President's Message

Change! Some people dread it. Others embrace it. Change often means adapting to new, unknown and sometimes uncomfortable circumstances but often in change and upheaval lies opportunity.

A recent change in our industry is the downturn in the Real Estate market. How has that change affected the area where you do business? How will that change affect the remainder of this year for you? Next year? If you work in new construction, are you talking to the builders you work with to find out how they are faring now and for the future? Do you have a business plan that allows for flexibility in the face of change?

Some of the sound bytes I have heard say that people will be investing more money into their current homes. In markets with older housing stock, people are restoring their homes. The green movement is building momentum and painting products and services are needed. Opportunity.

Perhaps all of this change is really an opportunity disguised as an annoyance. Change may not always be friendly but many times it is unavoidable. I would kindly suggest embracing it before it embraces and overwhelms you.

Be well,

John Hone, PDCA Residential Forum, PaintTek Quality Painting, Inc.
Email: jhone@painttek.com

MARK LEWIS HONORED WITH PDCA'S DISTINGUISHED SERVICE AWARD

One of the highest honors from PDCA is the Distinguished Service Award that was presented to our own Mark Lewis, Immediate Past President of the Forum and a dedicated member of PDCA. The Award is presented to properly recognize and reward perseverance and extraordinary effort expended in the interest of PDCA for the benefits of it's Members.

Nominated by the Forum and considered by the Executive Committee, Mark has an amazing track record at PDCA serving the PDCA Residential Forum for 2 years as President, President of the Lincoln State Council, and service on a variety of PDCA Committees and is active in his local community.
AST 8
ADVANCED SHOP TALK
8th Annual Conference for the PDCA Residential Forum
July 20-21, 2007
Annapolis, Maryland
Join the PDCA on the Chesapeake Bay this summer for a conference to share ideas, business practices, marketing ideas and networking opportunities.

AST 8 CONFERENCE
AST 8 will start on Thursday, July 19 with a welcome party by the local PDCA. The conference itself will start at 7:00 a.m. on Friday, July 20 and end Saturday, July 21 at 5:00 p.m. There will be 100 successful residential painting contractors sharing their ideas which each other through Roundtable Discussions, Panel Presentations and networking groups.

HOTEL * LOEW’S ANNAPOLIS HOTEL MARYLAND
The headquarter hotel is Loew’s Annapolis, 126 West Street, Annapolis and is in the heart of the historic seaport and village. Walking distance to dining, shopping and historical spots. The hotel is newly renovated and four diamond rated. Check it out at www.loweshotels.com. PDCA room rate is $169.00 single/double. Please call 800-526-2593. Remember you will have a 48 hour cancellation, so reserve now while you plan your attendance.

WHILE YOU ARE THERE
Journey into the history, culture and fun of one of America’s most eventful destinations. Walk side by side with colonial dressed guides through the town’s famous landmarks (and some hidden gems). Explore the local waterways of the Chesapeake Bay. Don’t miss the US Naval Academy founded in 1845 – an 18th century town seaport town with all the comforts of today. You are in the area of Washington DC and many historic spots from the revolution—Gettysburg is only one hour drive away!!


THE PAINTER’S RAG—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 Next issue deadline is April 30, 2007.
Onward 2007
WHERE WE STARTED
By Julie Gehrke
Signet Painting, Eagan, MN
Email julie@signetpainting.com

One of reasons I like writing about my experiences running a painting business is that I believe in the power of sharing common ground. It strengthens and unites us.

It’s hard to believe the changes that can occur over the course of one year. And the drama! You would think that running a Mom and Pop painting business is just another boring venture. Not so my friend. But this, you already know. Hunker down with some milk and cookies (do it for me, I’m on a diet), while I give you my company update.

If you research “Disasters in 2006,” you will find an array of floods, tornadoes, mining accidents, mudslides and fires. You will even find some disarming plane crashes, enough to scare the crap out of you. But what you won’t find is the new home market quake, whose aftershocks reached Signet Painting by about the second quarter of last year. We laid-off our services in a way that is not a stretch beyond what we already know how to do well. As our market slowly grinds its tectonic plates back to their resting place, we are using this time to take a good look at what’s working, and what’s not working. Here’s what still works at Signet Painting:

• The old HP multi-function printer
• Pre-hire skills testing

And here’s why:

• The printer is a dinosaur that weighs six thousand pounds. The model number is something like HP Officejet 001, and every time we consider a fancy commercial printer, the kind you lease monthly and put your first-born up for collateral, we fondly look over at the HP-Rex and say, “ah shucks, she’s still got a lotta life left in ‘er.”

• Production hold-point inspections

• A more than decade-old 395-ST Graco paint pump.

• A pre-hire skills test is one of those things in life, where once you begin doing it, you want to climb to the top of the Empire State building with King Kong and yell, “Duhhhhh!” I mean, what were we really thinking before this? Except, “Duhhhhh?” I have had painters walk in my door to apply for a job, list reputable companies as former employers, claim hourly wages topping 20 some bucks and when we skill test them, they can’t cut in a clean line or bag off a cabinet opening. They claim they can spray but have temporary amnesia on how to operate a sprayer. Skill testing isn’t just for weeding out so-called experienced painters. That whole mantra, “Hire for attitude, train for skill,” is another termination waiting to happen if the person cannot exhibit basic, natural tendencies toward the trade. For example, if we demonstrate to an applicant how to hold a roll of tape and lay it down to tape around a doorframe, and if by the third try, they have taped themselves to the doorframe, we might want to say good-bye to them and their shining attitude, before they cost us lots of cheerful money.

• Lambs wool roller skins rock. End of story.

• Fil-Stiks for nail holes rock. And here’s the story: wax doesn’t shrink.

• QuickBooks Enterprise Solutions allows up to 10 users and because we’ve always been with Quick-Books, this allowed us to increase our office staff without going away from the product we have used.

• Production hold-point inspections. This can get really elaborate, with forms to be initialed by the project manager, or it can be very casual, like now, with our small labor force. One hold-point for Signet Painting is after the stain is applied to the woodwork and before the sealer goes on. Someone – and it must be someone who has not worked on the job – walks the job to find inconsistencies, holidays and what-have-you in the stain work before the crew proceeds. We have 4 hold points for every new interior job. An important one is to inspect after wall...
I ONWARD continued from page 3

painting prior to pulling tape for thin cut-in lines and corners. Don’t rely on the crew to do the inspection – they are snow-blind. It is the same with writers; we can’t proof our own writing.

• Job shelves are a rockin’ way to impress everyone. Signet stocks a supply of ready-to-assemble, plastic shelves to place in the home for our leftover and might I add, labeled-by-room, paint cans when the job is finished. Whether its new home or remodel, it makes the people smile and sing, “I’d like to teach the world to sing, in perfect harmony, that Signet Painting is the best and always will be.”

• The vintage GRACO 395-ST paint pump that is still in production was prior to the line of junk pumps put out in ensuing years, though we hear they are back to a top notch product. Go GRACO.

And that, my friends, is the score. I look forward to giving you the next update as we continue to pick up the pieces from the great new home market disaster of 2006. T.S. Eliot said,

“We shall not cease from exploration. And the end of all our exploring will be to arrive where we started and know the place for the first time.”

Signing off, – Julie

RESIDENTIAL FORUM SEMINAR AT PACE

The Residential Forum took their best format from AST 7 and took it to the National convention. A panel discussion on:

“GROWING YOUR BUSINESS”

Ken Anderson acted as moderator for the panel, with Nigel Costolloe, Jeremy Brooks, Mark Lewis and PJ Gureno as panelists. We had a full house and a great presentation!!!

Accentuate the Positive

By Linnea Blair, Advisors On Target
San Diego, California
lblair@advisorsontarget.com

As business owners, it is often easy to fall into the habit of looking at the negative. We look at what we didn’t get done that we intended to do, how far we fell short of a particular goal, how a key employee left us for greener pastures, how we made another hiring mistake and now have to deal with it, or why cash flow is a problem yet again. Do any of these sound familiar?

I often advocate that my clients take time every week to evaluate how their week has gone, prepare for the coming week, and to make sure their current activities are in line with their business plan goals.

It’s a good idea to first look at what you have accomplished and to give yourself credit for it! Maybe you fell short of your sales goal for this month, but you are ahead of last year! Maybe you have put in place another system in your business, maybe you finally got that employee handbook done, or your website has been revamped and is now “live”, or you have launched that new marketing campaign that you have been working on, or maybe you just got a little more organized and took time to work ON your business.

Whatever you have accomplished, take time to look at it, appreciate it and give yourself credit for your accomplishments. (Don’t forget to give your employees verbal credit too for their part next time you speak with them or at your next team meeting!)

Next, I recommend that you take a hard look at what you need to accomplish or what you need to improve in the coming week or month. If you are tracking your progress and Key Performance Indicators on a consistent basis, it will be apparent where you need to focus attention.

Finally, set an action plan, or update your existing action plan to make sure you are spending your time where it can make the difference to achieve your objectives for the coming week and month, and to fit in with your overall plan. I am betting you will see positive results!

For more information visit www.AdvisorsOnTarget.com, or contact Linnea
SCHEDULING
By Douglas Ingham
Ingham Painting, Arroyo Grande, CA
Email: Douglas.ingham@prodigy.net

As a fellow knight in burnished armor I feel the need to share the importance and my own struggles in the area of scheduling. This is that time on Sunday night that I find myself in that distracted worry of the impending week. As a 20 year + business owner it's the time of the week that I find myself doubting my abilities as a manager and superintendent.

No one else is going to come in on Monday morning and wave the magic wand on my week and make it all better.

Some of the most powerful moments with my staff of professionals is when we decide to attack the week with an organized plan fortified with the preparation of all involved.

Here is what planning for a typical week looks like for our company.

It starts with communication:
  a. with your key people
  b. with your customers
  c. with your suppliers

A. Key People
Make sure you know where your people are in their own minds; it matters what they think! To a great extent your job is to encourage, build up and send them on an achievable mission. They need to know you support them to achieve the objective. What is the objective? Communicate, agree and succeed!

B. Customers
Know what your customers expect? Communicate this to your key employees and staff. If Mrs. Jones is having a wedding on Saturday, guess what? You plan to work four to ten hours to make her house a palace by Thursday afternoon so her caterers can attack on Friday. Don't take jobs that you can't deliver. What I am trying to say is that you can make the experience a positive one by knowing what your customer's expectations are in advance. No one likes a party pooper. I have found that working in the local hotel business, particularly on the catering side of things, that it's all about the presentation. Don't be the person or company everyone points to as the catalyst of failure.

C. Suppliers
As we all assume, our suppliers should know our every move and anticipate our next job, and the next, and so forth. But what will our employees do all day if the tools and equipment don't show up on the job after they leave the shop? Our mode of operation is to have all lead employees leave the shop with enough stuff to get started with prep. And then call the foreman with questions and concerns.

Call the paint store on Monday morning along with everybody else and hope your delivery gets to its destination by Thursday at noon.... Why not try thinking ahead and calling on the previous Thursday or Friday so you are assured of delivery?

Maybe you are the really organized type who has all the foreman in the office on Friday afternoon scheduling the following week's events and discussing the what-where-how and when of the jobs.

Maybe you are the less organized individual who has a death wish and will wing it on that Monday.

WOE TO YOU WHO HAVE NO PLAN AND STAND IN A DAZE WITH YOUR SLEEPY EMPLOYEES AT THE MOMENT OF TRUTH!

Your Supplier: The Profit Center
By John Neubert, Neubert Painting Company Email:Rgb186a@aol.com

Articles about running a successful small business usually focus on issues such as growth in the business, managing employees, and developing systems to measure job costs and revenue. Very little is ever written about the different ways a company can lower costs. Effective cost control related to buying supplies is an effective way for you to protect or increase your profit margins.

Salespeople that are assigned to you by your suppliers can be an invaluable source of product information and can help you receive better service. However, your salesperson's chief role is to protect his company's market share and profit margins.

How does your supplier protect their margins and market share? They spend money developing a personal
relationship with you. This relationship has the benefit of providing you with excellent service. Your supplier gains by hopefully increasing market shares at the expense of other suppliers.

Your salesperson also must maintain sufficient profit margins on your account. He will use the personal relationship with you to push through price increases and hopefully keep you from chasing lower prices that could be available from competitors.

Here are the strategies that we use to get the best service and pricing from our suppliers.

**We never ask for or expect free tickets from suppliers** and never expect to be entertained. We will accept free tickets and be gladly entertained, but our suppliers know that we could turn them down for an order the next morning. Consequently, we get entertained less than other contractors.

**We do not accept price increases at face value.** If our supplier wants to raise our prices, we tell him that we will get alternate prices for comparable materials from another supplier. If those prices are lower, we may change products for the next 12 months or more. The original supplier may have a chance to get the business back later. If you are dead set on one product, your supplier likely knows that and will price accordingly. **It is most effective if you are willing to switch products.**

**We put our sundry list out for bid in the fall each year.** We buy each product on the list based on the lowest price. Suppliers have only one chance to get each item. Generally, we are able to get our sundries for about 3-5% over cost. These supplies are then drop shipped from the manufacturer into our warehouse. This strategy can be used effectively for smaller orders. I understand that most contractors are not going to order a full year of sundries at one time.

**We pay all invoices within 10 days.** Our suppliers know that we pay right away.

**We have trained our painters not to buy sundries at the paint store.** They know that almost everything is available at our warehouse. Consequently, painters at the paint store make less than 5% of our sundry purchases.

Your salesperson is trained to make you feel that you are getting a great deal. He may also tell you that your price is the lowest in the market. There also may be a request that you do not share this low price with your contractor friends. Well, that sounds great and may make you feel valued but may not be true. The only way to test the truthfulness of that assertion is to ask for a lower price and let them know that you will shop them.

Our supply strategy is as simple as that. The only thing that could cause a problem is your relationship with your salesperson. They may make you feel guilty and may not like these buying strategies. However, you have not twisted anyone’s arm. If your business is not profitable, they can decline to sell to you or bid on your orders. We have found that our suppliers compete for our supply orders and give us very low paint pricing. They all provide great service and maintain good relationships with us.

A contractor doing $500,000 in business can probably save $10-$20,000 a year with an effective buying strategy. This could be an improvement of 2-4% in your profit margin. How many jobs would it take for you to make this amount of extra profit? Good luck with your buying efforts!!
their day, do that 4th grade math homework with your son or daughter and don’t forget to listen to your wife. Clear your mind. No, I mean really clear your mind! Push that other person aside until tomorrow. Don’t worry, no matter what you do during your time off, “self one” will be back.

The first thing you have to do is to set some rules. These are mine...

- Rule #1 - I will not discuss work at home.
- Rule #2 - I will turn my cell phone off before I enter the house.
- Rule #3 - I will do something for my own well being.

Be ready to make that change at the door. Think about it. Tell yourself:
- “When I get home I am going to let this go until tomorrow.”
- “I am going to smile when I greet my family”.
- “I am not going to let this day steal my night!”
- “When I walk through that door, I will be self two!”

You may find it difficult to do, reversing your attitude, burying your negative emotions, but it is imperative to your health and well being. Consider this… the human psyche needs time to heal. Your psychological being can be injured the same as you injure a muscle or a joint. To repair these injuries, you need to remove the stress that caused it and give your mind some down time. If you pulled a muscle or twisted your ankle would you continue to walk on it? I would hope not. Any doctor would tell you to put your leg up and rest it. It is the same with that other half of your body. Your healing time is the time you spend at home or on vacation. Use it wisely. Recover fully, so that you can be at full strength tomorrow. Relieving your spirit is beneficial in two ways, it will help you heal and it will give you the opportunity to enjoy and be enjoyed. Let’s face it, would you want to spend time with someone who comes home miserable and angry? And, even though we think our businesses are the end-all of the world, do you really think anybody at home really wants to hear about the details surrounding your latest employee dilemma? … Doubtful. Most importantly, remember this, the benefits of your work should be adding to your personal life, not taking from it.

At work you must exhibit certain qualities. You have to be strong, tenacious, courageous, tough and definitive. You have to hold the line with your employees. You have to fight customers so that they do not take advantage of you. There are times when you must be uncompromising. Business is a battlefield and we are the warriors. So go there, fight the fight, but when you come home... leave it outside!

**BUSINESS DIVERSIFICATION**

*Divisions, Ventures, and Other Ways to Make Money*

By Dean Ridings, Ridings Custom Painting Inc. – Seattle Washington Email dean@ridingsinc.com

It was the fall of 1985 and as a 26 year old ambitions college drop out – the world of free enterprise was calling out to me. With three businesses and one joint venture already caulked up to experience I was ready to start my next business. What I saw as “vast experience” later became evident, it was merely the school of “hard knocks”. My business education was well underway.

In the fall of 1985 I teamed up with Mark Bullis, in an upscale neighborhood of Seattle and “Bullis-Ridings Custom Services” was created. For twelve good years we worked together building a business that eventual reached almost half a million in sales. The core of our business was painting services and landscape maintenance, a bit of an odd-couple, I do admit. I remembered telling myself that I was going to become good at one thing in my life – I was going to become a professional Painting Contractor!
BUSINESS DIVERSIFICATION
continued from page 9

After 12 years of business the painting company was four times the size of the landscape division, yet we continued to split the profits. The year after our business split, my income doubled and over the next four years we grew from $500,000 to $2.2 million in sales. As we grew, opportunities became available to us over and over again. We started a carpentry division in 2000 to assist our clients, offering handyman services and home repairs. Next we purchased small draw company Pull-Outs Plus, with a patented system that retrofitted kitchen draws with a pull-out system. We quickly opened branches in Seattle and Palm Springs CA. In 2003 we opened our new showroom the “Ridings Meydenbauer Showroom” in downtown Bellevue Washington. The showroom allowed us to grow into other opportunities; granite counter top sales, more remodeling projects, artists showcased their art work and we sold it; retail sales of lamps and some furniture. Soon we began to offer Color Consulting Services offering fee based color consulting, which assisted in capturing new clients.

Next we developed our own line of Ridings Private Label Paint color plate and sold it out of our showroom. A year ago, almost without trying, we acquired the rights, brand, product displays, product line, and web site to a custom mantel and cabinet company called Masterpiece AG of Bellevue. Late in 2006 I was approached by a friend to partner in an investment real-estate company; before the year was over we owned three investment properties together.

If all this diversification sounds like a bit much – it was! Time management and concentration suddenly became the most important elements of my life. They say, sometime “success can kill you” and it almost did. With much thought, prayer and consideration - we made the some difficult decisions; first, in a stock swap trade I passed off the Pull-Outs Plus Company. Second in a cost saving move, we decided to close the fancy showroom and move our offices into a building of our own, saving us over $6,000.00 a month.

Out of the three pages of detail goals I have for 2007 - the number one key word is “Focus”. Focus my energy, focus my passion, focus on profit, focus all of who I am on what will truly allow our company to grow, and develop into a self-sustaining, world class painting company!

I was taught years ago and was again reminded by my mentor Kevin Nolan, that one key to financial success is “multiple income streams”. Yes, with diversification comes stability and perhaps profit, but as with every new opportunity, it will require a price of your time, energy, and money - if it is to bring you a profit in return.

The following are guiding principles we would be wise to consider as we diversify our companies;

It is believed that you are allowed to “do” or focus on - one thing really well in life at a time.

One was wise to slow to have a good understanding and continual focus on your “core business” prior to diversification. Having a management team in place is seen as a prerequisite to diversification. The better trained your team; the more likely you are of success.

The closer related to your core business the diversification is the more likely will be the possibility of your success. Adding the services of carpentry and home repairs seemed a natural to both to our clients and us.

Identify a need and try to fill it. This is the oldest formula to success I can think of but it works!

Don’t be afraid to reach a bit but consider the risk first. The easy diversification is one which in merely an adaptation or an augmentation to your core business, however, the farther away you go from the core the more risk you share in. For Ridings Custom Painting Inc. developing a designers Showroom retail store seemed like a relatively low risk enterprise, however in review I was not prepared for the cost a prime retail storefront would demand, nor was I experienced in running a retail store of any kind. In the end, it proved to be an unwise and unprofitable venture being too far from the core of our business.
BUSINESS DIVERSIFICATION

Think long term and secure your future. Often the extra income you can create with diversification will make a major difference in your retirement. Assuming that your company is relatively successful and it continues to pay your bills, the extra income you develop maybe free to be invested with the promise of a great turn over time.

Some have diversified into areas which they have found as recreation or a hobby in the past, but lacked the opportunity to see it as a business. If you can find a niche or enterprise that will capitalize on your natural interest in and passion for the venture, it will energize you and allow you to “play at work”. My mentor, Kevin Nolan recently invested in a retail running shop due to his great interest and love of running. His joy of running makes this diverse venture appropriate for him.

Use your Leverage – in finding, starting, developing and executing a diverse enterprise consider the leverage that your current company offers you. Often with many diversification programs or added services, you can merely add services to your present repertoire of services offered. Often adding revenue only requires the addition of hiring someone to provide the new service. In our showroom it seemed natural for us to hire an interior designer to run the front desk position, thus allowing us to offer design services. I note that Nolan Painting offer blinds as an added service. For my real estate investments rehab properties we use much of our in-house staff to provide the improvements especially in the off-season providing work for the crew during an otherwise slow season.

Profit before Ego – don’t allow yourself to get caught up in the glamour of business ventures. Just because your are in demand, your phone rings off the hook, and have your name on two, three, four or even five ventures – don’t be fooled by thinking you are a big shot! Mentally your ego will only undermined your success and leave you embarrassed in the end. Unless you are Donald Trump you have no certainty that your “brand” name will be an automatic success. Be wise, consult with your advisory board, talk to your banker, CPA, or attorney, discuss it will your business coach, or others who have more experience that you do – to ensure your new venture or enterprise will be a rewarding one. If the numbers don’t work, if the profit can’t be generated, let it go and be happy to know that you just saved yourself a lot of heart ache! [Can you tell I am speaking from experience?]

In summary, have fun, remain profitable and stay focused. Allow opportunities which will pull you away from your core business to pass you by, choosing to concentrate your energies on ventures which expand your current market share, not

PDCA ACCREDITED COMPANIES

As of March 2007
23 companies to date have been accredited by PDCA. 15 of which are Members of the PDCA Residential Forum:
In order of Accreditation:
- Paint in Partnership, Inc.
- Bowen Painting & Remodeling
- Pete the Painter, Inc.
- PaintTek Quality Painting, Inc.
- Pro/Craft Painting & Contracting, Inc.
- Stewart Painting, Inc.
- MVP Decorating, Inc.
- Tegrey Family of Coatings
- Catchlight, Inc.
- Allbright Painting and Wallcovering
- Joel Hamberg Painting, Inc.
- Colonial Classic Painting
- Luxbrush Painting Company, Inc.
- Hingham Painting & Decorating
- Lamb Painting, LLC

Check on the PDCA website to see how your company can receive accreditation. www.pdca.org
With over thirty years as a residential painting and decorating company, we have encountered many challenges, and while these challenges are not unique within our industry, the success of your business can depend on how you approach these "bumps in the road." We find ourselves continually striving to improve our workforce, tools, and systems, while also keeping up to date with the trends and technology advances within the industry.

A common challenge for most residential contractors is the reality of dealing with the weather. John Neill Painting & Decorating is located on Philadelphia's suburban Main Line, which typically endures a cold winter season that can stretch from Thanksgiving through mid-March (depending on what a certain groundhog from Punxsutawney named Phil might see). One of our primary goals every year is to keep as many men working throughout the winter as possible. Depending on the size of the workforce, this can be a difficult task. To combat this difficulty, we emphasize that proper customer service is a major tool in helping to sell winter work. We have achieved our reputation for superior craftsmanship and set ourselves apart in our area by matching our standards of quality with our excellence in customer service. With each project we complete, we emphasize our "Company Core Values" which consist of craftsmanship, character, and customer service. At John Neill Painting & Decorating, we pride ourselves on continually building lifetime relationships with our customers.

It has been our experience that as we move through our high seasons (April through November), our Foremen and their crews are winning their customers at a consistent pace, thus laying the groundwork for a brighter sales outlook for the winter. With men averaging 20 years of experience, ongoing education regarding new paint and wallcovering techniques, and keeping abreast of the latest changes in the industry, we are able to ensure our clients that only the most durable and beautiful products on the market are used to guarantee the best results. With continuous training, we are confident that all of our employees possess the ability to work together to reach our common goal—complete customer satisfaction.

Not everything is as easy as 1-2-3. Like any company, we have had our ups and downs over the years and have been subject to the numerous external factors that can have an effect on winter sales success. The stock market, war overseas, local politics, fluctuations in the economy, or poor planning, can all impact customers spending habits for the season, and some may decide to hold off on what you thought was "sold" work. We can only do our best to keep our service reputation at a high level, and we have found that employees consistently practicing our Company Core Values play a crucial role in our year-round success. They understand that excellent customer service equals increased sales. So as far as we are concerned, WINTER WORK BEGINS IN THE SPRING!
We all dream of that place, a utopia of happy employees, trading hard work for good pay in a rewarding trade. A place where we find understanding customers that are willing to pay a fair price for a job well done. A place supported by a government that does not over regulate and over tax. In this world, we operate legitimately. We pay our employees well, offering benefits, paying for the disability insurance and the workers compensation insurance that protects them. We collect and pay our sales tax. We pay our office staff. We pay for our vehicles and gas. We take our salary. And after all is done there is a small profit left over which we use to improve our businesses and even offer something back to our communities and churches. You may be surprised, but, this place exists. Everything comes together here. It is a hidden place, though, a secret kept from most. It is surrounded by tall fences to trap in the good and keep out the bad. I'm putting myself at risk by even telling you about it.

You may not even realize it, but you live close by, right in the same neighborhood. All your friends are there, but so are your enemies! There are people there to help you find the way in. You may not recognize them. Some are disguised as PDCA members, some as business mentors and others as, well, something called a consultant. These are the good people, they will guide you there. You must be far more wary of the others, though. They are people who you think are leading you into utopia, while all they are really doing is degrading the fence that protects it. These little demons are hard to spot. They are well trained to appear as helpers. Come on in, I'll show you...

MEET THESE CONTRACTORS AND OTHER SUCCESSFUL CONTRACTORS AT AST 8 * Annapolis, Maryland July 20 & 21, 2007
The Members who participate at PDCA—locally, at the Council level, in the Residential Forum and in PACE and National PDCA are the movers and groovers in the paint industry. Rub shoulders and talk to them about the business of contracting. Join the “in crowd” and send your projects in to PDCA for awards in PIPP in 2008. For more information go to www.pdca.org. The 2008 PACE will be in Los Angeles, CA.

QUOTE OF THE QUARTER
“I have come across several types of associations in America of which, I confess, I had not previously the slightest conception, and I have often admired the extreme skill they show in proposing a common object for the exertions of very many and in inducing them voluntarily to pursue it”
Alexis de Tocqueville, Democracy in America, originally published 1835-1840.
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2006-2007
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PDCA RESIDENTIAL FORUM MEMBER ELECTED TO THE PDCA EXECUTIVE COMMITTEE

CONGRATULATIONS KEN! ANDERSON

The PDCA Residential Forum is proud of our Member and new Board of Director Member for his election to the position of Vice President of PDCA at the Annual meeting in Dallas, TX.

The Forum and the Residential Contractor in PDCA will be well represented by Ken. His passion and enthusiasm are endless. Look for him at your upcoming PDCA events. He is “on the road” for PDCA.