

2023 Board of Directors

President, Kristina Bucket

Dallas Flat Glass Distributors

1304 Champion Circle
Carrollton, TX 75006
Phone: 972-506-9580
Fax: 972-506-9585

Vice President, Brian Risinger

Country Glass & Mirror, Inc.

1250 US-80 East
Mesquite, TX 75149
Phone: 972-216-9100

Treasurer, Austin Jones

PGP Design Center

921 N Riverfront Blvd. Ste. 300
Dallas, TX 75207
Phone: 888-747-1161

Secretary, Amber Jones

PGP Design Center

921 N Riverfront Blvd. Ste. 300
Dallas, TX 75207
Phone: 888-747-1161

Past President, Chris Hill

Oak Cliff Mirror & Glass Co., Inc.

2202 N. Beckley Ave.
Dallas, TX 75208
Phone: 214-747-4875 Ext: 224
Fax: 214-747-4878



Project Spotlight

Send us your photos for a chance to be featured on our website.



- TGA – NTD Lunch & Learn
October 18, 2023
- TGA – NTD Christmas Party
December 8, 2023

Letter from the President



September 2023

Greetings from the President

To our members:

We could not have asked for better weather at the 34th annual golf tournament this month! It was a beautiful day to play and win some prizes that benefited the Hearts for Homes organization. Be sure to check out LinkedIn and Facebook for the results and pictures from the event if you missed it.

Next month on October 18th we will meet with Novagard for our Lunch and Learn and hear all about the newest sealant trends. RSVP with Michelle and come hang out with us!

On October 28th we will be launching a few of our generous members up to Denton to install the Gift of Glass for some local residents in need. If you are interested in volunteering for this, please email me directly at kristina@dfgdbiz.com to be added to the list. This year we will have 5 homes so get in early if you would like to be part of this program.

Lastly, our last Member Mixer and cornhole tournament of the year will be held on Wednesday, November 15 at the PGP Design center. Get your teams together and start practicing for your chance at an official NTGA cornhole trophy and bragging rights for the rest of the year!

If you are an installing member and are interested in joining the board, we would love to have you! We will be meeting in the next few months to start planning the events for next year and need your help to make it happen. Please contact me directly if you or someone you know is interested.

See y'all soon!

Sincerely,

Kristina Buckett

President 2023-2025



Join the Industry for GlassBuild America 2023

Register today for GlassBuild America 2023, taking place October 31 - November 2, in Atlanta! Celebrating TWO DECADES for the largest event for the glass, window and door industries in North America, this year's show will feature over 450 exhibits from leading industry companies from around the globe.

For the Texas glazier, fabricator, supplier or dealer in the commercial or residential glass/fenestration game, GlassBuild delivers the latest in products, services, machinery and software innovation, as well as focused education sessions, networking and social opportunities. Join your colleagues, customers, and prospects at GlassBuild.

TGA-NTD members receive free trade show registration.

Use this special registration code: **NTD**

<https://www.glassbuildamerica.com/registration>

TGA – NTD 34th Annual Golf Tournament





SIX SIMPLE LESSONS TO IMPROVE YOUR DECISIONS

Executives can improve their decision-making skills by applying simple techniques and becoming aware of common challenges

THE BOTTOM LINE

When making decisions, consider past outcomes, extreme scenarios, confirmation bias, analysis paralysis, sunk cost fallacy and anchoring to evaluate outcomes accurately. Productive use of these concepts will make them second nature and lead to better decisions.

Executives can improve their decision-making skills by applying simple techniques and becoming aware of common challenges. This article covers six lessons I have learned throughout my career. They have helped me make better decisions and evaluate outcomes more accurately. These concepts are simple to use and can help anyone.

1. NEVER EVALUATE DECISIONS SOLELY BY THEIR RESULTS.

As business managers, we usually evaluate decisions based on their results. Good decisions always lead to good outcomes and vice versa. This approach appears reasonable, and we see daily examples of this in the media. In reality, this approach is simplistic and often leads to wrong conclusions.

In the Great Recession (2007–2009), a friend's construction business in South Florida ran into trouble and, despite his best efforts, ultimately failed. He blamed his decisions unjustly for this outcome. In reality, he did all the right things. The company went bankrupt due to harsh economic conditions beyond his control.

Evaluate past decisions based on the information you had when making the decision. This information includes your situation, market conditions and chances of success. This last point is important. No decision has a 100% chance of success. Seasoned managers know that good decisions sometimes have bad outcomes.

2. FACING A DIFFICULT DECISION? CONSIDER THE EXTREMES.

A good way to handle a difficult decision is to evaluate the extreme cases. Consider the options and outcomes at the extremes. How likely are they? What perspectives do they

bring? Looking at the extremes helps you understand the situation better. It also ensures you know the range of consequences of the decision.

The decision to add a new product to our portfolio is complex and time-consuming. We improved our decision-making by evaluating the best- and worst-case scenarios early on. As a result of assessing extremes, we filtered bad options quickly, cut our time to market and deployed only the products with the highest upside.

3. BEWARE OF CONFIRMATION BIAS.

Confirmation bias is the tendency we have to search for and interpret information in a way that confirms our existing beliefs. It's easy to see how this practice can lead to bad decisions.

This problem is serious when it affects executives making critical decisions for the company. There is no easy way to fix this. Always research opposing views, and see how they could be right. Make a final decision only when you understand both sides well.

4. INFORMATION IS VALUABLE ONLY IF IT AFFECTS YOUR DECISION.

Some managers, myself included, like to get as much information as possible before making an important decision. This strategy seems sensible and should lead to an informed decision.

The problem is that we often over-analyze information before making a decision. This habit is commonly called "paralysis by analysis" and often leads to delays and indecisiveness, not better decisions.

To improve decision-making, I filter out information that appears relevant but doesn't affect the decision. Ask yourself, "How much would I pay for this information?" The answer tells you its value. This technique helps you focus on relevant facts, which improves decision quality.

5. BEWARE OF THE "SUNK COST FALLACY."

The sunk cost fallacy affects us when deciding whether to continue or abandon a project. This one is very familiar because I was often guilty of making this mistake early in my career.

Consider a team that has completed 65% of an important project for your company. However, market conditions change, and the project no longer has the payoff you expected. Should you stop the project or finish it?

Most executives will likely choose to finish the project. After all, the team has already invested substantial time and resources. Stopping the project seems like wasting resources. However, the money, time and effort you have invested are “sunk costs,” which can’t be recovered. Consequently, they should not affect your decision.

The correct course of action is to continue the project only if it makes business sense. If the project no longer makes sense, consider stopping or changing it. Sunk costs should not factor into the decision.

6. ANCHORING CAN WORK AGAINST YOU.

Most managers have heard of “anchoring” as it applies to sales. Salespeople often start negotiations with a high price to “anchor” it. This strategy supposedly forces clients to negotiate based on an already high price.

However, anchoring is a broader concept, best defined as a desired outcome that has significance only to you. It can lead to tunnel vision. Anchoring is not only related to numbers. Managers often anchor their expectations on specific outcomes. You see this situation when managers focus on achieving unrealistic objectives.

Consider this costly example. Some years ago, a client wanted to sell their construction business. He determined a price he thought was fair and put the business on the market. From his perspective, this price accounted for all his time and effort in building the company. But the price was unrealistically high and did not reflect the market reality. However, the price was well anchored in his mind as “fair.” The owner declined several reasonable offers below his expected fair price. Meanwhile, the market kept changing. It took him a few years to sell the business. The final sale offer was lower than the initial offers he declined.

PUTTING THESE IDEAS INTO PRACTICE

In my experience, awareness of these concepts is often enough to use them productively. After some use, they become second nature. I never think about these techniques; they just come to mind. For example, whenever I run into a project that drags on, I immediately ask myself if I am facing a sunk cost fallacy, which helps me decide whether to continue.

By: Marco Terry

*****NOTE ADDRESS CHANGE*****

Membership Renewal

ALL RENEWAL PAYMENTS GO TO THE TEXAS GLASS ASSOCIATION.

For membership renewal mail checks to:

Texas Glass Association
P.O. Box 2248
Cedar Park, TX 78630

Jennifer Fontana, CAE

TGA Executive Director
512-663-6629

Email: jennifer@texasglass.org
www.texasglass.org

TGA Membership Benefits

Your TGA membership includes membership to the Texas Construction Association and all of TCA member benefits. TCA is introducing the Association Retirement Collective 401(k) Plan, exclusively for association members.

Click here for full benefits details https://www.texcon.org/texcon/Member_Benefits.asp

TCA Retirement Collective 401(k)

The TCA Retirement Collective is a multiple employer 401(k) Plan exclusively designed for TCA Member Companies to provide 401(k) Plans to their employees. Our multiple employer plan functions as a company's 401(k) support team so a company's staff doesn't need to act as 401(k) experts. The TCA Retirement Collective eases plan administration, is customizable, reduces employer fiduciary liability by 95%, is fully compliant, has low fees due to volume pricing and is serviced by our experienced national providers: The Retirement Advantage, Raymond James Financial Services, & Ameritas Retirement Plans. Contact Patrick Finnegan at pfinnegan@texcon.org, or by phone at 512-473-3773.

TGA/NTD
2023 Board of Directors

Executive Board (350 hours/year)

Kristina Buckett	President	Dallas Flat Glass Distributors	Term Exp: 12/31/2024
Brian Risinger	Vice President	Country Glass and Mirror	Term Exp: 12/31/2023
Amber Jones	Secretary	PGP	Term Exp: 12/31/2023
Austin Jones	Treasurer	PGP	Term Exp: 12/31/2023

Board Member (200 hours/year)

Kevin Spivey	Alpha Glass	Term Exp: 12/31/2023
Valerie Nagy	Hartung	Term Exp: 12/31/2023
Robert Varela	Dallas Flat Glass Distributors	Term Exp: 12/31/2023
Brian Risinger	Country Glass and Mirror	Term Exp: 12/31/2023
Wayne Kent	dormakaba	Term Exp: 12/31/2023

New Board Members (200 hours/year)

James LaRocca	Gibraltar Glass, Inc.	Term Exp: 12/31/2023
Michael DeFrank	World Resources	Term Exp: 12/31/2023
Robert Heffernan	Binswagner Glass	Term Exp: 12/31/2023
Rachel Tillbrook	Southern Stretch	Term Exp: 12/31/2023

Membership Renewal

WE LOOK FORWARD TO YOUR PARTICIPATION IN THE TGA/NTD. OUR SUCCESS AS AN ORGANIZATION DEPENDS ON YOUR CONTINUED SUPPORT!!

WE NEED YOU!!

For membership renewal mail checks to:

TEXAS GLASS ASSOCIATION
P.O. Box 2248
Cedar Park, TX 78630

Jennifer Fontana, CAE

TGA Executive Director
512-663-6629

Email: jennifer@texasglass.org
www.texasglass.org

PLEASE NOTE:

The Texas Glass Association should be set up as one vendor and the Texas Glass Association/NTD as another vendor.

For meetings, sponsors and TGA/NTD events mail checks to:

TEXAS GLASS ASSOCIATION/NORTH TEXAS DIVISION or TGA/NTD
P.O. Box 541596
Dallas, TX 75354-1596

For questions or assistance please contact:

Kristina Varela

TGA/NTD President

Phone: 972-506-9580

Email: kristina@dfgdbiz.com

Advertise in the Best View

Business card	\$55.00	for three months
¼ Page ad	\$75.00	for three months
½ page ad	\$120.00	for three months
Full page ad	\$210.00	for three months

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P.O. Box 2248 Cedar Park, TX 78630 WWW.texasglass.org

BUSINESS INFORMATION

Company Name _____

Business Address _____ Mailing Address _____

City _____ State _____ Zip _____

Work Phone _____ Mobile _____

Principal(s) _____ Email Address _____

Referred By _____ Date _____

MEMBERSHIP CATEGORY

Company primary business (check as many as apply to your business)

- Dealer/Retailer Fabricator Supplier Contract Glazing
- Distributor Manufacturer Sales Rep Other _____

Please check appropriate category.

- REGULAR MEMBER:** Any firm or corporation which is:
 - (a) Engaged in the furnishing, installation, replacement, or repair of glass products, including, but not restricted to architectural glass, auto glass, mirrors, and leaded glass. (b) Conducting business as a glazing contractor.
- ASSOCIATE MEMBER:** is any individual, firm or corporation engaged in the manufacturing, distribution and/or sales of glass or architectural glass products to installing glass companies/glazing contractors.
- LONE STAR PARTNER** - is a businesses or individuals that are engaged in the role of support to the glazing industry.

Included in your membership dues is enrollment in one of the TGA Divisions your company will be assigned based on the county in which your business is located. Associate Members and Regular Members whose gross sales are more than \$5 million will be members of all TGA Chapters.

TGA MEMBERSHIP DUES & PAYMENT INFORMATION

- Check (enclosed)
- Credit card: ___VISA ___MasterCard ___AMEX ___Discover

Name on card _____

Card Number _____ Exp. _____

Security Code _____ Zip _____ Amount \$ _____

Billing Address _____ City _____

State _____ Zip _____

GROSS ANNUAL SALES	DUES
>499,999	\$375 <input type="checkbox"/>
\$500,000 - \$1,999,999	\$525 <input type="checkbox"/>
\$2 million - \$4,999,999	\$775 <input type="checkbox"/>
\$5 million and above	\$900 <input type="checkbox"/>
Associate Members	\$900 <input type="checkbox"/>
Lone Star Partner	\$900 <input type="checkbox"/>

_____(Initial) I certify that my company's dues category and location information are correct and agree to abide by the By-laws of the Texas Glass Association and their affiliated chapters.