



THE GLOBE

FIRST ISSUE | FEBRUARY 2023



CELEBRATING 25 YEARS!

JULY 1ST, 2023 MARKS ECP'S 25TH YEAR IN BUSINESS! TAKE A RIDE DOWN MEMORY LANE WITH US. WE WANT EVERYONE TO BE A PART OF OUR CELEBRATION, SO BE SURE TO VISIT OUR SOCIAL MEDIA PLATFORMS AND WEBSITE FOR ECP SWAG LEADING UP TO THE BIG DAY!

WE ARE SO PLEASED TO HAVE MET THIS BENCHMARK, AND LOOK FORWARD TO OUR NEXT 25 YEARS WITH ALL OF YOU, OUR PARTNERS. WE COULD NOT HAVE DONE IT WITHOUT YOU!

DO YOU REMEMBER THE FIRST TIME YOU CAME TO ECP, MET SOMEONE FROM ECP, OR HAVE A FUNNY STORY YOU WOULD LOVE TO SHARE? PLEASE SEND IT TO MARKETING@GETECP.COM! IF WE USE YOUR PICTURE OR STORY, WE WILL SEND YOU A \$25.00 GIFT CARD OF YOUR CHOICE!!

THANK YOU #ECPNATION!

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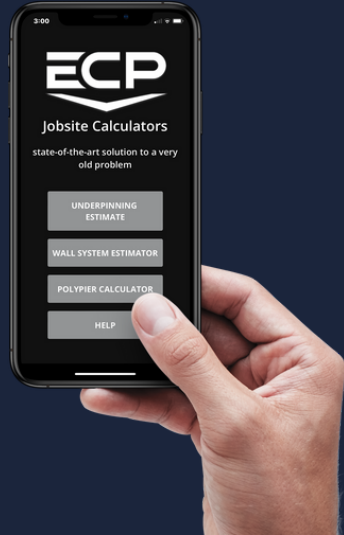
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CELEBRATING 25 YEARS!



GET THE ECP APP

IF YOU HAVE NOT DONE SO ALREADY, IT IS TIME TO DOWNLOAD THE ECP APP, WHICH IS NOW AVAILABLE ON ANDROID AND IOS STORES.

THE ECP APP IS A WELL-DESIGNED TOOL THAT WILL HELP YOU ON THE JOB SITE. SAVE TIME AND STREAMLINE YOUR PROCESS. IT'S A STATE-OF-THE-ART SOLUTION TO A VERY OLD PROBLEM!

WE HAVE LAUNCHED THE NEW AND IMPROVED ECP PORTAL; VISIT IT AT WWW.ECPPORTAL.COM

NEED A LOGIN? IT'S SIMPLE! EMAIL US AT MARKETING@GETECP.COM FOR YOUR NEW LOGIN!

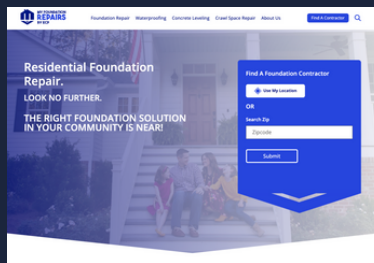
IN MEMORY OF DON CLAYTON

THIS YEAR WE LOST A DEAR MEMBER OF THE ECP FAMILY, DON CLAYTON. DON WAS A MAINSTAY AT ECP FOR 25 YEARS AND WILL BE DEARLY MISSED. IN TRIBUTE, GOING FORWARD, STARTING 2023, THE PROJECT OF THE YEAR WILL BE NAMED AFTER DON.



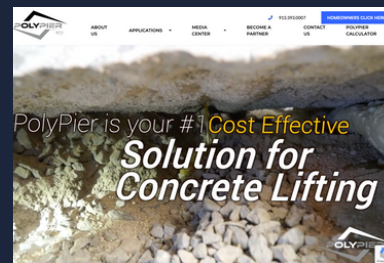
[DOWNLOAD THE 10TH EDITION TECH MANUAL](#)

TWO NEW WEBSITE LAUNCHES



MY FOUNDATION REPAIRS, THE ECP WEBSITE TO CONNECT OUR PARTNERS WITH POTENTIAL CUSTOMERS, GOT A NEW LOOK IN 2022 AS WE LAUNCHED THE NEW MFR WEBSITE.

WHETHER LOOKING FOR FOUNDATION REPAIRS, WATERPROOFING, CONCRETE LEVELING, OR CRAWL SPACE REPAIR, CUSTOMERS CAN CONNECT HERE!



POLYPIER BY ECP ALSO GOT A FRESH LOOK AS WE LAUNCHED THE NEW, MORE COMPREHENSIVE, AND INFORMATIVE WEBSITE!

LEARN ABOUT POLYPIER'S APPLICATIONS, BECOME A PARTNER, VISIT THE MEDIA CENTER, FIND THE POLYPIER CALCULATOR, READ ABOUT FEATURED PROJECTS, AND MORE ALL-IN-ONE STOP ON THIS NEW WEBSITE.

PRODUCT SPOTLIGHT: HAVE YOU HEARD ABOUT DRIVECAST?

DRIVECAST
GROUTED DISPLACEMENT PILE

DRIVECAST IS THE MODERN, HIGH-CAPACITY PILE FOR LIMITED ACCESS FOUNDATIONS.

DRIVECAST IS ALL NEW AND SIMPLY STATED: IT IS A GAME CHANGER FOR THE FOUNDATION REPAIR INDUSTRY. DRIVECAST SPECIFICATIONS INCLUDE:

- CLEAN INSTALLATION WITH LITTLE TO NO SPOILS AND MINIMAL SITE DISTURBANCE.
- ABILITY TO INSTALL ON SITES WITH LIMITED ACCESS OR LOW OVERHEAD CLEARANCE.
- LOW MOBILIZATION COSTS.
- ABILITY TO INSTALL WITH EXISTING EQUIPMENT.
- INSTALLATION WITH LITTLE NOISE, LOW VIBRATION, AND MINIMAL TRAFFIC.



CORE PARTNER SPOTLIGHT: IWP FOUNDATION REPAIR

WITH OVER 25 YEARS OF EXPERIENCE IN FOUNDATION REPAIR AND BASEMENT WATERPROOFING SERVICES IN THE WICHITA, KANSAS, AREA, HOW COULD YOU GO WRONG? SHANE ISHAM AND HIS TEAM KNOW THE INDUSTRY INSIDE AND OUT.

THEY MADE OUR EXPERIENCE GREAT! EASY TO WORK WITH! AMAZING OWNER AND EMPLOYEES!

-SHAWN PETERSON

FROM RESIDENTIAL AND COMMERCIAL FOUNDATIONS TO WATERPROOFING AND CRAWL SPACES, THESE GUYS ARE STRENGTHENING KANSAS HOMES AND BUSINESSES. HERE AT ECP, WE ARE PROUD TO PARTNER WITH [IWP FOUNDATION REPAIR](#)!



OUR VENDORS



TEAM WTI: CELEBRATING 18 YRS AS ECP'S DIGITAL MARKETING PARTNER!

TEAM WTI HAS WORKED WITH ECP AND OUR PARTNERS FOR 18 YEARS. TEAM WTI SPECIALIZES IN DIGITAL MARKETING, WEBSITE DESIGN, AND MAINTENANCE. THEY SERVICE MORE THAN 1200 BUSINESSES ACROSS THE "GLOBE"! VISIT THEM AT: TEAMWTI.COM

OVER THE PAST 6 YEARS WORKING WITH KIM, DEB, CYNTHIA, AND JEREMIAH, TEAM WTI HAS MET ALL ECP'S SOCIAL AND DIGITAL NEEDS! FROM IMPLEMENTATION OF OUR NEW APP TO SALES SOFTWARE! 5 STARS!

MIKE MALINA-
ECP'S CHIEF MARKETING OFFICER

VENDOR OF THE YEAR 2022: CORPORATE BRANDING!

SCOTT ROGERS, THE OWNER AND COMPANY PRESIDENT OF CORPORATE BRANDING, WAS THE RECIPIENT OF THIS YEAR'S VENDOR OF THE YEAR AT DRIVEN 2022!

RIGHT NOW, YOU CAN RECEIVE FREE SHIPPING FROM CORPORATE BRANDING ON ALL ORDERS PLACED BEFORE MARCH 1ST. VISIT THEM AT CORBRANDING.COM!



THANK YOU!



GET TO KNOW ECP'S VENDORS!

EARTH CONTACT PRODUCTS IS PROUD TO BE ASSOCIATED WITH OUR PROFESSIONAL INDUSTRY PARTNERS, AND WE ENCOURAGE YOU TO SUPPORT THEM. OUR INDUSTRY PARTNERS ARE COMPANIES THAT ARE CONSIDERED LEADERS IN THEIR AREAS OF EXPERTISE AND ARE VALUED PARTNERS TO ECP.

TO SEE OUR VENDORS, CLICK THE IMAGE ABOVE TO WATCH OUR THANK YOU VIDEO!

GET CONNECTED WITH OUR VENDORS BY VISITING OUR [VENDOR PAGE](#).



WORLD OF CONCRETE 2023



WE ENJOYED SEEING #ECPNATION IN FULL FORCE AT THIS YEAR'S **WORLD OF CONCRETE!** THE SHOW WAS THE BUSIEST WE HAVE SEEN IN THE LAST 10 YEARS! WOC 2023 TOOK PLACE AT THE LAS VEGAS CONVENTION CENTER, 3150 PARADISE RD, LAS VEGAS, NV 89109, ON JANUARY 17-19; EDUCATIONAL CLASSES WERE THE 16-19. VISIT WORLDOFCONCRETE.COM FOR 2024'S DATES AND INFORMATION. WE WOULD LOVE TO SEE YOU THERE!

PART KNOWLEDGE, PART EQUIPMENT, PART CONNECTIONS—WORLD OF CONCRETE IS 100% OF WHAT YOU NEED TO KEEP GRINDING IT OUT THROUGH DISRUPTIONS TO THE SUPPLY CHAIN, SAFETY, AND BEYOND. GET YOUR HANDS ON ADVANCED TECHNOLOGY AND MACHINERY, ACCESS THE NEWEST TRAINING AND TECHNIQUES IN CONCRETE AND MASONRY, AND BUILD MOMENTUM FOR ANOTHER UNSTOPPABLE YEAR.



MARKETING WITH MALINA

BY MIKE MALINA



ARE YOU A PARTNER LOOKING TO STAY AHEAD OF THE MARKETING TRENDS? IF SO, YOU'RE IN THE RIGHT PLACE! IN THIS ARTICLE, WE'LL DISCUSS THE TOP TRENDS FOR CONTRACTORS IN THE MARKETING SPACE.

FIRST AND FOREMOST, CONTRACTORS SHOULD EMBRACE DIGITAL MARKETING TOOLS AND STRATEGIES TO CONNECT WITH THEIR TARGET AUDIENCES. UTILIZING SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK, TWITTER, AND INSTAGRAM CAN HELP TO REACH A WIDER AUDIENCE AND INCREASE ENGAGEMENT. ADDITIONALLY, CREATING AN EMAIL MARKETING CAMPAIGN TO SEND UPDATES AND PROMOTIONS TO EXISTING AND POTENTIAL CLIENTS CAN HELP TO INCREASE BRAND AWARENESS.

ANOTHER TREND CONTRACTORS SHOULD BE AWARE OF IS THE USE OF VIDEO CONTENT. VIDEOS ARE BECOMING INCREASINGLY POPULAR AND ARE AN EFFECTIVE WAY TO SHOWCASE A PRODUCT OR SERVICE IN A CREATIVE AND ENGAGING WAY. ADDITIONALLY, CREATING A BLOG AND SHARING VALUABLE CONTENT CAN HELP TO INCREASE WEBSITE TRAFFIC AND DEMONSTRATE EXPERTISE IN THE INDUSTRY.

FINALLY, CONTRACTORS SHOULD INVEST IN SEARCH ENGINE OPTIMIZATION (SEO) AND LOCAL SEO. SEO HELPS TO OPTIMIZE WEBSITE CONTENT SO THAT IT APPEARS HIGHER IN SEARCH ENGINE RESULTS. THIS CAN HELP TO IMPROVE WEBSITE VISIBILITY AND INCREASE TRAFFIC. LOCAL SEO IS, IN LARGE PART, MANAGING YOUR GOOGLE BUSINESS PROFILE. ADDING INFORMATIVE POSTS AND IMAGES, KEEPING BUSINESS INFORMATION UP TO DATE, RESPONDING TO ALL GOOGLE REVIEWS, AND MORE.

BY STAYING UP-TO-DATE ON THE LATEST MARKETING TRENDS, CONTRACTORS CAN BETTER CONNECT WITH POTENTIAL CUSTOMERS AND BUILD A MORE SUCCESSFUL BUSINESS. FOR ANY ASSISTANCE WITH YOUR DIGITAL MARKETING NEEDS, CONTACT OUR PARTNER, TEAM WTI, AT WWW.TEAMWTI.COM

TO BOOK AN APPOINTMENT WITH ECP'S GURU OF MARKETING, VISIT [CALENDY.COM /MALINA](http://CALENDY.COM/MALINA) TO MAKE AN APPT TODAY!

2022 PROJECT OF THE YEAR AWARDS

BAY AREA UNDERPINNING MAKES A CLEAN SWEEP



FOUNDATION LIFTING, LEVELING & STABILIZING

BAU- BAY AREA UNDERPINNING SWEEPED BOTH THE RESIDENTIAL AND COMMERCIAL PROJECT OF THE YEAR AWARDS EARNING THEM AN ADDITIONAL \$5000

FOUNDED IN 2005, BAY AREA UNDERPINNING HAS BEEN A PARTNER WITH ECP SINCE 2008! BAU PROVIDES FOUNDATION REPAIR FROM SAN JOSE TO SACRAMENTO, CALIFORNIA (AND EVERYWHERE IN BETWEEN!) THEIR GOAL IS TO PROVIDE THE VERY BEST CUSTOMER EXPERIENCE AND EXPERTISE THROUGHOUT THE FOUNDATION REPAIR PROCESS.

IF YOU WANT TO LEARN THE LATEST ABOUT BAY AREA UNDERPINNING, VISIT THEIR WEBSITE AT BAYAREAUNDERPINNING.COM. SUBMIT YOUR PROJECT FOR PROJECT OF THE YEAR 2023 BY SEPTEMBER 15, 2023!

CHECK OUT THEIR PROJECT FEATURE VIDEOS BY CLICKING AN IMAGE BELOW!



RESIDENTIAL REPAIR



COMMERCIAL REPAIR

CALENDAR OF EVENTS

GEO CONFERENCE

LOS ANGELES, CA
MARCH 26-29 2023

ECP TRAINING CLASSES

[CLICK HERE TO SIGN UP](#)

- HELICAL TRAINING
MARCH 6-8
- PUSH PIER TRAINING
APRIL 3-5
- POLYPIER TRAINING
APRIL 10-13

DRIVEN 2023:

ANNOUNCEMENT LIVE ON
FACEBOOK OWNERS PAGE
FRIDAY MARCH 3RD,
AT 3PM CST
EMAIL WILL FOLLOW!
DATE AND LOCATION TBA



2023 SPFA CONVENTION



WE HAD AN AMAZING TIME IN DAYTONA BEACH FOR THE SPFA SHOW. THE SHOW WAS THE BUSIEST SHOW FOR THEM TO DATE! WE (NICK SALPAS, JOSH ROBINSON, AND THE LEGEND AARON K. GRAYHAM) DIDN'T HAVE TIME TO SIT DOWN. WE HAD A LINE AROUND OUR BOOTH!

WHAT AN INCREDIBLE SIGHT IT WAS TO SEE EVERYONE BACK AT IT! SPFA HAD RECORD ATTENDANCE, WITH A 24% JUMP IN ATTENDANCE OVER LAST YEAR'S CONVENTION. WHAT A SUCCESSFUL AND EXCITING EVENT AND ECP WAS PROUD TO BE A PART OF IT!



SPOTLIGHT ON POLYPIER



STAY TUNED AND CHECK OUT THE ALL NEW POLYPIER WEBSITE AT [POLYPIER.COM](https://polypier.com) FOR UPCOMING NEWS, PROMOTIONS, TRAININGS, AND MORE!

SAVE THE DATE: POLYPIER TRAINING IS APRIL 10TH - 13TH. FOR MORE DETAILS, EMAIL US AT [JROBINSON@GETECP.COM](mailto:jrobinson@getecp.com).

BE SURE TO DOWNLOAD THE ALL-NEW ECP PIER LOAD AND POLYPIER APP TODAY ON THE ANDROID AND IOS STORES! WE WANT TO THANK ALL OF #ECPNATION WHO WERE ABLE TO STOP BY OUR BOOTH AT SPFA AND SAY HELLO.

DRIVEN 2023 IS ONLY 6 MONTHS AWAY! HERE'S YOUR 2022 DRIVEN RECAP



DRIVEN 2022 GUEST SPEAKERS TAKE IT TO THE NEXT LEVEL

DRIVEN 2022 FEATURED POWERHOUSE SPEAKERS THAT DELIVERED INSPIRING, EDUCATIONAL, AND MEMORABLE EXPERIENCES FOR OUR PARTNERS, GUESTS, AND YOU, #ECPNATION!

WE WANT TO EXTEND OUR THANKS TO SHAWN VAN DYKE, TIM LANSFORD, KELLY VRLA, AND JAKE THOMPSON FOR BRINGING THEIR MOTIVATIONAL MESSAGES TO ECP NATION! IF YOU WOULD LIKE INFORMATION ABOUT ANY OF THEM, EMAIL US!

DRIVEN 2022 AWARD WINNERS

- **2022 CORE INSTALLERS:**
 - IWP FOUNDATION REPAIR
 - FOUNDATION PROFESSIONALS OF COLORADO
 - ATLAS PIERS OF ATLANTA
 - FOUNDATION PROFESSIONALS OF FLORIDA
 - MATTHEWS WALL ANCHOR & WATERPROOFING
 - MIDWEST DRILLED FOUNDATIONS & ENGINEERING
 - DAULINGHAUS CONSTRUCTION, INC.
 - BAY AREA UNDERPINNING
 - MONTANA PIERING
 - GROUND UP FOUNDATION REPAIR
- **TOP GUN POLYPIER AWARD WINNERS**
 - AIRLIFT CONCRETE EXPERTS
 - EXPERT CONCRETE RAISING
 - CONCRETE POLYFIX
- **BRAND AMBASSADOR AWARD**
 - ATLAS SYSTEMS OF NEW ENGLAND
- **VENDOR OF THE YEAR**
 - CORPORATE BRANDING
- **HELICAL AWARD WINNERS**
 - CBS PILING SYSTEMS
 - TAR HEEL FOUNDATION SOLUTIONS
- **SEAL TEAM AWARD WINNERS**
 - HI & DRY FOUNDATION REPAIR
 - KC WATERPROOFING & FOUNDATION REPAIR
- **PROJECT OF THE YEAR RESIDENTIAL**
 - BAY AREA UNDERPINNING
- **PROJECT OF THE YEAR COMMERCIAL**
 - BAY AREA UNDERPINNING

BE SURE TO VISIT [GETECP.COM /PROJECT OF THE YEAR](https://www.getecp.com/project-of-the-year) TO SUBMIT YOUR CASE STUDY TODAY FOR 2023 PROJECT OF THE YEAR!



AT ECP, WE WANT TO HEAR FROM YOU.

HAVE A SUGGESTION FOR US? EMAIL US WITH YOUR SUGGESTIONS AT MARKETING@GETECP.COM TO LET US KNOW YOUR THOUGHTS! SIGN UP FOR OUR NEWSLETTER TODAY TO STAY INFORMED ON THE LATEST NEWS, UPCOMING EVENTS, PRODUCTS, PARTNER SPOTLIGHTS, PROJECT SPOTLIGHTS, AND MORE.

[SIGN UP FOR THE NEWSLETTER](#)

COMING SOON...

IN THE NEAR FUTURE, WE WILL HAVE A NEW SALES APP! THIS NEW APP WILL INCLUDE FUNCTIONALITY THAT WILL HELP STREAMLINE AND IMPROVE OUR PARTNER'S SALES PROCESS. LOOK FORWARD TO UPDATES HERE IN THE GLOBE!

2023 PROJECT OF THE YEAR PORTAL NOW OPEN! SUBMIT PROJECTS PRIOR TO SEPTEMBER 15TH TO ENTER AND WIN!

WE KNOW OUR PARTNERS ARE BUSY AND WORK HARD! WHO DOESN'T WANT TO SHOWCASE THAT HARD WORK TO THE WORLD ON ECP'S BIG STAGE? ENTER TO WIN UP TO \$15,000.00. IF YOU TAKE HOME THE RESIDENTIAL AND COMMERCIAL POY, WE WILL ADD 5K TO YOUR GRAND PRIZE!

IN OUR INDUSTRY, WE UNDERSTAND THAT EACH PROJECT YOU COMPLETE GIVES YOU ENORMOUS SATISFACTION. YOU WORK HARD, AND YOU DELIVER RESULTS. WE ALSO UNDERSTAND THAT THERE IS ONE PROJECT THAT STANDS OUT AMONGST ALL THAT HARD WORK THAT YOU KNOW IS ABOVE AND BEYOND.

THAT IS WHY ECP RECOGNIZES THE PROJECT OF THE YEAR, FOR YOUR ONE STAND-OUT PROJECT THAT DESERVES SIGNIFICANT RECOGNITION. SUBMIT YOUR PROJECT TO GETECP.COM/PROJECT-OF-THE-YEAR/ BY SEPTEMBER 15, 2023. BY THE TIME DRIVEN 2023 IS HERE, YOU MAY HAVE UP TO TEN ELIGIBLE VOTES TO WIN THE RECOGNITION YOU DESERVE. IT'S SIMPLE: INCLUDE IMAGES AND A BRIEF OUTLINE OF YOUR PROJECT. WE WALK YOU THROUGH THE PROCESS!

THANK YOU #ECPNATION!

