

Refinishing a Door

Tracy Summers

As a graduate student, I designed a presentation session to train homeowners how to refinish their weathered front door. The session includes both illustration and technical training strategies. This portfolio is a compilation of my work on this project, including the initial planning, promotional materials, and training materials.

Fall 2015

ATTD 5121 Corporate Training
The University of North Texas

Contents

Initial Planning
Supplies, Equipment, and Facility
Promotion Materials
Personal Message: Introduction
Presentation Slides
Training Aid
Curb Appeal Information
Conclusion: Final Thoughts
Training Evaluation Form
Certificate of Training Completion
Contact Information and Resources

Initial Planning

Presentation Title and Description	
Title	"Weathered Door? Refinish it and Add Curb Appeal"
Brief Description	<p>I plan to demonstrate how to refinish a weathered door. I'm choosing this topic because most people aren't sure how to tackle the project, and weathered doors will ruin curb appeal.</p> <p>Overview: The primary audience would be homeowners who have wooden exterior doors. We often battle this issue (of a weathered looking door)—especially when we prepare to sell the house. Other interested parties could be real estate agents and HOAs.</p> <p>Persuasive Appeal: To repair weathered doors, home owners have the option of hiring someone to do the work (very costly because it's time consuming), or tackling the job ourselves (seems like an awkward project that we couldn't do alone). I haven't tackled this project before, but I watched someone refinish our front door, and I thought "I can do this!" I want to persuade others to do this project themselves, and I will show them how to do it.</p>

Presentation Purpose	
Purpose	Explanation
Inform	To share with my audience why they should refinish their doors, and how they have the ability to do this project themselves
Discuss	To discuss a topic: weathered doors and what it takes to improve them; also, to present the weathered door as a specific issue
Persuade	To persuade homeowners that this issue is important because it detracts from curb appeal and could lower home values in the area; Also, to persuade homeowners to tackle the project themselves
Solve Problem(s)	To solve the issue of a weathered door by s as an issue because it detracts from curb appeal/home value
Inspire	To motivate homeowners to want to improve their door (and front of house)
Instruct	To demonstrate how they can do this project themselves, and to provide a hard copy of the steps for their reference
Entertain	To spark their interest enough to keep them engaged and focused on the topic/issue

Initial Planning

Presentation Date/Time	
Date/Time	Wednesday, October 7, 2015; 7:15 pm
Why	<ul style="list-style-type: none"> • The Grayhawk Homeowners Association meets on this date. • I would already have a captive audience made up of homeowners. • The evening hours are more convenient for this audience because they will be working during the day. • The fall weather is cooler, and homeowners will be more likely to work outside. • The next meeting date inches into the holiday months, and this audience will start to have plans (for their money and their time) that interfere with this project.

Presentation Location	
Location	Boals Elementary School
Address	2035 Jaguar Dr., Frisco, TX 75033
Room #	Cafeteria
Why	<ul style="list-style-type: none"> • This is the room the Grayhawk Homeowners Association normally uses. • The space accommodates many attendees. • They have a portable presentation screen to use in the room. • During the meeting, attendees' kids could play outside.

Initial Planning

Analyzing the Audience	
Areas to Research	Notes
How many participants will attend?	9+ (According to the meeting minutes, approximately 9 people attend the meetings. With the promotions, I think much more than 9 would attend.)
Why will they attend?	Individuals will attend to learn how to complete this project. Some will attend because of their door looks bad but they don't want to spend the money to have it refinished. Others will attend because it's something to do (the children can play outside), or because it's a good networking opportunity (real estate agents).
What is their experience and educational background?	These individuals are educated (according to the demographics) and they are young (30s) with children. Most residents in the area hire someone to do the work for them—so they aren't as familiar with handyman tasks. They have little to no experience refinishing doors.
What are their job-related responsibilities?	They are homeowners living in homes built around the same time (less than 10 years ago). They do little manual labor in their jobs, and they hire people to do the labor around their house (such as mowing the yard, painting, etc.)
What is the gender and cultural mix of the audience?	The demographics show about the same amount of male/female residents; however more males attend the HOA meetings. This project might appeal to men. For that reason, I think I'll have more men in attendance than women. Approximately 69% of the residents are Caucasian, 13% are African American, and about 10% are Asian. Since the meeting minutes do not mention attendee's ethnicity, I will assume that most of the audience will be Caucasian, but also in attendance will be people of other ethnicity.
What is their average age?	Most of the adults are in their mid 30s.
Do any audience members have special needs?	None of the current attendees have special needs; however, some of the children w/in Grayhawk have special needs, including hearing issues and learning issues. While these children may attend with their parent, their special needs will not impact the presentation. Also, the demographics do not display special needs information and I may encounter individuals with special needs.
Are there any issues or topics I should avoid?	I should avoid political and religious topics.
Can any audience members serve as special resources? What kinds of assistance can they provide? How will I contact them?	Yes, the HOA board members and some of the committee members might be good resources. They could help me locate information about HOA rules and regulations (regarding up-keeping our property and color selection.) I will contact them by email.

Initial Planning

Presentation Strategies	
Strategies	How I will use Them
Problem-Solution	<p>A. problems</p> <ul style="list-style-type: none"> ● visual problem: show images of weathered doors ● financial problem: show real estate data on the impact of curb appeal <p>B. solutions</p> <ul style="list-style-type: none"> ● improve the way the door looks: show images of a refinished door ● improve the overall curb appeal: (I'm not sure about this, but perhaps I'll show before/after images of curb appeal.)
Illustration	<p>A. general Information about refinishing doors</p> <ul style="list-style-type: none"> ● give an overview about the process, including door prep, the timeframe, project costs, etc.
Technical	<p>A. step-by-step procedure</p> <ul style="list-style-type: none"> ● tools/materials involved: show everything they need to complete the project ● process: demonstrate the steps to show how to complete the project

Supplies, Equipment, and Facility

Supplies and Equipment List				
Other	Buy	Rent	Produce	Media, Equipment, Supplies, and Deliverables
X				Computer used to compile the project
X				Video machine to tape segments
X				Captivate used to create the presentation
X				Facebook used to contact audience for input
	X			mineral spirits, cleaner, stain, varnish to clean and refinish the door
	X			Sand paper used to smooth the wood
	X			Paint brushes used to apply liquid products
	X			Drop cloth used to protect the ground surface
	X			Painters tape used to protect surfaces
	X			Gloves used to protect my skin
X				Printer, ink, and paper used to print the handouts
			X	Handouts and video presentation

Supplies, Equipment, and Facility

Faculty and Equipment Needs Checklist	
Need?	Item and Notes
yes	Computer, Projector, and Display Screen I'll display the slides through this equipment.
yes	Presentation Media Equipment I'll have internet access, a screen/monitor, and computer with PowerPoint capability, keyboard, mouse, projector, lights, and electricity.
yes	Presentation Handouts I'll hand out the following items: <ul style="list-style-type: none"> • Business cards will be distributed in the beginning (as people arrive for the meeting) • These deliverables will be distributed at the end: key point sheet, evaluation form. • As a backup plan, I'll print copies of the PP slides. If the projector/computer function, I'll still have them available to distribute for those who want a copy at the end of the presentation.
yes	Water I plan to bring bottled water for the attendees as a nice gesture. I also need the water for myself because I will be speaking for 30 minutes or more.
yes	Pencils I will provide pencils for the audience to complete an evaluation form. I will also bring a notepad and pen to capture any questions that require my follow up.
no*	Remote Mouse or Pointer I won't need this, but I may bring a remote mouse for backup.
no*	Extension Cable I won't need a regular extension cable, but I'll bring one just incase the meeting room changes and I need the backup laptop. I will be bringing a power cord for my laptop, but it is part of my backup plan.
no	Seating Arrangement The location has more than enough seats for the audience. They can sit wherever they like in the room. Sometimes the HOA meeting is in a classroom where all the desks face one direction. Other times, they meet in a room with a long table where the attendees face each other. Regarding my seating, I plan to sit with the other HOA meeting attendees (until it's time for my presentation). During my presentation, I'll stand.
no	Microphone
no	Podium

Supplies, Equipment, and Facility

Facility Checklist				
Criterion	Yes	No	N/A	Notes
FACILITY				
Accessible for Participants with Disabilities				Both room options are on the first floor; wide entry doors; ramp entering building; handicapped parking near entrance.
Restrooms Near the Presentation Room				Two restrooms are in the hallway outside of the presentation room.
Restrooms Accessible to All Participants				Yes; the entry doors into the men's/women's restrooms are wide and a safety bar is located near the toilet.
Breakout Rooms Near the Presentation Room				Not necessary; although a small waiting area is located outside of the room. people gather/greet each other before entering. Also, the hallway is wide and carpeted for those without seats.
Seating Requirements in Breakout Rooms				My presentation won't have a breakout session/room.
Smoking Policy				Smoking is not allowed on the school property.
ROOM				
Size of Presentation Room (Seats All Participants)				Two room options at this location; One larger than the other; I'm covered even with additional attendees.
Room Isolated from Distractions				Both rooms have a closed door, and the meeting is held during off hours—few people are in the building.
Seating Arrangements <ul style="list-style-type: none"> ● Conference Table (option 1) ● Classroom Style (option 2) 				The conference room (option 1) has a long table that seats 18. The training/presentation room (option 2) has multiple seats (35+) facing one direction, with no desks.
Lighting Requirements				Each room has the ability to be very brightly lit for the meeting or dimly lit for the presentation. All the lightbulbs are working.
Location of Lighting Controls				The lighting controls are on the wall within each room. They are unlocked.
Dimmer for Room Lights				When the HOA meeting begins, the room will be bright, but I plan to use the dimmer for my presentation.

Facility Checklist

Criterion	Yes	No	N/A	Notes
Necessary Media Equipment				The school provides a projection screen, with projector, computer tower, key board, and wireless mouse. I can use their internet access. They have a computer cart locked in storage, and I'll bring my laptop.
Projection Screen Size				The screen is large and all attendees will be able to see it.
Refreshments Ready				The bottled water has been purchased. I'll deliver it to the school 2 days before the presentation, and they will store it in the refrigerator. Then, they'll deliver it to the room prior to the meeting; the school also has a water cooler.
Refreshment Location				A table by the entrance will hold the water bottles and deliverables.
Access to Phones, Computers, and Other Message Services				Telephones are located in both rooms. I've given the HOA president and school secretary my personal cell number. They have computer towers in both rooms and wifi access. I'll have my smart phone with me for messages.
Cell Phone Policy				Attendees are asked to turn off all their electronic devices before the HOA meeting begins. They can place them on vibrate for emergencies, but they must exit the room if they answer a call.
Climate Controls in the Room				The climate controls are locked and outside of these rooms; however the HOA president confirmed the heat/air remains on until 8 pm each night.

Presentation Room Layout



Promotional Materials: **Flyer**



Tracy Summers Presents

Weathered Door?

Refinish It Yourself
...and Add Curb Appeal!

Free Training Session

What? Learn how to refinish a front door in a few easy steps. No heavy work.
(Sponsored by the Grayhawk HOA)

When? Wed, October 7 @ 7 pm

Where? Boala Elementary
2035 Jaguar Dr



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Tracy Summers
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My Personal Message to You

Hello! Thank you for attending my training session. I'm your neighbor: Tracy Summers. Today, I'm going to show you how easy it is to refinish a weathered door. Before we jump in, I'll share 3 quick things about myself.

First of all, I have lived in Grayhawk for about 8 years. I asked the HOA if I could take a portion of their meeting to share this topic with my fellow neighbors. We may not know each other, but we know something about each other: We all care about our neighborhood.

Secondly, I'm a part time technical writer and a full time student. I'm working towards my M.A. at the University of North Texas. In one of my courses (Corporate Presentations course, ATTD 5121), I'm required to facilitate a training session. So this presentation is part of a course project. I could have picked any topic, but this topic benefits my community.

Lastly, I refinished my own door for the first time and discovered the project was very easy. This was the second time the door needed to be refinished. Last time, we paid someone to do the work, but this time I completed the project myself. The door looks amazing and it transformed the way my house looks. I'm thrilled with the results, and I had to share this information. All of us with stained doors will eventually notice they need to be refinished.

If I can do this project by myself, you can too. . . .And you'll love the way your door looks!

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Weathered Door?

Refinish It and Add Curb Appeal

By Tracy Summers

About Me and My Purpose




Image source: UNT.edu

About Me and My Purpose



A photograph of a stone wall with a waterfall. The wall is made of light-colored, rectangular stones. On the left side, there is a logo featuring a stylized hawk with spread wings above the word "GRAYHAWK". On the right side, there is a larger logo featuring a stylized hawk with spread wings above the word "GRAYHAWK" and the text "HOMEOWNERS ASSOCIATION" below it. The waterfall consists of several streams of water falling into a pool of water in front of the wall. The background shows green trees and a clear blue sky.

Image source: GrayhawkFrisco.com

Importance of Curb Appeal



A photograph of a concrete curb separating a dark asphalt driveway from a green lawn. The curb is made of light-colored concrete and has a decorative, slightly curved top edge. The asphalt is on the left, and the grass is on the right. The background shows a clear blue sky and some trees.

Image source: EllsworthInc.com





Prepping the Area



The first photograph shows the exterior of a brick house with a dark brown door and a concrete walkway leading to it. The second photograph is a close-up of the door handle, which is a blue, ornate design.

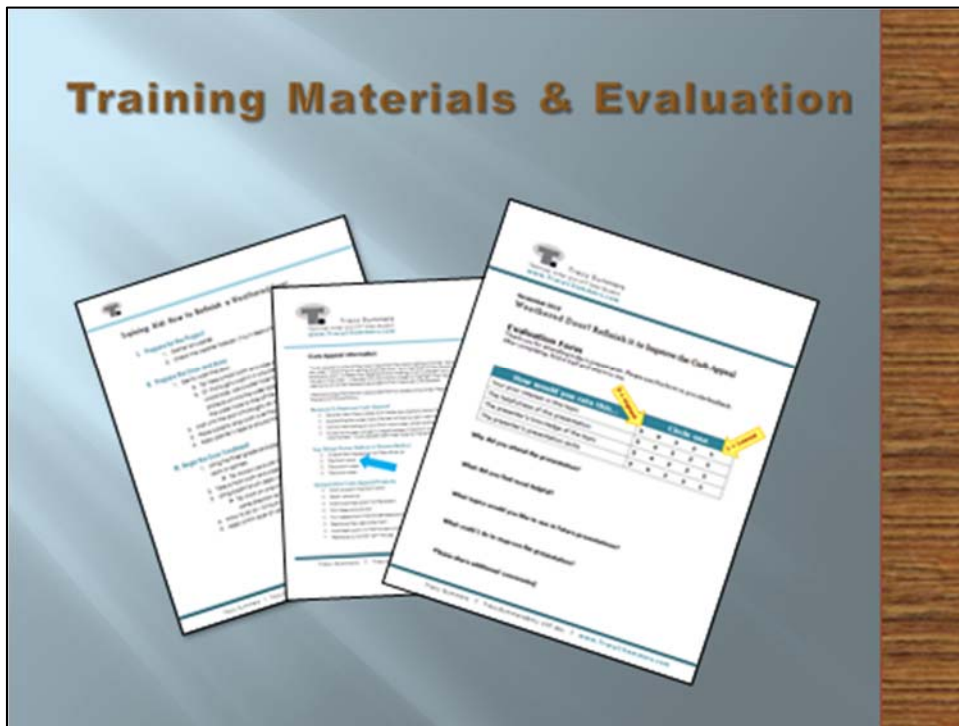
Smoothing the Wood



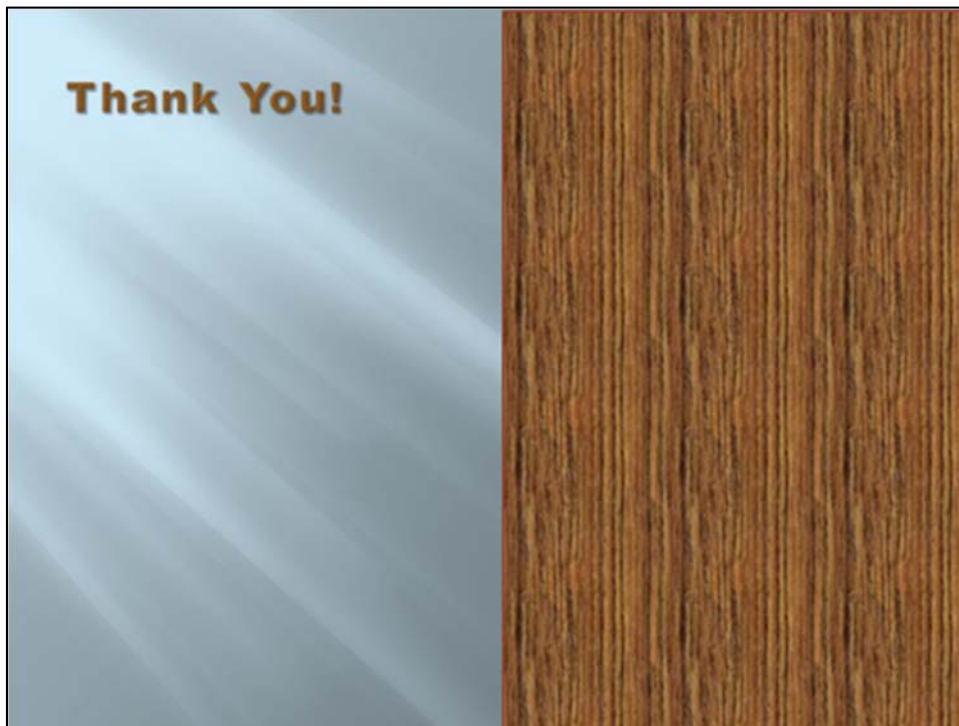
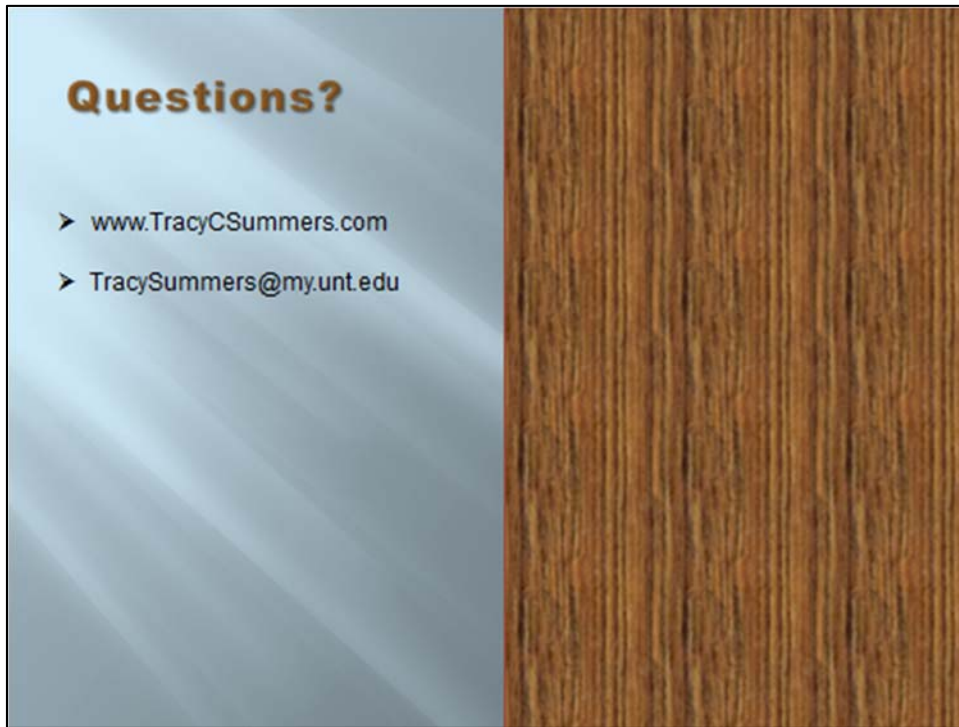
The first photograph shows a person wearing a white respirator mask and a yellow and black 3M 5X respirator box, standing next to a ladder. The second photograph shows a hand wearing a blue and white work glove sanding a wooden door with a piece of yellow sandpaper.







Presentation Slides





Training Aid: How to Refinish a Weathered Door

I. Prepare for the Project

1. Gather all supplies.
2. Check the weather forecast. (You'll need a few days of dry weather.)

II. Prepare the Door and Area

1. Gently wash the door.
 - a. Tip: Take a moist cloth and wipe down the door.
 - b. Or, thoroughly wash it: In a bucket of water, add a small amount of wood soap. Use a water hose to gently spray the door, then dip a soft bristle brush into the water/soap mixture and lightly brush the door. Use the water hose to rinse off the door.
2. Wait until the door is thoroughly dry before moving to III.
3. Place a plastic drop cloth over the ground.
4. Apply painter's tape all around the wood frame, door handle, etc.

III. Begin the Door Treatment

1. Using the finest grade sand paper, gently sand the door to remove any rough spots or splinters.
 - Tip: Always sand with the wood grain (vs. across the wood grain).
2. Take a moist cloth and wipe down the door to remove any dust.
3. Using a paint brush, apply a thin coat of stain to the entire door.
 - Tip: Work on one small section at a time and apply the stain in the same direction as the wood grain.
4. Allow to dry 8–10 hours before applying another coat of stain (if needed).
5. Apply a thin layer of varnish to seal the stain.

Curb Appeal Information



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Curb Appeal Information

"Curb appeal is one of the most important factors in selling a home" (Evans, 2015), but even if you aren't planning on selling anytime soon, as a member of the Grayhawk community you probably want to keep the neighborhood looking nice to prevent any negative impact home values in the area. I created this information sheet to highlight the importance of this topic, as well as to list some inexpensive projects that improve curb appeal.

(The following information was pulled from a variety of sources. Please see the resources list at the end of this portfolio.)

Reasons to Improve Curb Appeal

- People view the outside and make assumptions about the inside.
- Appealing facades imply the rest of the house is well-maintained.
- Visitors are staring at your front door area while waiting for you to answer your door.
- Potential buyers will get a negative feel if the front door area and yard isn't tidy and well-maintained. "Curb appeal sets their tone for the entire home" (BuyOwner.com).

Top Things Home Visitors or Buyers Notice

- Overall first impression as they drive up
- The front door
- The porch area
- The lawn area



Inexpensive Curb Appeal Projects

- Stain or paint the front door
- Wash windows
- Add a potted plant to the porch
- Trim trees and shrubs
- Pull weeds from the flower beds and add mulch
- Replace the welcome mat
- Add fresh paint to the house numbers
- Replace outdated light fixtures

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Conclusion: Final Thoughts

My Final Thoughts

The point of this training session was to show you how easy it is to refinish your front door. . .and what a difference this small improvement will make to your curb appeal and entrance area. The actual process doesn't take a long time, nor does it require a lot of physical strength. With just a few supplies, and some nice weather, you can complete the project by yourself.

In addition, this project is relatively inexpensive compared to other home projects. For about \$60 you can purchase everything you need, but a professional would charge you much more than that to do the work. I hope this session proves you can do just as good a job as a professional.

I also created some materials you can reference later. Even if you don't have the time to work on this project now, I hope the information I've shared inspires you to consider refinishing your weathered door. If so, please hold on to these materials to make sure you remember the process. Since this training session is being recorded, I'll place the video on my website (www.tracysummers.com) and on YouTube.

Thanks again for attending the training session. Please take a moment to complete the evaluation form and share suggestions for future training sessions. You may also email me with suggestions or questions.

Good luck on your home improvement projects—especially this door refinishing project! Share your before and after pictures with me. . .I'd love to see how you improved your front door.

Best,

J. Summers

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Training Evaluation Form



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November 2015

Weathered Door? Refinish it to Improve the Curb Appeal

Evaluation Form

Thank you for attending today's presentation. Please use this form to provide feedback. After completing, fold in half and return to me.

How would you rate this...	Circle one				
Your prior interest in this topic	5	4	3	2	1
The helpfulness of this presentation	5	4	3	2	1
The presenter's knowledge of the topic	5	4	3	2	1
The presenter's presentation skills	5	4	3	2	1

Why did you attend the presentation?

What did you find most helpful?

What topics would you like to see in future presentations?

What could I do to improve the presentation?

Please share additional comments.

Certificate of Training Completion



Contact Information and Resources



Contact Information

TracySummers@my.unt.edu

www.TracyCSummers.com

Questions?

- Contact me by email
- View the training video on my website

Resources

BuyOwner.com (2015). Why curb appeal is important. BuyOwner Learning Center. Retrieved from http://www.buyowner.com/learning/Curb_Appeal.html

Evans, B. (2015). Sellers: Ramp up your curb appeal. myRealtyTimes. Retrieved from <http://atlanta.realtytimes.com/consumeradvice/sellersadvice1/item/33875-20150327-sellers-ramp-up-your-curb-appeal>

Kim, L. (n.d.). 8 Budget Curb Appeal Projects. HGTV. Retrieved from <http://www.hgtv.com/design/outdoor-design/landscaping-and-hardscaping/8-budget-curb-appeal-projects>

Roberts, J.E. (2013). What's your curb appeal? Importance of curb appeal [Infographic]. Pinterest.com. Retrieved from <https://www.pinterest.com/pin/93660867224380544/>