



ABKaelin, LLC  
1703 Auburn Circle  
Lexington, KY 40505  
859.293.5446

[tfraebel@gmail.com](mailto:tfraebel@gmail.com)  
[www.abkaelin.com](http://www.abkaelin.com)

# Troy E. Fraebel

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## Experience ABKaelin, LLC 2017-Present

### Vice President of Protective Coating Services

Provide SSPC C-1, C-2 and other training, SSPC QP (PCCP) certification services, SSPC CAS mentoring and testing, SSPC-SP 11 worker certification, specification writing and review, coating and business consulting, painting submittal and inspection report review, site audits, training, and training program development.

## THE SHERWIN-WILLIAMS COMPANY 2009 - 2017

**Protective and Marine Division (PMD) Project Development Manager (PDM).** Work with engineers, owners, contractors, and local sales representatives to design coating systems and value engineer projects. Develop and revise master protective coatings specifications for individual customers and market segments. Provide and develop internal and external training seminars including standardization of the PMD's Intermediate Training Program. Develop materials, publish, and present for professional and trade associations. Organize and lead teams in the pursuit of major project opportunities in the oil & gas, power, water & wastewater, automotive, steel manufacturing & fabrication, and other industrial markets.

## CALDWELL TANKS, INC. 2005 - 2009

**Manager – Tank Asset Preservation (TAP) Programs.** Starting in 2007, responsible for the development, marketing, sale, and delivery of Caldwell's TAP programs. Created innovative full-service maintenance, inspection, and extended warranty programs for the water storage tank aftermarket. Hired, trained, supervised, and supported regional sales representatives. Published articles in trade journals, and attended and presented at numerous trade shows and conferences. Obtained sales in the second year of the program of nearly one million dollars.

Analyzed, developed, documented, and implemented quality assurance and quality control procedures for shop and field coating operations as part of the **Quality Department**.

## TNEMEC COMPANY, INC. 2003 - 2005

**Technical Sales Consultant, Lexington, Kentucky.** Worked with the engineering and architectural community to design and specify high performance coating systems, especially in the water and wastewater industry. In addition to site condition assessments, provided training to architectural and engineering firms in the proper use and specification of protective coatings.

**KTA-TATOR, INC. 1989 - 2002**

**National Focus Market Manager, Lexington, Kentucky.** In 2002, KTA recognized its need to diversify into other industry segments. This unique position was responsible for market information collection and analysis, and development of teams and programs to concentrate on industries outside of KTA's traditional bridge and transportation market including marine, water and wastewater, power, and petrochemicals.

**South-central Region Manager, Lexington, Kentucky.** In 1997, KTA divided its coating (paint) consulting engineering operation into geographical regions. In addition to the South-central Region, which includes eight states from Kentucky southwest to Texas, responsibilities included the Midwest and Southeast Regions (fifteen additional states). Had profit/loss responsibilities and hired, trained, and supervised District Managers in these regions. Responsible for revenues of between four and five million dollars annually. Also responsible for inspection and consulting staff, business plans, client contacts, and project management.

**Mid-South Regional Manager, Lexington, Kentucky.** In 1995, moved from the Corporate office to open the new Kentucky office. Administered contracts for the Iowa Department of Transportation, Tennessee Department of Transportation, Tennessee Valley Authority, and other major clients. Supervised and managed several water tank projects for clients including the Knoxville Utility Board and Kentucky-American Water Company.

As a **Consultant**, provided failure analysis of coatings on steel and concrete surfaces, and prepared and reviewed specifications.

Starting in 1989 in KTA's **Pittsburgh, Pennsylvania** Headquarters, quickly promoted from **Marketing Manager** to **Manager of Inspection Services**, then finally to **Technical Services Administrator**, which increased responsibilities to include proposals and marketing for all technical services and oversight of satellite offices. Increased sales in the Inspection Department from \$1.5 million to over \$6 million per year. Responsible for a staff of nearly ninety inspectors plus office support staff. Established and supported four satellite offices. Responsible for corporate computer programming and systems support. Upgraded computer and communications systems throughout the company including e-mail links with all offices. Developed a company-wide on-line networked database to support and track marketing, job progress, and staff activities.

**PORTER INTERNATIONAL/PORTER PAINT 1987 - 1989**

**Louisville, Kentucky.** Employed as the **Marketing Services Specialist** in the Industrial Coatings Division. Responsibilities included launching a new image program, coordinating trade shows, and performing additional sales support functions.

**Education**

**WEBSTER UNIVERSITY**, Jeffersonville, Indiana Campus. Completed course work toward an MBA in Marketing. Significant courses completed include Marketing Research, Production and Operations Management, and Accounting.

**WILLIAM PATERSON COLLEGE**, Wayne, New Jersey. Received Master of Education with a major in Special Education in May 1986.

**WESTERN KENTUCKY UNIVERSITY**, Bowling Green, Kentucky. Received Bachelor of Arts with majors in Psychology, Sociology, and Philosophy in December 1982. Maintained a 4.0 grade point average on a 4.0 scale.

**Professional  
Affiliations and  
Certifications**

SSPC: Society for Protective Coatings – Protective Coatings Specialist (No. 166-71-0289)  
NACE International - Certified Coating Inspector – Level 3 (No. 12114)  
American Water Works Association – Former Voting Member on D102 Committee  
ASTM International – Member of D01 and D33 Committees  
Kentucky Rural Water Association  
Kentucky Water and Wastewater Operators Association  
Numerous Other Rural Water Associations

**Interests**

Church, soccer, skiing, and other outdoor activities.

**Personal**

Born January 10, 1961. Married with two children.