industry specific tools such as the [X Rite RM200 QC](#) to assist with matching custom color requests down to the exact requested pigment.

The Golden Circle and the power of WHY...



[TED Talks](#) continues to be a great source of thought provoking information for sales and marketing professionals alike. Simon Sinek is a well-known author and leadership expert who gave a brilliant speech with the most simplistic presentation. Using only a sketchpad and pen, Simon really inspired the masses in his presentation at the Puget Sound Washington 2009 TedX event. This presentation has had

over 27 Million views-perhaps you should take a moment to give it a look (linked below).

Taking the concept of the "Golden Circle" and using examples such as Apple, Martin Luther King Jr., and the Wright Brothers, Simon goes on to show how your way of thinking about how you sell your product can impact the success of your business. Simon goes onto explain why consumers buy certain brands over others pushing the concept that people don't buy what you do, they buy why you do it. He gives great examples of how you can build customer loyalty within your own business by implementing basic principles into your sales and marketing efforts.

What do you know about the law of diffusion of innovation? If you don't know the law, you are most likely familiar with the terminology. This law helps define the rate at which a product can be mass accepted into the marketplace once introduced.

Check out the video filmed live from the event for the [full experience](#).

Gaining Momentum!

The Culver's Account

You never know where one project may lead as Emmet Croke of Nawkaw Midwest found out when he began working with Culver's seven years ago. By following Emmet's example, you too may end up landing a national account!



It all began with an initiative to modernize the older Culver's stores. To date, Nawkaw teams have completed 75 Culver's locations to the tune of approximately \$750,000. Nawkaw has been specified for the masonry

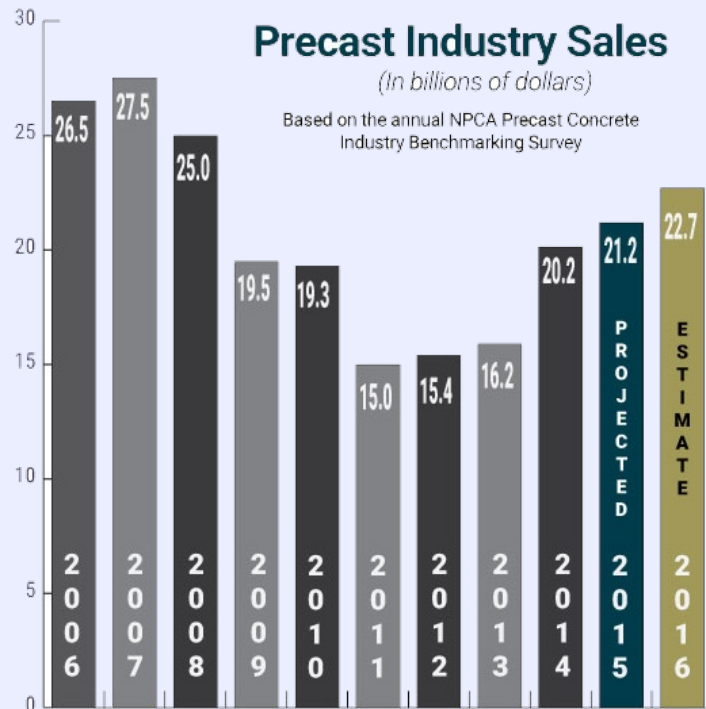
portion of the renovations, and has become a preferred vendor gaining much of the ancillary work as well. With a half a dozen more locations on the books to be completed in the near future, the Culver's account has been a great win for the company!

NPCA 2016 Precast Forecast

"If 2016 pans out as expected, the industry will have recovered much of its losses and will be at about 82% of its peak year of \$27.5 billion in sales in 2007," says Bob

Whitmore, Vice President of Communication and Public Affairs at NPCA.

Precast Concrete is on the rise. Learn more about what the future holds for our industry by visiting the NPCA website for the [full article](#).



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

