PRESIDENT’S MESSAGE

It is amazing that it has been three months since our last edition of the Painter’s Rag came out. We had a decent enough summer, fall is upon us now. Instead of fires this year we had some torrential rain here in Southern California. In fact we got almost as much rain in two weeks as we got all of last year: about 5” and it was the talk of the town! It actually cost us a few productive days. It reminds me of what my painting friends from so many other parts of the country have to cope with ALL the time. See what I mean...a writer from almost anywhere else would not even think to mention rain in such a letter.

We are gearing up for the revised format National PDCA Convention in January. I hope many of you are planning on attending. Your Residential Forum is sponsoring two events again this year. Tricks of the Trade hosted and MC’d by John Peek. The second is Shared Wisdom which will feature four of your associates in the Forum: Dean Ridings and Eric Hernandez from Seattle and Portland respectively; Ken Anderson from Baltimore; and Nigel Costello of Boston if he recovers from the Red Sox amazing World Series feat. Your Residential Forum is very active in helping to make PDCA a better place for all painting contractors especially those who specialize in serving the residential market. We hope you will take advantage of the opportunities for education, fellowship and a well deserved break from the day to day of running a business.

Speaking of a break, just last weekend I was a participant in a conference designed for painting contractors sponsored by an Executive Networking group which I belong to. What a great time of education and fellowship on an even more concentrated basis. It was here in San Diego so John Peek and I opened our respective shops to the participants and let them have a glimpse of how other contractors do it. We followed the lead of Kevin Nolan’s gracious offer to have us all visit his shop during AST. He set the bar pretty high. The Residential Forum gives you a taste of what might await you should you ever decide to take a look at joining such a Networking group. There are several that are open to members of PDCA, all of which are worth taking a serious look at if you are looking for some help and encouragement in strengthening the foundations of your contracting business.

We are starting to plan for next year’s AST VI. One of the first steps is to select a sight. We have been to St. Louis, Las Vegas, Keystone, CO, Chicago and Philadelphia. My personal favorite was Keystone so I am leaning to another vacation type location, perhaps the Northwest, or the mountain areas or???. Do you have any good suggestions?

So we look forward to a good holiday and Christmas season. May we not forget that our businesses are means to an end of serving our families, friends, communities and our God. Warm Regards and best Wishes for a pleasant Thanksgiving, a Merry Christmas and a Happy New Year.

Michael M. Chism, PDCA Residential Forum President
RAISE YOUR PRICES
Raise your prices 3% to 5% a year whether you are in tough times or not. We are always under pressure to keep our prices down because we need work, and thus we rarely raise them. Then every 5-8 years we panic and we try to raise $5.00 per hour and it causes a dramatic drop in sales that a company can barely survive—believe me I’ve lived it and it isn’t a good place to live. If you raise prices a small amount each year no one will notice, and it will give you time to gradually learn how to sell at higher prices. Also, your employees get raises each year, so you need one to keep up. Imagine if you’re currently charging $30.00 per hour, and you raised your hourly rate 5% right now and 5% each year. Then after 5 years your rate would be $40.20 per hour. You will have done it slowly so you will have very little loss in sales, and you won’t even know how you got to the higher hourly rate. Also, your profits will have jumped massively. However, you need to be bidding systematically and accurately so that you know your pricing is only going up 5% per year and not more because of “guesstimating”.

LUNCHTIME
Federal law requires a half-hour lunch break after 5 hours work and you must honor this or you can get in trouble, but the Federal government does not require you to pay for this. Some states require you to pay for lunch, but most don’t. If you pay for lunch your employees won’t appreciate it, and they will demand the same raises and benefits as if you didn’t pay for lunch. It is a huge drain on your profits. If you want them to have that money anyway, you are better off raising their hourly rates, because at a higher hourly rate they will value their job more than a job with a paid lunch break. A $20.00 an hour employee with a paid half hour lunch costs you the same as a $21.15 per hour employee that is not paid for lunch.

MESSAGES, MESSAGES
Return all of your phone calls each day. Leave messages if they are not home. Even if you are in a jam and you can’t tell the person anything they want to hear, tell them you called because you just wanted to get back to them. They love it. Clients in our business take it personally if we don’t call back and we are manufacturing new problems when we don’t get back to them. By calling them back immediately you are creating huge amounts of goodwill and you are miles ahead of your competitor. You will be shocked at how many times you hear thanks for getting back to me or wow you are the only one who called me back.

2005 CALENDAR OF EVENTS
SAVE THE DATES!!

JANUARY 23-26, 2005
PACE CONVENTION
MGM Grand, Las Vegas—www.pace2005.com

RESIDENTIAL FORUM SEMINARS
♦ Tricks of the Trade, Monday January 24
  10:00 a.m.—12:00 noon
♦ Shared Wisdom, Tuesday, January 25
  3:00 p.m.—5:00 p.m.

Reminder: Convention Registration is discounted only until December 15, 2004 so reserve TODAY.

JULY 21-24, 2005
ADVANCED SHOP TALK VI
The date is set and the general location will be WASHINGTON STATE. The specific location is still to be determined. We are currently looking in the Seattle, WA area for a great location, airport close, downtown and/or resort area. To our members in Washington, please contact the office if you have any ideas!! 877-722-5050.
DO YOU KNOW WHO YOUR MOST PROFITABLE CUSTOMERS ARE?

By Linnea Blair

Profitability in businesses often follows the ‘80/20 rule’ – 80% of the profits come from just 20% of the customers. The numbers vary from one business to another of course, but how do you go about figuring the value to your business of individual customers or customer groups so as to identify, and maybe encourage, those contributing most?

There are basically four ways looking at information to assess profitability. Some ways do it much better than others.

The total amount a customer spends: It is easy to get your head turned by a big sale. If Customer A spends $20,000 with your business and Customer B only spends $5,000, it’s likely you’ll see Customer A as the bigger customer. It’s straightforward but in fact it’s by no means an accurate way of telling a ‘good’ customer from a ‘not so good’ one.

The gross profit earned from each customer: If Customer A’s $20,000 purchase nets a gross profit of 35% and Customer B’s nets a gross profit of 45%, then you would be $2,000 ahead in gross profit by getting four $5,000 jobs like Customer B’s than by doing Customer A’s job. You could also make a difference by up-selling additional work to customers you know are already more profitable.

The number of purchases each customer makes: If Customer A only makes one purchase from you whereas Customer B makes multiple purchases over the years you do business with them, then the value of Customer B is ultimately much higher.

The cost of servicing each customer: Take everything into account from selling costs to fixed overhead costs. You may find that some customers take more costs to service than others, cutting into the profits that you thought you were making from them.

To get the information you really need, it is essential to job cost each and every job you do for your customers. Then take the time to go over the results with your foremen or team leaders, talking about not only what went wrong that can be improved upon next time, but also what went right that can be replicated on the next job.

Keeping a running total of all the jobs you have job-costed is also very valuable. This will show trends in types of jobs, sizes of jobs and performance of job leaders over the course of the year.

This sort of analysis reveals some interesting facts important to your profitability and perhaps your marketing approach as well. Customer B – the ‘smaller’ customer may be worth about the same to your business as Customer A despite the difference in what they spend with you this year. When planning a profit strategy you may be better off getting customer B to purchase a little more than trying to get Customer A to make a lot of extra purchases, or to get more customers like B than A.

Take a new, more analytical look at your customers and their purchases. Look for their contribution to your profitability rather than the price tag of their job and you’ll start seeing them in a different light. Some may not turn out to be as big, or as small as you thought.

Linnea Blair is a consultant with Advisors On Target and the director of the On Target for Painting Contractors Program. Call Linnea today at (858) 320-8996 or email Lblair@AdvisorsOnTarget.com for more information about joining an On Target group and how you can get your business On Target for increased profitability in 2005!

www.AdvisorsOnTarget.com
REINVENTING YOURSELF!
GROWING WITH YOUR BUSINESS!
The Key to On-Going Business Success by Dean Ridings

As business owners and contractors we will never be able to take our companies further than we have grown. It appears rather obvious to me that a business does not merely grow all by itself, but rather it grows and expands based on two key factors: (1.) The quality of the Systems the company operates on, and (2.) the Leadership qualities that the owner or CEO provides to the company. It is the second attribute of Leadership I wish to address in this brief discussion.

Some 18 years ago, just after I was newly married, I would rise each morning, put on my painter whites, strap on a Buck knife on my belt, climb into my work van and head off to the job-site for the day. Over time I have watched this routine change and develop into a far different picture. Today I arrive to my showroom/office in dress slacks, with briefcase in hand, and cell on my belt. My office staff greets me as I attend to a series of appointments or scheduled meetings for the day. The transformation which must take place to get from where we are to where we desire to be is at times overwhelming. As we develop and grow our businesses, we see a number of steps and plateaus along the way, which allow us, as owners to grow with the company personally. No matter what level we find ourselves at today, most all of us have our sights on the next level of our business’ development. Most of us started relatively small with only ourselves or a few other hardworking employees but as our company grows and expands we find ourselves having to move into new roles and wear hats which we may have never worn before. This is the process which forces us as business owners to change, adapt, expand our skills and grow as an individuals if we are to continue to lead our companies to the next level of size and achievement.

The success of a closely held company [which is what most of us own or work for] requires the continual development of new leadership skills. It is the process of continuous growth, learning, and expanding of the owner’s self. This process does not happen by accident, nor is it without its trials and testings. If we are to grow our companies to the “next level” in size or volume, it will require us to “re-invent” ourselves regularly, or at least at key junctures of our business’ life. We will need to develop as individuals, build additional character qualities, develop new habits, disciplines, skill and knowledge, which previously did not exist within us.

This re-inventing ourselves is to a large degree, the determining factor of our future success. Can we learn or acquire the skills to delegate and train our field foreman to successfully set up and run projects? Can we develop new sales skills to masterfully walk a potential client through the reasons why it would be in their best interest to hire our company? Can we gain the skill to read and understand a balance statement, and understand how the relationship of ratios within our financials can assist us in unlocking additional profits? Can we learn how to “hire up” as we look to bring in people we respect, and execute quick and professional terminations when needed? Can we develop the communication skills to inspire and motivate our expanding crews, administrative staff and sales force to reach their potential and build character and ethics within our corporate culture? Will we be able to surface as the dominate visionary, and leader to point the direction and assist in laying the correct plan into place that will ensure that the company will arrive at the next level successfully and on schedule? All of these and much more are required of us as we develop our companies. We must develop ourselves. We must become bigger people and better people. We must grow into the person that people are willing to follow.
From my experience I see the following steps or levels, which one goes through as they develop and grow their business;

**First**, most of us started off as the **Painter** – which was for many of us merely by default due to lack of other available possibilities.

**The second** level is one of the **Painting Contractor** – this is one who gets licensed, bonded and insured. The painting contractor professional decides to work as a legal and identifiable contractor.

The **third level** is one of **Business Owner** – here the difference is one of how we think about our business; are we only concerned about our next job or project and are we willing to do most or all of the work ourselves? In contrast are we thinking of our company as a business we will build into the future? If so, we begin to develop plans and strategies to ensure that the company will grow and expand. We hire employees and delegate responsibility to them. We think as a businessman and not only as a contractor, we understand financial statements and the like; we treat the company like a business and not a hobby: we are paid on a salary.

The **fourth level** of business leadership and development is becoming the **CEO** of our corporation. Here we lay the foundation for long-term success with extensive goal setting and planning. We hire people to compensate where we are weak, we train our staff to operate based on the systems we have installed within the company. We run the company like an enterprise that will continue beyond us, well into the future, or perhaps sell in the future. We begin to give away knowledge and educate others within our industry. We are the visionary and leader of the organization. The CEO spends at least some of his time regularly working “on the business” and not merely working “in the business.”

The **last and final level** of business leadership is where one functions as a “**Director**” only. Here one is only concerned with the big picture and oversight of the company. He reviews the success and failure based primarily on its financial data and reports. The director is involved in only major ownership changes and major market expansion, and acquisitions. Here the director allows the CEO and his staff to run the company and execute the agreed plan and goals. [Most companies in the world never arrive at this level.]

So the question is asked how can we develop new skills and qualities to allow us to lead our companies to the next level. First, identify where you are now; second, reflect where you have come from over your lifetime; lastly assets where you desire to go. What will your company be like in five years? How will you live your life and how will you spend your time? Estimate what type of skills, knowledge and character traits will be needed once you get there. Then set up a personal development plan to become the person you desire to be to lead your company once you get to the size and stature you desire.

Along the way there are a number of resources, which may assist you in becoming the leader you desire to become to lead your company to the level you aspire to reach.

A. Early on in my business life, I was taught that the person we will become in the next five years has more to do with the following two traits than anything else - the books we read and people we associate with. Read the books, which allow you to acquire the new skills and abilities to create a company that will last. Learn how to become the type of company that people desire to work for! There is no better education in the world than self-education through a system of learning by reading. Next, spend time with people who are in the process of doing what you desire to accomplish or who have already accomplished what you desire to accomplish. Choose carefully who you spend time with, and focus on those who are growing good, companies into

Continued on page 6....
quality organizations. Seek out those who are experts in your desired field and emulate them and their business organization.

B. Develop your variable communication skills: join a Toastmasters group; take a Dale Carnegie course; join a Debate Team; begin to teach in your local church; become an officer with your PDCA chapter. All these will allow you to begin to grow in your ability to communicate your vision and goals to others in an inspirational manner.

C. Develop Self Discipline - get to know yourself and build in the character traits through discipline and commitment within your life. This was accomplished within my own life as I made a personal commitment to my Faith, and gained a moral and ethic foundation which has served me well over the years. Set aside hours and days for reflection and meditation on your life and direction. Quiet yourself and allow yourself to be centered, and focused on God's provision and possibilities for you and your business. Layout a plan and set measurable goals and objectives for your future success.

D. Enter into the Continuous program of Self-Improvement - Make your vehicle a rolling university of education listening to tapes, which are assisting you in growing your business or growing you as an individual. Attend at least one new seminar every quarter where you can learn new skills and associate with others who are growing their businesses. Join one or two on-going smalls groups, which allow you to have accountability for your actions and goals. I have joined a TEC group and have found it foundational in my development over the last year.

E. Become an active member with your local PDCA Chapter and perhaps your Council or the Residential Forum – in so doing you will associate with others within the industry and give away of all you have gained over the years of building your business; this will further boost you in your business growth. Give yourself away as often as possible; you will always gain more than you give.

It is my hope and prayer for you that you will focus on growing into the person you need to be to lead your company to the next level of success. Start today to reinvent yourself and enjoy the journey!

Dean Ridings, Ridings Custom Painting Inc.

---

The Importance of Budgets
Jason Jutila
Advisors On Target (Team Vision)
Washington Metro PDCA
jasonjutila@earthlink.net

As you slow down for the year ask yourself one question: Do I have a budget for 2005? What about 2006, 2007 or 2008? As contractors we know the importance of job costing and finding out how we are doing throughout the course of the year instead of finding out on December 31st or whenever the accountant gets around to preparing our returns. However, another important component of running a successful business is the creation of an annual budget. Why is this important?

Quite simply, a budget forces you to think and plan for the upcoming year and years. Simply forecasting what your sales will be, direct expenses as well as your general expenses gives you something to benchmark throughout the year. It is vital to review your year-to-date actual sales / expenses against your budget to see how you are doing throughout the year. Without a budget it is hard to determine what your company is striving to accomplish.

Now while all of this can be seen as complicated it is not. There are plenty of resources to start you on your way. However, do not procrastinate. If you do not start to plan to create a budget now for 2005 it might be in the middle of next year before you start to plan for 2006. There is no time like the present to plan for your future now. The sooner you start the better off your company will be. Good luck and happy budgeting.
WHAT ARE THE GREAT PAINTERS OF TODAY READING?
SUBMITTED BY ARTHUR HACKERT
A NEW COLUMN—ADD YOUR FAVORITE BOOKS TO THIS LIST!!

If there is one thing that can be said of all successful painting companies it is that the owners and staff are reading! The reading list includes business, personal and spiritual books. The list below includes some of most frequently read books by contractors.

- “See You At The Top” Zig Ziglar
- “E-Myth Revisited” by Michael Gerber
- “Run Your Business So It Doesn’t Run You” by Linda Leigh Francis
- “First, Break All The Rules” By Marcus Buckingham & Curt Coffman
- “Leave the Office Early” by L. Steck
- “Oh By the Way” by Brian Buffini
- “The Fred Factor” by Mark Sanborn
- “Leadership 101” by John C. Maxwell
- “Who Moved My Cheese?” by Spencer Johnson
- “The 7 Habits of Highly Effective People” by Stephen R. Covey
- “The Power Of Intention” By Dr. Wayne Dyer
- “Benjamin Franklin” by Walter Isaacson

Have you read any of these books? Have you seen any of these authors live at a seminar? How have they effected your business? Please join in this column by sending in your thoughts and reading recommendations.

GOAL SETTING FOR 2005
Excerpt from article from Shawn Kershaw, speaker at AST V

As an organizer, my client’s biggest concern is always “not having enough time.” We all have exactly the same amount of time. It is the one thing we all have in common. So why is it that some people seem to be in control all the time, get so much more done, and accomplish so much? Studies have shown that one of the tools that these “accomplished” individuals consistently utilize is the process of setting goals.

In order for goal setting to be affective your goals must be written in a SMART format:

- S Specific
- M Measurable
- A Achievable
- R Realistic
- T Timely
As we head into the Thanksgiving and Christmas season, we all have much to be thankful for. Here in the Southeastern part of the country we endured the fury of four horrific and destructive hurricanes. Charley, Francis, Ivan and Jeanne all hit within a six-week period. Business came to a stand still. Much property was damaged. Homes were destroyed. Some lost their lives. Every facet of daily living was affected.

We endured difficult conditions. We saw that working together brings out the best in us. Communities helped communities; neighbor helped neighbor; businesses helped businesses.

I am proud of the selfless acts I saw. I am proud of our people. I am proud of fellow PDCA Contractors who were there to help bring bottled water, food, bedding, gasoline, generators and other supplies to victims throughout the region.

The recovery and rebuilding is now in full swing. Many still work tirelessly to secure and bring relief supplies to storm ravaged areas. Recently, I had to travel through one of the worst hit areas to attend a State Council PDCA Meeting. I could not believe the damage that remains. One humorous note: At first, we could not find the motel we were to stay at because the storms sent their sign to Kansas or at least in that general direction.

Many contractors, despite sustaining losses of their own are working quickly to provide services to customers. I am proud of the many acts of compassionate deeds by so many. It is now time to move on to more cheerful thoughts. Everyone is busy helping. Business will rebound. There is a lot of work to do and much to accomplish.

Originally, this article was going to be about customers and how to pick the right customers. This topic now seems even more relevant and important. As owners of our businesses, we have an obligation to our families, employees and our profession. This obligation is simply to be in business next year..... and to create a plan to make that happen.

So as we describe how we are going to be happy, make a profit and have a life, for the years ahead, it is vitally important to select the right customers. The old 80/20 Rule applies. 80% of our profits usually derive from 20% of the clients. So the real question is; ‘Who is your ideal customer?’ Can you define your core client?

Let’s describe some of the traits of your ideal customer. Do they see a need for your level of professional services? Are they ‘reasonable’ people with the ability to pay for your level of services? Are they ‘easy’ to work with? Evaluate, evaluate, evaluate!

The payoffs for you are many. Honest answers to your customer questions will guide all of your other activities. Your marketing, selling, hiring, training all hinge on who your best customers are. The true value of a customer is their unknown present and future spending power. Work at getting customers to spend more of their dollars with you through customer service. Great service leads to multiple sales, and multiple referrals. Concentrate on up-selling and re-selling to your target market.

The benefits to you are many. You will experience greater profits, greater satisfaction, better referrals and most importantly, a happier more satisfying life. The success of your business depends on the work you do NOT take.
It is important to identify and share your company’s vision (your Summit) and getting people on board to help you get there. It takes a team to get to the Summit. Methods for developing, communicating and implementing business plans are explored.

Realizing your Vision
As a business leader, your primary objective is to see through the fog and identify where you want your company to go - your company’s vision. Your vision is a picture of a desired future state of your business. I like to use a three year vision point. It’s a timeframe that’s within reach. Your company vision should be specific enough that it guides you towards opportunities that suit it best. Consider including revenue and profit goals, the services you’ll be providing, the geographic service area, your organizational structure, the training environment and facility planning.

Identifying your Vision
As a business leader, your primary objective is to see through the fog and identify where you want your company to go - your company’s vision. Your vision is a picture of a desired future state of your business. I like to use a three year vision point. It’s a timeframe that’s within reach. Your company vision should be specific enough that it guides you towards opportunities that suit it best. Consider including revenue and profit goals, the services you’ll be providing, the geographic service area, your organizational structure, the training environment and facility planning.

Communicating your Vision
You can only climb to the Summit with help from your key employees. Without them on board, you can’t climb the mountain.

I recently read a book called Leading Change, by John P. Kotter. In the book, Kotter talks about the importance of continually communicating the vision to employees, both in words and deeds and in as many interactions as possible. Change is usually impossible unless most employees are willing to help, often to the point of making short-term sacrifices. Without credible communication, and a lot of it, employees’ hearts and minds are never captured. It’s not enough to read it once at a company meeting (although that’s the start!). The Vision must be kept “top of mind” and be constantly incorporated in your communications and decisions. I encourage you to keep your company visions close by and incorporate pieces of it in your weekly meetings.

In starting your ascent to your Summit, look to get small victories. This will create a feeling of accomplishment in your company and show them that you are committed to walking the talk. Focus on one, or maybe only two projects. Communicate the projects to the company. Explain how they tie into the vision. Plan it, do it and celebrate it. Short term wins come about through planning, organizing and implementing the plan to make things happen. The point is to make sure that visible results lend sufficient credibility to the change effort, which includes creating a focused organization.

Brian Nolan and his brother, Kevin Nolan (Nolan Painting, Inc), are partners in Nolan Consulting Group, Inc, a consulting company dedicated to helping painting contractors implement business systems and reach their summit.
If The Numbers Don’t Add Up.. It’s Time to Get A New Bookkeeper
Jay Griffith, Griffith Painting, Scotch Plains, NJ

If you’re like me, dealing with the financial aspects of your business can seem daunting and overwhelming. I’m sure there is at least one or two of you out there, so I’m here to tell you it doesn’t have to be. Do you need help with your financials? This article will guide you to an easier, more efficient way to deal with your financials. I will assume most of you are on QuickBooks or some other accounting software. If you are not, make this your #1 priority. Many small to medium sized painting companies have family members handling their bookkeeping responsibilities, it could be a spouse, sibling, cousin etc. In my opinion, this is a position that should be handled by a professional, not someone close to you personally. If on the off chance something goes wrong with the books, it can really put a strain on your family, not to mention the business. There are many good bookkeeping services out there that can fit your needs and budget on a part time basis without the payroll, tax and insurance burden. If you do decide to look for someone don’t make the mistake I did. My experience with one bookkeeper is too involved to go into detail in this article but I would like to share some things I have learned from that relationship: Be sure to hire someone who is willing to work with you and buy into your way of doing things. It is important they stick to your written agreement. Do not turn over complete ownership of the financial responsibilities to this person. Be sure you are an integral part of all financial processes. Be very clear in the interview about the bookkeeper’s role and responsibilities. Have responsibilities put into writing. It is also very important to have your bookkeeper and your accountant work closely together.

After working for some time with this bookkeeper I knew I had to find another one. I decided the person I hired was not a good fit for my business or my staff. I know a lot of you out there will say, “So what?” “Who cares if you like them, just as long as they do what they are supposed to do.” Well for one thing, I later learned no one else in my company liked this person either. Personality conflicts go against the culture we are trying to create at our company. I was slow to fire and it cost me plenty! We have since hired a wonderful bookkeeper, who by the way, I had interviewed the same time as the one I just let go. At the time of the interviews, I basically flipped a coin to decide which one I should hire, as they appeared equal in many ways. So much for my great judgment. The point is you may have to go through several people to find the correct fit for your company. Keep at it until you do find the correct fit. If you get that all too familiar feeling in the pit of your stomach, that all small business owners’ tend to get when something is wrong, Pay attention to it! Your instincts are usually not wrong.

In closing, I wanted to mention that our new bookkeeper is a good fit in our company and has been instrumental in many of the positive changes in our financial procedures. With the assistance of Linnea Blair, and all of the great people at Advisors On Target, my financial worries have subsided greatly. Readers of The Painters Rag are familiar with the On Target group based in San Diego, CA. If you really want to get your business moving in the right direction at a faster rate, I strongly suggest you join On Target. Our company has had more then our share of troublesome issues over the last year. The On Target staff and the other contactors in the group have been there with unlimited support and encouragement. For this I am very grateful and I believe joining On Target was one of the best decisions I have made for our company. On Target does not just “number crunch” (if math is not your strong suit, I’ll admit it’s not mine. Don’t worry, they make it easy and even fun. Boy I never thought I’d say that! Numbers fun? Please!) It offers marketing, planning, leadership and more. The whole enchilada! So don’t wait any longer, join today. Visit their website www.advisorsontarget.com.

Please feel free to email me with any questions about On Target. GriffithPainting@comcast.net
What do I get if I join the PDCA Residential Forum?
For your Annual dues of $75.00 you will receive a one year subscription to “The Painter’s Rag” newsletter, back issues of the newsletter, the current edition plus all previous editions of the Business Systems Workbook for Residential Contractors. You will also receive additional mailings on events planned by the PDCA Residential Forum and the availability of support from fellow residential contractors around the country.

What are the requirements for Membership in the PDCA Residential Forum?
You must be a PDCA member, either Nationally or through a Council or Chapter. The Residential Forum is designed to be an additional level of membership information and benefits specifically for the residential contractor.

APPLICATION FOR MEMBERSHIP

Please send this form, along with your check made payable to “PDCA Residential Forum” to

PDCA
15564 Producer Lane
Huntington Beach, CA 92649

YES! I want to join the PDCA Residential Forum. I will receive a subscription to “The Painter’s Rag”, the Business Systems Workbook for Residential Contractors, and a Membership Certificate. Enclosed is my check for $75.00 or charge my Visa or MC card as noted in the application.

Dated __________________
Please fill out all the information requested.

Company Name ____________________________

Contact Person ____________________________

Street Address ____________________________

City, State, Zip ____________________________

Telephone ________________________________

Fax ____________________________

Email ____________________________

Website ____________________________

To help us provide services for our members, please tell us:

How long have you been in business? ________

How long have you been in the PDCA? ________

Do you attend the National PDCA Convention?

How many employees do you have working for you (on average)? ________

What type of residential work do you do?

- % Residential new

- % Residential repaint

- % Residential custom

Do you provide specialty finishes? Please list ____________________________

Please check PDCA Membership information:

Current National Individual Member

Council/Chapter Member

Council/Chapter Name

Questions??? Call 714-372-3837 or toll free 877-722-5050 or email to pdca@bivenssurfside.net

Send check payable to PDCA or FAX to 714-890-5865 with your Visa or Master Card #

Exp ______ Signature ____________________________
This “motley crew” is the 2004-2005 Board of Directors. They are so busy participating in AST that we can never get a serious photo shot!!! From left to right, John Peek, Josh Abramson, Mike O’Brien, Mike Chism, John Hone and Mark Lewis.

2004-2005 BOARD OF DIRECTORS

PRESIDENT
Mike Chism, Chism Brothers Painting
858-571-0676
Email michael@chismbrothers.com

VICE PRESIDENT
Mark Lewis, Pro Craft Painting & Decorating Inc.
847-247-0101
Email mark@pccontracting.com

TREASURER
Michael O’Brien, PaintTek Quality Painting, Inc.
908-713-6811
Email mobrien@painttek.com

SECRETARY
Joshua Abramson, A.Allbright Inc.
661-294-1159
Email josh@aallbright.com

DIRECTOR
John Hone, Hone Painting & Restoration
973-403-1501
Email john@honerestonoration.com

IMMEDIATE PAST PRESIDENT
John Peek, Peek Brothers, Inc.
858-505-1361
Email peekbros@simplyweb.net

EXECUTIVE DIRECTOR
Barbara Bivens, Fanfare Events & Association Management
877-722-5050
Email pdca@bivenssurfside.net