



THE COLLECTIVE

Volume / 06 / Nov 2024



Houston District Growth & Success Going into Q4 2024

“October marked a historic \$33 million for our Houston District—proof of hard work and smart strategies seizing market share. This momentum is real, and the results speak for themselves. Let’s keep pushing, stick to our training, and aim to close the year with record-breaking success.

“If you stand up and be counted, from time to time you may get yourself knocked down. But remember this: A man flattened by an opponent can get up again. A man flattened by conformity stays down for good.”

-- Thomas J. Watson, Jr.

Arturo Macias
Houston District Manager

District Updates

New Store Open

Magnolia FM 1488 West
#727652
Store Manager:
Mirreah Fonteneau

Fall Equipment Sale

Nov. 1st – Nov. 30th
• Store Budgets: \$1,013,300
• Rep Budgets: \$899,500

From left to right: Geoffrey Ekenstam, Brian Garcia, Ramon Salazar, Mercedes Morrow



SHERWIN-WILLIAMS.

CHARGED UP
A NEW ACCOUNT PRODUCTION

& Checked In

District Charged-Up Max Challenge
1st Place: Houston-HWY 290 Jersey Village
#707301

New Account Sales

\$111,578

Max Converted

7

01/05



SHERWIN-WILLIAMS.

Painting the Town: Featured Partner



Bree opened her first studio 16 years ago, but her passion for painting began long before she pursued it as a career. **“My passion for painting has been a guiding force throughout my life,”** Wristers shared. **“My artistic journey began when my parents gave me the creative freedom to turn my room into a canvas, and I filled it with vibrant murals.”**

Painting her first canvas in the blank expanse of her room ignited her drive to make her passion into her profession. Dreams became reality with the founding of Bree The Mural Girl LLC in 2008.

We asked Bree what inspires her artwork, to which she responded, **“Each mural is rooted in creating an impactful experience for the individual. The custom art is uniquely designed to meet the need and desire of each client with a goal of creating a visually compelling art piece that enhances their space.”**

Bree the Mural Girl LLC

Meet Bree Wristers, the Masterful Muralist behind Bree the Mural Girl LLC. Bree is a valued partner of Sherwin-Williams, and for those who haven't had the pleasure of knowing her yet, here's an inside look at someone we're proud to call our partner.

BTMG Mission Statement:

“To keep art alive, ensuring its presence and impact in all our lives.”



Bree has been shopping with Sherwin-Williams for over 10 Years!

She uses our paint all across Houston at notable locations you can visit, such as:

- **LaViva Cantina**
- **The Work Well**
- **Cypress Trail Hideout**
- **& many more**

02/05

Want to inquire more?

Contact Bree at 409.599.3975
or visit www.breethemuralgirl.com



SHERWIN-WILLIAMS.



Back On The Yard

For many HBCU Graduates, being back “on the yard”, short for schoolyard, this time of year presents an opportunity for them to reconnect with peers/former organizations, enjoy the tailgate festivities and support the school football team with utmost pride.

Homecoming invites it’s alumni to be present at the events for the celebration, including:

- Royal Court Coronation
- Homecoming Parade
- Homecoming Concert
- Alumni Gala/Dinner
- Greek Step Show



Culture Corner: Highlighting HBCUs

It’s Homecoming Season!!

For Historically Black Colleges & Universities (HBCUs), Homecoming is a BIG DEAL!

A tradition that invites its alumni to come back to campus to connect with students and the community in celebration of the school’s presence and pride.

Who’s Got Next??
Who’s Got Next??





SHERWIN-WILLIAMS.

Featured in Forbes

To celebrate the 15 Year Anniversary since the release of our first Color of the Year, Sherwin-Williams releases its first ever Color Capsule of the Year.

Check out this article in Forbes featuring our launch!



“

Sherwin-Williams just announced its Color of the Year – but with a twist. The company revealed its first Color Capsule of the Year, which has nine different shades.



“The one common theme that ties the Color Capsule of the Year together is vintage with a twist,” says Sue Wadden, director of color marketing for Sherwin-Williams.

“The capsule feels very **eclectic and remnicent** of the 1970s, which is making a comeback in home and design, but we added a few modern shades to keep it feeling fresh and fun.”

”

04/05

Read the Full Article

<https://www.forbes.com/sherwin-williams-2025-color-capsule-of-the-year/>



SHERWIN-WILLIAMS.

WHAT'S NEXT?

SHERWIN-WILLIAMS. **AAN** AFRICAN AMERICAN NETWORK SHERWIN-WILLIAMS

CREATE YOUR POSSIBLE™

DATE: 12 NOVEMBER, 2024 TIME: 1:00PM - 4:00PM

You're more than where you are now...
Find out how Sherwin-Williams can help YOU create your own possibilities!

RSVP HERE

Featured
KEYNOTE SPEAKERS



Robbrey Walker Robert Belcher Pam Cook Rodney Bankhead Jonathan Taylor

Houston District Training Center | 7327 FM 1960 Houston, TX 77070



Upcoming Events:

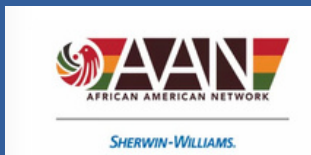
Nov 8th
Employee Appreciation Night

Nov 12th
**"Create Your Possible"
Keynote Speaker Panel**

Call for Content

Want to be featured in the next newsletter?

Email your store accomplishments to
indyah.t.rideaux@sherwin.com




Please join us for
SHERWIN WILLIAMS X CAMP HOPE
EMPLOYEE APPRECIATION NIGHT
FRIDAY | NOVEMBER 8TH | 6 - 10 PM
SAM HOUSTON RACE PARK
7575 N SAM HOUSTON PKWY W,
HOUSTON, TX 77064
ALL SW EMPLOYEES AND FAMILY WELCOME!
FOOD AND DRINKS LIVE MUSIC
GAMES AND MORE! DRESS WARM

RSVP: 

05/05