



FIRST ANNUAL

# sustainable BUSINESS summit

green business conference & awards luncheon

A SPECIAL SUPPLEMENT TO THE NEW MEXICO BUSINESS WEEKLY • THURSDAY | JULY 26 | 2012

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# SUSTAINABLE PRODUCT/SERVICE

HONOREES



## Get A Grip Resurfacing Inc.

### What product or service are you nominating for this award?

Get A Grip Resurfacing is nominating its entire line of products and its service for this award. From the beginning, Get A Grip has offered customers the smartest solution for making kitchen and bathroom surfaces elegant, while also being conscious of environmental impacts. In fact, Get A Grip's been keeping material out of landfills for more than 10 years by resurfacing instead of replacing.

### How does the product or service promote sustainability?

Conservatively, Get A Grip locations nationwide do about 1,300 countertop resurfacing jobs each month. That means we are saving 156 semitruckloads of materials from being buried in the earth every year. As a visual, all these countertops laid out on the NCAA basketball court would cover 132 courts!

### Why did you create this product or service?

President Sharon Dillard had reached the point in her career where she was looking for something to challenge her and keep her curiosity engaged. On a visit to Albuquerque to visit her family, her son Ryan Dillard discovered how one could restore—without removal—worn bathtubs and countertops. He convinced Sharon with her marketing skills and energy, the company could go well beyond its local focus, and appeal to a wider audience interested in refinishing instead of replacing. Eventually, Sharon brought husband Cub, with his 30 years of sales and finance experience, and a second son Austen into the company.

### Describe your investment in creating this product or service in terms of time, money and effort.

The company has a part-time technical consultant with extensive experience in the paint and coatings field whose only responsibility is to research and develop better products—better because they are more environmentally friendly, because they require less product to cover a surface, because they last longer and are more durable. Since 2008, the company has spent at least \$25,000 per year for this employee.

### Describe the response you have received to this product or service—revenue from its sale, market share gain, etc.

Get A Grip resurfacing ranks second in the nation among franchises in our industry category of surface refinishing/restoration, continuing to be recognized in Entrepreneur's Franchise 500, Entrepreneur Start Ups, Qualified Remodeler and by apartment associations around the country for our quality, growth and green focus.

### What is the biggest misconception about the word "green"?

People don't realize the research and development that goes on behind the scenes to create more environmentally friendly and sustainable products and services. Or just because something is natural, like a granite countertop, or recycled like glass and concrete countertops, doesn't mean that the process to make it, or truck it from point of manufacture to point of consumption is good for the environment.