

## NawPro Resource Center COMING SOON!



**Finally, a one-stop-shop to all your resource needs!**

**Save the dates:**

**10/03/2016-BETA testing begins-An email will be sent out with the secured login information.**

**10/07/2016 10:00 AM (EST)- ONLINE WEBINAR  
NawPro Resource Center: INTRODUCTORY Walk-through and Q&A**

October 3rd marketing will be sending out the new log-in information to the NawPro Resource Center at [www.nawkaw.com](http://www.nawkaw.com). Here you will have access to all the updated and corporate approved documents and marketing content. This includes administrative and operations documents and spreadsheets in digitized electronic forms to alleviate the need to

print each and every document. Crew Training resources and sales support resources can also be found in the resource center. We are working towards providing a one-stop-shop for all your resource needs to minimize the hassle of submitting requests for updated documents. New division logos for email and document preparation will also be available along with divisional letterheads that can be accessed anytime through the NawPro secure login, even when you are away from the office!

**OCTOBER, 7th 2016-**  
***Be there or BE SQUARE!***

RSVP to attend the online webinar: ***NawPro Resource Center: INTRODUCTORY Walk-through and Q&A***

A confirmation email will be sent out October 3rd in conjunction with the BETA testing information.

## **FOUR Tips for Driving Booth Traffic to your NEXT TRADESHOW!**



A commitment to exhibiting begins months before the actual event. The worst thing a business can do is arrive, set up the booth, and stand around waiting for people to stop by. Successful exhibitors implement creative marketing concepts that help to differentiate their business from the competition and attract crowds.

Remember to communicate with the Marketing Department for assistance with planning for your accommodations and marketing material needs. High quality print materials should be ordered through the NawPro Resource Center to insure you have the highest quality and latest revisions available.

Booth backdrops and other trade show essentials can also be ordered through NawPro.

Preparing in advance for a trade show requires more than just logistical planning. Below are just a few helpful hints to ensure we have the best opportunity for success once on-site:

**1. Don't leave anything to chance** - plan ahead! Considering that approximately 70% of attendees plan a "must meet" list before ever walking into the exhibit hall, it's important to have a pre-show outreach strategy in place.

In addition to **contacting your in-house file**, it's important to maximize market visibility, especially in the months/weeks leading up to the event. Not only are you able to increase brand awareness and create a buzz with a creative marketing message, you're giving your prospects more of a reason to seek you out on a busy show floor. Marketing needs your support to provide visibility to the networks within your territories circle(s).

**2. Schedule appointments in advance.** Make a substantial effort to contact and schedule appointments with all those you do business with who will be attending. It's an easy way to get valuable face-time with people you might not otherwise be able to sit down with as well as make sure your associates aren't wasting time standing around in an empty booth.

**3. Set specific goals.** Obviously, your reason for investing in an exhibit booth is to develop business. You should meet with your team ahead of time to outline specific objectives -

*How many prospects do you want to acquire?*

*Do you have a goal for the number of product demonstrations you want to conduct?*

Make the objectives easy to measure so that you can determine how successful your efforts were at the conclusion of the event.

**4. Be better than average.** Considering an upgrade to your booth size or investing in a sponsorship sometimes is worth the additional expense. Communicating your goals and previous experiences with the area and market can help with making these decisions while booking the event. The main goal here however is to **stand out and get noticed**. The show floor can be crowded and full of distractions. Making good use of your booth space and display area can be a good start. The newest backdrop now available for order through NawPro is pictured above. Note how the setup within the booth space was used to create an interactive area, inviting to attendees with a nice display and sample placement.

Let us know what you think makes you most successful at trade shows

**- 33 DAYS -**



McCormick Ranch- Scottsdale, AZ

**NawCon 2016 is right around the corner!** It's almost time to begin packing your bags. Please keep an eye on your emails over the coming weeks. There may be multiple requests sent to you with regards to activities and other event-related inquiries as we carefully plan a relaxing yet informative conference that will leave you refreshed and exhilarated- and ready to tackle a new year.

While most of you were not as enthused with the idea of skydiving as

Russell, don't be surprised if he decides to make a grand entrance to the Nawkaw golf outing! Please be sure to get back to Toni Anglin with your handicap if you would like to participate in the **Saturday Nov. 5th golf outing**. While we have many activities in store for you, designated free-time will be offered on Saturday afternoon. Please also email your preferred shirt sizes to Pricilla Pendley. We promise to keep the take-aways to a minimum for travel purposes, however please plan to save a little luggage space for NawCon keepsakes.

NawCon 2016 is going to be focused on **Nawkaw's growth plans: Past, Present, Future**. We will have a variety of speakers and activities that will educate and unite us in our efforts to expand and dominate the market. New Product lines will be reviewed as we build excitement for the latest product additions: **NawTone-K** (potassium mineral silicate stain) and **NawTone-PC** (photocatalyst coating/self-cleaning solvent). Support plans for licensees will also be released. An itinerary will be provided in the coming month.

We are also excited to announce, NawCon will be **live streaming via Skype**. The **2-Day NawTALKS** will be made available online for those unable to attend in person. Instructions on how to join the online stream will be communicated to those interested. Toni Anglin will be contacting you with more details.

**Training news:** A variety of training experiences will be had at Nawcon, such as Emmet Croke's much anticipated Nawkaw Training Institute and Field Safety Training presentations. An additional hands-on Photocatalyst training will be held directly after NawCon in Chicago by Tony Watling, of Nawkaw Australia, and hosted by Nawkaw Midwest. Please get back to Toni Anglin if you plan to attend. We will provide a recorded training demonstration of the training session through the NawPro Resource Center.

**Keynote Speaker announcements:** The marketing department thanks those who have turned in their presentation outlines and drafts by the requested date, September 15th. 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 are preparing a breakout session as a part of our wrap-up to NawTALKS. The forums will be organized in a casual round-table-discussion setting. Topics and interest inquiries will be sent out to the keynote speakers via email. We hope everyone is open to participating. This should be a great opportunity to share and learn from one another and spark conversations that lead to new ideas and opportunities. A sign-up sheet will be available at the welcome reception for attendees to select the discussion forums in which they would like to participate. We look forward to the opportunity to network and bond with our colleagues.



## 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.



HELP US GET TO 1,000 LIKES AND YOU COULD WIN \$100!

## Safety FIRST! OSHA-Safety Tips!



### **Scaffolding Hazards & Fall Prevention**

Each year, falls consistently account for the greatest number of fatalities in the construction industry. A number of factors are often involved in falls, including unstable working surfaces, misuse of, or failure to use fall protection equipment and human error. Studies have shown that using guardrails, fall arrest systems, safety nets, covers and restraint systems can prevent many deaths and injuries from falls.

In 2013, there were 291 fatal falls out of 828 total fatalities in construction. These types of deaths are **preventable**.

OSHA offers a simple 3-step plan to preventing falls on the job site:

#### **PLAN-PROVIDE-TRAIN**

**PLAN** ahead to get the job done safely

**PROVIDE** the right equipment

**TRAIN** everyone to use the equipment safely

While most projects will have specific safety requirements to comply with city and state ordinances, keep the following points in mind when preparing

for projects involving multiple stories.

- Consider using aerial lifts or elevated platforms to provide safer elevated working surfaces;
- Erect guardrail systems with toe-boards and warning lines or install control line systems to protect workers near the edges of floors and roofs;
- Cover floor holes
- Use safety net systems or personal fall arrest systems (body harnesses).

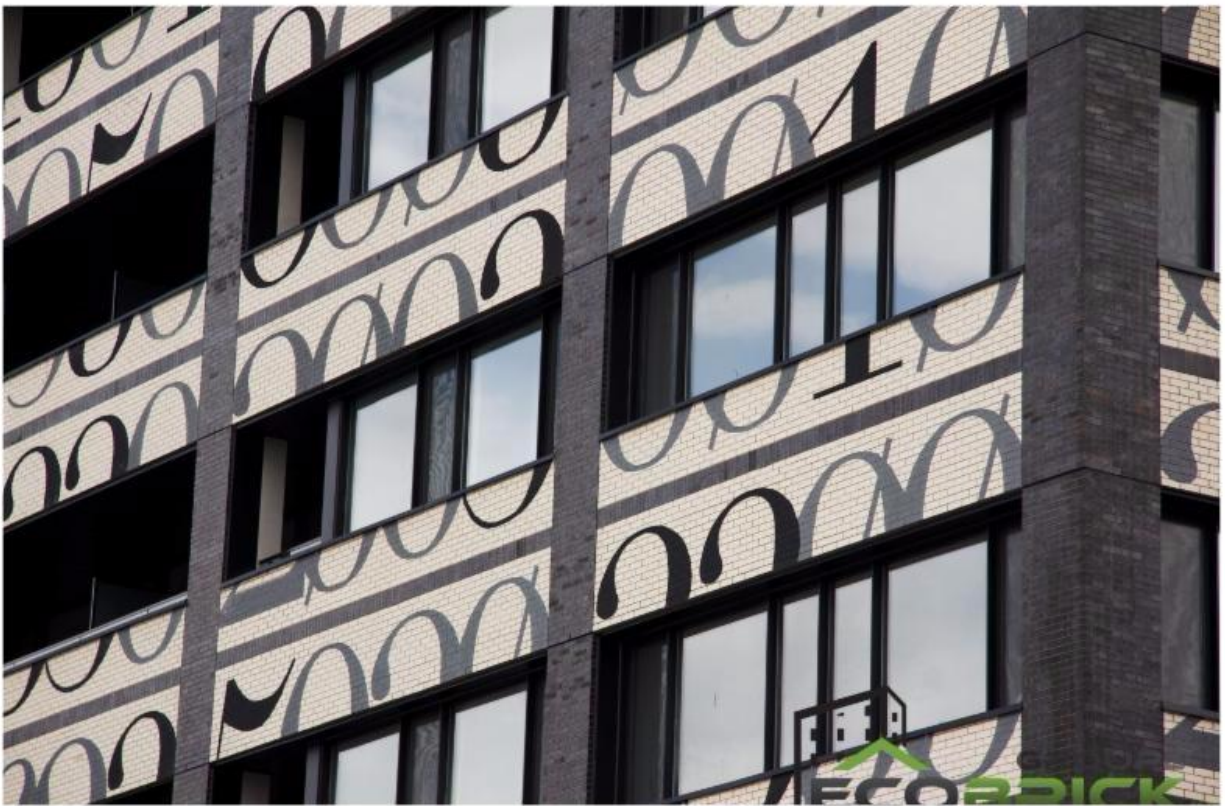
Additionally, OSHA provides a multitude of training resources on their site specifically related to fall prevention. Take a moment to review what materials they offer and speak with your Supervisor if you have any questions or concerns about our company's scaffolding safety policies and procedures.

## 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 Quebec-La Fabrique 125***







Typically we award the project of the month to recent projects, however the La Fabrique 125 project was such an outstanding example of our work, we have awarded the September project of the month to our partners Groupe Ecobrick- Nawkaw Quebec. As you can see from the pictures above, the crew worked with a stencil system to create the design added to the facade. For more great project pictures, visit the [Groupe Ecobrick website](#). This project also won several awards in Canada! Groupe Ecobrick team will be receiving \$200 cash to treat themselves as a token of our appreciation.

## Photography 101

### Photography Tips for iPhone Users

#### 1. Keep Your Photos Simple

Too many details can distract the viewer, making it hard to create a harmonious composition. One interesting subject is all you need to create a memorable photo, and it's easy to get the composition right when your photo has just one subject. Don't worry if most of your photo is filled with empty space. This will only make your subject stand out more.



#### 2. Shoot From A Low Angle

There are three great reasons for shooting from a lower angle.

**First**, your photos will automatically become more intriguing because they allow the viewer to see the world in a new way. **Second**, by shooting from a lower angle you can show your

subject with nothing but the sky in the background. This is a good technique for removing unwanted distractions and making your subject stand out. A **third** benefit of taking photos from a low angle is that you can show interesting details in the foreground that would otherwise be lost. Try kneeling or even lying on the ground to use this terrific iPhone photography tip!

### *3. Show Depth In Your Photos*

Most photos - and especially landscape photos - look better if they have subjects in the foreground, middle ground, and background.

### *4. Align Your Subjects Diagonally*

By aligning the important subjects diagonally you can make your photos more balanced and harmonious.

### *5. Shoot From The Level Of Your Subject*

When you shoot down from above, you wind up with a birds-eye view of your subject, with none of the wonder and detail you can get by adjusting the level at which you take the shot. Don't be afraid to get up close!

### *6. Include Shadows In Your Composition*

When the sun is low, the shadows can often be even more interesting than the actual subjects of your photos. A great iPhone photography tip is to shoot when shadows are present, and to include them in your composition whenever possible. The longest shadows are created when the sun is lowest - at the "golden hour."

### *7. Take Silhouette Photos*

A silhouette is the dark shape of an object taken against bright light. To take silhouettes with your iPhone, simply shoot against the source of light. Your iPhone will take care of the rest.

### *8. Photograph Reflections*

While you can find reflections on many different surfaces including glass, shiny cars, and ice, water is probably the best surface for reflection photography.

### *9. Use Symmetry*

In photography, the word symmetry describes an image in which both halves are identical. Look out for symmetrical scenes and subjects, and don't be afraid to place them in the middle of the photo to really make the symmetry obvious. You can't argue with the dramatic effect you can create with symmetry.

### *10. Add Drama With VSCO Filters*

VSCO presets allow you to apply beautiful but subtle artistic effects in seconds, while also making it hard for you to over-edit your photos. You don't need any technical knowledge to do amazing edits with VSCO presets. Open the VSCO app, load the photo and tap on the editing icon. This will automatically take you to the presets. Try out different presets to see their effect on your photo, and change their strength if needed. You can also download more presets, both paid and free, from the store inside the app.

## 11. Apply What You Just Learned

Pick just **one** of these **10 tips**- the one that speaks to you the **MOST**- and apply it the next time you take photos with your iPhone. You'll be very happy with the results... at which point you should come back, pick another tip and apply it as well. Good luck!

## Employee Spotlight

### ***J.R. Ortega***

Nawkaw would like to highlight the promotion of J.R. Ortega to Crew Chief of the Nawkaw Midwest crew. J.R. has assumed JerryCapps' previous responsibilities. J.R. joined Nawkaw in 2006 as a Laborer and began learning the trade of Stain Application.

Before Nawkaw, J.R. worked for his father's used car dealership as a salesmen and managed one of their locations. He eventually decided he wanted to branch out and learn a new trade, and we are certainly glad he joined our team here at Nawkaw.

J.R. really takes pride in his work and he likes the atmosphere at Nawkaw most of all. "We're really are a close-knit family here and you don't get the feeling that you are ignored," says J.R.

In his free time, J.R. spends a lot of time with his two younger brothers, ages 12 and 14. They enjoy riding go-carts and playing sports, especially football!

Congratulations to J.R. Ortega on his promotion! We wish you all the best in your new role.



# The 25 SALES HABITS of Highly Successful Salespeople

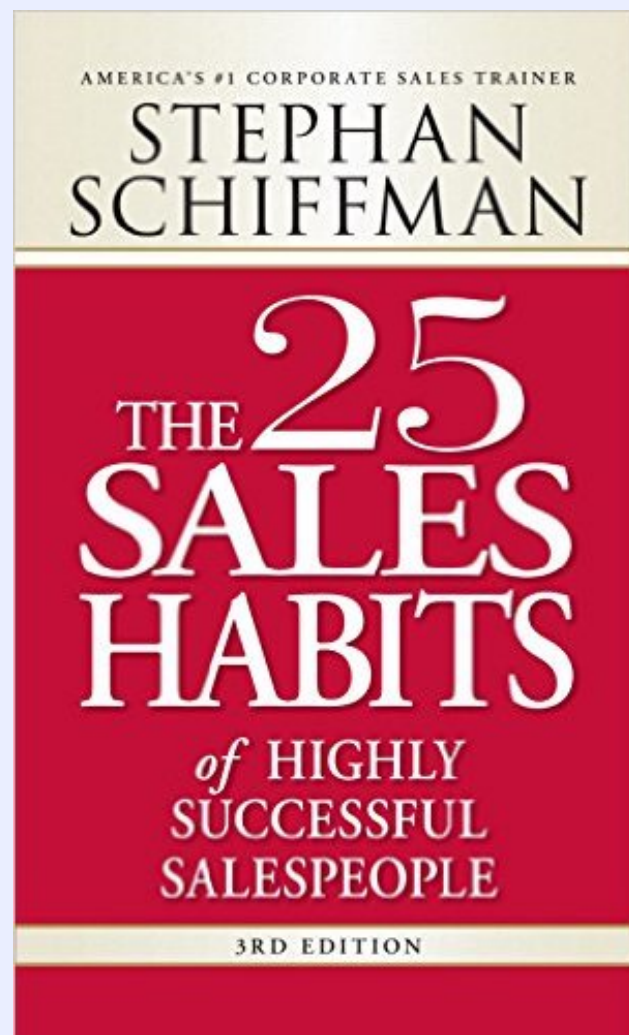
Stephen Schiffman is a renowned sales coach. He has written over 53 books on sales training and techniques and has trained over half a million professionals in over 6,000 companies.

The 25 Sales Habits of Highly Successful Salespeople will show you the latest techniques proven to convert leads to sales, motivate yourself and motivate others, give killer presentations, all while keeping your sense of humor.

This edition includes:

- New examples using the latest advances in sales presentation technology
- Up-to-date cases of these successful habits in action
- Five bonus habits showing readers how to overcome mistakes, set sales timetables, and re-examine processes to shore up weaknesses

If you're a salesperson looking to succeed, this is the book for you! We have several copies on stand-by ready to ship. Be one of the first 5 to email Pricilla Pendley at [pricilla.pendley@nawkaw.com](mailto:pricilla.pendley@nawkaw.com) to get your free copy!



## Refer-A-Friend Program Stain Technicians and Crew Chiefs Needed

Nawkaw is now seeking Crew Chiefs and Stain Application technicians in multiple territories. If you know someone who is qualified, please direct them to the website's Career Opportunities page under the Home icon or



[www.nawkaw.com/career-opportunities](http://www.nawkaw.com/career-opportunities). Job descriptions and qualification requirements are listed on the website for convenience. When applying the applicants that reference the employee who referred them to Nawkaw will receive a bonus!

### ***How does this program work??***

Employees are encouraged to refer qualified applicants for open positions. These applicants can be friends, neighbors, etc.

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 one year, you will receive an additional \$100 BONUS!

### ***How can I participate?***

When referring a friend, be sure to inform him/her 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!

*Thank you for your assistance in finding good employees to join Nawkaw!*

**Place your Fall Crew Shirt Orders  
NOW!!**

***New Online Shirt Ordering Program Announcements***



*Autumn has arrived* and the weather will be changing soon. Bruce MacPherson is organizing a **shirt program through Lands End** which will allow you to place shirt orders directly online for your staff. The shirt types offered through the program will be polo style and button down long-sleeve. Additional details will be provided soon.

To order long-sleeve crew shirts, please email the quantities and sizes needed to Bruce MacPherson at [bruce.macpherson@nawkaw.com](mailto:bruce.macpherson@nawkaw.com). Online order forms will also be made available through the NawPro Resource Center.

STAY CONNECTED

