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opinion

Somebody "Like" Me

One man's search for self-worth where it ought not be found—on Facebook.

by **Mitch Allen**

Last week, in a moment of inexplicably poor judgment, I used a Facebook post to ask my wife's permission to go on a weekend fishing trip. Here's how the post read:

"This time tomorrow, with my wife's permission, I'll be standing in the near-frigid waters of the Maumee River casting brightly colored lures in an attempt to catch one of the hundreds of thousands of Walleye that come up the river for a few days each spring for a romantic interlude in the spawning grounds.

"Of course, I've never done this before, so I'll trip and fall, and my waders will fill with water causing me to drown, an event that will be captured on a fellow angler's smart phone and uploaded to YouTube where it will go viral, landing my grieving widow a spot on the Letterman Show, where she will meet special guest John Cleese, who will be instantly smitten with her and try to impress her with his silly walk.

"She will reject his advances and

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cover story



by Benjamin Margalit/Margalit Studio

With over 30 years in the business, Roger Begue's *Ohio Painting and Pressure Wash* has painted an astounding 6,000 homes in Northeast Ohio. If you need your home painted this spring, find out why you'll want to get an estimate from this guy. See story page 5.

INSIDE!

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COVER STORY



Photos by Benjamin Margalit/Margalit Studio

In spite of his professional reputation and crisp, blue blazer, Roger Begue, of *Ohio Painting and Pressure Wash*, wins bids by keeping his prices low.

Painting Ohio

In the past 30 years, Roger Begue's *Ohio Painting & Pressure Wash* has painted over 6,000 Ohio homes. Here's why area homeowners keep signing up.

by Mimi Vanderhaven

One of the most unregulated business sectors in Ohio is house painting. In fact, anyone with a paintbrush and a vehicle can print a few business cards and become a professional painter...instantly. The dangers for homeowners who do business with less-than-reputable painters include personal liability in the event of injury, poor quality materials and workmanship—plus trampled landscaping, undesirable overspray, and virtually unenforceable warranties.

“There is no advance deposit, you don't pay one dime until you're satisfied.”

Enter Roger Begue, the former professional baseball pitcher and founder of *Ohio Painting and Pressure Wash*. In the past 30 years, Roger and his teams have painted over 6,000 homes in Northeast Ohio—and they'll paint another 150 homes this year, including three bedroom ranches, steep-roofed mansions, and historic barns, and surfaces of wood, brick, aluminum and vinyl siding.

“We love to paint,” Roger smiles. There aren't many jobs we'll turn down.”

An Affordable Price



how affordable our estimates are,” Roger explains, “especially after receiving our professional presentation and finding out everything we do to get the job done right.”

Because Roger's company specializes in residential exterior painting, he has developed various systems that allow his crews to be fast, efficient and professional. The result is quality work at a competitive price.

“We do what we say we're going to do,” Roger says. “We provide an up-front job spec sheet that lists the procedures we'll follow. And there is no advance deposit or partial payment. You don't pay one dime until you're satisfied.”

Doing It Right

Roger's crews are also careful about leaving your property as clean—or cleaner—than they found it. “We work hard to protect your flower beds,” he assures. We cover flowers and shrubs with appropriate, lightweight drops that protect plants without breaking them. Plus, when we're finished, we re-rake mulch, clean up any paint chips, and sweep driveways, sidewalks, porches, and decks. Everything really should look better than when we started.”

And Roger is highly particular about

staying on schedule. “We're a high-volume company so we try to plan our jobs a few weeks in advance,” he says. “That allows us to make up time when the weather does not cooperate. As exterior painters, our schedules are always subject to Mother Nature, but no matter what—we never start another job until your job is finished.”

Of course it helps to know who will be on the job, and the professionals on Roger's crews are men, not boys. “The men I have on the job have been with me for many years,” he says. “We don't have college kids working on your home. These men have up to 20 years of experience.”

One way some painters will cut costs to improve their margins is to use cheap, low-quality paint. Roger, on the other hand, insists on only one brand. “Our customers want to know that we use only top-of-line Sherwin-Williams paints,” he explains. “They are an international company headquartered right here, and they've been around for many years. They're great with customer service and are very responsive to contractors like me. They go out of their way to make sure I have everything I need to get the job done right.”

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Last year, the Western Reserve Historical Society called on *Ohio Painting and Pressure Wash* to paint the historic Jonathan Goldsmith House at Hale Farm and Village.

Any truly professional painter will tell you that a proper, long-lasting paint job requires a lot of prep work. In fact, Roger points out, preparing the house to paint is the most important part of the job. That's why Roger's spec sheet explains exactly what Ohio Painting and Pressure Wash will do when they paint your house.

Roger uses a biodegradable cleaner harmless to plants, pets and groundwater.

Here's a summary:

- Pressure wash the entire house to clean the siding of chalk, mildew, dirt and pollution, using a biodegradable cleaner that is safe for plants and pets;
- Remove all shutters and clean behind them;
- Hand scrape and clean all loose paint from wood surfaces and prime all exposed wood;
- Caulk all doors, windows and open gaps on surfaces to be painted using a 35-year acrylic siliconized caulk;
- Mask off all fixtures, doors, windows, foundation and roofing, and cover all plants, trees, grass, etc.
- Apply TWO coats of high-quality Sherwin Williams paint to a thickness adequate to assure smooth solid coverage.

Then, after all this, Roger's team removes

all masking, cleans and landscapes the work areas, does any necessary touch-ups, then applies two coats of Sherwin-Williams paint to your shutters and re-installs them to their original position.

A 15-Year Warranty

"Our customers choose us because we do a good job and we keep our promises," Roger reminds. "We finish the job on time and we offer a solid warranty." For aluminum siding, that is a 15-year warranty.

"Ohio Painting and Pressure Wash, Inc. warrants the application of the finish coat of paint for a period of fifteen years from the date the final finish coat is applied," reads Roger's warranty certificate—which you and he both sign. "The warranty is important because it states that no surface preparation or final coating defects will cause your paint to lift, crack or blister," Roger explains. "In fact, paint should never peel within the first 15 years. If it does, then something went wrong, and we work very hard to make sure that doesn't happen to you."

For more information about Ohio Painting and Pressure Wash, Inc. call 330-730-8344. You may also e-mail Roger at roger@OPPW.com or visit his website at www.OPPW.com. The company also does house washing, deck cleaning and staining, driveway and sidewalk cleaning, plus cleaning and staining or painting cedar siding, railroad ties, stucco, asbestos siding or masonite.