The Forum also weighed in on several National issues not directly part of the Residential Forum. We strongly support the idea of a reduced National board and, along with that smaller board, a voting seat for each Forum. We agree with the idea of regionalization, setting up three National regions that would not replace Councils and Chapters, but would aid them in membership, programming, and other needs. Some of these proposed changes are major steps for PDCA as an organization, and will not be supported by every-

PRESIDENT’S MESSAGE

This is a very exciting time for PDCA and the Residential Forum. I can say with confidence, the Residential Forum is on the radar of PDCA. What started as a tiny blip on the edge of the screen is growing into an unmistakable mass of energy, ideas, and participation. PDCA has acknowledged the success of the Forum concept and has made strides for the concept to become an integral part of what PDCA is, what it offers, and why it works. With that said, what does that mean for the future of the Forum as we know it? It means things are going to change.

National PDCA has been searching for ways to integrate Forums into the mainstream of PDCA. It was this desire that lead to a proposal that was presented to your Forum for consideration. We were asked to review the proposal and provide feedback. Our first step was to seek the input and ideas of the members who make up the Residential Forum. I am happy to say we received an excellent response rate and some outstanding thoughts and ideas from this request. Many members took the time to share their feelings on the various subjects we were seeking input on. I would say the feedback was well received and was taken into account as we formulated a response to the National organization.

Your board was unanimous in deciding that many of the issues presented by National were of great advantage to us as a sub-entity of PDCA. Issues like utilizing a common branding theme in materials we produce, integrating a web site with National PDCA’s, or changing the way invoicing is occurring all make sense and will ultimately better serve the residential contractors of PDCA. Some of these changes are easy. Some are more challenging and will require additional debate and consideration of alternate ideas or strategies. Issues such as when and where AST takes place or what changes make sense for our newsletter are examples of these challenges.

The Forum also weighed in on several National issues not directly part of the Residential Forum. We strongly support the idea of a reduced National board and, along with that smaller board, a voting seat for each Forum. We agree with the idea of regionalization, setting up three National regions that would not replace Councils and Chapters, but would aid them in membership, programming, and other needs. Some of these proposed changes are major steps for PDCA as an organization, and will not be supported by every-

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ported by everyone. We need to consider the various points of view from all members and make decisions that will best serve PDCA’s members long into the future.

Unfortunately, the road PDCA has been traveling is taking us somewhere we don’t want to end up. Something will change and it is up to us to either direct that change or let it happen. Your Forum leadership has decided we had better be a part of the changes and not an isolated backwater if PDCA is ultimately going to serve the residential contractor in a way that brings value and return for their investment. We think you will like what is coming and hopefully will find your investment in PDCA and the Residential Forum providing returns you can’t get anywhere else!

Mark Lewis, PDCA Residential Forum President

CONGRATULATIONS TO THE 2005-2006 BOARD OF DIRECTORS FOR THE FORUM

The ballots were counted, the vote was officially taken at the Advanced Shop Talk event in Seattle and the new Board of Directors was elected. A BIG change was also made once the ballot was approved. Mike Chism, who was on the ballot for President, resigned his position. Mike’s brother and partner has been diagnosed with cancer and Mike resigned with regret. Following the By-Laws for the Forum, the newly elected Board of Directors asked Mark Lewis to step forward to fill the position of President. Mark has served on the Board for a number of years, last year as Vice President. Gratefully, Mark accepted. So.....the new Board of Directors are as follows:

- **MARK LEWIS, PRESIDENT**
  - Pro Craft Painting & Contracting

- **JOHN HONE, VICE PRESIDENT**
  - Hone Painting & Restoration

- **MICHAEL O’BRIEN, TREASURER**
  - PaintTek Quality Painting, Inc.

- **NIGEL COSTOLLOE, SECRETARY**
  - Catchlight Painting

- **ERIC HERNANZ, DIRECTOR**
  - Hernanz Painting

- **KEN ANDERSON, DIRECTOR**
  - Anderson’s Famous Painting

- **SPECIAL THANKS—TO MIKE CHISM, JOHN PEEK AND JOSH ABRAMSON WHO IS LEAVING THE BOARD THIS YEAR.**

It takes dedication to serve on a Board of Directors for many years and do your best to make the Residential Forum the best it can be for meeting it’s members needs. You can count on all of them to continue participating in PDCA.
ANGST OVER CRITICAL NUMBERS?
It doesn't have to be that way!
By Linnea Blair, Advisors On Target, info@advisorsontarget.com

Identifying and interpreting statistics for a business does not need to be a scary prospect. Tracking critical numbers helps monitor cash flow operation as well as profitability, which is all-important for businesses.

Critical numbers and the mere mention of them make some business owners feel squeamish because of an unjustified fear of what they consider to be unknown territory.

Identifying such vital statistics, interpreting the information and applying the knowledge, as well as regularly tracking the figures is not as complex as it sounds.

The practice is essential for survival and success. A disciplined approach should be adopted so business owners go through the process formally, not just in their minds and have ready access to the statistics.

Your business advisors should help you learn how to identify, interpret and track critical numbers, as well as other key performance indicators (KPIs), so that you can use the information to the best possible advantage.

"Some small business owners say they can't afford the assistance they need, but they can't afford to go broke either," says David Cordy, small business management advisor. Businesses are often very good technically at what they do but if the owner struggles to manage certain areas then they need to seek outside help.

It is critical to have accurate financial reporting. Ensuring that your information is correctly entered into your accounting software in a timely manner is key. If you don’t have the time or skill in house to make sure this is done, consider enlisting the assistance of a QuickBooks (or other software) Advisor, professional bookkeeper, or your accountant at least in the short term.

Once you have the reporting in place you can then monitor critical numbers and other KPIs, to keep your finger on the pulse of your business because they provide the measures to check the overall health of an operation.

There are usually five or six core financial performance measures that should be tracked regularly. The identification, tracking and use of critical numbers are part of the "balanced scorecard approach" to business. In a balanced scorecard approach, businesses focus on the core segments of the operation and determine what it is they want to achieve in each area. Core segments include financial elements such as critical numbers, people, customers and marketing, and operational and for some, innovation.

Armed with this information, you, the business owner can then see what areas of the business need improvement and can adjust your strategy sooner to achieve your objectives.

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Don’t Get Cancelled by the Post Office or the Printer
Shawn Heffernan, Heffernan Painting

Last year we started our mailing program. Torin (our office manager) runs this for us. He got some great pictures of our work, worked out the message side and we mailed our first direct marketing post cards. To track when and where he mails, he sends one out addressed to our office with each group of outgoing cards. We send out around 75 cards to neighborhoods when we start jobs there and then again when we finish. When we looked at the one we received we were shocked.

The card stock was glossy on both sides and the post office cancels and stacks the cards. The ink wouldn’t dry fast enough on the glossy stock and we had ink smears all across our logo on each card stacked on top.

The solution though was simple enough. On our next order the printer was able to screen the gloss only on ¼ of the card and not the ¾ of the card that was going to get the address and postage, leaving that area porous paper stock, and thus allowing for a fast drying postage cancellation.
MIXED EMOTIONS
Josh Abramson, A.Allbright

I am sending this article to The Painter's Rag with mixed emotions. As I reflect back on the past few years of service to the Residential Forum and “The Painter’s Rag,” I’m reminded of how I felt the first day when I was welcomed into the Board of Directors and how they encouraged me through the responsibility of my first issue of “The Painter’s Rag.” I can admit that I wasn’t sure of my abilities to continue to do as good a job as my mentor Andrew Wallace. I want you all to know it has been a pleasure to serve you and to serve on the Board of Directors. I’m reminded of John Peek’s words of wisdom, that the blessing comes from getting to hang out and learn from the other board members and all the sharing that goes on. He was right. Now as I step down and give someone else the opportunity to participate in this challenge and growth opportunity, I am feeling a sense of loss and sadness as I let go of this and hand over the reins. I want to introduce Nigel Costolloe to you. He is a leader in the truest form. He is thoughtful, multi-talented, full of vision, interesting, and a friend. He has stepped up and accepted the responsibility to take over “The Painter’s Rag.” I’m excited for him as I know that he will be blessed for his service.

I wanted to say thank you to all of you who have written an article for “The Painter’s Rag.” Your participation has been awesome! Many people have come up to me and said things like, “The Rag just keeps on getting better and better” or “I get so excited when I get the next issue, I can’t wait to read it cover to cover.” Others have said, “I like it because the articles come from other painters just like me.” Again, thank you for sharing your wisdom with me and your peers in the Residential Forum.

I consider it an honor and a privilege to have been a part of the Residential Forum, and even though my responsibilities will be different, I still look forward to the same sharing as always and learning from all of you.

FACTORY-PRIMED SUBSTRATES:
NEGOTIATE WITH CARE

By Bob Cusumano & Barry Law submitted with permission by: The Qualified Contractor, newsletter of the PDCA, Washington State Council, Fall 2005 issue.

At a recent South Sound Chapter roundtable, the topic was “pre’-primed substrates. Virtually 100 percent of new construction uses factory-primed wood and metal. Since the coating that makes the bond is the primer, the group wondered: Is there a PDCA Standard on this issue?

We took the question to the top technical sources for the coatings industry: Barry Law, President of the Master Painters Institute (who provide Technical Services to National PDCA and PDCA members), and former National PDCA President Bob Cusumano of Coatings Consultants, Inc., the “godfather” of PDCA Standards.

Bob Cusumano: Regarding the suitability of pre-primed surfaces prior to field finish painting, none of the existing PDCA standards specifically addresses this issue. However, PDCA Standard P4 does state the following:

1.1.1. The Painting and Decorating Contractor is required to inspect surfaces to be finished only to determine, by reasonable and visible evidence, that the finish will satisfactorily adhere to surfaces provided by others and will perform as specified.

This implies that if the field applied finish adheres to the factory applied primer, but delamination occurs of all coats of paint, including those field-applied by the painting contractor and the factory-applied primer, the painting contractor is not at fault. The painting contractor’s responsibility is adhesion to the primer, not the adhesion of the primer to its substrate. Examination of delaminated paint would verify where the delamination occurred.

It is advisable for the painting contractor to perform cross hatch adhesion tests of the primer to assess its adhesion prior to top coating it. This will give some indication of its adhesion, although various finish coats that are later applied can add additional surface stress. If the results are poor, however, then there is clear evidence that the surface is not in a condition for finish painting.

Continued on page 5....

AST 7 in 2006
How about Jackson Hole, Wyoming in July 2006? The Forum will be sending all members a questionnaire for your input—watch your email. We want your email address!!!
pdca@bivenssurfside.net
FACTORY PRIMED SUBSTRATES
continued from page 4

I have only addressed the issue of adhesion in my comments. There are many other ways in which a factory-applied primer can fail to perform satisfactorily, such as failure to adequately seal the substrate and provide uniform porosity, failure to seal water extractable stains, etc.

Barry Law: Wood trim is one of the biggest challenges, although the new plastic trim also has challenges, as do metal awnings, etc. (particularly aluminum). Galvanized metal and fabricator's steel are other problematic substrates. Cementitious siding (and panels) is another substrate where a primer (or the like) is often put on by non-paint people. There is a long list!

The entire area of two (or more) entities being responsible for parts of a single coating system for one substrate is one fraught with potential “problems” (and therefore litigation) for all parties involved. The painting contractor who “rushes in” and who does not document and communicate is the contractor who should swap his vocation for “no limit Texas hold’em” in Las Vegas, but enough of the drama!

Office Pet?
Lynn Bicknell
lbicknell@bicknellpainting.com

Have you ever considered an office pet? Last Christmas my office manager, Jamie, got a Boston Terrier from her boyfriend as a Christmas gift. Boston Terriers look more like a small boxer than a terrier. I love their square face. Apparently, Boston Terriers have some English bulldog in ¼ of them.

One day in January she asked if she could bring Genghis to the office for some reason. I agreed, because I love animals and I had such fond memories of the times an earlier office manager had to bring her 5 boxer puppies in to keep an eye on them. Little did I know what a positive impact Genghis would have on the office. Now I insist she bring Genghis every day. As soon as he comes in the door in the morning and is unleashed he makes a beeline for my office. Do your employee’s greet you with such enthusiasm?

Of course you have to love dogs, because like any puppy he has to put everything in his mouth. He likes to lick everything and everyone. I love to pick him up and look at his square face and kiss him right on his nose, hopefully when his tongue is in his mouth. At first he had quiet a surprised look on his face when I kissed him back!

I’ll bet that picture made some of you wince or wrinkle up your face. I know his tongue has been everywhere, but he has better bacteria killing saliva than any human being. Dogs would be dead if they didn’t have some chemical fighting agents with all that goes in their mouth. How is that for rationalization? Oh, the price we pay for love!

I commented to Jamie the other day, if we ever had a fight and parted ways I was keeping her dog!

I don’t think just any dog would work in an office, but like so many opportunities that just happen in life, Genghis, just fits in well. He does not bark! He is house broken, except for one minor accident. He doesn’t have such a large swinging tail that would clean off a coffee table with one wag of his tale. Don’t get me wrong, I love Labrador retrievers. He is less of a distraction and more of a warm fuzzy feeling like we get from our children and loved ones.

Isn’t it odd how we show more affection towards our animals than our spouses? Animals are great! They are not paranoid or feel rejected with just a slight of word. We can lavish affection on our animals and never feel rejections. Animals may not be able to talk but they can be great company and are more loyal and more forgiving of their master’s mistakes. Sounds like characteristics we look for in our employees?

I do have to watch out, if I take my shoes off in my office. Genghis is teething so he chews more than an adult dog. He loves the tassels on my shoes. He has already chewed off one of the tassels and if I do not watch him he will have the next one and then the next one……. But, while I am trying to protect my shoes he starts chewing on my socks and toes. Those little teeth may be small, but they are getting sharp! I guess Genghis was put into my life to break my bad habit of taking off my shoes when I am in my office.

Bicknell, what the H…. does a dog have to do with painting? I think you already “feel” the answer. What a great interruption when I am in the office. It makes those endorphins (?) or what ever that warm feeling that rushes through your body from affection and love. What a great intrusion during the day when I get so caught up in my doingness that I forget that I am a “human being” and not a “human doer”. I am much more effective when I am centered, particularly when being with customers on the phone. With all my ADD or ADT or what ever I have, I need centering and I’ll bet you do too!
AST 6—SEATTLE WASHINGTON
With 80 contractors in attendance, and two full packed days of roundtable discussions, role playing and shared wisdom presentations, this year’s Advance Shop Talk was a great success.

AST should stand for Absolutely Solid Training

Thanks to ICI Paint & Wooster Brush for their sponsorships of the event, we were able to have an excellent keynote presentation and still keep costs down for attendance.

Special thanks to Ridings Custom Painting, along with The Flood Company, for hosting a welcome dinner and amazing tour of their “showroom”.

This year’s attendees walked away with their heads spinning with information. They also received over 200 forms that shared by residential painting contractors around the country.

COMPLACENCY, COMFORT ZONES AND DOOM
By Nigel Costoloe

After enjoying the last Shop Talk in Seattle, I came away with a nagging sense of something amiss. When I sent out the call for articles in this edition of the rag and saw the number of members in the Residential Forum, I realized what was wrong.

Membership in the Forum has reached 233 and yet less than half showed up to fully and actively participate in the group’s annual conference! To those who shared their mistakes, miseries, successes and good fortune with us in person, thank you. Your honesty, candor, trust and wisdom is truly appreciated. To those who felt the conference topics weren’t relevant, who were too busy or couldn’t get off the fence, forgot to put the dates in their notebooks and schedules, to those who felt this wasn’t the right time, beware. Complacency destroys businesses.

To those who feel you didn’t need to attend because things are going fine, most customers are paying you in full, employees aren’t falling off ladders or ‘borrowing’ tools and materials that the conference and your fellow members would not, could not, teach you anything new, then look out. You have entered the comfort zone. You run the risk of having your business become just one more ‘middle of the road’ contracting outfit, struggling to keep up, just breaking even but never growing, always putting out fires and reacting to, not anticipating, scheduling conflicts, reacting to customers’ and employees’ crises and basically doing a great job of resembling a gerbil in its treadmill! Sure, that was rude.

It’s meant to be. If you truly run your business, then it must be able to run without you! If your presence is required on a daily basis to make sure things go right, then your business will never truly succeed, it will never grow and you will never experience your own potential as a business owner, leader or individual.

Where can you learn a new and better way to run your business? Duh! As a member of the Forum you have paid for the privilege of learning from other’s mistakes and successes. But you will never realize the value of the forum until you show up in person and commit to sharing your own experience, honestly and candidly, with your fellow contractors.

Stephen Covey, in the 7 Habits of Highly Effective People, reminds us to sharpen the saw. Well, you are the saw in your business. Your potential is locked inside your fears, frustrations and limitations. Only through working on your business, and not in it, can you improve yourself and so improve your business. I look forward to meeting the rest of you next year!
I'M STILL ME.... AND MAYBE EVEN BETTER

By Steve Miller

Note: Steve attended the first Advanced Shop Talk in St. Louis, MO shortly before his accident.

In November 2004 a feature article was written about me in the PWC magazine. So when I saw Nigel Costoloe's e-mail calling for articles for the Rag, I decided to seize the opportunity to update the painting contractor community. I would like to introduce myself. My name is Steve Miller, Residential Painting Contractor from March 1981 to October 5, 2000. At the peak of my contracting career and about to complete my most financially prosperous year in business, while standing on a ladder I blacked out for no apparent reason. I regained consciousness literally moments later, on the ground, a quadriplegic. I was paralyzed from the chest down.

The title of the November article in the PWC magazine was titled "I'm Still Me". Well, I'm still me, and maybe even better. I look at life a lot differently now. I appreciate my life, my family, and my friends so much more. Sometimes it seems to me this life-changing event on that October morning has been a blessing for me.

As was mentioned in the November 2004 article written by Joe Schuster, the East Bay Chapter of the PDCA launched two fundraising efforts: one, a call for donations nationwide, and the other, a benefit golf tournament. Individual painting contractors, local chapters across the nation, associate members including Paint Manufacturers, and even some of my own clients donated generously to raise more than $50,000. I want to take this opportunity to again thank each and every one of you that donated money or prayed for me. The money made it possible to cover the cost of the 35 hours per week caregiving that we were paying out-of-pocket and could not afford. We began getting government assistance for my personal care in February 2003. We started with 239 hours per month and we are now up to 303 hours per month, which is approximately 70 hours per week.

Last November I was a candidate for the two open positions on the Livermore School Board and received the third most votes. I have continued to attend school board meetings and made my voice known. I have just been appointed to one of the school board committees, the Policy Committee. I have just completed three years as a member of the Wheels Accessible Advisory Committee, a committee that deals with accessibility issues for the disabled on the local bus system. I have also addressed the Livermore City Council on the behalf of CRIL, the local Center for Independent Living. Last year, although I did not find a full-time teaching position, I worked as a part-time math intervention teacher for the Livermore Schools from February 2005 to June 2005. This school year I have been rehired as a math intervention teacher and I plan on continuing to volunteer in my daughter's classroom. I continue to be very visible in the community at many different levels. I continue to develop friendships in various different places such as the supermarket, Starbucks, cruising through town in my wheelchair, etc. I love to smile and this tends to generate smiles from others.

Every day I find more to live for and I am blessed daily. It seems that the more I give freely of myself, the more life seems worthwhile. As a residential painting contractor I enjoyed daily, the rewards and good feelings knowing I made a difference in my clients' lives. Thank you for allowing me to share my story. If anyone wishes to correspond with me, feel free to send me an e-mail. My e-mail address is stevepainting@excite.com. Also, let me know if you do not have access to the original article, and I will email one to you.

DIGITAL PHOTOS REQUESTED FOR THE PAINTER'S RAG

All the pictures I took from AST 6 have "disappeared". New camera and new software, but after numerous searches......only one picture of the group and the skyline of Seattle. If you were at AST and have pictures, please email them to the office for the next newsletter. Thanks-B

FOR THOSE IN ATTENDANCE AT AST WATCH YOUR MAIL BOXES FOR A CD-ROM WITH OVER 200 FORMS SHARED!!

Page 7
Most of what I’ve learned about painting I learned on my own, like a lot of us. After 20 years of field experience I feel I have a pretty good handle on the residential and light commercial painting and decorating business, but I’ve often wished that I had the benefit of a formal apprenticeship program or worked for a company with a good established training program.

That I could have had that experience of being taught by the guys that knew how to do it, whether it was custom stain matching and clear coating for a furniture finish or just spraying siding and trim in the most productive manner. That there was always something else, some tip or trick I could have picked up that would have made me better, more productive, more confident so that I could push thru the tough jobs, with certainty and aplomb, leaving the self doubt of doing things for the first time behind. Well that didn’t happen, but what did happen was that I found that there is a cornucopia of information out there if I took the time to look.

I first found the “American Painting Contractor” magazine in the early 1980’s and couldn’t believe all the great articles it had, stripping wood, treating mildew and mixing scumble to name a few. Now we have several standard trade publications out there that supply us with constantly updated industry information. When I started getting more into shop finishing I read everything I could lay my hands on from the trade mags and “Fine Wood Working” magazine to Bob Flexner’s “Understanding Wood Finishing” – the bible (an updated version is just now being released) and others by Michael Dressner and Andy Cheron, but with this new skill set came a tremendous learning curve. I would run into problems in the shop and not have any definitive source to go to for answers. I didn’t know anyone who did this stuff any more than I did.

Then a friend who was going through the same situation told me about a web site he found for people in the furniture refinishing industry. Not painting. I looked into it and found out that I was not alone. The Professional Refinishers Group International” http://www.alan.net/group/ is an internet based group of individuals founded by Alan Marriage to support the spread of knowledge in this field. I found that the incredible volumes of material available on this website represent what Alan called "The greatest collection of refinishing knowledge on the planet", all of which was contributed by individuals without compensation, for the use of their colleagues, and to improve the body of knowledge of the trade as a whole. When I had questions about spraying dyes, stains or handling problems specific to any job I would sit down at my computer that night and write to the other “Group” members I read daily and always got lots of input and support. Many of the members were as novice as I was and we were always treated with respect, there are no dumb questions. This “Group” and others like are available to all of us who are working on our continuing education through all available means.

The PDCA currently also has an interactive website you can go to for help from other members across the country. Take advantage of all the available sources of knowledge out there. Learn all you can about doing your business as well as running your business. Then, pass it on. That way when you set up the training program in your company, your employees will discover greater confidence in themselves and their decisions because they were trained by the guy who really knew how to do the job and if he didn’t, he knew where to go to get the answers.

We know that all education has a cost involved, weather it’s tuition at faux finishing seminar or having to strip and refinish that new built-in book case because you didn’t realize that you had to use stain controller on new cherry. Knowledge is the key.
SERVICE !!!
A DAY IN A NON SERVICE AREA

By Terry Miller

This word means something to everyone. For me it says "Let me do something for you, in return you will enumerate me." It started when I was wondering where we receive our business service. It comes from the paint supplier, our sundries supplier and where we handle our business. If I don't hear from our paint rep. for a few months, does this mean we don't receive service? We can still go to the paint store and buy our products and business tools. We don't have anyone there except the salespeople. However, they do supply a service. The paint rep however would give us advice on products if asked. They would help us in unfamiliar territory and make our business day a little better. What if they are not there? Where do we get our service? Should the Sale people be on the same level as the rep.? Why would we need a rep.?

I stopped for coffee and pastries. A pricey shop with plenty of helpers and great pastries. Three folks behind the counter and I was the only one there! This should be easy I thought. All three looked at me and two returned to what they were doing. The third wiped his hands and proceeded to the office area. How important was I to them as a customer? Maybe it was my approach or looks. I stood there for 30 seconds. No one helped me. I quickly left. My next stop was to a self service joint and I got great service. Later that day I stopped at the local Hardware for supplies. It only took four people to help me find what I needed. I guess the first three were in training. Employees do make a difference.

After a challenging day, my wife and I went out for a nice meal. Unfortunately it was a half hour before they closed. Everyone was scampering around cleaning and closing the place up. One waitress for the whole restaurant. There were five others closing and the manager watching them. I ordered the special knowing it wouldn't take long. My wife settled on a salad bar. She ate well. 25 minutes later my food arrived. A perfect burning hot dried up meal right out of the microwave! I refused it and we went on our way. I guess I shouldn't expect SERVICE late in the game? Time really does affect us all.

Our last stop was to the Big Box store. They have everything if you can find it. The aisles were empty with no help from anyone. It was eerie going up and down the aisles and no one there. When we were ready to check out our only item, it also was closing time. One register and about 25 folks trying to check out. Soon an announcement was made to open up more registers. Two minutes till closing. People came running from everywhere. Six registers opened up immediately. Holy cow we hit the Mother Load! The lines went down quite fast. Our turn only took three minutes. Our young man was having trouble running the register and talking on his cell phone. He had to decide where to go after work. Does providing a great service mean we don't have any personal life?

“Enough”, I said to my wife. “Let's get home as fast as possible so we may ponder just where our lives are going.” On the lighter side folks, our decision to Service our customers will be an ongoing item. We will be happy to compliment our Services to them with whatever it takes to make them know we are a Service Oriented Company. When you are out and about, check out the services you receive. Are they the same type of service you supply to your customers? Are you a Service Oriented Company? If you want to be the best, grow to the top and have referrals, be a Service Oriented Company. Thank you and let me know if we may be of Service to you.
I cannot believe how fast this summer has gone by. I know it’s an often heard cliché, but it’s true. Maybe it’s because the rains went well into Spring, but this summer has gone by faster to me than any other. Life in general seems to zoom along faster and faster each year. Perhaps it’s because we are just so busy with all the day to day activities, of family, work, vacations, etc. that we often don’t find time to relax and take things a little slower.

My daughter Shay, is already 8 months old, which I just can’t believe. It seems like just yesterday when my wife Stacie and I found out we were pregnant. Shay has helped me to learn a skill I’ve never really had. I’m kind of high strung (my wife can attest to that) and am always more concerned with “what’s next” as opposed to enjoying “what is”. On a recent weekend away, I was sitting and holding Shay, and just relaxing. As I looked at her I began to realize how really lucky we are, and began to reflect on how far Stacie and I have come since we first met 13 years ago. It felt great to just appreciate all we have accomplished.

I have also learned to reflect on the accomplishments of our business. We have grown quite a bit in ten years, however the growth has been comfortable and our mission has remained the same. We continue to be a referral based company whose focus is on quality, integrity, and customer service. We are very thankful for all your referrals and continued support. Our growth has enabled us to find and employ an awesome group of individuals, most of whom have families, homes, and dreams of their own. It is a great feeling to be part of something that is rewarding for so many.

I’m so proud that we have been able to give back to the community in which we live and work. For the last four years our company has been a part of the Children’s Support League, which does amazing things for families and children throughout the Bay Area. This past year they raised almost a quarter of a million dollars! We are proud to be a part of that and intend to do even more in the coming year.

This holiday season we will be doing even more to give back and show our thanks to our community. We will donate five thousand dollars worth of painting to a family or charity in need. Please read the details in this newsletter, and watch for more to come.

If you are like me and tend to be always looking ahead, and not taking time to appreciate what is here and now, take a moment just to pause and reflect, it’s actually a lot of fun. I hope to see you soon.

PERSEVERANCE
Quote from George Washington, 1777
“We should never despair, our situation before has been unpromising and has changed for the better, so I trust, it will again. If new difficulties arise, we must only put forth new exertions and proportion our efforts to the exigency of the times.”
What do I get if I join the PDCA Residential Forum?
For your Annual dues of $95.00 you will receive a one
year subscription to “The Painter’s Rag” newsletter,
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