



# THE Consultancy

TEAM ACCESSA NEWS + HAPPENINGS

ISSUE 20

SPRING/SUMMER

2025

EVERY TOP  
PERFORMANCE  
BEGINS WITH  
QUALITY CHOICES



p. 05

Practicing Magic  
With Perfection  
Electrostatic Paint

p. 11

The Grit-Powered  
Entrepreneur

p. 13

Accessa Customers  
Are Crushing It



# Welcome to The Consultancy



The winter weather has broken, and warmer days are welcome as we head into the summer season. It's hard to believe we are already in the second quarter of the calendar year — my, how time flies.

Calendar year 2025 started off well for Team Accessa as business demand held fairly strong despite some emerging economic headwinds. At the time of this writing (April 2025), many eyes were focused on macroeconomic forces such as inflation, import tariffs and consumer confidence. Increases in the cost of doing business are always a hot topic, whether they're direct costs such as materials and labor or indirect costs like commercial insurance premiums, employment benefits and freight expenses.

Beyond the scope of typical operating expense management, the new federal administration continues to propose various forms of import tariffs, which, if implemented, will negatively impact the cost of some materials offered by Accessa. While most of the products we sell are made in the USA, we're actively working with our suppliers to mitigate the risk of tariffs on imported products. Using additional sourcing options, reviewing logistical methods, and identifying alternative product types are among the solutions we're exploring.

The macroeconomic landscape is shifting. However, our strategic plan focuses on what we can control at the micro level. What we control is our behavior, better defined as our attitude and activity. A positive attitude, regardless of any outside noise, is required to maintain self-motivation and a service-first mindset. Being active in our work to provide value to our current customers, actively growing new customers, and

actively providing consistent quality will lead to positive results at all levels. As we always preach:

## **Behavior + Activity = Results**

During the upcoming quarter, Accessa will continue to invest in our facilities and the careful growth of our team to live our promise of supporting customers and one another. Additionally, we will continue to review how we can better implement new technologies to improve both our team members' and customers' experiences.

The new e-commerce website for Accessa Marketplace Solutions ([accessamarketplace.com](https://accessamarketplace.com)) is live and already receiving rave reviews for its ease of access to products and information and the "Wow!" customer experience the site delivers.

We will also continue to develop positive working relationships with existing and new suppliers to ensure the highest levels of product and service integrity, both to Accessa and, ultimately, our customer base. In doing so, we can better address customer needs and deliver solutions that set us apart in the market.

Thank you for your partnership with Accessa, whether as a customer, manufacturer or friend of the business. If you have ideas or feedback to share, please don't hesitate to contact me.

Sincerely,

Joe Todd, President, Principal





## Recent Accessa Events



### Midwest Tool Expo & Auction

January 23-25, 2025

The annual Midwest Tool Expo & Auction is a sprawling trade show, auction and conference in Shipshewana, Ind. With hundreds of tool, woodworking, construction and business solution exhibitors and thousands of attendees, it is always a must-attend show for Team Accessa and others interested in woodworking, construction and design. *(Pictured: Bill Adams, Dan Foreman and show attendees)*



### 5th Annual Daviess County Construction Show

Feb. 7-8, 2025

Now in its fifth year, the Daviess County Construction Show in Odon, Ind., showcased manufacturers and distributors catering to any and all construction, home design and finishing contractors and DIYers in the Daviess County area. *(Pictured: Bob McAllister and James Wedding)*



### Mt. Hope Showcase

Feb. 13-15, 2025

A handful of Accessa staff spent their Valentine's Day weekend in Millersburg, Ohio, at the Mt. Hope Showcase. The event ran Feb. 13-15 and featured a variety of vendor types, including heavy equipment and rolling stock, sawmill, logging and pallet shop equipment, woodworking and construction equipment, antique tools and collectibles, and more. *(Pictured: Jason Williamson, Mike Walton, Patrick Finn, Kevin Fine and Steve Hershberger.)*



### 2025 Ohio Furniture Market

April 1-2, 2025

No fooling! On April 1-2, 2025, Team Accessa participated in the Ohio Furniture Market. The event is exclusively for wholesale buyers looking to fill their showrooms with furniture pieces built with passion, detail and intentionality. The 2025 market featured 173 exhibitors displaying a myriad of styles, designs and techniques, but with one thing in common: their love for what they do.





## EVENTS + OUTREACH

# Dressing Up and Working Out to Fight Cancer

Accessa is a consistent supporter and Summit Partner of the Heroes Foundation, the Indianapolis-based nonprofit organization co-founded by Accessa Vice President & Principal Vince Todd, Jr. and his wife, Cindy, following his bout with cancer in 2000. In January, Team Accessa once again traded in their work attire for suits and dresses to help raise a record-breaking \$726,000 in funds during the An Evening With Heroes gala. These critical funds allow the public cancer foundation

to empower support, prevention and research initiatives across Indiana.

During the month-long Fit4Heroes campaign in April, members of Team Accessa set fitness goals and raised funds for the Heroes Foundation. Fit4Heroes, Powered by American Health & Wellness, is always a great way to ramp up our activity and see the connection between exercise and cancer prevention.

## Upcoming Events PLEASE STOP BY AND SEE US!

**AUGUST 21, 2025**

**Indiana Manufacturing Suppliers Expo,  
Embassy Suites, Plainfield, Ind.**

Showcasing Indiana manufacturing suppliers and manufacturers. Expect to meet company owners, managers, engineers, purchasing reps and inspection personnel.

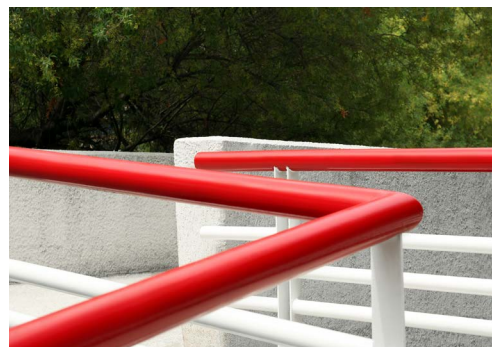
**OCTOBER 23-24, 2025**

**Wood Pro Expo Lancaster, Spooky Nook  
Sports Center, Manheim, Penn.**

The only woodworking exposition and conference for professional woodworkers in the Mid-Atlantic and Northeast regions.







## ACCESSA TEAM SPOTLIGHT

# Brian Gould Gives Us the Lowdown on Perfection Electrostatic Paint



Brian Gould joined Team Accessa in July 2015 and has thrived as a Coatings Consultant for our Perfection Electrostatic Paint product line. His interest in science as a kid has matured into becoming our go-to expert in metal-coating

technology using electrostatic paint, which Accessa customers use to coat any non-flat metal such as railings, awnings, elevators, furniture and light poles.

While customers across North America use Accessa's Perfection Electrostatic Paint, its roots are in Indianapolis. The product was first developed by Lilly Industrial Coatings, which acquired Indianapolis-based retailer Perfection Paint & Color Company in 1988. By the end of the 1990s, Lilly Industries was one of the top five producers of industrial coatings in the U.S. and had

established plants and offices in Mexico, Canada, Britain, Ireland, Germany, China, Singapore, Taiwan and Malaysia. Valspar purchased Lilly Industries for \$762 million in 2000.

Just a few years prior, Accessa had become the master distributor of Perfection Electrostatic Paint throughout North America. Accessa now exclusively owns the brand. Accessa's Perfection Electrostatic Paint line includes low-VOC and HAPs-free Invira products and the first complete line of VOC-compliant products specifically formulated for electrostatic application.

Gould takes great pride in carrying the brand forward to our customers. As a high school student growing up near Fort Wayne, Ind., he knew he was suited for a career in the sciences. He applied to Purdue University and enrolled in its Industrial Distribution Program. It was his first real taste of sales, shipping, receiving and inventory management.





He worked four years in sales with his father, who ran a custom T-shirt and embroidery business in Fort Wayne, before moving to Indianapolis. There, he worked as a restaurant server and for a rental car company. He also got married and became a father.

Gould moved his young family to Ohio in 2012 to take a position with ASK Chemicals, a foundry chemical division of the former Ashland Inc. chemical company. He was there for three years, during which his second daughter was born. When the opportunity at Accessa became available, he took it.

As part of Team Accessa, Gould works to understand what each customer needs so he can direct them to the right quality choices. Understanding the importance of different qualities, such as corrosion resistance, ease of use and clean up, range of applications, and environmental friendliness, helps Gould serve Accessa customers.

Currently, the Invira line is the real workhorse of electrostatic products. This group includes the Universal InviraPrime and InviraPox Primer, which are 2.8 lbs./gal., VOC- and HAPS-free, or HAPS-compliant.

Gould often gets questions from people who've never used electrostatic paint about why they

might want to consider a switch. Why would they consider changing from conventional spray equipment to investing in electrostatic spray equipment, for example?

"Electrostatics are built to a certain 'resistivity range.' Once you have the equipment with a certain range, the paint must fall within that same resistivity range, or it won't spray electrostatically," Gould explains. "The Perfection Electrostatic Paint line will spray conventionally, no problem, you just won't achieve the same level of transfer efficiency when coating your parts."

The main advantage of electrostatic paint is its ability to envelop the metal, thus creating a smooth finish with less overspray and waste. What enables the paint to do this so beautifully is the combination of atomization — turning the paint into tiny particles or droplets of liquid — and the electrostatic charge the paint gun emits with every spray, thus drawing the paint to the metal like a magnet.



"When you talk about atomization and the particulate size being so fine, you can't see the paint from the end of the gun to the part flying through the air. All you see is the part changing color. It's like a magic show. It's really cool," Gould says.





What's more, he adds, as long as it's not windy out, you essentially have 100% transfer efficiency, which means you have zero paint waste.

"This becomes a big deal when you're painting projects such as condo railings, where you don't want the paint to go everywhere because there are cars around the building," Gould says. "You don't want to have to mask everything off like you would if you're going out with a conventional-type spray equipment."

Limiting the amount of masking or prep work saves money on time and materials. A wide variety of industries are using electrostatic paint. You'll find it in hotels, schools, apartment complexes, office buildings, grocery stores and inside OEM environments.

Gould says a significant business advantage of electrostatic paint is that it allows you to differentiate your business. If you're a contractor who typically bids on only certain jobs, saying you can do railings and awnings gives you more ways to profit.

One of Gould's responsibilities is to find distributors across the country with salespeople who are as excited as Accessa is to sell the Perfection Electrostatic Paint product line into different markets. One thing he's discovered is that some people who are familiar with electrostatic paint have middling expectations of how well it performs. Gould is out to change that perception.

"Our brand makes it easy. You just tint the product to the color you want and send it out to the customer, and you don't get the follow-up from the customer who says, 'I can't get this thing to work.' My biggest thing to get across is that the electrostatic process might look difficult, but it doesn't have to be."

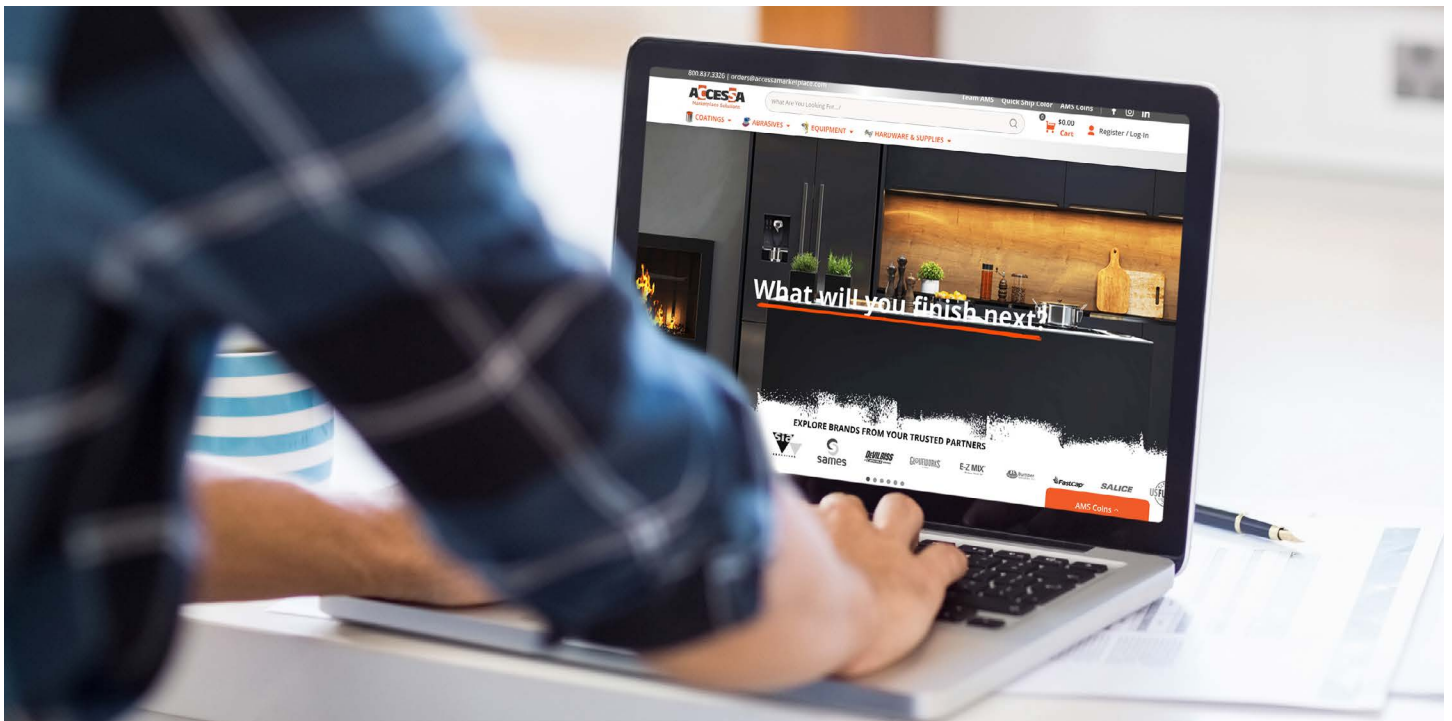
**Please contact us if you want to see a demo of the "magic" of the Perfection Electrostatic Paint product.**

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## Softball is a Family Affair for This Team Accessa Father-Daughter Duo

Jason Williamson and his daughter Kelsie Williamson are teammates in more ways than one! First, they're both part of Team Accessa in our Millersburg, Ohio, office, where Jason is Branch Operations Supervisor and Kelsie is a Customer Service Concierge. What's more, in their "downtime," they help coach varsity softball at River View High School in nearby Warsaw. We're cheering for you, Black Bears!





## BUSINESS SMARTS

# Accessa Marketplace Solutions E-commerce Site Takes Off

After months of thoughtful hiring, planning and strategizing, the Accessa Marketplace Solutions (AMS) e-commerce site opened for business in December 2024. VP D.C. Clark says feedback from cabinet refinishers, painting contractors and specialty finishers nationwide has been extremely positive.

As of April 2025, AMS had more than 600 products available, with more being added monthly to keep its catalog cutting-edge. It's a one-stop shop for professionals, selling everything from top-tier coatings to specialty supplies.

"AMS delivers unmatched quality with high-end coatings and logistics that outpace competitors — especially with our new Quick Ship Color Program," Clark says. "Our website is also packed with other perks such as our AMS Coin loyalty program, making every order a win. Customers choose us for real-world expertise to help troubleshoot issues because they know they can rely on the

information they get from our team."

AMS's core focus is high-end industrial waterborne coatings such as Milesi, Renner, AcromaPro, Centurion and ICA polyurethane systems. The site rounds out the selection with SurfPrep and SIA Abrasives and high-quality equipment from Sames Kremlin.

Accessa Marketplace Solutions joins Accessa's three other business solutions — Coatings, Chemical, and Equipment — to meet the demands of customers buying waterborne products who prefer to shop and learn online.

"The market's shifting fast toward sustainable, low-VOC waterborne coatings," Clark says. His goal is to make sure AMS is leading the charge with its diverse lineup of global leaders in this technology.

**Check out AMS at [accessamarketplace.com](https://accessamarketplace.com).**







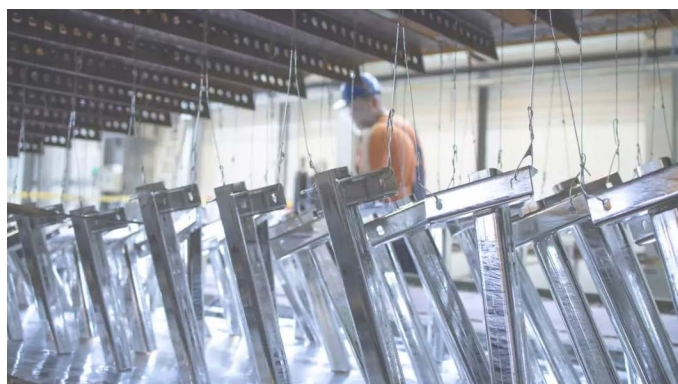
## PRODUCT WATCH

# Coatings: Henkel's Bonderite Line of Nanoceramic Products

If you've seen the flawless coating on Ford's all-aluminum-body F-150 truck, you've seen the results of Henkel's nanoceramic pretreatment products. In fact, these chemicals are used practically everywhere you look, including on agricultural equipment, tool boxes, freezers, office furniture and RVs.

Accessa offers six of the phosphate-free products from Henkel's Bonderite line of pretreatment chemicals. With no phosphate, CODs or BODs (measures of the concentration of organic matter in wastewater), the major benefit is waste treatment and environmental savings. Plus, these chemicals are non-corrosive, contain no regulated heavy metals, and generate very little sludge to gum up sprayers. In addition, Accessa customers who use Henkel Bonderite report incredible corrosion resistance and paint adhesion.

Chemists at Henkel developed their first next-generation technology in 1980 with a chrome-free pretreatment product. With the



emergence of nanotechnology, Henkel introduced its first phosphate-free conversion coating in 2003. Nanotechnology is a revolutionary approach to cleaning metal substrates that leverages materials and processes at the nanoscale to remove contaminants and oxidation with minimal environmental impact.

**Interested in exploring a new metal pretreatment product? Contact Accessa to learn more.**



## PRODUCT WATCH

# Equipment: Finishing Process Automation with Superfici America

Superfici America designs a wide variety of automated finishing solutions ranging from standalone machines to customized finishing lines. The company was founded in northern Italy and opened its North American offices in Concord, N.C., in 2005. Accessa is proud to offer our valued customers quality equipment choices from Superfici America.



### Mini Plus Automated Spray Machine

This compact, high-efficiency solution streamlines finishing operations for small to medium-sized production lines. Equipped with a single-arm reciprocator mounted on a linear precision guide and powered by a brushless motor, it ensures smooth, precise movement. The Mini Plus is an ideal choice for businesses aiming to increase production capacity while managing labor costs effectively.



### Laminar Counter-Flow Dryer

This versatile through-feed drying system enhances the flash-off and curing processes for a variety of coatings. The innovative design circulates air in the opposite direction of the line feed to optimize drying efficiency. Whether used alone or integrated with other drying technologies, the Laminar Counter-Flow Dryer offers a tailored solution to meet diverse finishing schedules.



### SuperDry Catalytic Infrared Oven

This oven is a through-feed, flat dryer designed for efficient flash-off and drying of various coatings. It utilizes adjustable catalytic infrared panels to provide flexibility and control over the drying process. It features forced airflow with dedicated intake and exhaust fans to accelerate curing. The SuperDry Catalytic Infrared Oven is a versatile, efficient solution for drying applications in various finishing operations.



### DryVault Batch Oven

This versatile, efficient solution addresses the common bottleneck of drying painted materials in finishing departments. Available in two sizes, this insulated drying room features doors at both ends to allow for seamless movement of parts, and the indirect gas burner system optimizes temperature control accuracy. Whether used in conjunction with automated spray machines or manual hand-spraying processes, the DryVault offers significant benefits to finishers looking to improve throughput and maintain high-quality finishes.





# THE GRIT POWERED ENTREPRENEUR

Early in her entrepreneurial career, Sara Blakely faced constant rejections from manufacturers who didn't believe in her vision. Yet, her relentless persistence resulted in Spanx, a billion-dollar empire that redefined women's shapewear.

What separates successful entrepreneurs like Blakely from the rest? Is it intelligence, resources or sheer luck? While these factors play a role, many business leaders argue that one trait rises above the rest: **grit**.

Whether you're just starting a business or have an established venture, understanding the value of grit can be your key to long-term success.



## TWO-PART RECIPE FOR GRIT

At its core, grit is about maintaining unwavering determination and enthusiasm toward long-term goals, even in the face of obstacles. Best-selling author and psychologist Angela Duckworth popularized applying the concept to professional and personal growth, highlighting passion and persistence as its two defining components.

**Passion is the deeply rooted belief in your purpose and vision.** Entrepreneurs with passion stay focused on their goals, regardless of day-to-day fluctuations in motivation. Passion keeps you tied to a greater mission, serving as the necessary fuel to sustain your drive.

**Persistence is where the hard work comes in, especially in tough times.** Every entrepreneur experiences moments when things don't go according to plan — product launches flop, client deals fall through, unforeseen crises derail progress. Persistence is the grit-fueled drive to pick yourself up and keep moving forward.



## THE GRIT WORKOUT

Perhaps the most important question isn't what grit is, but how to develop it. The good news is that grit isn't an innate trait. You can actively cultivate and build it over time. Here are six proven strategies to get you started:

**DEFINE YOUR WHY.** Before you throw yourself into a project, clarify why it matters. Who does it help? How does it align with your values? Having a clear purpose will ignite passion.

**BREAK GOALS INTO MILESTONES.** Big dreams can feel overwhelming, but breaking them into smaller, measurable milestones creates a sense of progress. Celebrate every win to maintain motivation.

**ADOPT A GROWTH MINDSET.** Commit to the belief that new skills and ideas are developed through hard work. Entrepreneurs with this mindset view challenges as learning opportunities and mistakes as steps toward success.

**BUILD A RESILIENT ROUTINE.** Establish daily habits that reinforce persistence. For example, dedicate an hour every morning to your business's most important tasks, or make time for professional growth each week. Consistency builds resilience.

**SURROUND YOURSELF WITH GRITTY PEOPLE.** Stay connected with like-minded individuals who inspire you to persevere. Teams like Accessa and communities like The Industrious (more on page 16) thrive because of their collaborative, resilient culture. You'll feed off the energy of others who push through adversity.

**PRACTICE SELF-COMPASSION.** Remember that setbacks are inevitable in entrepreneurial journeys. Treat failures as opportunities to reflect, adjust and move forward stronger.

## IMPACTS OF A GRITTY DIET

Grit plays an unparalleled role in shaping outcomes. Ask any successful entrepreneur, and they'll likely share that their grittiest moments defined their career outcomes. Here are three major benefits of exercising your grit:

**LONG-TERM VISION:** Entrepreneurs with grit focus on building sustainable success rather than chasing temporary wins.

**BETTER LEADERSHIP:** Grit ensures you remain a steady, calming presence for your team, even in periods of uncertainty.

**ADAPTABILITY IN CHANGE:** Grit-infused leaders learn from roadblocks, using them to improve their strategies rather than being deterred by them.

## ARE YOU READY TO PURSUE YOUR MISSION WITH GRIT?

Being an entrepreneur is no walk in the park. Challenges arise that threaten to undermine even the best-conceived plans. Entrepreneurs with grit, though, view these challenges as opportunities for growth. They keep going when the going gets tough, and their determination often becomes the driving force behind their eventual success. Every entrepreneur's success story begins with taking that first step. If so, know this — the rewards are well worth the effort.







## ACCESSA IN THE FIELD

# A Color Match Made in Heaven



*"I want to personally thank Bill and Dan for helping us on our complicated color match. It turned out so nice! Great work! We truly value the work all of you do at Accessa."*

— Landen Martin, Customer Service,  
Coppes Napanee Cabinet Company



We're so grateful for incredible customers like Coppes! The custom cabinetry maker dates back to 1876 and still combines traditional techniques with technology to bring their customers' vision to life through quality construction and meticulous craftsmanship.

Accessa Technical Coatings Consultant Dan Foreman and Coatings Consultant Bill Adams assisted the Coppes team to formulate a beautiful finish (inset photo) for their cabinet customer.



## ACCESSA IN THE FIELD

# Cutting-Edge Cooling at PWR North America



What started as C&R Racing in 1988 as a small radiator fabrication shop serving IndyCar is now PWR North America. The Indianapolis company makes cooling products for IndyCar, Formula 1, NASCAR, MotoGP and every other high-end racing organization as well as cooling technologies for aerospace, military, OEM and more.

Jake Yagodinski is Senior Process Engineer at PWR North America. He regularly works with Coatings Consultant Marc Cardarelli at Accessa for his chemical needs. Cardarelli has helped Yagodinski dial in formulas for precleaning 6061 aluminum parts and develop the right Type 2 trivalent chromate coating to protect against corrosion.



Any aerospace component that passes through PWR North America is treated with chemicals from Accessa.

"Marc is very available by phone and stops in often. He was there from

the beginning when we put the robot together and put the tanks in. Now it's running full force," Yagodinski says. PWR uses an automated gantry system to process materials through their chemical line. This makes it so there is no risk to an operator when processing components and helps maintain consistent processing times.

# Inspired by U Shares Refinishing Expertise



The team at Inspired By U in Mechanicsburg, Penn., tops Google ratings by executing beautiful kitchen and bath renovations and new construction, including cabinet refinishing, countertops, painting and more. They rely on high-performance wood coatings from Accessa Marketplace Solutions to provide unparalleled quality, protection and aesthetics to their customers.

Business founder and owner Corrie Leister hosts regular workshops and seminars to share her expertise with other people in the industry. Accessa Marketplace Solutions' VP D.C. Clark joined Leister to teach participants about wood coatings and cabinet refinishing during a March 2025 workshop.







## ACCESSA IN THE FIELD

# SurfPrep Training Perfects Woodworkers' Skills



Having the best sander can take you far, but knowing how to use it to its full capacity

can take you even further. That's why Denny Jahnz leads training sessions on SurfPrep sanding equipment, available from Accessa, for woodworking professionals nationwide, from single-person businesses to large OEM facilities with hundreds of employees.

He recently showed cabinet shop employees outside of Chicago new ways to improve their sanding process to produce better results in less time (pictured). Jahnz, Northeast Territory Manager for SurfPrep, reached for the 3"x4" Electric Ray Sander with ProFoam to demonstrate how it outperformed the 600-grit sandpaper the woodworkers had been using.

"We also used an inspection light to increase the quality of their already-exceptional products with less time and labor," Jahnz said.

Jahnz has been involved in training people throughout the professional and industrial woodworking industry for many years. Today, he blends his experience and knowledge with SurfPrep products to help companies and individuals improve their skills. He teaches all aspects of professional finishing, from the initial sanding to equipment, finishing products and all manners of application.

"The best training involves not only educational classroom training but also working through the entire finishing process from beginning to end," he says.

**To polish your team's finishing skills, contact Accessa to get started.**



# THE INDUSTRIOUS PODCAST

**Get out of your industry bubble** with first-person stories from commercial real estate, tourism, finishing and candle manufacturing.

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 52

**Lance Evinger of Hendricks Commercial Properties** shares how his company focuses on meaningful projects to strengthen communities and gives us a glimpse into repurposing the old Circle Centre Mall location in Indianapolis.



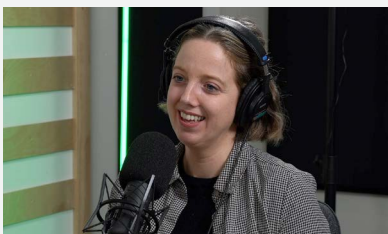
## Episode 53

**Nate Spangle, Founder of Get Indiana**, talks with Vince and Joe about how he used hustle, fear of failure and a robust social media strategy to build Indiana's go-to source for Hoosier stories, insights and updates.



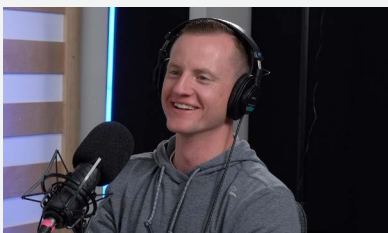
## Episode 54

**Zach Shrum, host of The Bearded Finisher Show**, joins Vince and Joe to share his history in the industrial coatings world and how he's connecting suppliers, distributors and end users through his finishing industry-focused podcast.



## Episode 55

**Brittany Whitenack, Founder of Antique Candle Co.**, shares her entrepreneurial journey — building community, the joys and pains of growth, and the particular problem-solving needed during pumpkin spice season.



## Episode 56

**Justin Davis, President and Owner of LeafSpring School at Geist**, talks with us about how his sales career led him to the business of early education.







## On the Cover

Like the 33 dynamic drivers who will earn their way to the start of the Indianapolis 500 on May 25, 2025, Team Accessa is powered by **high-quality partners**. We work hard to align ourselves with products and services that will bring value to our customers. During May in Indy, the tradition of excellence that the Greatest Spectacle in Racing delivers year after year inspires us.