



THE Consultancy

TEAM ACCESSA NEWS + HAPPENINGS

ISSUE 21

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2025-26



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WELCOME MESSAGE

Pause & Say Thanks



As the crisp autumn air settles in and another year draws to a close, it's a good time to pause, take stock, and look ahead. At Accessa, this season reminds us not only of the ground we've covered but of the people and partnerships that make progress possible.

To the Accessa team: Your professionalism, problem-solving, and relentless commitment to excellence are the backbone of this company. You deliver results under pressure, adapt to changing conditions, and uphold the standards that define our reputation. Your work makes Accessa stronger every day, and I'm proud of what we've accomplished together.

To our vendors: You are essential to our operation and to the quality our customers expect. Your reliability, precision and follow-through allow us to deliver on our promises. We value the trust and accountability that define our partnerships and look forward to building on that foundation in the year ahead.

To our customers: Thank you for your continued confidence in Accessa. You drive us to innovate, refine and raise the bar. Each project is an opportunity to prove our commitment to your success, and we don't take that responsibility lightly. We're honored to serve you and remain focused on earning your trust every step of the way.

As we move into the final months of the year, we do so with confidence and momentum. The challenges we've faced have made us sharper. The successes we've achieved have made us stronger. Together, we've built a solid foundation—and we're ready to build on it.

Here's to a strong finish to the year and a promising season ahead.

Happy Holidays,

Vince Todd, Jr.



Recent Accessa Events



AWI Chicago Chapter Annual Golf Outing

June 26, 2025

Accessa joined our fellow AWI members in West Chicago, Illinois, for a day filled with golf, networking and fun. For over 70 years, the Architectural Woodwork Institute (AWI) has championed innovation, quality and craftsmanship in architectural woodworking. Founded in Chicago in 1954, AWI has evolved from modest beginnings to become a nationally recognized leader, maintaining the industry's standards for interior architectural woodworking. (Pictured: David Ramos, David Rodriguez and Chad Purdy)



Indiana Manufacturing Suppliers Expo

August 21, 2025

The 2025 Indiana Manufacturing Suppliers Expo took place on August 21 at the Embassy Suites in Plainfield, Indiana, and Accessa was there. The annual event showcases Indiana manufacturing suppliers and manufacturers. Throughout the day, we met with company leaders; manufacturing, industrial, and quality engineers; purchasing representatives; sales representatives; and inspection personnel. (Pictured: Marc Cardarelli and Brian Gould)



Wood Pro Expo Lancaster

October 23-24, 2025

Accessa representatives spent two days in late October at Wood Pro Expo Lancaster in Manheim, Pennsylvania. As the only woodworking exposition and conference for professional woodworkers in the Mid-Atlantic and Northeast regions, we were able to broaden our network and meet old and new friends. (Pictured: Gil Dreger and an Expo attendee)





COMMUNITY OUTREACH

Hitting the Green for the Heroes Foundation

On September 25, 2025, Accessa spent a day supporting the Heroes Foundation and their mission to empower cancer fighters in our home state. The 9th Annual Swing4Heroes Pro-Am Golf Tournament, Teed Up by Capital Group and American Standard by Duncan Supply Company, took place at Highland Golf & Country Club, in Indianapolis. (Pictured: Vince Todd, Sr., Les Yoder, Brian Gould, Kevin Fine, Vince Todd, Jr., Chad Purdy and Joe Todd)

Upcoming Events PLEASE STOP BY AND SEE US!

JANUARY 29–31, 2026

Midwest Tool Expo & Auction, Shipshewana, Indiana.

This annual event is a huge tool, woodworking, construction and business solution trade show, auction and conference. With hundreds of exhibitors and thousands of attendees, it can be a valuable show for anyone interested in woodworking, construction and design.

FEBRUARY 7–8, 2026

Daviess County Construction Show, Odon, Indiana.

The Daviess County construction industry takes center stage during this annual show. More than 70 construction-related vendors from a range of industries, including alternative energy, metal roofs, cabinet manufacturing and more, will have booths there.

FEBRUARY 19–21, 2026

Mt. Hope Showcase, Millersburg, Ohio.

Just down the street from one of Accessa's locations, this spring showcase will feature vendors of all types, including heavy equipment and rolling stock; sawmill, logging and pallet shop equipment; woodworking and construction equipment; antique tools and collectibles; and more.

APRIL 8–9, 2026

Ohio Furniture Market, Millersburg, Ohio.

This niche event is organized exclusively for wholesale buyers interested in filling their showrooms with furniture pieces built with passion, detail and intentionality. The 2025 market featured 173 exhibitors showcasing a diverse range of styles, designs and techniques.





THE ACCESSA TEAM

Bucket List: What It's Like to Run With the Bulls in Pamplona

When we heard about Coatings Consultant Jeff Smead's latest adventure, we had to get the story firsthand. No bull!

The Running of the Bulls takes place in Pamplona, Spain, during the Festival of San Fermín every year from July 7 to 14. It is a centuries-old tradition combining both a heavy dose of fear and adrenaline!

While my wife and I travel to Basque Country, Spain, yearly to visit friends, this was only my second opportunity to attend the run. The event is held daily, with 12 fighting bulls released at 8 a.m. The bulls run nearly half a mile through the barricaded streets, finishing in the celebrated bull-fighting ring with the top one-third of runners who navigate the bulls and foot traffic safely. Once the bulls are pushed through the other side of the ring, there is a quick rest before they are released back into the now-sealed-off arena for the remaining runners to navigate.

I have been blessed to make it into the arena both times I have run and safely made it out. If this is on your bucket list, I highly recommend you just do it! And yes — this is actually an Accessa shirt in the photo!



ACCESSA TEAM SPOTLIGHT

May We Help You?

Meet the Customer Service Concierge team that turns urgency into opportunity at Accessa

Picture this: One of your loyal customers calls, and he's agitated. His order needs to be turned around much sooner than you expected. Sure, you have other jobs ahead of his on the production schedule, but you'll likely do anything possible to make your customer happy.

One of your first calls is to Accessa to order the necessary coating and pretreatment chemicals for the job, where you reach one of our Customer Service Concierge team members. You explain the situation and urgency, and while Accessa can't perform miracles, our team will do everything we can to help you find the best way to tackle just such a challenge.

People in our industry face tight deadlines and unexpected issues every day. It's often our Customer Service Concierge team that manages these uncertainties with professionalism and care. And while other companies are relying more on Chatbots and AI to build relationships with customers, we believe that in the vast majority of cases, our people best serve our customers.

"Being in customer service requires a certain personality rather than a single quality," says Accessa Customer Service Concierge Abby Lanning. "Customer Service should be friendly, understanding and helpful."

Abby enjoys cultivating customer relationships and says that getting orders processed in a timely manner and ensuring customer satisfaction are her top priorities.

The job of a Customer Service Concierge is never predictable. Customers have a wide range of requests and technical questions, and consistently place various-sized orders, which can impact lead



We recently welcomed our first baby boy in May. He is a little brother to my 9-year-old stepdaughter. I'm also an avid reader and dog mom! — Abby Lanning

times. Abby and her teammates strive to always provide clear communication and expectations to mitigate unnecessary unpredictability, reaching out to our technical experts when needed.

Aside from building relationships with customers, Abby says she really enjoys working with her supervisors and coworkers, including fellow Customer Service Concierge Deserae Adams, who has been Abby's best friend for nearly 20 years.

"Everyone at Accessa is very friendly and willing to help you with your workload or answer your questions. You can easily see management/ownership cares about their employees' happiness and wellbeing by allowing ample opportunity for personal time off, and understanding family values," Abby says.

Sarah Broz has also been a Customer Service Concierge since 2020. Since then, she's honed her ability to anticipate customers' needs.

"We do a lot more than just answer phones and emails. We ask you about your project and work to understand what it is you need besides what you might think. We put job names on your orders so you can refer back to them years down the line," she says.



And if a customer needs to reorder more product to finish a job, she'll put a little "love note" on the paperwork so the lab knows the product is being used to finish up a project. When customers tell her about projects or share photos of beautiful kitchen interiors that show Accessa products in action, it brightens her day!

"I've enjoyed learning about the coatings and refinishing industry. I feel like I have a special inside point of view whenever I hear about someone refinishing something," she says.

As we all know, customer service isn't usually called upon when everything is running smoothly. Their most important role is to field questions and keep people moving forward. Patience is necessary.

"Being the go-between with customers and the production lab, or management, or shipping companies is a tough job, and you need to keep your cool in every situation," Sarah says.



Deserae Adams and family.

Deserae Adams agrees. She approaches her top responsibilities — getting orders entered in a timely manner, communicating with customers and resolving issues quickly and effectively — with patience and empathy.

"As a Customer Service Concierge, you have to be able to hear the customer out and put yourself

in their shoes to be understanding when issues arise," says Deserae, who joined Accessa in June 2023. Doing so builds trust and connection. "I enjoy building relationships with our customers and being able to help them with anything they need."

Customer Service Concierge Kristina Runyan joined Accessa in July 2025 and enjoys how friendly and understanding our customers are. Completing work orders and keeping customers happy are her two biggest priorities, both of which require expedience.

"I believe swiftness is the most important skill, because our customers deserve a quick and efficient service," Kristina says. When someone calls with a technical question, she is quick to track down an answer or refer them to a friendly expert on Team Accessa.

Elizabeth Goodheart has been answering customer questions since April 2023. "I enjoy hearing about the projects customers have going on and the different ways our products are used. It's like a pat on the back when we hear positive feedback from our customers," she says.

As a Customer Service Concierge, she provides the best customer service she can by learning about products, and Accessa's customers and their needs. This curiosity has led Elizabeth to appreciate the value of being understanding. She knows that customers require the right products to do certain jobs, so understanding customers' needs makes for a much smoother and more pleasant experience.

Like her peers, Elizabeth also helps manage expectations when things are out of their control, such as shipping delays or damages.

"We understand our customers are sometimes on tight timelines, and issues like these can pose a risk. Rest assured we are at the ready to help with any of these issues and do our best to help keep your job on track," she says.





PRODUCT WATCH: COATINGS

FortiShield: Bring on the Weather

Manufacturers of windows and doors have more choices in building a high-quality system with FortiShield from NCP Coatings. Engineered to excel in real-world conditions, FortiShield promises lasting beauty, production efficiency and unmatched durability. Choose from a curated palette of timeless tones and bold accents. Custom and IR-reflective pigments are available to meet your specific needs.

The Universal Series door system delivers high-performance finishes for residential and architectural steel and fiberglass doors. This system adapts to batch lines, job shops and distribution-supported models.

SYSTEM OVERVIEW: Topcoat (FS-SU-9500 Clear and FS-SU-9499 White), Primer (FS-PR-10353 Beige), Clear Coat (FS-CC-10070) and Catalyst (FS-SB-B-563).

The window system formula is built for high-output vinyl window production, eliminating the need for primer or clear coat to streamline the process — and save money. The fast-drying



coating is compatible with automated and manual spray systems, and the self-leveling technology ensures a flawless, premium finish without sanding or multiple coats.

TWO SYSTEMS: Two-component FS-W2K Series and one-component FS-W1K Series.

Contact Accessa to learn more about FortiShield and other window and door finishing systems.



PRODUCT WATCH: CHEMICALS

ProFoam: Grease Be Gone!

Accessa's HitSol ProFoam (HSC105) is a low-foam, water-dilutable metal cleaner designed for use in recirculating spray washers. This trusted cleaner will quickly remove machining lubricants, shop soils and grease. Petroleum soils will separate from the cleaning solution for easy removal at the surface. Plus, the product is mild to the skin and should conform with the wastewater discharge requirements of most municipalities.

PRODUCT WATCH: EQUIPMENT

Storm Air Sander: Tackle the Large Projects



We're big fans of SurfPrep's 3 2/3" x 7" Storm Air Sanders. They have a low-profile, large footprint designed for use on flat surfaces, recessed corners, large areas and profiled moldings. The sanders' durable, lightweight nylon composite body can withstand rugged industrial applications and are excellent for prep and finish sanding. Everyone who tries it likes the 5mm and the 10mm pads.

Contact Accessa for all your sanding and abrasives needs.

PRODUCT WATCH: MARKETPLACE

VeroMetal: A Taste for Metallic

What really sets VeroMetal apart is not just its metallic appearance, but also how you can transform it. This material supports an endless playbook of patinas and visual effects, allowing finishes that oxidize naturally, or can be top coated with a clear coat to freeze custom looks in time.

Because VeroMetal is a true liquid-metal composite — not a simple metallic paint — it offers flexibility in finishing that ordinary coatings simply can't. From deep bronze to brushed copper, aged verdigris to sleek polished metal, the creative possibilities are wide open. (We love the iron and rust effects and the blackened steel looks, both utilizing different patinas to create these one of kind looks.)

For shops looking to set themselves apart and capture new markets, VeroMetal might just be the edge you've been looking for.

Find more on VeroMetal on page 16.





Charging Ahead: IU Athletic Director Scott Dolson on Tradition, NIL and the Spirit of the Bison

For more than three decades, Scott Dolson has been part of Indiana University Athletics — from his start as a student manager under Coach Bob Knight to his current role as IU's Director of Intercollegiate Athletics. Few leaders in college sports combine that kind of continuity with a clear-eyed view of change.

In this conversation, adapted from The Industrious Podcast (episode 59), Scott reflects on his unlikely path, the rapidly shifting world of college athletics, and the revival of a beloved IU tradition: the bison.

Q: You've spent your entire career at IU — a rarity in college athletics. How did it all begin?

Scott Dolson: I grew up in Michigan City, Indiana, a huge IU fan from the start. My grandfather attended IU but couldn't afford to finish, so my

sister and I were the first in our family to graduate from college. There was never really another school I wanted to go to.

Like most kids in Indiana, I dreamed of playing basketball here, but I had what I like to call a *talent problem*. My best friend, Delray Brooks, was Mr. Basketball that year and ended up committing to Coach Knight. He called and said, "You should come down and be a manager." I hadn't thought about that, but I did, and it changed my life. I was a manager all four years, including the 1987 championship season. After graduation, I worked for Coach Knight's son, Tim, before joining the athletic department's varsity club. One opportunity led to another, and I just never left. Now, five years into this job, I still feel incredibly lucky every day I walk into Assembly Hall.

Q: That kind of longevity is unusual in this field. How has staying at IU shaped your leadership?

Scott: It's definitely rare. Most people in college athletics move around a lot. But for me, it's been an advantage. I know the culture, the people, and what makes IU special. At the same time, I make a real effort to look outward — to stay connected with national trends so we're not operating in a bubble. You can't lead in 2025 the way you did even 10 years ago.

Q: You've seen college sports evolve dramatically. What's changed the most?

SD: The business has gotten far more complex. Television rights, sponsorships, new student-athlete benefits — the scale of it is enormous. There's a lot of good that's come with that, but also real challenges.

Our mantra right now is Never Daunted. It's about embracing change and adversity with resilience, while staying true to who we are. That balance — between progress and principle — defines what it means to be a Hoosier.

Q: The introduction of Name, Image and Likeness (NIL) has reshaped college athletics. How has IU approached it?

SD: The NIL era changed everything. From the start, we focused on understanding the rules, then finding ways to help our student-athletes thrive within them.

It quickly became clear that NIL plays a huge role in both recruiting and retention. Like many universities, we've built partnerships with independent collectives that create legitimate, market-based NIL opportunities. We're fortunate to have alumni and volunteers who've stepped up in big ways to support that effort.

We see NIL as an opportunity to innovate, not something to fear — but there's no question it's created a new kind of arms race. That's tough for coaches who just want a fair playing field.



Scott Dolson with IU Football Coach Curt Cignetti, who signed a contract to lead the Hoosiers through November 30, 2023.

Q: How are you helping coaches navigate this changing environment?

SD: Coaching today is much more complicated than it used to be. In the past, every program offered roughly the same package — scholarships, facilities, development, tradition. Now, NIL resources vary dramatically by school, and that's frustrating.

Our role is to give coaches the tools and support to stay competitive. We've built a staff that truly understands NIL, so our coaches can focus on leading their teams while knowing we've got the administrative side covered.

Q: And for the student-athletes, how do you help them handle newfound financial opportunities responsibly?

SD: Education is key. Only a small percentage of our athletes are earning major NIL deals, but everyone needs to understand financial basics.

We recently launched a partnership with Merchants Bank to provide financial literacy education — budgeting, taxes, saving, all of it. We also talk openly about responsibility, appreciation and giving back. It's about preparing them not just for NIL, but for life.



Q: What do you see coming next for college sports nationally?

SD: I think we're heading toward some kind of federal legislation to create consistency. Right now, it's a patchwork of state laws and court decisions, and that's not sustainable.

The recent House settlement, which allows schools to share up to about \$20.5 million in annual revenue with athletes, is a sign of where we're headed. That's separate from NIL, but it shows how the model is evolving.

Ultimately, we need clear rules that let student-athletes benefit from their value while preserving competitive balance and the overall health of all sports programs. Without that, smaller programs could really suffer.

Q: You've climbed every rung of the IU Athletics ladder. What advice would you give to young professionals starting out?

SD: Be yourself. Early in my career, I thought you had to act a certain way or know certain people to succeed. What I've learned is that fundamentals matter most — work hard, treat people right, and do your job with excellence. You don't have to be the smartest person in the room. Just be authentic, build trust, and lead with integrity. That's what lasts.

Q: Let's talk about something that's brought a lot of excitement to IU fans — the return of the bison mascot. How did that come about?

SD: The bison has deep roots in IU's history. It's on the Indiana state seal and was officially approved as our mascot by the IU Student Government back in 1965. There was even a costumed bison on the sidelines for a short while before it disappeared.

We decided to bring it back — not as something new, but as something rediscovered. Last December, our student government re-enacted the original 1965 vote, officially "freeing the bison" again.

It's such a fitting symbol. When a storm comes, bison charge into it instead of running away. That's the spirit of IU — facing challenges head-on, together.

The new mascot is completely student-led, with five students sharing the role. They even went to mascot camp this summer! It's a great reminder that college sports should be fun — and that tradition and innovation can coexist beautifully.

Watch or listen to the full interview on the Industrious Podcast. Tune in wherever you get your podcasts, or find us on [YouTube](#).



Quality Choices Start With a Conversation

Accessa customers trust our consultative approach

In business, quality isn't an accident. It's the result of intentional, well-informed choices. Every decision, from materials to workflows, affects efficiency, consistency and customer satisfaction. Accessa's approach to consultation offers a valuable lesson for businesses of all kinds: listening, understanding and collaboration create better outcomes.

Listen First, Act Smarter

Accessa starts every customer relationship by listening. We ask questions, observe workflows and understand team capabilities before offering recommendations. This approach ensures solutions are aligned with real needs, not assumptions. In any business, pausing to truly understand the situation leads to more effective decisions.

Offer Options, Empower Decisions

Rather than prescribing a single solution, Accessa typically provides multiple options, explaining the benefits and trade-offs of each. The customer makes the final choice, fully informed. This consultative method highlights a universal principle: quality thrives when decisions are guided by expertise but owned by those who understand the context best.

Build Trust Through Collaboration

By valuing input and engaging stakeholders, businesses strengthen trust and accountability. Teams feel heard, take ownership of outcomes, and contribute ideas that improve results. Accessa demonstrates how collaboration not only enhances quality but also builds lasting relationships and a culture of continuous improvement.



Focus on Long-Term Excellence

Quality isn't just about solving today's problem; it's about creating sustainable, repeatable success. Thoughtful decisions compound over time. A consultative guidance can turn one-time projects into a standard of excellence across every product and process.

Key Takeaways for Any Business

- **Listen before acting:** Understanding the full context prevents costly mistakes.
- **Provide options, don't dictate:** Empowered decision-makers make better, more intentional choices.
- **Collaborate and build trust:** Engaged teams take ownership and improve results.
- **Think long-term:** Quality decisions today create consistent excellence tomorrow.

Accessa's consultative approach may have roots in manufacturing and woodworking, but the lessons are universal. Businesses that prioritize listening, collaboration and informed decision-making create a culture where quality is a habit — not a coincidence.





EDUCATION

NCP Coatings Introduces More Quality Products

Accessa Sales & Business Development Manager Kevin Fine and several other Accessa team members recently attended a training at one of our valued vendor partners, NCP Coatings, in Niles, Michigan. Kevin came away from the experience with four key ways Accessa customers might want to consider adding an NCP product to their finishing line.

1. The breadth of NCP Coatings products that we have available covers many market segments that Accessa works in, including Agriculture, Amusement Parks, Door & Window, Large Equipment, Manufacturing Components, and Trailers and Transportation Components. One specific example is the FortiShield system for doors and windows. The coating system is engineered to stay beautiful in real-world conditions and offer product efficiency and unmatched durability. (Details on page 8.)
2. Through NCP, Accessa offers very high-quality industrial coatings, including those that meet military specifications, such as CARC materials.

In fact, NCP has been a premier source for state-of-the-art military coatings since the early 1970s.

3. There was a lot of excitement over the 1k DTM (Direct to Metal) high-gloss black finish, Dura-Mar. This high-solids single-stage polyurethane system is engineered to deliver a flawless, mirror-like finish with exceptional coverage and with rapid tape times to speed throughput. Ideal for a variety of fleet applications, including trailers, equipment, cement mixers and waste management vehicles.
4. Also, NCP has a keen interest in "grip products." These are various non-slip, non-skid coatings. For Accessa customers, NCP's DynaGrip line could be a real benefit for many municipal applications.

Contact Accessa for information on any of these NCP Coatings product lines.





EDUCATION

Get Up Close With Superfici America Equipment

Technical Coatings Consultant Scott Kohlmeyer traveled to Concord, North Carolina, to learn more about Superfici America and its incredible line of finishing automation equipment. Here are Scott's the five takeaways from the trip:

1. The biggest thing that stuck out to me was how knowledgeable and professional the technician/machine operators were. Not only with each piece of equipment but also with various coating technologies.
2. With the facility and equipment Superfici has set up for demonstrations, a customer would be able to simulate almost any finish schedule they would need right there on site.
3. The sales personnel, along with the technical team, were very thorough in explaining each piece of machinery as far as the different scenarios each piece could be used in conjunction with the next.

4. One thing I learned is just how flexible the ovens are able to be in order to achieve the necessary dry schedule — not only with the amount of heat and air flow, but also where the heat and air are introduced to the coating during the processes.
5. It's apparent that Superfici has put a great deal of thought into engineering their equipment to fit any customer's needs, and they have also built a strong, technical sales team to go with it.

To learn more about process automation equipment and Superfici America, contact Accessa.

ACCESSA IN THE FIELD

VeroMetal Liquid Metal Expands Possibilities For Accessa Customers

The new VeroMetal product line opens the door to all kinds of new possibilities for Accessa customers to stand out and offer something truly unique.

D.C. Clark, VP of Accessa Marketplace Solutions, recently attended VeroMetal's two-day training with Accessa Technical Coatings Consultants Gil Dreger and Dan Foreman, who became officially Certified VeroMetal® Application Specialists.

"VeroMetal isn't just another coating, it's a cold-applied liquid metal made with genuine metal powders that can be sprayed, rolled or troweled onto just about any surface: wood, MDF, metal, plastic and more. The result has the depth, texture, and feel of real metal ... because it is real metal," Clark says.

Plus, VeroMetal fits perfectly with what Accessa already does. "Our ICA primers provide the ideal foundation. We tested SurfPrep's new ceramic discs and polishing pads during training, which



performed beautifully on the metal surfaces," Clark says. Put it all together, and Accessa now has a complete finishing system to offer:

ICA primers → VeroMetal application → SurfPrep abrasives → Final polish pads

The highly advanced coating can be used on custom range hoods, accent islands, high-end cabinetry, doors, and more. Even Accessa accounts that weren't previously a fit for polyurethane lines should consider how VeroMetal might help expand their offering.

Are you curious how VeroMetal can make you more profitable? Contact Accessa to learn more.

Accessa Available Positions

Do you know someone who would be a great fit for Team Accessa? Please send them our way.

Chemicals Consultant – IL/WI/W. IN

Technical Coatings Consultant – Pennsylvania

Coatings Consultant – Michigan

Job descriptions are available on the Careers section of our website (accessa.com/careers). Candidates can send a resume to jobs@accessa.com.



THE INDUSTRIOUS PODCAST

Get out of your industry bubble with first-person stories about brewing beer, AI, Hoosier athletics, and the businesses of music and orthopedics.

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 57 We talk brewing beer and growing community with **Four Day Ray Brewing President and Co-Owner Brian Graham**. On the heels of a closed restaurant business, Brian reinvested his knowledge and energy in building the brewery restaurant in Fishers and Yorktown, Indiana.



Episode 58 Get the skinny on digital marketing, AI, “Cats the Musical,” and the Indiana Pacers with **Google Senior Manager of Commerce Mike Abrams**. Tune in to learn how digital marketing and AI streamline Mike’s professions to maximize his time.



Episode 59 **Scott Dolson** tells the story how he went from basketball manager under Coach Bobby Knight to become the **Athletic Director at Indiana University**. Tune in for an insider perspective on the challenges that come with NIL and college athletics, and his advice for young professionals paving their own path.



Episode 60 Country singer/songwriter, and now restaurant owner, **Clayton Anderson** shares the ins and outs of the music industry and his new restaurant ventures in Indianapolis.



Episode 61 **John Ryan** joins Vince and Joe to share his passion for business growth and **OrthoIndy's** commitment to serving patients across Indiana with the upcoming OrthoIndiana.

