

NawkawNews

Changing the color of masonry—and concrete!

Holiday Edition
December, 22nd 2016



We would like to thank everyone who was able to make it out to Scottsdale in November for the 2016 NawCon International Sales Conference. We were pleased so many of you were able to make it and hope you all found the conference to be both informative and motivational. As we gear up for 2017, we hope you all are refreshed and ready to start an exciting new year.

To catch up on all the information that was shared, please visit the NawPro website where a [NawCon 2016](#) section has been added. Here you will find the archived presentations given at the conference as well as referenced resources and videos from the event. Check out the NawCon photo gallery while you are there!

NawPro Resource Center



What's New?



We hope everyone is finding the NawPro Resource Center to be useful. Recently, we have added a suggestion box to the homepage of the resource center. The comments submitted will come through to marketing anonymously. Therefore, if you would like for someone to follow up with you directly regarding your request, please include your name with your submission. The purpose of the suggestion box is to make it easier for you to provide feedback. You can submit requests for information, materials, and make suggestions regarding functionality of the resource center so we can continue to improve and grow our resource library.

In addition to the suggestion box, we have also updated the marketing materials available to be used for emailing customers. Digital brochures and product sheets can be found on the brochures tab of the resources and downloads page of NawPro. Additional bidding and quote related documents have been added to the Sales tab on the resources and downloads page that you may also find helpful.

A new marketing materials order form that will include images of the materials available for order is currently being developed. The new marketing order form should be available in early 2017. As we grow our resource library we hope to continue to add more documents and content that can be used to make us more efficient in our day-to-day tasks. Please continue to submit

New Nawkaw Licensee Landing Pages Now Available!

Act fast! We are now extending the offer to our licensees to have their own unique website built as an extension of the Nawkaw Corporate website. With this offer, you could have your own unique URL specific to your territory (i.e. Nawkaw Mideast, Nawkaw Quebec, Nawkaw MidAmerica, etc.). This will allow you to have a fully functioning website you can direct your customers to while benefiting from all of the resources provided through the main website as well as the additional advantages of the SEO work being done.

Now instead of investing on your own into website development and the costly expenses of upkeep and SEO, you can save time and money by taking advantage of our landing page offer. In turn this program will assist with building our brand and providing additional credibility to our branches and websites.

For more information, please contact Bruce MacPherson or Pricilla Pendley in the marketing department. We look forward to helping you build a custom website for your branch!

Follow us on facebook!

Check out our social networking pages. We are visible on Instagram, facebook, LinkedIn and Twitter! Pinterest 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.



ANNOUNCEMENTS:

We are pleased to announce we have now received our very first lead that was generated through Facebook! This is a monumental milestone for

Nawkaw as we continue to gain exposure in the market and expand our brand name.

Since our first lead, we have also hosted our first promotional ad through facebook highlighting the new color charts now offered for download at nawkaw.com. The promotion has been well received with over 500 views and several taking action to visit our website. We plan to continue supporting more efforts such as this one in 2017 and look forward to keeping you up to date!

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

Employee Spotlight Juan Amaya



We would like to introduce a new member of the Nawkaw Canada family, Juan Amaya. Juan joined Nawkaw in May of this year and has made his presence known ever since. Impressively, Juan was promoted to Crew Chief after only a few months and has won employee of the month twice this year! With a background in exterior and interior commercial and residential painting as well as crew management experience, Juan also previously owned his own painting business. He came to Nawkaw with over thirty years of experience yet expresses his enjoyment for learning something new on the job every day!

Juan tells us that he is really enjoying working for Nawkaw and finds his

position as Crew Chief very rewarding. Juan has a passion for color and enjoys a challenging project from time to time. In his spare time, he enjoys Skyping with his family in Brazil. Juan has a wife and three year old son who he hopes to relocate to Canada in the near future. Congratulations to Juan for winning employee of the month twice within his first year of employment. We wish him and his family a happy holiday season and hope they will be reunited very soon!

CALL TO ACTION- Photo Gallery Revamp

WE NEED YOUR HELP!!

Over the coming months we will be working to improve the *photo gallery web page* on our company website. This is going to be an **extensive revamp** of our current *photo gallery* that will require the participation of *all divisions* to be successful.

The layout will be completely redesigned to fashion a more organized, project oriented, case study style, with brief project descriptions. In addition to before, during, and after shots, we will categorize by project type. We ask that each division submit their **top 10 projects** to begin building our new gallery.

Your submissions should include the following:

Project Site Name

Location

Salesman's Name

Crew Chief Name

Project Description

Partnering Organizations

Quality before, during, and after photos.

Please submit project information be submitted in Word format and all images in high resolution JPG.

Please submit your top ten picks by January 15th!

With everyone's assistance, we can have a professional and functional photo gallery that we can all be proud to share with our clients. Thank you in advance for your participation in helping us grow our website's reach to our communities!

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.

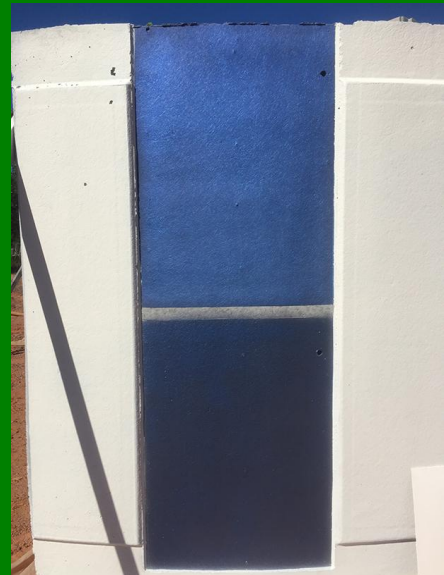


Project of the Month

Nawkaw Southeast- Rockhill, SC Water Tower



Before



Sample colors

Congratulations to Mike Honeyman and his southeast crew

for their work on the first project sold with our new mineral silicate stain in the US! Mike and his crew will receive a \$200 cash prize in appreciation of their hard work. We look forward to bringing you more details and updates on this project as it progresses. Check back next month for the after photos and more details about how the mineral silicate stain performed.

Maple Leaf News Corner



We are pleased to bring you news announcements from the Nawkaw Canada division!

As a reminder, the Canada Corporate office will be closed December 26th through January 2nd for the holidays. During this time, the Canadian headquarters will be expanding their office space as they have acquired the office suite next door and will have construction crews working on the renovations over the holidays. We look forward to seeing photos of the new office space in the coming months.

Aside from renovations, the Canadian sales team has been hard at work! Recently, they attended the World of Concrete Construct Canada Buildings Show in Toronto where both Nawkaw and US Formliner were present. Russell Gray presented on behalf of Nawkaw and US Formliner also revealing NawTone-PC's capabilities to the audience. The Nawkaw/ USF booth received 189 visitors and the Canada office has coordinated with our marketing department to directly followup to those attendees. So far, the results are looking good. An email blast was prepared and sent out to attendees a week after the show. To date, we have had a 47% exposure rate from the eBlast.

Getting into the Christmas spirit, the Canadian office selects two to three customers a year that they cater continental breakfast to for their entire staff. They feel this is a nice way to show their appreciation for their customer base and extend a little holiday cheer. The results have been well received by the customers who appreciate the break from the busy season to share a meal with their colleagues. This year Nawkaw Canada catered breakfast to Global Precast and two other breakfasts were hosted on behalf

of US Formliner for ARMTEC calgary and Eagle Builders. What has your office been doing to spread holiday cheer? We'd love to hear all about it!!

Follow us on LinkedIn!



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. Job descriptions and qualification requirements are listed on the website for convenience. Upon applying, if the applicant lists your name as their reference, you 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!

2017 Trade Show Updates!



Stay up to date on what's happening!

Let us know if your office has any regional shows coming up. We would love the opportunity to assist you with your planning and support your efforts to brand and grow your territory!

Save the dates!

Austin BuildExpo Austin, TX

Jan. 17th-19th, 2017

NPCA Precast Show Cleveland, OH
2017

Feb. 28th-Mar. 4th,

2017 AIA National Show Orlando, FL

Apr. 26th-28th, 2017

Architect@Work Toronto, ON Canada

May 17th-18th, 2017

Check in next month for more details about the upcoming shows!

NawTone-K & NawTone-PC Product Release Announcements

Recently, you should have received an email announcing the official product release date for NawTone-K. The date has been set for January 3rd and we are thrilled to begin offering our new stain line to our customers. Hopefully you all have begun using the product samples sent out in November to begin familiarizing yourself with the new stain's characteristics. As mentioned in the product release announcement email, we have plans to advertise NawTone-K in several digital and print media publications and social media sites.

The NawTone-K webpage will go live January 1st and social media posts will be made on January 3rd. The additional advertising efforts will continue through January and February depending on the media outlets publishing calendar. We will provide a full recap of the media outlets NawTone-K will be featured in once we receive confirmations from the publishers.

NawTone-PC will also be released in early 2017. Currently, we have a tentative release date of March 1st, 2017 however there may be opportunity to use this product before this date if you have customers expressing interest or upcoming jobs where PC may be a good fit. It would be great to gather as many photos and project details as we can for these early projects to begin building case studies which will support the PC product once we official release the product to market.

What's new with SEO? Heck- What is SEO?

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results-often referred to as "natural", "organic", or "earned" results.

The criteria for SEO is constantly changing making it virtually impossible to stay within the top rankings without constant updates and attention. This is

why we have partnered with SEOteric, a local IT firm that is also assisting with our website hosting. With their help, our SEO optimization is well under way. The project began in early December and we have seen our rankings climbing the charts ever since!

SEOteric provides weekly reports which marketing reviews to determine our progress and areas of weakness. These reports are extremely detailed providing ranking information on all aspects of SEO including keyword search rankings and average position impression ratings.

Currently, we rank within the top 10 of most keyword searches associated with our work. We expect to see improved results as we continue to improve our website and continue building our web presence using best practices and standards.

Wishing You A Happy Holiday Season!



Thank you to all those who participated in the customer Christmas Card mailing project. We hope you all have a safe and happy holiday season!

STAY CONNECTED

