

Meet Dawn Parnoff, An Entrepreneurial Spirit



AC•Tech, (Allied Construction Technologies, Inc.) develops, manufactures and markets specialty coatings for construction projects throughout the US and around the world. Perhaps the three market-places in which AC•Tech is most active are hospitality, healthcare and retail construction; Dawn Parnoff,

the firm's Executive Vice President and one of its Founders, has been involved within these sectors for the past two decades.

CC&R: Who is AC•Tech and why is it such a unique company?

Parnoff: AC•Tech is a products + solutions firm staffed by a team of professionals with strong construction backgrounds. Our people were some of the very first within the industry to bring true moisture mitigation products to market in the US. We're enthusiastic about our products and systems, which are backed by a 15-year labor and material warranty. They emit no VOC's, are produced from 100% reactive solids, and contain no fillers or solvents. Applicators say our products really perform and give them the consistency and high quality results they are always searching for.

CC&R: What cutting-edge products do you offer?

Parnoff: All of our products are state-of-the-art. For example, our revolutionary "Go Early Technology™" makes it possible for all trades to be working on a newly poured concrete slab in just 3-5 days. It reduces concrete finishing costs, eliminates the need for moisture testing, and avoids those inevitable "surprises" when it comes to installing the final flooring. There's too much involved in Go-Early Technology™ to talk about it all here. Maybe our tag line will give you an idea. "Start Early. Finish Early. Open Early. Bank it Early". This technology is going to help lots and lots of people in the construction industry. And we feel good about that.

CC&R: How else do your products positively affect the workplace?

Parnoff: AC•Tech products are odorless both during and after application. This is especially appreciated by establishments, which must remain open during renovations, such as hotels, hospitals and the public spaces of shopping malls.

CC&R: Being a female in a male-dominated industry, how does this affect you personally?

Parnoff: I get asked this question quite a bit, and my answer is always the same. I'm a businessperson who loves doing what I do... with no focus on gender. My personal strengths, immodestly, are that I believe in long-term relationships, customer loyalty and staying in contact with the great men and women with whom we've had the privilege to work together. Also, being married for 24 years and the

mother of five boys, I may have learned a few tricks regarding how to deal with the male species!

CC&R: You mentioned AC•Tech was staffed by "a professional team." Tell us about your colleagues.

Parnoff: Team. Team. Team. Every company is built on its people. Our Team is experienced, committed, and a lot of fun to work with. And our customers feel this enthusiasm. It's a wonderful thing to see.

- Bill Harrill, our VP, Technical Services, has been writing new project specifications and forensic solutions for 30-plus years. He's widely known as the "concrete guru".
- Mac Krauss, AC•Tech's VP of Marketing, was one of the first "approved" moisture mitigation applicators in the US. He's our Master Trainer and devotes himself to supporting applicators when those challenging jobs arise and solutions must be found.
- Our Accounting/Customer Manager, Janet Parnoff, has the uncanny ability to create a complete comfort zone for our customers. They all know her after placing orders for so many years.
- Alex Rogers, brings his engineering background to our Technical Sales Group and monitors our on-going field testing of new, soon-to-be-released products.
- Joachim Bohlmann, our VP of Technical & Field Applications actually invented the Oil Buster System™ which reclaims concrete slabs from oil and other contaminants. There is a growing demand for this technology as rehabilitation and renovation projects become more numerous in the post-recession construction market.
- Graham Capobianco, AC•Tech's Tech Sales Coordinator, hails from a family of flooring pros. Among other things, he leads our AIA training program initiative and develops our lab testing protocols so that we can make everything public and transparent.
- Coming from the adhesives and hardwood flooring industries, National Sales Manager Tom Pope has 40 years of experience in knowing what works, what doesn't work and how to cut through it all to get to real-life solutions.
- And, Penny Czarra, our Harvard-educated President, brings a strong Team-Building approach to AC•Tech with a focus on market development and company accountability.

CC&R: OK, what about you?

Parnoff: I've been in sales and operations for most of my life. I love helping our reps and customers be successful in their own business and staying on the cutting edge of technology and innovation. I also love the mission we're on, especially at this stage in my career. It's deeply satisfying to know that we don't cut corners and we never leave our customers hanging. We believe in building long-term business relationships where everyone succeeds. We're new, we're doing well and all of this is very exciting!

AC • Tech

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