PRESIDENT’S MESSAGE

I would like to begin my first letter as President by thanking our outgoing President Mark Lewis. Mark not only did a fine job steering the PDCA Residential Forum last year, the culmination of which was an excellent Advance Shop Talk in Jackson Hole, but he did it in a year that he was originally going to leave the Board. Recognizing a need, he volunteered to stay on the Board for an extra year as President. A hearty thank you Mark, for all that you have done for the Forum.

I have on major goal this year as President and that is to spread the value offered by the PDCA Residential Forum to more painting contractors. Our Advanced Shop Talk in 2007 will be on the East Coast in a metropolitan city. With a location that is easier and more affordable to get to – I would like to see record attendance. It is my hope that those of you who have attend in the past will spread the word in your PDCA Chapters. You have to attend Shop Talk to truly appreciate the energetic, free flowing exchange of ideas. If you are a Forum member and have never attended, why not make this year the year you do?

To paraphrase a guest luminary at our last event: ‘You would have to be crazy not to see the value of Advanced Shop Talk – there are thousands of dollars of free consulting here.’

The great benefit of the PDCA Residential Forum is the sharing of ideas, in the opportunity to give back to others and in turn grow as a business person through the help and experience of others. I am grateful for all the assistance I have received over my years in the PDCA Residential Forum and I am grateful for the opportunity to be able to give back by serving as the 2006-2007 President.

Here’s to a year of robust exchange of ideas and business systems! Enjoy!!

John Hone, Hone Restoration
President of the PDCA Residential Forum
EDITORS NOTE

One of the challenges of an association newsletter is keeping the content fresh and relevant. When you read this copy of the Rag, it is always my hope that you will find worthwhile and interesting articles in these pages. It is always tempting to headline the front page with a banner about two-headed alien babies, if only to keep you amused. But we are inspired to present a more considered newsletter, one that will cause reflection, not provocation.

When I send out requests for articles, the response is often a deafening silence. We are, after all, busy professionals dealing with myriad issues and concerns, and occasionally having to grab a fire extinguisher to put out the latest conflagration.

I ask you however to take a moment to consider that we learn most effectively when teaching. If you have recently encountered an unusual situation, with a customer or an employee, with any issue that has consumed your thoughts and energies for a period, then describe it and let the exercise of writing help you put the issue to rest. Then take the next step and share your writing in these pages with your peers.

Random thoughts, ideas for articles, Elvis-sightings and your response to anything you read in the Rag, can be sent to me, your humble and uncompensated editor, Nigel@catchlightpainting.com.

Cheers,

Nigel Costolloe
Catchlight, Inc.
Nigel@catchlightpainting.com

CONTACT INFORMATION TO SEND ARTICLES TO NIGEL FOR THE NEXT PAINTER'S RAG!!

Send MS Word documents (preferred) via email to Nigel@catchlightpainting.com
Call Nigel at 617-734-1696

PACE 2007 * DALLAS, TX

FEBRUARY 11—14, 2007 * Dallas Convention Center
RESIDENTIAL FORUM SEMINAR—GROWING YOUR BUSINESS

The PDCA Residential Forum has very successful members and we plan to showcase them in a panel presentation on “Growing Your Business”. Lead by Facilitator extraordinary Ken Anderson of Anderson’s Famous Painting, our three panelists will share with you how they successfully grown their business, the hurdles they jumped over, the mistakes they corrected, the systems that worked and the successes they are proud to report. The panel concept was introduced at the Advanced Shop Talk 7 conference in Jackson Hole, Wyoming and was a big hit. So we are bringing the newest and the best of the PDCA Residential Forum to PACE.

TUESDAY, FEBRUARY 13, 2007 1:30 P.M—2:30 P.M.

More information will be mailed to all Members. The Board is also discussing a Member Reception at PACE! Please call the office if you know of any company that would like to sponsor a portion of the reception!!
SELLING TO CONDO ASSOCIATIONS AND BOARDS
BY
JOHN IMHOFF  Email: john@imhoffpainting.com

St. Paul, MN

HOW I PREPARE FOR A MEETING:
Preparation for the meeting; outline and practice my presentation. Think about introducing humor; this relaxes them and me!

FIRST MEETING:
I arrive with photos of paint issues on their buildings, issues the layperson would be ignorant. This immediately establishes me a professional without having said a word. Items such as water damaged siding, improperly installed siding, holidays, overspray, multiple colors and sheens used by previous painters: these items help establish the 'pain funnel' before price is ever discussed.

SELLING THE PROJECT:
Selling to a group or a board reminds me of the bell shaped curve. I already have maybe one or two members in my court and two who may be absolutely against doing business with the highest bidder. The rest sit on the undecided fence.

First I attempt to determine the informal leaders of the association (which may or not be the President). I can typically identify these people by observing other member’s body language and eye contact. I then try to maintain eye contact with those I have identified as the decision makers. As I identify hot-button issues I am able to work my argument directly to those who hold the most influence.

DEFINING OUR COMPANY
The bonding and rapport begins with a history of our company, and discuss the impressions we have made on other associations and the value of the feedback we receive. Next I discuss the importance of communication and how a smooth project can be best accomplished by having one person from our company and one from the association manage all communications. I also discuss the extra value we offer by providing a handyman before painting. I discuss how we should consider fine tuning their color selection.

I talk about our staff and share comments from other associations about how nice, professional and polite all the crew were.

I discuss our training program and the peace of mind this affords the association; no hackers, no butchers, no temporary labor to deliver an unprofessional product.

I discuss the paint brand we recommend for their project, describe the affiliation we have with the manufacturer and the exclusive warranty this allows us to deliver to the association. We present copies of this warrant for their review.

CLOSING THE DEAL
Finally I discuss how important is to treat all the residence the same to eliminate some headaches for the board. And lastly I thank the board for their efforts and their time and recognize their commitment to the association as volunteer board members.
Editor’s Note: Mike Chism, Past President of the Residential Forum and stalwart supporter of all things PDCA, is the subject of our second profile of our outstanding membership. What strikes me most about Mike is his effortless calm and ease. In person he presents as unflappable and wise and the way his company consistently generates an excellent profit and stellar customer reviews shows that he has found a way to apply his personality to his business. He has reached that point of success we all aspire to: he is working his way out of daily operations of his company and it is running just fine without him. Mike has always been a huge proponent of education and has been a contributor to the PDCA Standards, Education and Estimating committees. Below you will hopefully find some pearls of wisdom to help you on your way to a successful and thriving business.

Q. How long have you been in business?
A: Since 1983

Q: What would you define as the key to your success?
A: An ancient proverb says: “A good name is to be chosen above riches”. We have done business with that in mind for 24 years.

Q: What did you do before starting Chism Painting?
A: After finishing up a college in Industrial Arts and coming to my senses that a career in Teaching high school was insanity; I continued supporting my new bride and family working as a painter...the trade I learned from my painting contractor father. I worked for a contractor in a nice area of town for seven years. After he died my brother and I began Chism Brothers Painting.

Q: What life experiences have shaped your business model and management style?
A: Apart from my Christian values that seem to be at the core, it has been my participation in PDCA that have helped us significantly in business. It was Bob Cusumano’s Estimating Seminar that really turned things around for us. But that introduced us to such a wealth of information and relationships. We began participating in the early stages of the Residential Forum, the on to participation in a couple of Executive Networking groups (On Target and Nolan Summit to be specific)

Q: What is the greatest challenge to your business?
A: Probably my own leadership limitations. Specifically maintaining a clear vision, making decisions in light of that and the determination and consistency to stick with it.

Q: Where do you see your business in 10 years?
A: For me, hopefully someone else’s problem by then. But in the mean time to continue an orderly growth and continuous improvement in our product and service.

Q: Any advice for someone still struggling with a young business or the challenges of growth?
A: Be an active member of your trade organization. Hire a good accountant that understands more
than taxes; make them give you good financial information which can guide you in making decisions. Treat people with dignity and respect (even if you don’t think they deserve it).

Q: If you could start over, what would you do differently?
A: Joined PDCA and a Network Group; Studied Finance/Accounting in school and worked towards and MBA; understood what it REALLY means to run a business; read and applied the E-Myth.

Q: All right, final question; what do you do for fun?
A: Hike Mt. Whitney. But I also “enjoy” the gym; a good book and pleasant walks with my wife as we are learning to “cope” with an empty nest.

THANK YOU TO OUR SPONSORS!
PLEASE GIVE THEM YOUR BUSINESS
The PDCA Residential Forum thanks ICI Paints as the exclusive paint and coating manufacturer sponsor for AST for both days of the event, Wooster Brush as sponsor on Friday with ICI and Advisors On Target for Friday’s morning and afternoon refreshment breaks.

Below: We all enjoyed a great barbeque and hike at the top of the mountain (thank goodness for the chair lift that got us to the top—that would have been on long hike) on Friday. Left—what a view of Jackson Hole and the Elk Refuge. Right—The Lewis’ along with the Sunderleafs enjoyed some good easy hiking at the top of the trail before dinner. There was also a great sunset looking
GOING “GREEN” WITH YOUR PAINTING COMPANY
Joel Hamberg, President—Joel Hamberg Painting, Inc.
Portland, OR, USA

This article will help you as a painting contractor to make the change to green products. Four things will be highlighted: How to identify “green” paint products, application methods, marketing their use and turning your project into a winner.

THE “GREEN” REVOLUTION
You’ve seen what has changed in the construction industry; government regulations and customer attitudes have given the Green Building Movement momentum. This environmental awareness and response from the construction industry has taken root, especially, in the Pacific Northwest and California. Politicians as well as activists and changing consumer attitudes have spurred much of the growth. Indeed the whole construction industry is changing from the floorboards to the rooftops and spreading throughout the country. We need to change with it. Get on board the movement, or be left behind!

IDENTIFYING “GREEN” PRODUCTS
Green products used in the painting industry include paints, primers, clear coatings, stains, caulking, putty and others. Labels on containers are the first step to identifying if a product is “green”. Green labels or lettering is often used. Wording incorporating the terms: environmental, ECO, safe, Green Seal certified, LEED accreditation, Green Guard, MPI Green Performance Standard, low odor, low or zero-VOC (volatile organic compounds). There may also be green graphics or trees and so forth.

What are VOCs? Volatile Organic Compounds are any chemical that has a carbon atom. Because of this they easily pass through skin and cell walls. There are very toxic VOCs that cause injury and illness, especially in Chemically sensitive people and children. Still some VOCs are not toxic. The other concern is that they are a major contributor to indoor pollution as these compounds off-gas into the air and continue to do so long after they’ve been applied.

A warning note about just looking at the VOC content without taking performance into account can result in a product erroneously being labeled as green. The biggest issues are the differences between the various green certifications and the loopholes they allow for.

There are 30 to 50 chemicals on the exempt list of compounds that manufacturers can use and still be considered VOC free. If it doesn’t contribute to smog formation then it can be considered exempt. Some formulations that may pass the low or Zero-VOC standard may be toxic as they may contain mercury, lead or other heavy metals. A majority of low or zero-VOC products, though, are manufactured without mercury, mercury compounds, pigments of lead, cadmium, chromium or their oxides. Note that most colorants contain VOCs. However, there are now new water-based colorant lines that are zero-VOC.

Performance issues involve how long the low VOC coatings will last compared to ones that have higher VOC contents. If a low VOC product’s duty cycle is exceedingly less than that of higher VOC coatings then the product cannot be correctly labeled “green”. This is because the sum of VOCs in the many applications needed of the low VOC products could end up being higher than the one application of a higher VOC product. The good news is that most green products now perform comparably or better than conventional products.

More and more paint manufacturers are producing “green” products now. Currently, there are not many exterior “green” coatings as the low-odor characteristic is more attractive for indoor applications. Ask your paint supplier and paint reps about their offerings. Read spec sheets. And especially read the labels carefully. So now you have found your green products, you’re ready to put them on the surface.

TOOLS AND TECHNIQUES FOR APPLICATION
Because “green” products have no solvents in them, they tend to be thicker and therefore set a little faster. It is hard to keep a wet edge so application needs to be quick with the appropriate tools to avoid a ropy look. Therefore it is very important not to over work these products. For best results in applying “green” products use softer bristle brushes like nylon or synthetic ox-hair. Water-based stains and deck coatings perform great when applied using synthetic pads. An unusual but effective tool is also the

CONTINUED ON PAGE 7
GOING GREEN CONTINUED...

back of a sanding sponge for applying stains. Air Assist
sprayers or airless sprayers with a fine finish tip also
work well. Essentially any tool designed specifically for
low-VOC products are going to work.

Evaporation of the coatings is a problem if
you’re working with them in hot, dry or windy condi-
tions. Adding water borne extender to the coatings will
lengthen the wet edge. Interestingly, despite these mi-
nor inconveniences, you end up needing to use less ma-
terial than conventional products. In our experience, the
coverage is about 1/3 to ½ more than conventional coat-
ings. One reason for this is that the stains do not absorb
as much into raw wood as traditional oil-based ones.

The differences between green and conven-
tional products are usually very minimal — storage how-
ever is more significant. They are more sensitive to
temperature extremes, both hot and cold with poor
freeze-thaw stability. Store them in temperature-
controlled environments between 45 and 95 degrees F.

So how do you begin to make the transition to
becoming a “green” friendly company?

GOING “GREEN”

Many contractors in the construction industry are “going
green” and with some education, a little marketing and
some attitude adjustments, you can too. There are na-
tional and local associations such as the USA’s Green
Building and Resource Center, U.S. Green Building
Council and the National Association of Home Builders
that offer green building guidelines that can be a good
information source. Additionally, some cities have
made a commitment to building “green” such as Port-
land, Oregon. They provide resources for contractors as
well as homeowners for building “green” through the
Office of Sustainable Development. You may not have
to go too far to get the needed information and advice to
get started. You may find some contractors in your area
who have been “going green” for years now and making
some green at it as well.

With the rise of chemical sensitivities in peo-
ples, and concern for the environment in general, many
people are searching for “safer” alternatives. This has
given much momentum to the acceptance of green pro-
ducts, even if they cost a little more. With improvements
in technologies, “green products” have proven to be as
good or better than conventional products. Truly the
benefits of going green do outweigh the costs as will be
discussed further below.

Health Benefits

The health benefits to the customers and your
workers are numerous. As more awareness is given to

chemical sensitivities with related illness such as aller-
gies and respiratory problems that are developing at an
increasing rate in people, going “green” has become an
attractive selling point. You can also “sell” the change
easily to your workers as they have probably had a bad
reaction or more to the solvent-based products or paint
thinners they are used to working with. Many of them
are probably aware of the “foggy-head” sensations that
leave them feeling sick in the stomach and in a haze,
making it difficult to drive home. The dangers of sponta-
naneous combustion can be avoided by switching from
solvent-based products to water-based ones.

The low odor nature of these products will also
make your workers smell better and laundry will be eas-
ier and safer. Customers may love the low odor aspect
the most as they can quickly reuse the area after the
work is finished and in many situations you may be able
to do the work while “business” goes on as usual in
commercial applications. This is important for occu-
pied, closed ventilation buildings where indoor air qual-
ity is a priority. These include hospitals, nursing homes,
medical offices, schools and other offices. The whole
floor or building does not need to be shut down for you
to apply the new water-based products. This reduces
down time and the quicker drying characteristic of these
products allows you to get the job done quicker. This
translates to costs savings for you and customers alike.

We had a job that necessitated “green” products
to be used because the client’s child had autism. We
used low VOC products for the entire interior. If we
didn’t have the expertise in using “green” products, we
may not have gotten the job.

Reduced Costs

Most new initiatives require some costs and
frustrations but cost reductions and other benefits should
outweigh the initial investment in learning how to use
the products and training your crew. Setting up a test
lab in your shop or having a customer that is willing to
learn along with you is a good place to start using
“green” products. You may be pleasantly surprised by
the results and ease of applications.

Also, less hazardous leftovers and by-products
mean reduced disposal costs. Leftover latex paints can
be reused in other projects. You may be able to mix
some of your own colors with some experimenting. As
noted earlier, some green products have more coverage
so you are saving by using less also.

Because of better health, medical costs can be
reduced for yourself and your employees. You will also
see less sick days from your employees by product
CONTINUED ON PAGE 8....
related illnesses from use of conventional products. These are truly cost savings that have priceless benefits.

MARKETING GREEN PRODUCTS USE

To effectively market your work as “green” requires that you be able to speak knowledgeably about them. Your homework has already begun with trying to identify which products are “green” and also requires you have experience applying them. Other “green” contractors are a good resource to educate you about the best scenarios, give tips and warnings. Your suppliers and reps should readily help guide you about their product offering and give you the feedback they’ve received from other contractors.

After getting some experience in using “green” products successfully, you need to let your customers know about it. Feature testimonies from the “green” projects you completed on your reference sheet to potential customers. You can include the fact that you are a green contractor on your business cards, pamphlets, brochures, and advertisements. Get the word out with your painting associations, at trade meetings and events.

There are an increasing number or customers that are searching for such environmentally conscious companies that harmonize with their values.

See if you could get onto local radio or television stations to showcase your company’s green projects or offerings. Many have segments to showcase local businesses, and radio stations in most cities host home improvement shows on Saturday mornings. Another source is your local newspapers that may be interested in your environmental image also.

Many cities have home tours, see if you can do a project that may qualify for the tour and be present to feature that your company has gone “green”. Be on the lookout for any events that you can get a chance to make your company’s new environmentally friendly image known. There are many general contractors and designers that are making the switch to “green” building methods and can become a great partner. We just had a request to give a “green” spec for a local designer who wants to do all her projects with environmentally friendly products. The great thing about these contractors and designers is that price is not one of their primary concerns and that can result in higher profit margins. You will have differentiated yourself from the myriads of other painters by entering a niche market. Like all niche markets that are found early, great returns await you if you don’t delay in getting on board and getting your name out there.

TURNING YOUR PROJECT INTO A WINNER

And finally to get the recognition you crave for your great ideas and “green” building commitment, don’t be afraid to enter your star projects into regional and national competitions. There are a variety of competitions and manufacturers that sponsor these awards. You never know what can result even if you just get honorable mention on your submission. You will have gotten your name out to a regional and national level. Getting the top award and the accompanying prize doesn’t hurt either.

One project that earned us top honors in 2005 from the American Painting Contractor top job award – commercial/industrial category and the PIPP award for commercial restoration was for refinishing the woodwork at the headquarters of Old Spaghetti Factory. Because of the restaurant setting, the challenge was to restore the woodwork during off hours and to leave no unpleasant odors for the diners the next day. We used “green” water-borne stains, varnishes and wood filler to meet these challenges. The quick drying nature of these products required us to move fast but allowed us to do several coats of stains and varnishes in one night. Hence the 8,000 square feet lower floor was finished in six weeks. The 3,500 square feet upstairs was completed after a one-month break. We now use these products for all of our Old Spaghetti Factory projects. As demonstrated, “green” products can yield wonderful results and can lead to referrals for more work.

SUMMARY OF GOING GREEN

To sum up, “green” products may be initially hard to identify, require retraining and the desire to change your working habits. However, with increasing legal requirements on VOCs and changing customer preferences, switching to using “green” products now will make the forced transitions later on a seamless one. The health benefits and increased safety are worth the effort and time required to make the switch. Since the uses of low VOC coatings are still considered niche products, there are enterprising opportunities to set you apart from other contractors and reap higher returns.

Joel Hamberg will be making a presentation on this topic at PACE 2007 in Dallas, TX on Tuesday, February 13 from 3:30—5:00 p.m.

MAKE YOUR PLANS TO ATTEND PACE—MANY SEMINARS ARE BEING PRESENTED BY RESIDENTIAL FORUM MEMBERS AND BY THE FORUM ITSELF.

PACE is a great educational experience, plus trade show and some fun. Check out www.pdca.org and click on PACE.
John Hone, President thanked the AST 7 sponsors for their support!

Gary King, GW King Painting in Indiana enjoyed AST 7 and also brought his family for some vacationing!!! Plus he sneaked in his kids for the Ice Cream Sundae break—with permission of course!!!!

Right: Linnea Blair from On Target with speaker Tony Ande at the Lodge. Left is the Snow King Lodge—ask anyone at AST about the alpine slide at the Lodge for a great story or two about our most

Special Thanks from me (Barbara) for the great gifts received at AST! Hat—shirt—sweatshirt—book—calendar and coffee mug! If you look carefully you will see that my Jackson hat sprung elk antlers during my stay in Yellowstone after the event.

Above, Dr. Ian Horen, EVP for PDCA front right, participated AST for the full two days with great insight and comments. VIPs also included Mike Connor who also participated with enthusiasm!
An effective bonus system will bring the job in early or on time. I have used several bonus systems, but have not been completely satisfied with the results. The present bonus system I use was inspired by the article “Bonus Systems” by Lynn Bicknell which appeared in The Painter’s Rag in the Spring issue from 2004.

During the seven and one-half months I have used our new bonus system, fifty two of fifty three jobs were completed in less than the time bid. In implementing this system, I can tell my crews that for each man hour that they bring in the job in under the time bid, they will receive 90% of their hourly wage. The bonus system form, for the most part, is self explanatory. These are real numbers from a recent job. The Job Foreman is responsible for daily entries and calling the office, at the end of each day, with hours and materials number. This form is complete by the Job Foreman, and turned into the office when the job is completed.

The “Bonus Hourly Wage” is 90% of the regular hourly wage. The 10% is my “insurance money” for those jobs that may run over the time allotted. The “Total Hourly Wage” is to show the employee what his actual hourly earnings are for that particular job.

The “Job Foreman’s Commission” in the paint budget is to reward him for completing the Bonus Job Log, Foreman’s Checklist, distributing door hangers, setting up job signs and tracking material costs.

As they say on television ‘Don’t try this at Home.’ If you don’t know your overhead and breakeven numbers, and if they are not consistent, don’t try this bonus system.

Our income from painting has remained constant. We consistently need 33% margin to pay our overhead (yes, my salary is overhead.) Enclosed is our exterior job estimate and evaluation.

Quantity of Direct Labor: I originally started with the PDCA 1990 Estimating Guide. The first seven pages are “the bible”. Over the years, I have developed our own production rates. With a stable crew, we are consistent and confident in our bid on man hour numbers.

Direct Labor Costs: This is the actual average hourly labor rate, including labor burden.

Cost of Materials: Our cost.

Pressure Washing: Separate line item because it is normally sub-contracted to my son.

Variable Expenses: Historically, 2% of the sum of direct labor and materials cost (this could be include in the overhead number, but I prefer it as a separate line item).

Cost of Sale: Actual cost.

Break Even: As I stated earlier, three years history tells me I need 33% margin to pay overhead (cost of sales time 1.5)

Sale Price: In this example, 18% (breakeven number divided by .82) is not constant. I may charge from 10% to 25% depending upon winter rates to high risk jobs.

Crescent Painting Company has evolved into a small, stable, well respected and profitable company, as planned. Our goal is not growth, but to have systems and people that require a minimum amount of my time and management.

I could go on and on about this bonus system, that has been so effective for us, however, considering the intellect of the people who read The Painter’s Rag that would be like “preaching to the choir”.

Note to Mr. Irv Chasen: I have clipped and saved all of the articles you have written over the years. What a wealth of information! THANK YOU. You would think that by now I would use a percent of field labor to cover overhead expenses. Some day!

See page 11 for an Example of the Job Estimate discussed in this article!!!
## Exterior Job Estimate & Evaluation

<table>
<thead>
<tr>
<th></th>
<th>One Coat</th>
<th>Two Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity of Direct Labor</td>
<td>84.91</td>
<td>122.50</td>
</tr>
<tr>
<td>Man Hours Bid</td>
<td>122.00</td>
<td></td>
</tr>
<tr>
<td>Direct Labor Cost</td>
<td>$0.00</td>
<td>$2,734.02</td>
</tr>
<tr>
<td>Cost of Matl</td>
<td>$578.00</td>
<td>$578.00</td>
</tr>
<tr>
<td>Pressure Washing</td>
<td>$120.00</td>
<td>$120.00</td>
</tr>
<tr>
<td>Sub. Contract or Carpentry</td>
<td>$825.00</td>
<td>$825.00</td>
</tr>
<tr>
<td>Rental</td>
<td>$120.00</td>
<td></td>
</tr>
<tr>
<td>Bonus</td>
<td>$217.38</td>
<td>$217.38</td>
</tr>
<tr>
<td>Forman's Commission</td>
<td>$113.45</td>
<td></td>
</tr>
<tr>
<td>Misc.</td>
<td>$66.24</td>
<td>$66.24</td>
</tr>
<tr>
<td>Variable Expense</td>
<td>$3,498.26</td>
<td>$3,498.26</td>
</tr>
<tr>
<td>Cost of Sale</td>
<td>$5,247.39</td>
<td>$5,247.39</td>
</tr>
<tr>
<td>Break Even (33% margin)</td>
<td>$1,237.50</td>
<td>$1,237.50</td>
</tr>
<tr>
<td>Sale Price (18% profit)</td>
<td>$6,399.26</td>
<td>$6,399.26</td>
</tr>
<tr>
<td>Contract Bid Price</td>
<td>$6,400.00</td>
<td>$6,400.00</td>
</tr>
<tr>
<td>Projected Profit</td>
<td>$1,155.11</td>
<td></td>
</tr>
<tr>
<td>Net Profit</td>
<td>$1,585.50</td>
<td></td>
</tr>
</tbody>
</table>

### Carpentery or Sub. Notes:
- Sub. repairs to DMR

**QUOTE OF THE QUARTER**

"There aren't any great men. There are just great challenges that ordinary men like you and me are forced by circumstances to meet."

*Admiral William Halsey*
PDCA RESIDENTIAL FORUM
15564 Producer Lane
Huntington Beach, CA 92649
877-722-5050
Fax 714-890-5865
Website: www.residentialforum.org

PDCA RESIDENTIAL FORUM
2006-2007 BOARD OF DIRECTORS

PRESIDENT
John Hone, Hone Painting
& Restoration
973-403-1501
Email ohn@honerestoration.com

VICE PRESIDENT
Michael O'Brien, PaintTek Quality
Painting, Inc.
732-968-4200
Email mobrien@painttek.com

TREASURER
Nigel Costolloe, Catchlight, Inc
617-734-1696
Email: Nigel@catchlightpainting.com

SECRETARY
Ken Anderson, Anderson Famous
Painting
410-218-5643
Ken@famousptg.com

DIRECTOR
Eric Hernanz
Hernanz Painting
503-525-2955
eric@hernanzpainting.com

DIRECTOR
Pete Wirtz
Pete The Painter, Inc.
847-564-4880
Pete.wirtz@petethepainter.com

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

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