



Growing our businesses together with the highest standards of business ethics and dealings.

SBEA Newsletter

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Do You Remember WHY You Joined SBEA? Let's examine that question...

Upcoming SBEA Events

February 27, 2024

Classification Talk by Adam Rimmer, Rimmer Electric
SBEA Board Meeting

March 5, 2024

Round Table Discussions

March 12, 2024

Classification Talk & Open House by Ashley Owens, Hardware Resources

Our Meeting Today

Attendance was good today. Please continue to make SBEA a weekly commitment. When someone gives their Classification Talk it is better to see a room full rather than a bunch of empty seats! Remember if you will be out, please let the SBEA office know.

This morning we had **57** members at our meeting with the '**10**' tables listed below 100%!

Table #2—**Michael Smith**, Pioneer Comfort Systems

Table #4—**Charlie Pippin**, Glass Services

Table #5—**Kyle Hand**, Hand Construction

Table #6—**Mark Sealy**, Sealy Real Estate Services

Table #7—**Robert Dean**, Heard, McElroy & Vestal, CPAs

Table #8—**David Bushnell**, Sound Minds

Table #10—**Shane McPherson**, General Dentistry

Table #12—**Bill Henderson**, Riverside Roofing Materials

Table #13—**Logan Lewis**, Red River Revel

Table #14—**Bryan Roppolo**, Roppolo's Insulation

Please, if you are ill, STAY HOME!

Classification Talk



Tim Keeley, CEO at Martin Specialty Coatings (MSC), lives in Longview, TX and is married to Rhonda Anderson who is a lobbyist for Charter Communications. They have one son who is also working at Martin Specialty Coatings as an

intern with the Administration and Preconstruction Services teams.

Tim graduated from NSU in December of 1990. There were very few good paying jobs in Louisiana. After a long search, he applied for a part-time stock person position in Mandeville, La with Sherwin-Williams Paint Company. 18 years later he was named Director of Store Operations and Acquisitions in Cleveland, Ohio. After several brutal winters in Cleveland, he and his wife decided to move South, to East Texas.

A lot has changed in the 5 ½ years since Tim joined MSC. They built an amazing team capable of leading the company for generations. Greg Martin is the COO and is responsible for Leading all our Project Managers, Field Leaders, and Field Projects. Reid Martin is the VP of Sales and Marketing; Reid is responsible for keeping the pipeline full beyond our current capabilities. Kipp Keenan is the HSQ Director and is responsible for training, safety, and quality. Kenny Melvin is the Production Manager and is responsible for all Shop Operations, Logistics and Shop Coatings. Additionally, they have hired 6 new Project Team members and 5 of them from the Louisiana Tech's CET Engineering Program.

After spending a year developing the program, they implemented EOS in 2021. This is basically their road map for future

success. The program put in place 1,3, 5, and 10- year Revenue Goals, defined their company's focus, established investment requirements, and built accountability standards for their team.

In 2023 MSC completely overhauled their technology by upgrading their ERP Software, Training Software, added a CRM as well as changed their Employee Apps for Time, Forms/Reporting and Equipment Tracking. The result was an immediate productivity gain of almost 30% and their January 2024 productivity is at the highest level since they have been tracking the results.

Today they currently employ 110 field and office personnel, and their primary service area is from Texarkana to Leesville/ Nacogdoches and Tyler to Monroe, but for partner clients they have and will travel nationally or internationally.

MSC is comprised of 7 field divisions and our Shop Production Division. The Commercial Production division represents about 50% of their total Revenue. In this division they do work for general contractors, facility owners, the military, large corporations, and government institutions. MSC provides drywall finishing, texturing, painting, vinyl wall covering installations, and exterior repainting. They have the most professional and experienced team of commercial journeyman painters in the Ark-La-Tex. A few recent projects include the LSU HSC Building for Lemoine, the AEP Data Center for Tuner, the BAFB Com Center for Bristol and they are just starting the new UT Med School in Tyler for Skanska.

One of their fastest growing divisions is their Industrial coatings segment. This division is targeted to protect assets like tanks, equipment, structures, and containments. Typical customers include power generation, oil & gas, industrial manufacturing, and pulp & paper. MSC has all the equipment required to remove existing coatings systems and

Classification Talk, cont.

apply the best available protective coatings. MSC is a member of the Steel Structure Painting Council and is QP1 Certified, this is a prestigious certification that requires a certified applicator program. Less than 10% of industrial contractors are QP-1 Certified and there are none within a couple hundred miles of the Shreveport area. They are currently doing a project at the Alamo Dome in San Antonio that mandated QP1 only contractors could bid. Recently they have completed projects for AEP-SWEPCO, Nucor Steel, Calumet, and they just started a big pipeline project in South Bossier.

The Building Envelope Group is made up of 3 field divisions: Resinous Flooring, Waterproofing & Sealants and Fluid Applied Roofing. These teams focus on protecting existing properties/assets through innovative long-term solutions. Most of the time they can combine re-imaging and extended asset life cycles at the same time. When age or elements have taken a toll on your building, they can customize specific solutions to mitigate long-term additional issues. When it comes to Building Envelope, from Atlanta to Dallas, you will not find a better team. The main segments they serve are healthcare, property management, and manufacturing. They are currently doing work for Eaton, Frymaster, Ronpak, and Weyerhaeuser.

Their Shop Coating Division is a real leveraged strength of the company. They provide high performance Liquid & Powder Coating systems in a controlled environment no matter the size of the part, pipe, or structure. Their shop is QP-3 Certified and is only one of 147 globally with this certification. Segments they support include manufacturing, military, oil & gas, power generation, and fabrication. They do work for companies like GE, IPS, Frymaster, TSE, KCS, and Inferno as well as one for hobbyists. The neat thing about their shop is you never know what will walk in the door, they have

done everything from metal art to track mobiles.

The real strength of MSC is their ability to combine multiple services for clients. For a client like Eaton, they might have 4 different divisions working for them at the same time. By leveraging multiple divisions at the same time, they can aid the owner keeping projects on or ahead of schedule. Currently they are doing a new baseball stadium for Carthage High School, to help them get back on track and deliver a better overall paint job they had the structural steel components shipped to MSC's shop to be blasted and painted rather than painting on-site once erected. The school gets a paint job that is beyond the specification and the GC will make up several days lost due to weather.

A good field lead for Martin is any non-residential protective coating opportunity. As Steve Martin put it "we paint everything except houses and cars". Their team likes challenges, so if you have an ugly structure, moisture intrusion, or a tight deadline give Martin Specialty Coatings an opportunity to see where they can help.

Over the past 76 years, they have done work for most everyone in SBEA and are very thankful to each member for your continued trust in Martin Specialty Coatings. On the client side Tim thanked - The Sealy Company, Christus Health, Hand Construction, Porters, and Glass Services. On the vendor side Tim thanked Chris Hamm and his team at Harrison Paint for always stepping up and meeting the demands of this market.

For more information about our company and services please check out our website at www.martinsc.com.

Construction Leads

Cameron Parish Maintenance building bids today—
Contractors need services.
Lloyd Hoover

Call Lloyd Hoover for info on new building in Sulphur, LA bidding in 2 weeks.
Lloyd Hoover

General Leads

What is happening at the Stonewall exit at I-49?
Doug Rountree

Leads Program

Charlie Coyle led us in our Leads Program this morning. Even though there was not as many leads shared this morning we had a good leads program. **Lloyd Hoover** was the lucky winner of a goodies basket from Good Granoly for his lead this morning.

Please bring leads to share with the membership. That is what SBEA is all about! Even if you are unable to attend the SBEA meetings, email or text your leads to the SBEA office so they can be published in the newsletters.



March 9 - Marc Price
March 18 - Doug Rountree
March 25 - Charlie Pippin
March 28 - David Clark
March 29 - Adam Rimmer
April 7 - Mark Eldredge
Carolyn Moore
April 9 - Charlie Coyle
April 16 - Debbie Frey
April 19 - Gerald Adams
Thomas Sanders
April 25 - Chris Fultz

SPLIT THE POT DRAWINGS

Remember to bring money each Tuesday for the Split-the-Pot drawing. The tickets are \$1.00 each or 6 tickets for \$5.00. The money collected is divided and the winner each week wins half the monies and the other half goes to pay for the beer and wine for the SBEA Christmas party. So bring money to help run the pot up each Tuesday!

This morning **Doug Rountree** was the lucky winner of \$18.00.

Looking for New Members



We currently have 69 member firms and 10 associate members. Henry Hollier resigned this last week, so we now don't have an Ear, Nose and Throat Physician. We need a florist and there are so many other open classifications. A good number of members for SBEA is 85-90. So please remember, we are always looking for new members. If you know of someone who would make a good member for SBEA, please contact the SBEA office.

You should have received an Excel Workbook last week. This workbook has phone numbers, home and business addresses, classifications, and websites. This way you can check all of your information and make sure it is all correct, but you can also check on the classifications. If you aren't for sure if a classification is open, still submit any new members you may have on your mind and it will be checked to make sure the classification is not taken.

Please **DO NOT TELL People that you are going to propose them for membership!** The process takes 3-4 weeks in order to get the new member approved for publication. After a new member proposal is published to the membership and has passed the 15 working days of publication without any issues you will then be asked to invite them to a meeting. In case a person or firm does not pass all the steps this process helps prevent hurt feelings.

If you would like to propose someone, let the SBEA office know and a new member proposal form will be sent to you or you can go to the SBEA website and fill out the form. Also there are forms in the table books every Tuesday.

Vacation Getaways

We would love to work directly with anyone in the group that is interested in a Gulf Shores vacation. We have 4 properties to choose from - 3 bed/3 bath across the street from beach, 4 bed/3 bath directly on beach, 6 bed/6 bath directly on beach and 9 bed/9 + bath directly on beach. All 4 houses have a pool. We manage our properties personally so there are no surprises.



To view the properties, visit our website www.portersmark.com

We have had numerous weddings and corporate retreats at Porter's Mark. Several of our SBEA members have either visited or stayed in one of our properties. Feel free to ask Debbie Frey, Ricky Rogers, Robert Poindexter or Bryan Roppolo for their feedback. We are very proud of these properties and feel confident that your beach experience and memories will exceed your expectations.

Kate & I look forward to hosting your next beach vacation.

Mark Porter

If you would like to put your vacation condo or home in the SBEA newsletter please send the information to debbie@sbea.biz and you can get the same free advertising.



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**Growing our businesses together
 with the highest standards of
 business ethics and dealings.**

SBEA is.....

A business service organization, operating for the individual benefit of its member firms, not for profit as an organization or for philanthropic pursuits.

An organization with one primary purpose... to produce business leads for its fellow members.

An organization that provides its members with dependable sources of supply. Members trust each other to provide the highest quality of products and services at a reasonable price. When a fellow member is satisfied with the service, they will recommend the member(s) to their other business and personal contacts.

Shreveport Bossier Executives should be thought of as an extension of your business, and part of your marketing plan! You have an extended "executive sales force" that you meet with each week. As with any sales force, they need to be educated and trained to maximize their potential for developing leads that turn into business for you! Use your SBEA membership to its full advantage!

Do You Remember WHY You Joined SBEA? Let's examine that question...

Most likely your primary reason was to develop an avenue to increase your business through networking with fellow members. The principle of networking is one of the most inexpensive and efficient marketing tools known today...providing you follow the rules! And just what are the rules?

- **ATTENDANCE:** If you don't attend meetings regularly, you can't expect to get your share of leads!
- **PARTICIPATION:** Taking an active role in ALL phases of SBEA activities is one of the most effective methods to become known within the Association ... whether it be a meeting, open house, social event, or networking program!
- **TRAINING MEMBERS:** Consider SBEA another "sales arm" for your business. Each week you have the potential of over 80 "sales people" to sell your products and services! Your only payment to your team of SBEA "sales people" is reciprocity!
- **PROMOTION:** The chance to promote your products and services through a Classification Talk comes around approximately every two years.... take advantage of it!!