



## JOE BLACKWOOD

### SUPERLATIVE WINNER

Joe Blackwood is a perfect ambassador for the Joe Cool superlative award and many of you already know Jared Eckler is a huge fan as he has written about Joe's style on his last couple of anniversaries, congrats Joe!

Joe Cool is all about keeping calm and cool, while stepping up to challenges – a Joe Cool is confident, focused, calm, poised, and makes sure to not let pressure be about him, in fact he goes out of his way to relieve others of pressure and keep things feeling under control.

Operating the finish line can be a lot, from the color, timing, staff, touchups, maintenance – the thrill of making a sexy finish could easily be matched by the fear of ruining a lot of leather, Joe keeps the balance in the middle – a big reason for Finishing's success!

Here are a few vote quotes from our survey for Joe:

*"I think Joe Blackwood should be nominated for Joe Cool. He is laid back and very down to earth. Doing a great job on the line and having his guys back."*

- Noel L. Burroughs

*"Joe Blackwood- I don't feel i need to explain too much on this one. All you have to do is watch him work, watch his interactions, listen to his words and you will understand why."* - Jeremy Douglass



**JOE COOL**  
AWARD



#### About This Superlative Award

The Joe Cool Award is awarded to a partner who keeps the team calm and steady. Someone that faces stress with ease and spreads that sense of peace to others. How you respond in a stressful situation sets you apart from the crowd, and these Partners are self-aware and accepting of challenges. Practicing patience without complacency.