

Behind The Trowels Newsletter

The month of May and June have been exceptionally busy for everyone based on conversations we have had with contractors as well as the volume of work being posted on social media outlets. BTT has been busy at it as well with some recent awesome classes that students have given rave reviews on and some exciting events coming up. Keefe Duhon presented a class on creating vertical concrete applications including showers with micro finishes. The entrepreneur Keefe is, he quickly realized that there was much more to offer his clients than just floors and started offering a wide variety of wall treatments which is now a main part of his business. His on-line class showed students how to properly prep the walls and apply beautiful organic looking finishes complete with the proper sealers to preserve and protect the walls. One of his students sent an email to BTT thanking him for such a great class and that they had already landed a small vertical wall application because of his class.

Joshua Russell presented a class on creating a one-of-a-kind tabletop piece, with custom edges complete with producing your own urethane edge molds and ultimately casting unique edges. Joshua is an amazing artist with such a positive vibe that people gravitate towards. Watch for more from Joshua in future upcoming BTT training sessions.

Industry Icon, Chris Sullivan presented a class on trouble shooting sealers which was very well received. Chris did a phenomenal job of helping contractors understand sealers and more importantly, how to fix them when things don't go as planned. This industry is about overcoming obstacles and challenges and Chris's class really helped viewers become better trouble shooters with sealer related issues.

Keep in mind, all of these exciting classes as well as future classes are available on the on-line store at www.BehindTheTrowels.com in the event you can't attend our live webinars.

June is shaping up to be an exciting month of training starting with Darryl Bates on June 18. Darryl, who has perfected his craft, will be teaching the exciting world of decorative and metallic epoxies. Darryl is an amazing artist that will show you the do's and don't's of the coatings industry as well as specialty techniques creating unique "one-of-a-kind floors" that consumers are hungry for. You won't want to miss Darryl's class which will cover proper surface prep, mix ratios, custom color combinations and marbling techniques as well as top coats which could be a nice addition to your current business model. You don't want to miss this class.

Up next is Bob Harris on June 22 and 23. Bob will be teaching a class on creating cast-in-place concrete countertops. BTT posted a quick video pre view of this class of which we received many positive comments and people inquiring about signing up. If you are already in the business of stamping, staining, or installing cement-based toppings, cast-in-place countertops can be a very nice income generating addition to your pre existing business model. This will be a two-part series starting with subbase prep, forming details, reinforcing, faucet and sink knock outs. The second portion will be mixing and placing Kingdom Products countertop mix, creating custom edge details, custom crafted hand finishes, detailing, coloring and sealing.

Coming soon , and back by popular demand, Keefe will be presenting his signature wood plank texture followed by his beautiful white wash coloring technique. You won't want to miss this class!

Followed by well known Concrete Artist, Rick Lobdell.

Also in the near future, flattoo stencils produced by Surface Gel Tek owned by Tamryn Doolan. These flattoo stencils will be demonstrated with different coloring mediums such as acid stains, dyes and acrylics will be demonstrated with amazing results.

As you can see, Behind The Trowels is running full speed ahead like many of you and running your business. But wait, there's more..... BTT is excited to announce a few new sponsorships that have recently signed on which means more exciting upcoming classes for you the viewers. HTC/ Husqvarna, Runyon Supply, Brickform/Solomon, Tamryn Doolan of Surface Gel Tek to name a few.

Concrete polishing with planetary grinders and with power trowels, stamped concrete and decorative stencils, acid staining and dye applications are just a few exciting examples of classes you can sign up for. Also, for you concrete place and finishers and polished concrete contractors, stay tuned for a class that has never formally been done in the industry before." Creating the canvass for polished concrete". With the popularity of polished concrete floors, Bob Harris and special guest presenter who holds many concrete finishing world records will be placing and finishing an actual slab specifically for polished concrete. We at BTT guarantee you will not want to miss this opportunity!

For now, keep those trowels polished and filed. Until our next newsletter, keep a positive attitude and throw out any and all negativity and feel fortunate that we all have an industry that provides amazing opportunities.

Remember to support Mike Murray and our friends at Concrete Cares!