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Grip-Tite® Times

News from Grip-Tite Manufacturing Co, LLC

November 2011

What's Inside

Creating Success Through Service

Things to think about today to make sure your employees are satisfied and loyal to your company.



2012 Grip-Tite Dealer Appreciation

Check out what's in the works for the 2012 Dealer Meeting event!



Dealer Websites

Dealers have taken advantage of our new dealer sites and are already starting to see the benefits!



What is Going on in the Grip-Tite Dealer Network?

Find out what's going on with some Grip-Tite dealers and a Grip-Tite employee.



Dealer Websites

by: Cooper Riley

Grip-Tite is now Offering Dealer Websites

Grip-Tite is now offering Dealer Websites to our dealer network. We have worked out a deal with our web company that will offer dealer sites with custom, full content management systems that allow our dealers to update their sites whenever they need to by themselves without having to go through someone else to do so. The company we are working with is Spinutech (www.spinutech.com) and we have had a very positive experience working with them over the last 18 months.

If we can build a network of tied together sites where content is pulled and shared, SEO (search engine optimization) can go through the roof, but we need the participation from our dealer network for this to benefit our dealers.

We have worked out a very reasonable deal with Spinutech to build our dealers sites with their content.

Both packages would include us setting up their site with a semi custom design. We would work from a base template and then change colors, logos, navigation, etc.

All sites would come with the base content, the quote request and the ability to add additional pages.

We will need a few pilot sites to get started. The first 2-3 dealer sites will be offered at a discounted rate to get this up and going. Please

contact me with any questions or if you have interest. Spinutech has experience in this type of thing with Verizon Wireless dealers and other dealer networks and has had great success with it, it is something we want to make available to our dealers as we continue to expand our marketing within our dealer network.

Pricing from Spinutech.

Option 1:

Pay \$1750 upfront and then \$125/mo. for hosting/licensing/support

Option 2:

Pay no upfront fees and just pay \$200/mo. for hosting/licensing/support



On the Road with Nick

by: Nick Farkas

July and August saw a mix of training – for us and by us – and field support with new dealers. Even better were the mix of projects we were called upon to either help design, quote different applications, modify existing products or help run through the permit process - or just hear about how well the permit process went in one case.

Let us start with that one case where we just HEARD about how well the permit process went. It begins in the City of Angels, which is run by devils if you are trying to get a building permit. For years now, the City of Los Angeles has delayed and/or denied most attempts to secure a building permit with steel piers – either helical or push piers. They point to the newly created AC308 and a new ICC research report based upon the 2009 UBC for any permits for projects with helical piers. No one has that yet, so no one is getting permits! A permit for push piers? That has been a (excuse the pun) “pipe dream” for the past several years too. Until mid-September when Phillip Mitchell of All-American Traditions met with every decision-maker in the building department and provided them with all of the documentation (including geotechnical and civil engineering reports), calculations and product specifications they could ever want and came away with a permit in only TEN MONTHS! How many of us would have given up on that permit? That is quite an accomplishment and, hopefully, a precedent-setting one! Opening the City of Los Angeles for Grip-Tite piers on building projects, opens the door to over 28 million people in the Southern California basin. Way to go, Phil!

Grip-Tite dealers were also involved in some different (for Grip-Tite dealers) projects across the country. We have our dealer in the Denver area, Ryberg Construction, bidding on a solar array project and also a water slide support for a water park. Two of our dealers, All-American Traditions in So Cal and Robbins & Co. in Seattle are joining forces and bidding on a project to lift a hotel in the Bay Area. Tony Jacobsen has been very involved designing special brackets and analyzing the conditions for that project. Tony is also working with Glenn Luebbering of Pep Waterproofing in South Central Missouri to develop a bracket that will withstand the high pressures needed to break structures free from that sticky clay in that area. We just shipped out our first order of helical piles and modified post brackets to Critical Response Networks for a project in Alabama. They provide disaster relief housing. Ross worked out a system to cut off a week in delivery time for this project which was vital to this customer. We also shipped our first carbon fiber wall support kit to Eastern Kentucky to satisfy the building department in Henderson, KY, just across the river from Evansville, IN. Applications are being identified and products are being developed and modified to meet the needs of these innovative dealers. Things are moving right along.....

During this time, our Grip-Tite crew of Dave, Ross, Tony, Cooper and myself got training on our new Grip-Tite Waterproofing Systems and we also trained a new group of Grip-Tite Dealers from Standard Water Control in Minneapolis, R&R Concrete & Construction Services in Rochester, MN and T. Brennan Heavy Equipment of Carbondale, PA along with a follow-up group from South Coast Exteriors in Mt. Pleasant, SC. This was a good group with years of varied experience and successes. They made this the best training to date. I am expecting big things from this crew and Tim Brennan showed how quickly they will get going by securing a project that started five days after they left training. I had to hurry home after training and get some clean clothes (read underwear).

So, it was off to Wilkes Barre, PA to see just what these guys learned and how they would put it to work. Well, it was no picnic, but they re-leveled two apartment buildings that were built on HUGE footings over a mine subsidence area in NE PA coal country. They performed like they have been underpinning all their lives and made a lot of people happy with their results. It took some extra analysis of the situation, some cutting away of the over-sized footing and good installation technique, but they leveled the buildings and all the residents returned to safe, secure homes. Watch for a case history soon.

Then it was off to Atascadero, CA to oversee a unexpected underpinning of a house for Casey Ferreira of Casey Ferreira Construction. He wasn't expecting to have to use steel piers to underpin this structure, but it was the best solution for the situation, so he contacted Grip-Tite for some guidance. Since he was already into the project for a set price, he wanted to keep costs down so we utilized a skid steer in lieu of a pump and got the house back to within 1/16" of dead level. The customers were elated to be able to use their sliding patio doors and windows in that part of the house and Casey saved almost \$4000 in equipment costs. Everyone was smiling when it was all said and done. Casey will be joining us for his “official” training Oct.3-5 here in Winterset.

Keep those cards and letters coming and let us know if we can be of any assistance to you and your business. We are all here to help and there is nothing we enjoy more. I hope to see you soon or receive a write up and photos for a case history that we can publish to the web site to share with other dealers. Keep looking for those “other” applications and remember that while we may not publish or show the product that your project needs, we can have it - or design it - for you in a short time. If you don't ask, you'll never know. Don't pass up an opportunity because you don't think we have the products available. Put us to the test!

See you soon or talk to you from the road.

2012 Grip-Tite Dealer Meeting/ Appreciation Day

by: Nick Farkas

Normally, at this time of the year, we'd be asking you to respond to our inquiries as to how many of your staff will be attending the annual Grip-Tite Dealer Meeting, which is normally held in conjunction with the World of Concrete Exposition in Las Vegas.



Well this year, we aren't going to do that! We're going to do something a little different and, hopefully, a lot better!

Trying to put together a meeting in Las Vegas in conjunction with a large trade show was getting to be a bit complex. We really had so many other functions going on at the same time, i.e., World of Concrete, Deep Foundation Institute Helical Foundation and Tiebacks Committee meeting, trying to meet with vendors at the trade show, etc. It just took a lot away from the time we could allow for our most important function – the Dealer Meeting! So we decided to MOVE THE TIME AND DATE OF THE DEALER MEETING to sometime, somewhere that we could spend more quality time with you, our dealer.

To that end, we are currently planning to have our 2012 Grip-Tite Annual Dealer Meeting/Appreciation Day sometime late summer or early fall in Des Moines, IA, near our Winterset manufacturing facility. This will enable us to devote full time to a meeting, do some actual field work like load tests, installations, new equipment demonstrations and maybe even sneak in a round of golf at a world-class golf course. Now that is starting to sound like a dealer meeting/appreciation day that we can all enjoy and derive benefit from!

We are looking at a 2-3 day time frame instead of the 8 hour time frame we had in Las Vegas. We will be putting a lot of effort into planning this event and making it worthwhile for every attendee.

We'd like EVERYONE to be represented, provide input and take back something that makes your company just a little bit better prepared to take advantage of opportunities in the anchor and pier end of the business. We'll also spend some time making you experts in the Grip-Tite Waterproofing System.

The weather should be spectacular. The meeting content and field demos should be educational and enlightening. The camaraderie will be unequalled. Golf will be as it always is a four-letter word! We'll have alternative activities for you non-golfers



and other activities for those who accompany meeting attendees, but would rather not attend field activities.

We will deliver more detailed information as we get closer to the time when you have to make travel arrangements and time commitments.

For those of you that are planning on attending the World of Concrete Exposition in Las Vegas in January anyway, stop in the booth and spend some time with us. We're in town all week! But don't forget to plan to attend the Annual Grip-Tite Dealer Meeting in Iowa later in the year with all of your old – and some new – friends.



What's Going on in the Grip-Tite Dealer Network?

Congratulations to Ground Up Builders in Tennessee for launching their new website. Ground Up utilized the new Grip-Tite web template through Spinutech, allowing their site to be tied to www.griptide.com organically but still have the benefit of having the site customized to their business. This allows Ground Up to benefit off of Grip-Tite's web traffic. Check them out at www.groundupbuilders.com.



Anchored Walls recently had a booth in the Varied Industries Building at the Iowa State Fair. Iowa's fair is the largest state fair in the nation, and Anchored Walls has been attending for many years straight. Corey and the gang see a tremendous amount of leads come in from the connections they get each year at area home shows. Keep up the good work!



Grip-Tite's Senior Marketing Director's Triathlon Season Comes to a Close

Cooper Riley, Grip-Tite's Senior Marketing Director is an avid triathlete that has competed in close to 50 Triathlons over the last six years. This summer was one of his shorter seasons with only five races. He was first in his division in three of the races and qualified for the 2012 5051 Deris US Championships by being in the top ten percent in the HyVee Triathlon in September. He plans to compete in next years National Championship in Des Moines, Iowa. He also plans to run a marathon and compete in two half Ironmans next season in preparation for a full Ironman (2.4 mile swim, 112 mile bike, 26.2 mile run) in 2013.



Cooper competing in the Sugarbottom Xterra Off-Road Triathlon in July where he placed first in his division and 12th overall



Cooper competing in the Bluff Creek Triathlon where he placed 2nd in his division.

Creating Success Through Service

Listed below are just a few things that you can think about today in making sure your employees are satisfied with and loyal to your company. Even some small changes could lead to a more positive workplace, more satisfied customers and higher profitability.

1. At the Front End, Hire for Attitude and Train for Skill. It doesn't matter how good someone is at a skill if they have a bad attitude; but, people with a great attitude will almost always make a positive contribution to your company. Look for people with a "can do" rather than a "can't do" attitude. These people will strive to get better and better at what they do, and keep a good attitude along the way.

2. Offer a Good Benefits Package. Even when you are a small company, it is worth offering a basic benefits package. This is the best way to recruit and retain the best employees. Some types of key benefits to consider are health insurance, disability/life insurance, 401(k)/profit sharing plans, vacation, and a flexible spending program.

3. Communicate Regularly with Your Employees and Keep an "Open Door" Policy. Not only on their first day of employment but all along the way, make sure employees know the company guidelines (for example, how do I request vacation?), the company's systems (for example, how do I run the copier or the computer program?) and your individual expectations for them in terms of attitude, productivity, sales, etc.



Also, make sure they know that they can come in and talk to you about suggestions, grievances or just to shoot the breeze. Employees want to feel welcomed and valued by you in their interactions with you. Don't be afraid to talk to your employees about what you can do better as an employer.

4. Train, Train, Train. Make every day about training. Spend time developing your people. They will feel valued that you are investing in them, you will help them do



their jobs better and they will see your commitment to their and the company's growth.

5. Build Your Team! Consider ways to enjoy each other's company and build your team during the course of the year. This could include holiday parties, family outings, team building activities or seminars, philanthropic activities, or even a company newsletter that highlights and values different people on your team each month.



Grip-Tite owners, David Nicholl and Mike Johnson present Jim Bryan with a chrome plated anchor and plaque celebrating Jim's 40 years of service to Grip-Tite. Congratulations Jim on your retirement!



QUIZ ANSWERS (NO CHEATING!)

1. B
2. D
3. A
4. C
5. E

Did you fail? Nick writes a pretty tough quiz, you should see the one he gives new dealers.



Grip-Tite Holds New Dealer Training

Grip-Tite University!

Winterset, Iowa

What is covered:

Classroom Training: Provides an overview of Grip-Tite's history, installation procedures (powerpoints), and sales techniques.

Job Site Visits:

Allows you to see the installation procedures in person, as well as participate if you'd like!

In-House Installation Training: Allows you to perform helical and push pier applications on our training wall at your own pace.

Networking: You'll have the opportunity to interact with current and new dealers to share experiences and ask each other questions.

Fun: lunch, dinner, snacks and great company!

Who Should Attend?:

New Dealers, Current Dealer's New Employees, Salesmen.

Training Details:

Contact Nick Farkas at nfarkas@griptite.com for the details on the next dealer training.

A Great Training Value:

As a member of the Grip-Tite network, the seminar is offered at no cost to you! You simply pay for your travel, lodging and personal expenses. We cover the rest!

To register for this training class, please contact Nick Farkas at (714) 222-6175 or email him at nfarkas@griptite.com.

Seating is limited, so register for the next training session early!!!

Marketing and Advertising Made Easy!

A few examples of inexpensive and easy ways to promote your brand.



Marking up your truck: A traveling billboard



A yard sign: Be seen when your truck is not at your jobsite.

Door hangers: Chances are good the neighbors in the area are having the same problems.



Grip-Tite Quiz!

- Hydraulically-driven steel piers (Push Piers) designed by E.C. Alexander where first driven in:
 - 1492
 - 1936
 - 1963
 - 1977
 - 200 B.C .
- Using a standard duty bracket and standard tube, the ultimate compressive capacity of the push pier is:
 - 35 kip
 - 70 kip
 - 25 kip
 - 45 kip
 - 60 kip
- The torque factor for a 1.5" square shaft helical pile is 10. The torque factor for the 2.875" round shaft helical pile is 9. What is the torque factor for the 1.75" square shaft helical pile?
 - 10
 - 7
 - 8
 - 9
 - π
- An engineer has designed a foundation for a structure and has indicated that he needs helical piles that will support an ultimate, compressive load of 95 kips. Which of the following piles is most likely to meet that capacity in reasonable soil conditions?
 - 1.5" square shaft with 10", 12" and 14" helices
 - 2.875" round shaft with 8" and 10" helices
 - 1.75" square shaft with 8" and 10" helices
 - 3.500" round shaft with 14" helice
 - 1.5" square shaft with 8", 10" 12" and 14" helices
- The International Code Council (ICC) recently adopted AC308 for the testing of helical piles. In what city is the International Code Council located?
 - Zurich, Switzerland
 - Montreal, Canada
 - London, England
 - Paris, France
 - Whittier, CA USA