



The GemSeal Journal

"Solid content for sealcoating and paving professionals."

Fantastic Mastics Work for You...for Less!



New Mastic Equipment Available
More info inside...

A Message from the President & CEO

Thanks for taking the time to read our Spring 2018 GemSeal Journal. For those of you who braved the cold and traveled to Cleveland in February for NPE, it was great to see so many friends at our Rock & Roll Hall of Fame Private Event and at our Punch Bowl Social Customer Appreciation Night. Fast forward to April, and here we are again, waiting eagerly for the weather to improve so we can get started. But with snow falling in Chicago and freezing weather as far south as Texas in April, we will have to wait a little longer. So much for global warming!



During the so-called off-season, we worked harder than ever to get ready for the new season. The GemSeal team is always excited this time of year because that's when the practices and

preparations end, and we get to help our customers meet the many demands placed on sealcoating, striping, and crack sealing professionals.

We understand that many of you have only six or seven months to earn a year's worth of income for your business – you can't afford to be slowed by a company that can't keep up with you. At GemSeal, we will be ready when you are to make 2018 a great year. As you'll read in this issue, our

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Pavement is Our Passion!®

Continued from front...

Customer Service Reps and Sales Team have renewed their product training to be able to answer your questions.

You'll also read about the expansion of our popular [One Stop Shop](#) stores and our mastics line with the addition of an innovative, affordable melter. If you haven't yet seen our new catalog, you can view it online or request a copy from your local sales rep. We now carry more than 1,000 items. And we are always making adjustments to our inventory based on your feedback.

Over the winter, we were thrilled to host – along with our vendors – two successful contractor training seminars to teach our customers more of what they need to know to be successful.

Finally, we are sad to see some long-time employees retire from GemSeal. Watching wonderful people like Carolyn Bradeen and Robert Carter depart for their next adventure is never easy. Fortunately, we have great people taking their places, about whom you will read in this issue.

So please sit back, relax, and enjoy the latest GemSeal Journal. We look forward to working with you this season. Don't hesitate to call us if you need us.

With best regards,

Jeff Lox

INFRASTRUCTURE IMPROVEMENTS

Stop by our Expanded Showrooms in the Southeast!

Atlanta—A dedicated showroom has been built by our employees for the Atlanta location. The project began in winter of 2017 and was completed on March 1, 2018. The store is 800 sq ft and well-stocked with all of the items our customers need to complete their pavement maintenance projects.



Our employees are eager to serve you in our newly built showroom in Atlanta.

Tampa—Last December, the Tampa location began expansion and remodeling of their One Stop Shop. The build-out addition is 432 sq ft and will wrap up by the end of April. The GemSeal Tampa team is hard at work organizing and setting up the new area with showroom displays, equipment, and other products. Stay tuned for information about the grand re-opening.



Store entrance of One Stop Shop in Tampa.



Stop by our Atlanta location for products, tools, equipment, and literature.



Build-out addition of One Stop Shop in Tampa.

CONTINUING EDUCATION

A Rock'in Good Time Was Had By All at NPE 2018 in Cleveland

Our team enjoyed exhibiting and participating once again at the National Pavement Expo. This year, we had a larger booth space and a new design to showcase many of our One Stop Shop items ranging from safety vests, asphalt paving shoes, and edging brushes to tools and application equipment. For many visitors, the mastic melter we had on display was the main focal point. Additionally, we had a video presentation running continuously so that attendees could view GemSeal products and service in action.

After hours, GemSeal hosted two customer events. The first occurred on opening night at the Rock and Roll Hall of Fame Museum, where the GemSeal logo blazed brilliantly in the museum's iconic sign out front. Our guests—148 in all—enjoyed desserts and beverages while privately touring three floors of the museum.

The following evening, we hosted our annual customer event at the Punch Bowl Social for more than 200 guests. This venue was different than others we've booked in past years. It offered a unique interactive, social atmosphere that allowed us to commu-

nicate with our customers on a more personal level. In addition, everyone enjoyed bowling, shuffle board, darts, ping pong, foosball, supersize Jenga, and old-fashioned arcade games. Of course, there was plenty of amazing food, great conversations, and abundant networking. The feedback we received indicated that this was GemSeal's best social event to date! We can't wait to top it next year in Nashville!



CONTINUING EDUCATION

Hand-on Sales Training to Start the New Year

GemSeal takes very seriously the responsibility to provide the best possible service and advice to our customers. That is why our sales staff meets annually to review best practices and brush up on product and equipment changes or innovations. This year, our GemSeal Sales Training Meeting was held in Tampa, Florida, on January 16-18, 2018.

The meeting consisted of 'Best Practice' presentations from the sales team, NetSuite/P&L Training, Rental Program Review, Mastic Initiative & Training, and 2018 Key Initiatives.

In addition to presentations and breakout sessions, participants toured GemSeal's Tampa facility which included a demonstration of testing procedures, as well as, jobsite placement and usage of mastic material. The training concluded with some friendly competition at a local bowling alley.



Our Customer Service Representatives are Prepared and Ready to Help You

Chemistry, show & tell, and accounting might sound like the curriculum from your local school. Add equipment demonstrations, IT classes, and accounting, and you have GemSeal's most recent Customer Service Representative (CSR) training. In late February, our CSRs convened in Charlotte for ongoing education and knowledge exchange.

During the training, CSRs participated in hands-on workshops to stay current on new products and equipment. As a result, each CSR can answer questions on sealers, crack fillers, additives, equipment, and most of our 1,000+ items.

Product demos helped them become well informed about our new mastic melter and equipment. Experiments with additives taught our CSRs how these products work with different sealers. And, in-depth discussions revealed best practices for servicing you faster and better—whether you visit one of our storefronts or showrooms, or if you are simply calling to ask a question.

With new products added continuously to our [One Stop Shops](#), it is important that our CSRs remain the best in the industry. After all, they are the friendly and knowledgeable voices of our company when you call, the smiling faces that greet you when you visit, and the hard-working group that keeps GemSeal moving forward. Please [visit or call any location](#) to experience the outstanding customer service yourself!



PROJECT PROFILE

Withstanding Hurricane Harvey is a Breeze with Black Diamond™ XL

Carolina Pavement Technologies, based in Raleigh, provides asphalt and concrete maintenance services to the Carolinas and throughout the Southeast.

Last July, their crew applied GemSeal [Black Diamond™ XL](#) on nearly 265,000 sq ft of pavement at a busy shopping center in Houston, TX. One month later, Hurricane Harvey hit the area. The entire parking lot was underwater for several days and was riddled with debris once the water receded.



Post-job completion photo, pre-Hurricane Harvey, July 2017.

After clean-up, however, it became clear the sealer was in great condition, effectively protecting the pavement from unprecedented standing water and other irritants.

A result like this is a testament to a quality contractor using a quality product. Or, as we like to say at GemSeal, the right product plus the right process equals the right results!



The parking lot after Hurricane Harvey.

EMPLOYEE SPOTLIGHT

5 Questions with Gina Grimaldi

1. Tell us about your industry experience and your current role:

I have served and interacted with customers in a variety of markets for over seven years. This experience helps me in my current role as a Customer Service Representative for GemSeal in Tampa. While the industry is relatively new to me, there are many passionate employees in GemSeal who are willing to help me learn and accelerate my personal growth and knowledge.

2. What do you enjoy most about your job and our industry?

I enjoy the people at GemSeal; they are a group of positive and highly-motivated individuals. I consider myself blessed to work alongside and learn from them. In addition, my customers are friendly and diverse people. I love hearing their stories about how they got into this industry, what they are doing now, and their personal aspirations for the future.

3. What do you think sets GemSeal apart from the competition?

I think our quality control is what sets us apart from the competition. When I first started working with GemSeal, I had no idea the amount of care that goes into our products and it all starts with our [colloid mill processing](#). We also test every production run of sealer to make sure it meets proper specifications. This allows us to produce a quality product on a consistent basis and to identify and address any production errors very quickly.

4. If there was a movie produced about your life, which actor would play your role and why?

I would pick Shailene Woodley (who starred in *The Fault in Our Stars* and *Snowden*), because she is a strong woman who stays true to her beliefs. She can also be a bit quirky, like me!

5. Name three people you admire and why:

My dad, because he is my forever example of what a true friend is. I have never met a more loyal and selfless person who is quick to listen, slow to anger, and is willing to lend a helping hand.

My fiancé, Keith, because he is the most positive thinker I know. Even in the darkest of times he always sees the light at the end of the tunnel, which is an art I have yet to perfect.

Chef Masaharu Morimoto, because he has taught me to always follow your dreams, no matter what might get in the way. He started out at the bottom washing rice at a sushi restaurant in Japan and now he owns many high-end restaurants all around the world. Every criticism and naysayer only fueled his passion and turned him into the innovative and inspired artist he is today.



EMPLOYEE NEWS

Years of Service Recognition

5 Years

Bobie Anderson, White Marsh (June 2017)
Dustin Beemer, Franklin Park (August 2018)
Herb Brum, Tampa (May 2018)
Keith Dropiewski, Auburn Hills (April 2017)
Bill Londergan, Millbury (April 2017)
Paul Raymond, Tampa (October 2018)

10 Years

Wayne Alleyne, Tampa (November 2016)
Roy Jones, Charlotte (November 2017)
Deborah Reid, Atlanta (January 2018)
Kelly Sinclair, Auburn Hills (April 2018)

15 Years

Vicki Bacho, Charlotte (September 2018)
Otis Drapes, Memphis (July 2016)
Renee Gilbert, Greensboro (August 2018)
Jeff Lax, Charlotte (March 2018)
Becky Proctor, Charlotte (February 2018)

20 Years

Cathy Foster, Atlanta (July 2016)
Domingo Gonzalez, Franklin Park (May 2016)
Miriam Hartsell, Charlotte (June 2017)
Paul Nowlin, Greensboro (April 2018)
Derrick Poe, Auburn Hills (December 2016)



25 Years

Ricky Howell, Auburn Hills (January 2016)
Lee Lewis, Auburn Hills (January 2016)
Daniel Wirth, Atlanta (November 2017)

30 Years

Robert Carter, Greensboro (April 2018)
Leo Champagne, Millbury (April 2018)

35 Years

Harry Carter, Atlanta (October 2016)
Camilo Ceron, Franklin Park (May 2017)
Rob Main, Franklin Park (April 2018)

40 Years

Rick Bennett, Franklin Park (March 2018)
Warren Rumer, White Marsh (March 2017)
Jose Villaobos, Franklin Park (June 2018)

Staff Update

Carolyn Bradeen – In early January, the GemSeal Tampa team and executive leadership held a celebration to commemorate the retirement of long-time Tampa office manager and customer service manager, Carolyn Bradeen. The group enjoyed a night of bowling and celebration to send Carolyn into the next phase of her life.

Carolyn began working at GemSeal in 2005. Over the years, she used her accounting background to help with bookkeeping. She also showed a knack for customer service and became a trusted advisor to the large base of Tampa customers. Carolyn plans to spend her retirement with her family, helping her husband with his pressure washing company, and participating in mission trips.

Bill Wallis – With much sadness and regret, we announce the passing of Bill Wallis, Memphis Plant Manager and long-time employee. He passed away on Friday, February 16. Bill joined GemSeal in 1979 as plant manager of the Atlanta facility. Over a career spanning decades, he was involved in product development, product distribution, sales, operations, and customer service. Bill was beloved by all who knew him throughout the industry – both inside and outside the company. He was passionate about his work and serving customers in Memphis and the surrounding area.

Robert Carter – Robert, Plant Manager in Greensboro, NC, has retired effective April 15th. He spent 30 years with GemSeal beginning in 1988 as a truck driver. Since then, Robert has performed nearly every role in operations including mill operator and lab tech, and he was ultimately promoted to Plant Manager of the Greensboro facility.

As a master mechanic, Robert made sure our tankers and plant equipment were always in tip-top shape, and he shared his knowledge and expertise freely with everyone. As a plant manager, Robert took great care of his customers, always providing exceptional service. Robert is beloved by his customers and fellow workers alike and will be greatly missed. He will work on a part-time basis for the remainder of 2018 to assist with a large capital project and help train his replacement.

Renee Gilbert – Renee has been promoted to Site Manager in Greensboro. She is replacing Robert Carter. Renee began her career with GemSeal in August 2003 as a Customer Service Representative. Her strong relationships with our customers in Greensboro and the Carolinas, along with her integrity, leadership, and work ethic, have prepared her to be successful in this very important role.

Welcome New Employees

Joe Bregar, VP Operations – South Region, has over 30 years of experience in product manufacturing serving in various roles from plant and operations manager to consultant. Prior to joining GemSeal, Joe worked for Oldcastle and then as an independent consultant advising a wide range of construction product manufacturers on operational improvements. Currently, he also manages the Dallas Plant and One Stop Shop. He can be reached at jbregar@gemsealproducts.com or 813-442-2027.



Brett Dunning, Warehouse Laborer – South Region, has several years of experience in pavement maintenance. Prior to joining GemSeal, he worked for a local contractor applying seal coat, crack sealant, and performing striping. Currently he is working out of our One Stop Shop in Oklahoma City and is responsible for loading products for customers, loading and unloading trucks, inventory control, and assisting with counter sales. He can be reached at bdunning@gemsealproducts.com or 405-200-1992.



Jose Castaneda Gonzalez, Warehouse Laborer – Midwest Region, serves as a yardman for the Franklin Park, IL, plant. His responsibilities include tanker loading, filling customer orders, and assisting with various maintenance duties. He can be reached at jgonzalez@gemsealproducts.com or 847-678-6220.



Gina Grimani, Customer Service Representative – Southeast Region, has over seven years of customer service and management experience, most recently in the restaurant and retail food industry. Currently, she is responsible for serving customers in the Tampa-based One Stop Shop retail store, inventory management, and supporting the sales team. Gina can be reached at ggrimani@gemsealproducts.com or 813-630-1695.



Rusty Huddleston, Territory Sales Manager – South Region, has valuable experience working with and providing solutions to pavement maintenance contractors. Prior to joining GemSeal, he worked in sales for SealMaster and Concrete Supply. Currently he works with the Atlanta team to manage existing accounts, acquire new customers—especially governmental and other large contractor accounts—and grow sales in GA, Western AL, SC, the FL panhandle, and Eastern TN. Rusty can be reached at rhuddleston@gemsealproducts.com or 404-938-9805.



Mark Lamar, Territory Sales Representative – South Region, has over 25 years of experience in sales and product management, as well as vast knowledge of pavement marking materials. Prior to joining GemSeal, he spent 12 years with a pavement marking manufacturer where he held various sales and technical support positions. Currently, he works out of the Greensboro Plant and One Stop Shop selling to contractor and governmental accounts in NC, SC, and southern VA. He can be reached at mlamar@gemsealproducts.com or 336-604-4124.



Tyler Rozanski, Warehouse Laborer – Mid-South Region, began his career with GemSeal on a temporary assignment and was recently hired on full time. He is responsible for tanker loading, filling customer orders, assisting with plant maintenance, and production duties. He can be reached at trozanski@gemsealproducts.com or 404-696-7660.



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Jill Smith, Office Manager – South Region, has over 15 years of experience in manufacturing and professional services including accounting, purchasing, customer service, and human resource management. Currently, she oversees customer service, purchasing, inventory, and accounting for the Tampa-based One Stop Shop. Additionally, she provides support to the sales team in Tampa. She can be reached at jsmith@gemsealproducts.com or 813-630-1695.



Ronnie Watson, Territory Sales Manager – Central Region, has vast experience selling construction equipment to governmental accounts. A lifelong resident of Oklahoma City, Ronnie currently works out of the GemSeal One Stop Shop in his hometown selling to contractors and governmental accounts. He can be reached at rwatson@gemsealproducts.com or 405-202-6880.



Monica Woods, Customer Service Representative – South Region, has over 10 years of administrative and professional service experience including customer service, sales, event planning, social media, and management. Currently, she works with the Memphis team to manage customer accounts, including acquiring more customers, developing relationships, accounting, purchasing, and providing administrative tasks. She can be reached at mwoods@gemsealproducts.com or 901-775-2585.



PERSONNEL ACHIEVEMENT

Neither Wind, Nor Rain, Nor Cold Could Prevent a Strong Finish!

On Monday, April 16, 2018, our president & CEO Jeff Lax and his wife, Anne Marie, braved the wind, rain, and cold conditions at the Boston Marathon and persevered!

While it was, according to many, the worst weather in the race's 122 year history, Jeff and Anne Marie enjoyed the experience and the challenge. Jeff crossed the finish line at 3 hours, 48 minutes, and 36 seconds. His pace was 8:44 per mile, slowed by two unplanned port-a-john stops. Anne Marie finished in 4 hours, 21 minutes, and 22 seconds. Her pace was 9:58 per mile.

We congratulate Jeff and Anne Marie, along with all of the runners, on this amazing achievement!



A triumphant finish for our president Jeff Lax.



The Lax family celebrates post-race (L to R): Anne Marie, Brian, and Jeff.

INDUSTRYTIPS

Mastic Products and Equipment Help You Grow Your Business

GemSeal is excited to announce we now offer a new line of [mastic equipment](#) for rent or to purchase to complement our mastics material, which is the ideal solution for cracks and other issues that conventional crack sealants can't handle.



[Mastics](#) come in two forms—an asphalt-based, black material for asphalt repairs and a resin-based material for concrete repairs. Both are hot-applied and contain select aggregates, which give the product load-bearing characteristics. Mastics have a multitude of uses including:

- Repairing depressed cracks that are too wide to seal effectively
- Correcting elevation issues such as leveling out bridge approaches
- Leveling manholes and other uneven transitions to lessen the effects of snow plows
- Repairing spalled concrete without removing, and opening back to traffic within a few hours

- Repairing minor defects or damage on streets and sidewalks
- Providing a surface repair over alligatored asphalt or concrete

Oftentimes, mastics are used for bridge repairs. Now, with GemSeal's new, more affordable line of [mastic equipment](#) that can be rented or purchased, you have the ability to complete a wide variety of repairs more quickly, with less expense to you and your customer. Furthermore, the material remains flexible, yet it is stronger than most conventional repairs for a longer-lasting result.



This is a unique opportunity for you to grow your business with little investment and a large return. Please visit one of our [showrooms](#), call your GemSeal representative, or browse our Web site to [view a video](#) on mastics and learn how mastic products and equipment can work for you.



REGIONAL NEWS

Customers Gathered in Dallas and Boston for Training Seminars

In mid-March, GemSeal hosted two training seminars for our customers—one in Dallas on March 15 and another in Boston on March 20. The Dallas-area event was held at the Bob Duncan Center in Arlington. Approximately 50 attendees, comprised of contractors and governmental employees, came out to listen to lectures, participate in hands-on demos, and enjoy good food and company. Sixteen vendors were also on hand to exhibit their products and services.

Five days later, our Boston-area GemSeal team hosted a similar event at the Sturbridge Host Hotel for nearly 70 attendees and 16 vendors. Both seminars provided a fun and informative atmosphere in which to learn more about changes in products, application techniques, industry regulations, and equipment.



REGIONAL NEWS

GemSeal is Pleased to Welcome the Following Distributors

GemSeal continues to work hard to make our products more widely available so our customers can find them when and where they need them. We are happy to announce that we have added many new pick-up points for the 2018 season.

Atlantic Pavement Maintenance Supply is located in Brentwood, NH, serves the Southeastern NH and Northeastern MA. Contact Ron Brown at 603-953-4830.

Delmarva Sealcoat Supply is located on the eastern shore of Maryland. The company provides a complete line of GemSeal products including Black Diamond sealer. Contact owner/operator, Chris Filippelli, at 443-235-4394.

Empire Emulsions is located in Chester, NY, and serves Orange and Rockland Counties. Contact owner Shawn Thorn at 845-610-5350.

EWS Enterprises is located in Rome, NY, and serves the Syracuse region. The company sells a full line of sealcoat supplies. Contact Tom Colucci at 315-542-2926.

North American Infrared is located in Newport, NH, and serves Western NH, Northern MA, and Eastern VT. The company offers a full line of GemSeal products ranging from bulk seal coat, crack fill, and paint to miscellaneous tools and equipment. Open 7 days a week and by appointment. Contact Meagan Hurley at 603-504-6538.

Northeastern is located in Endicott, NY, and serves the greater Binghamton area. Contact Joe Carosella at 607-785-1180 or visit www.northeasternstriping.com.

Pavement Supplies of West Virginia is located in Harpers Mill, WV, and serves the Tri-State area of MD/VA/WV. They offer a full line of GemSeal products including Black Diamond and Fed Spec sealers. Contact Stacy and Don Watson at 304-728-9342 or Drw1071@yahoo.com.



All Spruced Up and Ready to Serve You!

In the sealcoating and paving industry, a professional appearance is an important selling feature as it relates to pavement upkeep, but also as it pertains to your personnel and equipment. That's why we use the 'off-season' to service our tankers and get them in top condition.

Over the winter, our plant located in White Marsh, MD, re-painted their fleet of tankers and applied new decals of our corporate and 60-year logos as well as our One Stop Shop branding. New mud flaps completed the transformation.

We're proud of the results—a good-looking fleet to complement our knowledgeable and experienced staff.



UPCOMING TRADE SHOWS

Contractor

GemSeal will be exhibiting at two public works events this summer to gain a better understanding of industry requirements pertaining to paving materials and to visit with many of our customers in the governmental sector.

TPWA – Texas county engineers, road commissioners, and road administrators will convene in Fort Worth at the Fort Worth Convention Center for the 2018 [Texas Public Works Association Annual Conference](#) on **June 28-29**. GemSeal's central region team will also be present to learn, network, and showcase our governmental products on the expo floor at **booth 325**.

PWX2018 – GemSeal is excited to be a repeat exhibitor at the third annual [PWX2018 Expo](#) held in Kansas City on **August 26-29**, at the Kansas City Convention Center. This show affords us the opportunity to showcase our governmental products and application equipment at **booth 1844** and help public works professionals specify governmental crack sealants and patching products for a variety of projects.



Property Manager

Next month, GemSeal will meet with retail real estate professionals to educate them about the benefits of pavement preservation. Our participation at this trade show helps cultivate business for contractors providing crack sealing, sealcoating, and striping services as well as increases demand for pavement products.

ICSC RECon – Preparing for the future of retail and commercial real estate starts at the [ICSC RECon](#) (International Council of Shopping Centers Real Estate Conference) on **May 20-23** in Las Vegas. During the four-day event, industry professionals will convene to exchange forward-thinking ideas on a wide variety of issues including how to improve physical retail experience, attract new tenants, and prepare for natural disasters. The success of these three particular topics largely depends on property condition, which includes the vast expanse of pavement in front of stores.

That's why GemSeal is making our annual appearance at **booth N1132** to showcase our pavement preservation products and to discuss the importance of developing a long-term plan to protect and maintain retail pavement. After all, a parking lot in good condition makes a positive first impression, which impacts overall retail experience; helps attract tenants and customers; and prolongs the safe usability of pavement, even in harsh weather conditions.



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