

THE SPEC SHEET

Volume 3, Issue 2

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4th Annual ISP Strategic Partner Conference



“Thanks for Asking!”

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THE 2008 STRATEGIC PARTNER CONFERENCE

This year's partner conference was definitely the best yet! Partners, vendors and ISP staff members abandoned the winter chill for the sunny charms of Florida's Naples Beach Hotel & Golf Club. It was a great opportunity for training, networking and sharing of best practices.

EIFS Training

Palm trees and plenty of sunshine provided a beautiful setting for the hands-on EIFS training.

As many of ISP's clients are already aware, as EIFS (Exterior Insulation and Finish System) ages, it can present a real problem. For example, a sign is removed or replaced and the EIFS is subsequently repainted. However, just a short time later, it looks dirty again and there are visible patch holes. Some facilities managers try to deal with the problem by attempting to caulk and patch each individual hole, but this is very expensive and doesn't look very good. Factors such as sunlight, the pattern of the original installation, and how the sign was installed can all interfere with a successful result.



Strategic Partners and ISP Staff Relax Before Class



EIFS In Need of Repair

A better option is to repair the EIFS. However, it takes a properly trained, experienced professional to do the job right and make the surface look its best once again. **ISP's partners were very fortunate to have the chance to learn from industry professional Wade Tompkins, who has years of experience working with, and training people on, EIFS.** The hands on approach was very effective, and everyone who attended came away with a solid working knowledge of professional EIFS repair. We are ready for the exterior season!



EIFS Training in Progress

ISP's Strategic Partners are always updating and improving their skills. They are on the cutting edge of the commercial painting industry.

Opening Meeting—Wednesday Evening

The conference officially kicked off with a meeting on the beach. After everyone had introduced themselves, Lou Miller of the Finance Department gave a brief overview of ISP's financial situation, including a summary of 2007's results and a preview of what to expect in 2008. As always, ISP's financial picture remains overwhelmingly positive.

Lou's presentation was followed by some general remarks from Mike Liszka, as well as questions from the audience. **Afterwards, everyone adjourned to a cocktail reception and dinner sponsored by Sherwin Williams.** It was a great opportunity to meet new people and get reacquainted with old friends, and an excellent way to kick off the conference.

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ISP Director of Finance Lou Miller

THE 2008 STRATEGIC PARTNER CONFERENCE (cont.)

Formal Meeting—Thursday Morning/Afternoon

Everyone was ready to get down to business bright and early Thursday morning.

After brief overviews from the marketing and sales department, **project management** took center stage. **As our clients are well aware, ISP's centralized project management is unrivaled in the industry.** We are committed to continuously improving our methods and practices to deliver the best possible results. The partner conference offered an excellent opportunity to brainstorm, share ideas and improve on our procedures and communication. As ISP continues to grow, our focus remains clear: provide our clients with the best service, saving them time and money while providing the best, longest lasting results. Project management is an essential component of our approach to exceeding client expectations.

The screenshot displays the 'View/Search Projects' interface. It includes sections for Project Details, Location Details, and a list of quick links. The Project Details section shows information for 'J Crew January 2008', including customer location (545 (Los Angeles, CA)), project status (Invoice Pending), and a partner rating of 4.88. The Location Details section provides the address: 10250 SANTA MONICA BLVD, LOS ANGELES, CA 90067. A note at the bottom states: 'THIS MAIL REQUIRES A CERTIFICATE OF INSURANCE. Mail office number 310-553-5300. A cert was provided for job done Jan 2008 Visual'.

**Partner Development Takes The Stage**

Quality control was another hot topic at the meeting. ISP's Partner Development Department works closely with our Strategic Partners to make sure that **each and every job ISP performs meets the highest of standards, regardless of location, scope or complexity.** From unscheduled site visits to next day follow up calls, client satisfaction is our highest priority. Bringing everyone together to coordinate quality control efforts, establish best practices and share field experiences is a very effective way for ISP to maintain our position as the industry leader in consistent quality.

When it comes to nationwide projects, having the right tool for the job doesn't just apply to paint brushes. **ISP's proprietary online project management system, the 'Extranet', is the perfect tool for planning and executing a multi-location rollout.** It's no wonder that the information technology portion of the meeting was highly anticipated.

ISP's **dedicated IT department** is always working to make the Extranet more efficient and easier to use. Plans for 2008 include adding additional layers of visibility, streamlining communication and augmenting functionality. Conference attendees were excited to learn about the planned enhancements and eager to be using them to improve business processes. When it comes to project management, ISP is proud to offer our clients and partners the latest in cutting edge technology.

Special thanks to **Sto for sponsoring a lovely luncheon** on the terrace. The weather was perfect for enjoying a delicious meal al fresco.

Closing Dinner (And Beyond!) - Thursday Evening

The closing dinner was sponsored by **Benjamin Moore.** It was held at a charming local restaurant called The Boathouse. The atmosphere was casual and relaxed, and it's no surprise the seafood was delicious. The fine food and excellent company made it a meal to remember. Afterward, it was on to Castaways for some exciting live entertainment, including impromptu performances by our very own Brian Perla and Mike Lexner!

ISP would like to extend its thanks to everyone who participated in the conference. The yearly meeting is an important component of ISP's overall approach to ultimate service and satisfaction for every client. There's no substitute for the face to face interaction, in person training and sharing of ideas. Please let us know if you have any suggestions for future conferences!



**Partner Development Mgr .
Brian Perla Performs**

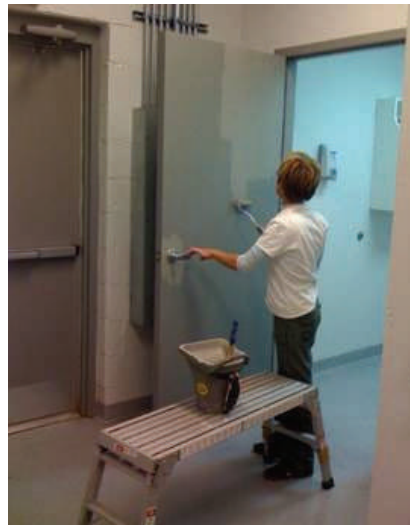
Project Management Gets Hands On

Scheduled and unscheduled site visits are a routine part of ISP's quality control program. They are usually carried out by the Partner Development department. Recently, however, one of our project managers got in on the act.

Jackie Jiminez joined Strategic Partner Mario Vicari and his crew out in the field at a Verizon Wireless in Hillside, Illinois. Jackie was excited about the opportunity to go out on a job and see for herself how ISP's partners achieve such high quality results. Not content to simply observe, Jackie rolled up her sleeves and got to work.

"I was impressed by the crew's attention to detail—they were able to do such a good job so quickly," Jackie said, "I've always known that our partners are the best in the industry, but working side by side with such an experienced crew gave me a chance to see their professionalism firsthand."

She truly is a Jackie of all trades.



WELCOME SUZANNE MCGINNIS PROJECT COORDINATOR

Please help us welcome Suzanne McGinnis. She has joined the ISP team as Project Coordinator. Suzanne has a strong background in project management, including years of experience working for companies like Bell Atlantic Mobile (now Verizon) and Lucent Technologies.



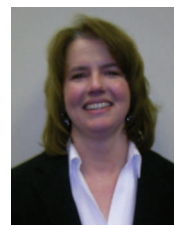
Suzanne McGinnis

Suzanne grew up in New Jersey and is a graduate of Pennsylvania's Bloomsburg University. She has lived in the Chicago area with her family for over ten years and now considers herself a true 'Midwestern girl' at heart.

Outside of the office, Suzanne enjoys spending time with her husband Brian and their two kids—Kaitlin, twelve, and Brenden, eight. Her other favorite activities include going for long walks with her dogs and just hanging out with friends.

WELCOME BETH STOGSDILL NATIONAL SERVICE REPRESENTATIVE

Say hello to our new National Service Representative, Beth Stogsdill. Beth has extensive sales and administrative experience, most recently with Johnson & Johnson.



Beth Stogsdill

Mom of two Beth is an enthusiastic supporter of her kids' sports teams and activities. She also enjoys the company of her "big, fluffy" Newfoundland, Addie.

Beth is a big college basketball fan and an avid supporter of her alma mater, Indiana University. Welcome, Beth!



**HAPPY
SPRING!**