

# THE CONSULTANCY

FALL/WINTER 2024

## Partners Say Thanks

FIND OUT WHAT ACCESSA'S  
VALUABLE VENDOR PARTNERS HAVE  
BEEN MOST GRATEFUL FOR IN 2024



EXPERIENCE RUNS DEEP  
AMONG CHICAGO TEAM



GET 10% OFF SHOP BASICS  
THROUGH DECEMBER



# Opening Message



**It has been a season of change here at Accessa.**

The past few months at Accessa have put our adaptability to the test. In September we relocated our

headquarters, marking a new chapter in our company's history and some big changes for our Indianapolis staff. We also made the tough decision to sunset a product line that has been close to my heart since my very first day on the job. I was brought on in 2001 to manage the Phlexthane line. While it may feel odd to say goodbye to something so familiar, it is also incredibly exciting to think about the next evolution of integral skin foam coating products that have taken its place ([see page 5](#)).

It's all part of Accessa's commitment to innovation, and on that front, we are excited to announce the launch of Accessa Marketplace Solutions. We look forward to big things ahead with this new Accessa company serving cabinet refinishing professionals and others.

Innovation is often misunderstood in our technology-obsessed world where hustle is valued more than careful planning, which requires patience. What if our pursuit of instant gratification and results is doing more harm than good in the business world?

**Go to page 8** to get a contemporary perspective on the virtues of patience and five strategies to employ it as you strive for success.

Choosing to innovate isn't always the comfortable choice. In business, it's often easier to rest on our laurels, being content with past successes or afraid to venture into uncharted territory. But as the only constant in life is change, we must always be ready to evolve. This message resonates deeply in our episode of The Industrious Podcast featuring Craig Huse. Craig is the CEO & Co-Owner of Huse Culinary, which includes six restaurants and four restaurant brands, including the legendary St. Elmo Steak House. In this insightful conversation, he shares how relentless innovation and a refusal to settle for the status quo have shaped the culinary empire. (Listen to The Industrious Podcast through Spotify, the iTunes app or wherever you get your podcasts, or find us on YouTube.)

We hope that these stories of change, growth and relentless pursuit inspire you to reflect on your own journeys and feel proud to be affiliated with Accessa. Here's to continually pushing boundaries and achieving greatness together.

Happy Holidays,



**Vince Todd, Jr.**

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## Welcome to Our New Hires



**Travis Anderson**

Lab Tech/Production  
Hired in July 2024  
Pittsburgh, PA



**Jacob Hatten**

Production/Warehouse Associate  
Hired May 2024  
Arthur, IL



**Mario Ortiz**

Customer Service Concierge  
Hired August 2024  
Chicago, IL



**Kelsie Williamson**

Customer Service Concierge  
Hired May 2024  
Millersburg, OH

## UPCOMING EVENTS

**JANUARY 23-25, 2025****24th Annual Midwest Tool Expo & Auction, Shipshewana, Indiana**

14,000+ attendees including woodworkers, construction professionals and metalworkers. More than 250 vendors.

**FEBRUARY 7-8, 2025****5th Annual Daviess County Construction Show, Odon, Indiana**

70+ manufacturers and distributors and 4,250 attendees, ranging from construction professionals and DIYers in the Daviess County area of southwestern Indiana.

**FEBRUARY 13-15, 2025****Mt. Hope Showcase, Millersburg, Ohio**

Vendors of all types, including heavy equipment, sawmill, woodworking and construction equipment, and more.

**Indiana Manufacturing Association**

Accessa attended the **Indiana Manufacturing Suppliers Expo** on August 22, 2024, in Plainfield. The audience included representatives

from a wide range of Indiana manufacturing companies, including owners and managers; manufacturing, industrial and quality engineers; and purchasing, sales and inspection personnel. (The Expo was a joint event between the Indiana District of the Precision Metalforming Association (PMA) and the Indiana Chapter of the NTMA.)

**Wood Pro Expo Lancaster**

The only professional woodworking event in the Mid Atlantic and Northeast regions was held on October 24-25, 2024, and Accessa was there. Inside the Spooky Nook Sports Center in Lancaster County, Pennsylvania, a strong base of woodworkers from Pennsylvania were joined by those from states including New York, New Jersey, Maryland, Delaware, Virginia and Massachusetts. Team Accessa enjoyed meeting many fellow exhibitors and professionals in the woodworking industry.

**Golf Outings**

Our team networked with industry peers at the **Indiana Manufacturing Association** golf outing on June 12, 2024 (pictured) and the AWI Chicago golf outing on June 27.

**OUTREACH****Fighting Cancer at Swing4Heroes**

On September 26, 2024, Accessa spent a day supporting the Heroes Foundation and their mission to empower cancer fighters in our home state. The 8th Annual Swing4Heroes Pro-Am Golf Tournament, Teed Up by eimagine, Hays + Sons and SBC Wealth Management, took place at Highland Golf & Country Club.

## Team Accessa Chicago

Accessa's customers work hard every day all across the United States and the rest of North America, and they rely on the experienced, growing Accessa team to help them be successful. Through our seven fully staffed regional locations, plus a headquarters at the "Crossroads of America" in Indianapolis, our expert team is dedicated to keeping customers equipped with quality products and expertise.

In this issue, we would like to introduce you to the experienced Accessa team in Chicago!

**CHAD PURDY** has spent 24 years working in the coatings industry. He got his start in cabinet shops and went on to work for the two largest coating manufacturers in the world. His experience runs deep. Chad has serviced and sold UV, conversion varnish, urethanes, acrylics, stains and pre-cats, and has been in distribution for four years. Chad has sold coatings used in kitchens for multiple celebrities and sports stars.

**DAVE RAMOS** has 20 years of experience working in distribution for the Chicagoland market — for a total of 28 years in the coatings industry! He has sold seven different product lines and is an expert in pre-cat, urethane and epoxy technologies. Fun fact: Several major well-known brands have counted on Dave for his color formulations.

**FERNANDO DEL RIO** has served coatings customers for 18 years in distribution. Throughout his career, he has worked behind the wheel as a driver and behind the sales counter helping customers. He has also been a lab technician and sales representative. Fernando knows the ins and outs of solvent-based and water-based technologies and sold paint for a major hotel brand.

**JACK ANDREWS** owned a refinishing business for seven years before accepting a role at Accessa. He is an expert in water-based and solvent-based urethanes, and in cutting and buffing high-gloss coatings. Jack is a Certified Vero Metal applicator, is experienced with airless and air-assist spraying, and has traveled overseas for training. As a business owner, his work was included in major magazines.



**SCOTT OLSEN** worked in production labs tinting paint for 12 years before joining us at Accessa. He also worked for a major guitar manufacturer, and in his spare time, he builds and finishes his own guitars. Scott is a pro at tinting water-based and solvent-based stains and paints.

**MIKE MARTIN** has worked in production labs for 17 years and was trained by wood-finishing phenom Ron Bryze, whose work has been commissioned by the Library of Congress, the Chicago Symphony Orchestra and three historic residences designed by Frank Lloyd Wright. Mike is an expert in custom stain matching and tints all technologies: urethane, acrylic, conversion varnish, water-based and solvent-based.

**SCOTT KOHLMAYER** was a production supervisor for 16 years at a major cabinet manufacturing brand before coming to Accessa. He has been in the coatings industry for an additional 18 years for a total of 35! Scott has sold and serviced UV, urethanes, conversion varnishes, stains and pre-cats for furniture makers and OEM cabinet manufacturers. He is an expert in applying coatings and has many years of experience formulating and tinting finish systems.

**MARIO ORTIZ** has worked in distribution for five years as a sales associate, tinter, assistant manager, inventory manager, and shipping and receiving manager. He also has experience tinting paints and lacquers, Mario has a great customer service background and reputation in the Chicagoland market.



## Hydraphlex: Our Phlexthane Replacement

Hydraphlex AT and Hydraphlex EF have proven to be excellent alternatives to Phlexthane, which Accessa recently sunsetted. Both are single-component, water-based, in-mold/post-mold coatings. Antimicrobial additives and Hydraphlex Accelerator (ACS-HXA0041595) are both available, optional additives. The Hydraphlex Accelerator will improve adhesion over some foam systems. We are also currently evaluating a third member of the Hydraphlex family to offer customers.

**Hydraphlex AT** can be applied over 2k low or high density flexible foam. Hydraphlex AT exhibits a robust film, applicable to interior automotive applications.

**Hydraphlex EF** can be applied over 2k low or high density flexible foam. It exhibits a very flexible film, while providing aesthetic and protective characteristics.



## Green Sweep: Top Pick for Dust Control

Many of our rural customers' shops are surrounded by cornfields, making dust a major headache when they're trying to apply a perfect coat in their finishing room. To tamp it down, many trust Accessa's Green Sweep (4839). By applying Green Sweep to the finish room floor, or any hard surface floor in your facility, Green Sweep will help keep the dust contained. This helps prevent dust and dirt from being "kicked up" and moving the finished parts throughout the shop.

How does it work? Dust is typically negatively charged, and Green Sweep's water-based formulation contains ionically positive charged dust-laying agents that hold and attract airborne dust to floor level. Inhibiting dust movement aids in maintenance, product cleanliness and safety. Green Sweep is designed for use on concrete or wood floors in warehouses, woodworking shops, paint shops, manufacturing plants or wherever dust must be controlled.





# YEAR-END PROMOTIONS!

NOVEMBER 1-30, 2024

**10% Off Accessa Aprons and Stir Sticks**  
With a purchase of coatings or chemicals from Accessa between **November 1-30, 2024.**

DECEMBER 1-31, 2024

**10% Off IPG's PT14 2" Tape and Rolls of 60"x600' Tear-Proof Floor Paper**  
With your purchase of coatings or chemicals from Accessa between **December 1-31, 2024.**

Contact us to place your year-end order. Call **800.593.0126** or email [customerservice@accessa.com](mailto:customerservice@accessa.com).

# Thankful for Amazing Partners

*At Accessa, we are so thankful for our valuable vendor partners. During this season of reflection, we reached out to some of these industry leaders to find out what they're grateful for.*



*One thing our business has been grateful for is to work with such amazing partners who care about their people and value the relationships we have with each other to help all of us succeed and reach our goals.*

— Mack Majka, Technical Sales Manager, Milesi



*One thing I am grateful for in the past 12 months is our growing network of distribution and manufacturing using our product and providing us with feedback so we can continue to give the support and materials for the industry to continue to grow.*

— Billy Naumenko, National Sales Director, Centurion



*One thing we at AcromaPro are grateful for is our strong partnerships with our Distributors. Our Distributors have a very strong drive to grow through using our*

*products, which has made partnering with them very easy. Relationships, trust, product and strong sales teams have been our formula to win with our Distributors.*

— John Andreoli, National Sales Manager, Distribution, AcromaPro



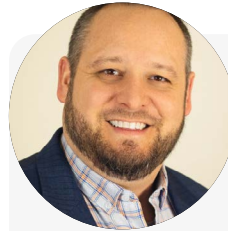
*In the past 12 months, we've been grateful for the partnerships that make our business thrive, including customers, employees, suppliers and the community. These partnerships are built on trust, shared goals and mutual support that allow us all to succeed together.*

— Mike Sullivan, Sales Development Manager, Superior Industrial Solutions



*Our customers and partners are the driving force behind our success, and we wish them good health and endless opportunities for success.*

— Jennifer Moore, Director of Industrial Sales, NCP Coatings



*Over the past year, our business has been grateful for our amazing partnerships and the people we have the opportunity to work with.*

— Mike Humphries, Director Metals Distribution, Henkel



*I'm grateful for my team! Thank you for pushing me professionally and for making it such a pleasure to be at work every day. I honestly couldn't ask for better colleagues.*

— Marco Carciofi, Brand & Channel Manager, ICA Group



*We are deeply grateful for our incredible team, our dedicated distributors, and our loyal customers. 2024 has been an extraordinary year of growth, and while growth often brings challenges, our team has risen to every occasion with resilience and dedication. Thanks to their unwavering commitment, we've been able to implement new SOPs, improve lead times for our customers, and reduce product costs. We have also been able to introduce new and revolutionary products into the market. We couldn't have achieved these milestones without the continued support and hard work of everyone involved—thank you for being an essential part of this journey!*

— Hannah Khalaf, Marketing Director, SurfPrep

## Big Ideas From Dr. Allison Barber of the Indiana Fever



In June 2024, Accessa sat down with Dr. Allison Barber, who served as President and COO of the Indiana Fever through the end of their exciting 2024 playoff season. Her tenure with the WNBA closed amid cheers heard round the world as Caitlin Clark electrified women's professional basketball. Barber is known for her leadership and service. In March 2019, she was presented with Indiana's highest honor, the Sagamore of the Wabash.

**Why should you listen? Barber's insights can be applied to any business. Here's a snapshot of what was covered:**

1. **MOVABILITY:** She identifies three categories of people based on their willingness to engage with opportunities: the "moved," the "unmovable," and the "movable middle." She emphasizes focusing on those who are open to change while nurturing loyal supporters.
2. **KEEPING THE POSITIVE:** Drawing parallels between her career experiences, she discusses the need to concentrate efforts on those who can be influenced positively, rather than expending energy on those who aren't interested.
3. **ACCEPTANCE OF COMPETITION:** Barber emphasized the importance of accepting that not everyone will like your product, which is a strategic advantage. Looking at the world this way allows you to focus resources on areas with better potential returns.
4. **OPPORTUNITIES IN THE MARKET:** The "movable middle" — those undecided about a product — represent the largest opportunity for growth.
5. **INSIGHTS FROM SPORTS:** Barber talked about how, unlike in other careers where effort directly correlates to success, in sports, the win-loss record significantly influences perceptions of success, even if people are working hard behind the scenes.
6. **BUILDING FANDOM:** Fostering a loyal fan base requires more than just winning games. Engaging with the community and providing something for fans to believe in can create lasting loyalty.
7. **GENERATIONAL CONNECTIONS:** Sports fans often pass down their loyalty to future generations. For Barber, this highlighted the importance of attracting new fans, particularly through initiatives that resonated with younger audiences.
8. **STRATEGIC PLANNING IN SPORTS:** Barber talked about building a successful franchise by integrating local talent and creating connections that enhanced the fan experience, drawing parallels to business practices.

***For the full episode, listen to The Industrious Podcast through Spotify, the iTunes app or wherever you get your podcasts, or find us on YouTube.***



## Patience Is a Powerful Business Virtue

The virtues of patience seem to be losing the battle against hustle and speed. But what if our pursuit of instant gratification and results is doing more harm than good in the business world?

Impatience is a byproduct of our evolutionary past. Our ancestors survived by reacting quickly to threats; there was no luxury of analysis or contemplation. This fight-or-flight response is entrenched in our neural circuitry. Yet, the most enduring victories are often the result of meticulous planning, incremental progress and patience.

In the pursuit of immediate success, we often take shortcuts that belittle the true value of hard work and pose significant risks. A rushed product launch, for example, could result in critical flaws that tarnish your brand's reputation. A hastily formed partnership can implode as a mismatched alliance.

**Here are five strategies to employ patience as you strive for success:**

### 1. PRACTICE WAITING AS THE FIRST STEP OF PLANNING

Waiting is an activity. It is the initial step of planning that allows us to gather information, market insights and stakeholder opinions that are crucial to informed decision-making.

### 2. RESPOND THOUGHTFULLY, NOT HASTILY

A considered, timely response often yields better results than a hurried one. (Have you ever received

an unclear email that looks and sounds more like a rushed text message?) Clear, thoughtful communication also conveys that we value the interaction and have taken the time to address it comprehensively.

### 3. ADOPT A LONG-TERM PERSPECTIVE

Long-term investments, from stocks to relationships, require us to sacrifice immediate gains for exponential returns over time. In business, this translates to sustainability and growth.

### 4. SET REALISTIC TIMELINES

When developing project timelines, incorporate the time it takes to fully develop an idea, product or service.

### 5. BUILD EMPATHY

Understanding the needs, wants and motivations of stakeholders allows for more empathetic, effective and expedient problem-solving.

The positive impact of practicing patience in business is far-reaching. It influences company culture, customer relations and the bottom line in many ways. How can you infuse patience into your business and workplace?

**Visit *The Industrious* blog at [Accessa.com](https://www.accessa.com) for more ways to leverage the power of patience in your workplace.**





## 1972 Oliver Restoration to Perfection



Now that's a paint job! We recently helped an Accessa Coatings Solutions customer with a three-year restoration project on this 1972 Oliver. Our team assisted with color matching, and InviraThane from Accessa's Perfection Electrostatic Paint line was the right material for the job.



## A Great Finish Starts Clean

Before a metal component is coated, it must be meticulously cleaned and often pretreated. This critical stage applies to parts being prepared for liquid paint, powder coating, coatings treated with zinc and magnesium, and others. Cleaning ensures proper adhesion and a smooth finish. Accessa Chemical Solutions supplies customers with a variety of cleaners and surface treatments to eliminate the oils, grease, dust and other foreign matter that can impact coating quality.

**NOW HIRING!**

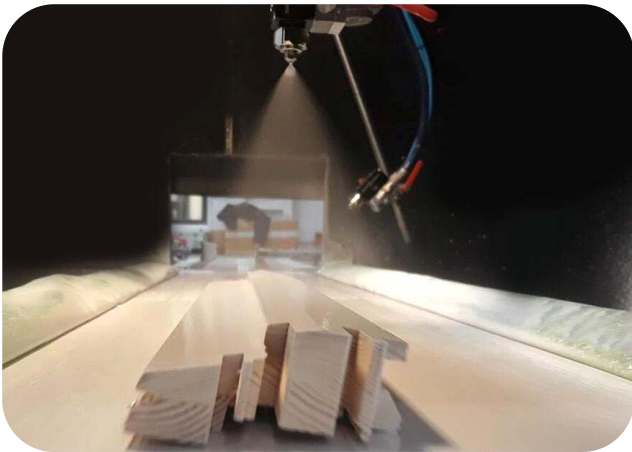
Do you know someone who would be a great fit for Team Accessa? Please send them our way. Job descriptions are available on the Careers section of our website ([accessa.com/careers](https://accessa.com/careers)). Candidates can send a resume to [jobs@accessa.com](mailto:jobs@accessa.com).



## Proud to Offer Sames Finishing Equipment

For nearly a century, Sames has been providing services and equipment for the application of liquid and powder paints, adhesives and sealants to bond, protect and beautify all types of surfaces. Accessa Equipment Solutions shares Sames' top-quality standards, and we are excited to offer our customers that high level of product and service.

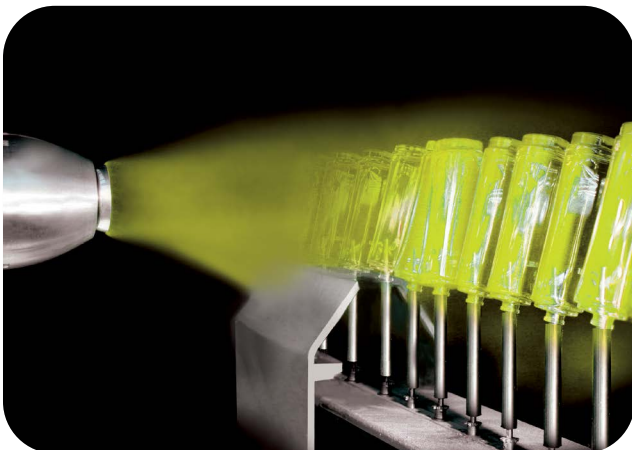
Sames has a track record of developing and servicing highly efficient, cutting-edge solutions for the most demanding customers, and the company is respectful of the environment. Its product line includes manual guns, automatic and robotic sprayers, dispensers, pumps and dosing machines.



**AUTOMATIC GUNS:** Accessa can provide the right application equipment and support for a range of applications, such as automatic spraying for millwork on a flat production line. We work closely with you to ensure the coating system works as efficiently as possible.



**MANUAL GUNS:** Sames finishing equipment includes the Xcite+ spray gun and pump with accessories to give you a better application experience using Accessa's high-quality industrial coatings.



**ROBOTIC BELLS:** Accessa can provide both the application equipment and coatings for your glass-finishing operation. Our experienced staff is here to learn about your needs and recommend solutions to improve your product and your bottom line.



**MANUAL GUNS:** Armed with the right application equipment, such as this Sames Prima pump, Accessa customers are set up for success.

**To learn more about Sames equipment from Accessa Equipment Solutions, contact us at 800.593.0126 or [customerservice@accessa.com](mailto:customerservice@accessa.com).**

# THE INDUSTRIOUS PODCAST

## The Podcast Built for Industrious People Like You

Tune in as co-hosts Vince and Joe Todd invite guests into the studio for honest conversations about business, family, life and so much more.

Listen to The Industrious Podcast through Spotify, the iTunes app or wherever you get your podcasts, or find us on [YouTube](#).



### EPISODE 51

**Dave Neff of the Boilermaker Alliance at Purdue University** fills us in on the latest in college athletics, entrepreneurship and NIL.



### EPISODE 50

**Craig Huse of Huse Culinary** takes us behind the scenes of the family business, including the iconic St. Elmo Steak House.



### EPISODE 49

**Shiel Sexton's Mike Dilts** shares how he built his career on hard work, building connections and strategic collisions.



### EPISODE 48

Hear from **Steve Gerardi of SG Entertainment** about his 33+ years of experience in the music industry.



### EPISODE 47

**Dr. Allison Barber** shares her incredible journey to becoming the Indiana Fever's President and COO.

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