

## Behind The Trowels Introduction

Behind The Trowels (BTT) is proud to bring to you our first official newsletter. There is so much to talk about so, let's get right into it.

**First:**Our newsletter will be away for us to announce upcoming classes and events as well as offer tips, tricks and techniques that can help you and your crews get that added spark to bring your projects to the next level. With the busy season in full swing, it will obviously be difficult to take time away from the daily grind of running your business to maintain your continuing education. BTT is the solution! LIVE professional training seminars will be conducted in non-peak hours such as early evenings or weekends by industry leading professionals with proven track histories on a variety of topics including concrete countertops (cast-in place, pre-cast, GFRC) specialty vertical applications such as walls and shower surrounds with micro toppings and metallics, cement based toppings with finishes ranging from wood plank, flag stone and ultra-smooth floors, high performance coatings, polished concrete and overlays, repair seminars, stamped concrete, which are a few examples of our upcoming scheduled seminars. You will have the ability to ask questions live during the training and you will also receive a professionally edited video to keep for future reference.

**Second:** Although BTT was already successfully up and running with the founder of Behind The Trowels, Keefe Duhon of Concrete Revolution, Keefe quickly realized the need to expand the potential of training opportunities offering un parrelled, live decorative concrete training which is a first ever in the industry. For this reason, he brought in the Decorative duo of Bob and Lee Ann Harris who have a combined 35 + years of decorative concrete installation and training helping thousands of students worldwide expand their business. The Harris's have been professionally teaching since the mid 90's and bring a wealth of knowledge to BTT. Also, part of the team is Wes Robison who helped Keefe launch BTT and is the person behind the scenes kind of like the great Wizard of Oz. Wes is the operations manager handling the marketing, promotions, schedules, video announcement's, filming/editing of the events and all coordination for BTT! These four team members share the same work ethic and have a high standard of morals and values and talk almost daily on what the next steps are for BTT and what new and exciting classes and presenters will become part of the team.

**Third:**The Behind The Trowels team wants to be clear on what our motivation and mission statement is. First and foremost, we are selling education. We are not using this platform to try and sell you a specific product or sway you towards a certain manufacturer. Having said that, there is a substantial financial investment to produce an episode of BTT and for this reason, you will see a variety of manufacturers sponsoring classes which is a great way for them to promote their products and help us provide the highest quality of training to you the viewers. Its up to you the viewer to decide if a specific product fits your needs. Once you sign up for a training, you officially become part of our fraternity and will receive frequent updates and inside information non-members are not privy to.

In closing, these are exciting times and the future looks very bright for the decorative concrete community. At some recent training events we asked contractors if they were busy and what their projections were for the year. Across the board, everyone seems very busy and had a very optimistic

outlook of what the year ahead is shaping up to be. I know we are all very busy and the phone seems to be ringing constantly with potential prospects. Remember, use each day as a learning experience, keep a positive attitude and treat people with respect! On behalf of Behind The Trowels, Keefe, Bob, Lee Ann and Wes would like to personally thank you for considering our training platform and for those of you have already signed up for our courses, thank you!