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EXQUISITE FINISHES GAINS NATIONAL RECOGNITION

Background: Exquisite Finishes is a full service painting, wallpapering, faux finish and decorative concrete company. This creative style of painting provides innovative and affordable finishes for residential and commercial projects. Owner Gary Arvanitopoulos was born and raised in Greece and has over 20 years experience in this unique type of painting.

Not only is Arvanitopoulos a talented painter but he most recently sculpted and created a fountain for a national event called "The House That Faux Built" which is the creation of a show house that benefited victims of hurricane Katrina. Arvanitopoulos's fountain depicts the rebuilding of New Orleans. "This project celebrates the rebuilding of New Orleans," said Arvanitopoulos. "Each figure is supporting or helping the other...working as a team to enable the city to rebuild."

Internationally-known artists teamed up together to make masterpieces become a reality in one home located in Arlington, VA. This home includes faux painting, entire room renovations and concrete masterpieces all designed by these talented artists. The home hosted a gala kickoff to showcase the work and the monies raised from the tours and book all go towards the hurricane victims.

Arvanitopoulos was also featured in the "The House That Faux Built" project with his concrete modello, landing, shed entrance and concrete kitchen countertops. His master's certificate in faux painting and training in marbling, wood graining and old world finishes are what made his work stand out to the project committee for consideration in working on this prestigious House.

Assistance Required: Artisan Arvanitopoulos required logo development, business name and tag line assistance. Gannon SBDC Marketing Consultant Jane Horetsky was able to work with Arvanitopoulos as he went step by step on producing his new marketing look. After the marketing pieces were in place such as his new business card, brochure and other support materials, then Arvanitopoulos was ready to prepare for the National event. Gannon SBDC Business Consultant Adam Mook supported Arvanitopoulos with his business plan and advised him on his financial questions.

Assistance Provided: Horetsky helped with the "The House That Faux Built" copy along with the kickoff gala preparation that Arvanitopoulos would need since he'd never been involved with an event of this caliber before. Horetsky also worked on a press release to go out to the local media regarding this event. After many long hours and days, Arvanitopoulos was prepared for the National event and has received a couple of new jobs from that experience and continues to get calls. Mook advised Arvanitopoulos on potential partnership with fellow artist, discussed business plan and prepared a financial proposal for local event.

Marketing Consultant Jane Horetsky gave me support through this exciting time with project "The House That Faux Built."

- Gary Arvanitopoulos,

Exquisite Finishes Owner

Name: Gary Arvanitopoulos
Company: Exquisite Finishes
Address: 1008 Hartt Road
Erie, PA 16505

County: Erie County

Website: www.exquisite-finishes.com

Industry:

Year Founded: January 1983

Consultant Name: Jane Horetsky and

Adam Mook

SBDC Assistance: Marketing materials, business guidance and preparation for National event, "The House That Faux Built."

Additional Partners: Adrienne van Dooren (National Event Project Chair)

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