



Ragsdale, Inc.

Fine Residential and Commercial Painting & Decorating
Custom Cabinet & Furniture Finishing, Refinishing & Restoration

Greetings!

NOVEMBER 2011

Over the past year, the entire Ragsdale team has been making a concerted effort at putting our best foot forward in order to prove that we are the consumer's best choice for all of their painting, decorating and finishing needs. As one of our valued clients, we hope that you know by now how fully committed we are to setting the highest standards for quality, efficiency and value within our local, as well as national, industry sector. In this ever-changing world, especially as of late, we recognize the importance of continually working to pinpoint ways in which our firm can more effectively address the needs of our existing, as well as potential, clients.

It is for these reasons that we have continued to implement more changes to the ways in which we operate our business. We've taken a long, hard look at our staff and had to make some difficult decisions in regards to who was ready and willing to jump on the "productivity bandwagon". We've had to say goodbye to some, but in turn have welcomed a number of enthusiastic new faces to our team. Please refer to the "Employee Spotlight" section of this newsletter for an introduction to two of the newest members of the Ragsdale crew.

This year we also launched two new divisions of Ragsdale, Inc. – a Commercial Painting Division, and GracieR Vintage Restyled Furnishings. Please refer to the "New Divisions" section of this newsletter to read more about these initiatives.

In addition, we revamped our website, again, this year. In order to maximize our web presence, we had to convert our site into a new software program. As a result, we have a snazzy new look (at the same web address – www.ragsdaleinc.com), with new features you just have to check out for yourself! Please refer to the "Website Features" section of this newsletter for an overview.

We are also currently undergoing training to become a REGREEN certified firm. Please refer to the "What is REGREEN?" section of this newsletter to learn more about this program and the many benefits it will bring to our company, and, therefore, to you!

Lastly, we are working on implementing more of the Painting and Decorating Contractors of America (PDCA) standards into our practices. One benefit of this is that we will now be offering our services in a variety of customized ways to better serve both your decorating needs and financial capabilities. Please refer to the "PDCA Standards" section of this newsletter for more details.

This year marks our 35th year in business. We wouldn't have made it this far without you, and we are grateful for your continued patronage and support. Please refer to the "Mission Possible" section of this newsletter to hear about how we've decided to show our gratitude this holiday season.

As always, we look forward to serving you!

From our family to yours,

Steve, Grace & the whole Ragsdale crew!





Employee Spotlight!



Rob Janda, Crew Leader

Robbie, or "Wonder Boy" as he's fondly known around the shop, may be the most enthusiastic painter you'll ever meet! Rob is equipped with speed like lightening, a serious eye for detail, and an ability to solve problems on the spot. Rob brings over ten years professional experience in the commercial and residential painting industry to our team. In addition, he is OSHA trained and holds aerial lift operation certification. Robbie has been with us since May 2011.



Eleanor Thorn, Bookkeeper

Eleanor came on board this past October as our bookkeeper. She has been doing accounting work in the Lake Bluff/Lake Forest area for the past ten years. Eleanor lives in Lake Bluff and is married to Dick Thorn with three children – Samantha, Joe and Jackie. Eleanor enjoys gardening and decorating her home in her spare time!

New Divisions!

GracieR Vintage Restyled Furnishings

This fall, Grace launched a new enterprise featuring one-of-a-kind, custom redesigned furniture pieces. Refinished, reupholstered, repurposed and restyled, Gracie brings new aesthetic life to well-built and well-loved vintage furnishings.

In addition to her own creations, Gracie can locate the right vintage piece for your needs and work with you to restyle it to your liking. Or, if you already have that piece sitting in your garage, attic, or spare room (as we all do!), she will work with you to transform it into something you are thrilled to live with!

Check out GracieR Vintage Restyled Furnishings on Facebook to follow current projects, or stop by our showroom and check them out in person!



One of Grace's creations!



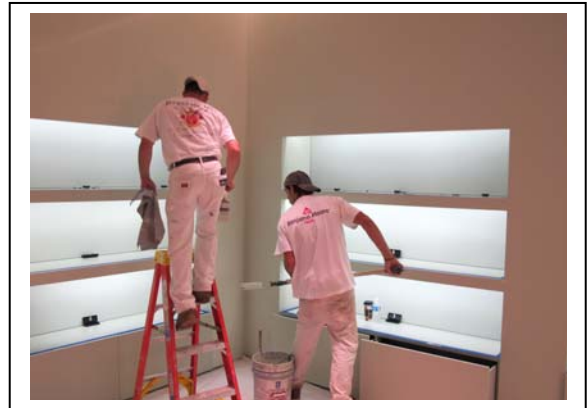
New Divisions, cont.

Commercial Painting Division

Ragsdale, Inc. is proud to announce that we are now extending our painting, decorating and finishing services to the commercial marketplace!

Utilizing the same tenants of attention to detail, quality craftsmanship and efficient practices for which we've come to be known within the residential marketplace, our highly organized management team will now help execute even your most demanding commercial projects.

Our skilled crews will work any hours necessary to accommodate your operational needs, finishing your project to your expectations, on time, every time. We offer both daily and weekly progress reports, and every job undergoes thorough owner inspection upon completion.



Ragsdale Crew Members on a Boutique Remodel

SERVICES OFFERED INCLUDE:

Powerwashing □ Rot Repair □ Drywall & Plastering □ Surface Restoration & Refinishing □ Finish Carpentry
 Staining/Varnishing □ Wallcovering Removal & Installation □ Paint Removal □ Brush Painted Finishes
 Custom Wall Finishes □ High Performance Coatings □ Graphics & Striping □ Spray Paint Finishing
 Color Selection & Matching □ Maintenance Programs

FACILITIES SERVED INCLUDE:

Warehouses/Storage Facilities □ Offices/Office Buildings □ Condominium/Apartment Buildings
 Townhome Associations □ Retail Spaces □ Hospitality/Restaurant Spaces □ Institutional Facilities

Website Features!

Our new website is live! Visit www.ragsdaleinc.com and check out these great new features:

UPDATED PHOTO GALLERIES!

COMMERCIAL PAINTING DIVISION PAGE!

BLOG – full of information to help keep you, our clients, informed on current industry developments!

PARTNERS PAGE – exclusive list featuring only our preferred trade resources!

We would like to encourage you to visit our blog periodically, or follow us on Facebook, Twitter, or LinkedIn to see all of the fabulous things we are continually up to!



NOVEMBER 2011



What is "REGREEN"?

As an Industry Partner of the American Society of Interior Designers (ASID), our company is invited to participate in various events offered through the organization. We were recently invited to a training program being offered by ASID in partnership with the United States Green Building Council (USGBC) called "REGREEN".

REGREEN was launched in March 2008 with the release of the REGREEN Residential Remodeling Guidelines. These guidelines, developed by a diverse group of industry experts, address the major elements of any green renovation project, including the site of the home, water efficiency, energy and atmosphere, material and resources, and indoor environmental quality. The guidelines can be applied to a variety of home remodeling projects, from a bathroom remodel to a full gut rehab.

Professionals who want to demonstrate their mastery of REGREEN can complete the full REGREEN coursework and become REGREEN certified. After attending a day-long REGREEN seminar a few weeks back, Grace decided to pursue this certification, and will be certified before the end of the year!

We will be implementing the REGREEN principles into our own practices wherever possible. In fact, we are already hard at work evaluating our vendors, scrutinizing our preferred products, and developing a more stringent field procedure for handling jobsite waste more efficiently.

Check out REGREEN on the web at www.regreenprogram.org!

For more information on ASID, please visit www.asid.org!



PDCA Standards

As our world continues to experience uncertain economic times, we've observed that many people are choosing more conservative approaches to the way they spend their money. However, when it comes to the upkeep of one's home, deferred maintenance of surfaces often results in more costly repairs down the line.

For this reason, we have decided to formally offer five different levels of surface preparation in the work that we do: Level One (Basic), Level Two (Standard), Level Three (Superior), Level Four (Supreme), and Level Five (Restoration/Resurfacing).

These levels were developed around the PDCA surface preparation standards, and will be available, with full descriptions, for your perusal on the Painting & Decorating page of our website.

In addition, we would like to remind you that we have a wide variety of products available to us, and pricing can be significantly adjusted through the use of some of the more economical product lines. If you're putting off work because you think you can't afford it, or hiring below your standards because you think you can't afford the best – think again! Give us a call – we are confident that we can work up a plan that fits within your budget while maintaining the integrity and appearance of your home.



Did you know that Ragsdale, Inc. is a PDCA Accredited Contractor? For more about the PDCA, please visit www.pdca.org!



“FYI” Special Feature

What Qualifies as a Properly Painted Surface?

Excerpt from the PDCA Standards

A “properly painted surface” is defined as uniform in appearance, color, texture, hiding and sheen. It is also free of foreign material, lumps, skins, runs, sags, holidays, misses, or insufficient coverage. It is also a surface free of drips, spatters, spills or overspray caused by the contractor’s workforce. In order to determine whether a surface has been “properly painted” it shall be examined without magnification at a distance of thirty-nine (39) inches or one (1) meter, or more, under finished lighting conditions and from a normal viewing position.

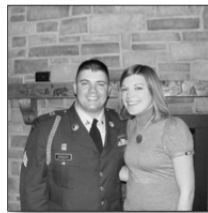
However, it should be understood that when applied to this standard for repaint and maintenance painting, the defects listed above are not allowed in the newly applied coats applied by the contractor, but depending on the level of preparation selected, may still be visible from previously applied existing coatings.

When Level 4 (Supreme) is selected as the level of surface preparation required, then the criteria for inspection and acceptance may include smoothness to “touch and feel” on interior handrails, doors and easily accessible trim.

The contractor shall be responsible for providing adequate protection of existing surfaces from misplaced paint being applied, but unless specifically indicated in the project specifications or contract, is not responsible for pre-existing conditions in the surrounding work area. This includes misplaced paint on hardware and other fixtures, surfaces damaged by others (for example, screening), damage to landscape and hardscape, and worn and weathered fixtures, hardware, and other items.

“Mission Possible”

This year for our holiday “give-back” we’ve joined forces with a group of student members from ASID to help remodel the master bedroom and bathroom in the home of Army Sgt. Cameron Crouch and his wife, Christy. Sgt. Crouch was injured overseas, leaving him in a wheelchair. In December, members of our team will be traveling to Mahomet, Illinois to reconfigure the Crouch’s master suite to accommodate Cameron’s new navigational needs. Remember to check out our blog after the holidays to see photos of the finished project!



Army Sgt. Cameron Crouch and his wife, Christy

Thanks for Reading! Until Next Time....



**"WE LOVE WHAT WE
DO AND IT SHOWS!"**

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www.ragsdaleinc.com

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709 Sheridan Road
Lake Bluff, Illinois 60044



Come and Visit the Ragsdale Showroom!

We have a wide variety of custom wall finishes and cabinet and furniture finishes on display, as well as restyled furniture pieces available for purchase. We love to share what we do, and shop tours are gladly given Monday through Friday. If you'd like to pay us a visit on the weekend, just give us a call and we'll be happy to arrange a time with you!

709 Sheridan Road in Lake Bluff