Editor’s NOTE:
By Mike Kelly, mike@crestwoodpainting.com

The PDCA’s Residential Forum is a special group of business owners with much in common. Commonality is, however, often not enough and it is Forum sponsors that fill in some of the gaps. Sponsors will continue to play a larger role at Advanced Shop Talk (Denver July 18-20, book your flight now) and also in the Painters Rag. Our Partners will feature more insider info and tips rather than the usual press release-type stuff – we hope that everyone finds this approach useful.

Having just returned from PDCA Expo in Reno I noticed (as does Doug Imhoff in his article below) the trend toward having more “inside” experts speak rather than “outside” experts. Inside experts run painting companies while outside experts often have other motivations. This is a tried and true format that the Residential Forum has relied on since the earliest AST’s and continues to be at the heart of Advanced Shop Talk. It is the Insider information that makes participation in the Forum so meaningful and so valuable to us business owners.

Finally, the trend in online marketing has been to tell more personal stories. That’s why the About Us page is usually the most visited page on any site – people want to know who they’re doing business with. The other half of the personal stories coin is community service. That’s something that Dan Brady has masterfully incorporated into his business.

Dan is in a smaller market but he’s leveraged community involvement to the hilt. He’s has raised over $100,000 for Habitat for Humanity by – brace yourself – yes, Dancing! Dan has shown that businesses that participate in and give back to their communities will prosper. If you think dancing might be your avenue you can learn more at http://swingshiftandthestars-tc.com/ Whether dancing, painting or recycling, make sure you share your community involvement story with your customers and your fellow Forum members.
**Beautify and Protect Natural Wood Surfaces with New Log Home Stain and Enhanced Deckscapes® Waterborne Semi-Transparent Stain**

Designed for log home exteriors, **Log Home Stain** is a water-based formula that delivers a high-quality satin sheen and varnish-like finish for an appealing look and enhanced weathering characteristics. Requiring just **two** coats to achieve maximum performance, it offers the easy application and cleanup of a traditional water-based stain. Convenient in-store tinting and a four-hour recoat time allow many jobs to be completed in a **single** day. UV inhibitors help extend the life of the finish, so the sleek, satin sheen lasts for **years**. **Enhanced Deckscapes Waterborne Semi-Transparent Stain** provides durable protection for all exterior horizontal wood surfaces. With improved weathering similar to an oil-based stain, Deckscapes will wear away, rather than peel and blister, at the end of its life cycle. It can be applied on damp wood, so most jobs can be finished in a single day. Whether applying to new or weathered wood, Deckscapes penetrates deeply, giving properly prepared decks excellent protection from sun, mildew and premature weathering.

“**We know that consumers will enjoy the sleek look and extended life of these stains, while professionals will appreciate the premium performance and fast application. These products offer a significant advantage to contractors who seek time efficiency for projects and who are looking for reliable solutions to offer for log homes and decks,**”

said **Karl Schmitt**, vice president of marketing research and design, Sherwin-Williams.

---

**PDCA EXPO 2014 - A DIFFERENT TAKE ON TAKE-AWAY**

**Doug Imhoff**
imhoffpainting@msn.com

Today, everything in business is a moving target. There is no such thing as stasis; you’re either moving ahead or falling behind, and your competitors are moving the target. Never before has so much information and business improvement tech been so easily available to so many. Even for those active in **PDCA**, we who have the pulse of the industry and regularly attend events both in and proximate to our trade – the standard bearers – we too can have our table reset in a manner we’re unfamiliar with; this is healthy, and necessary. It can also be unpleasant.

**Question:** **PDCA Expo; how much can this event really change from one year to the next?** From 2013 in St. Louis to 2014 in Reno, the traditional format of the event was to a significant extent breeched — in deference to roundtable type sharing among the attendees, as opposed to top-down expert instruction & training. The significance of this subtle change was profound: insight and leadership was found not as much on the stage as it was sitting in the chair across the table from you. **Synergy** was really happening there. It was a rather successful trial run of a small-venue roundtable
format (like *Residential Forum Advanced Shop Talk*) introduced on a larger scale. The format invited participation and what made it exceptional was the involvement of a few new attendees and returning members whose contributions were like oxygen to a fire – I found it infectious.

The unpleasantness aspect: somebody gets into your psychic kitchen and starts banging pots around – *I hate that!*

**A short parable:** I have known one colleague for fifteen years – I’ve long considered him a close friend and a peerless mentor. Imagine my surprise to learn of his goal to sell his business in five years - *the gall!* Clearly he hasn’t thought about what vacuum would be left in his wake – to whom, for example, did he suppose I would complain after his departure from the scene? Absurd, of course, but in a sense it’s also true: The lesson the event instructs is one that often accompanies loss. It is the disruption of our private monologue. We all have one running a never ending cartoon bubble floating about our head from the beginning to the end it is life as we see it and as we assume it will continue to be, until it isn’t. Then we have to think about it in a different way.

We’re all about to get really busy once again. What would make the difference for me this season is a few phone calls over the next several months - *scheduled or not* – I’ll make them and hope to get them too. What’s the biggest challenge you face in the next three weeks? Someone’s beaten that monster already; you just need to know the moves.

**Same faces, new ideas?** Maybe. Sometimes a catalyst is required to make it really work, to achieve flow. And sometimes all it takes is a new face with a little bit different view, or an unusual path travelled to the same destination. The value of an individual business owner struggling over years to get something to work for her or himself is of little value to the group, until that person appears… and the environment is fertile, and *synergy* happens!

I find it remarkable when such private, personal conflict of one person can stimulate, enlighten and serve so many. A novel solution to a costly and persistent condition – how many of those does it take to make a trip worthwhile? Only one.

"The PDCA Expo; how much can this event really change from one year to the next?"
Avoiding Expensive Repairs

The most expensive part of your spray equipment service is the replacement of the piston rod and sleeve. This expense can normally be avoided if the painter has some knowledge of what causes the damage. We at Complete Spray Systems replace hundreds of rods and sleeves throughout the year, although only 20% of them are actually worn out. The majority of the replacements are caused by user error. Here are some things that can cause damage:

1. When the user continues to run the sprayer beyond the life of the packings. This causes pressure cuts in the piston rod and sleeve.

2. Not using the throat seal lubricants. This will create scratches in the rod and sleeve.

3. Not straining your paint. Spraying clean material is very important and extends your packing life.

4. Rock guards (inlet strainers) keep hard objects out of the sprayer that will damage the rods and sleeves. One pebble can cause major problems.

NEW WHITE SYNTHETIC SHELLAC PRIMER FROM SHERWIN-WILLIAMS

Remodelers, contractors and property managers can now achieve the coverage of a shellac primer with new White Synthetic Shellac from Sherwin-Williams. It performs consistent with shellac and provides the assurance they’ll have access to the product when they need it.

“The raw material required to manufacture shellac is in short supply. We have developed White Synthetic Shellac Primer to perform as well as shellac, with the assurance that the product is easily accessible,”

said Karl Schmitt, vice president of marketing research and design, Sherwin-Williams.

White Synthetic Shellac Primer is extremely effective in blocking the most resistant odors and stains including smoke damage, water stains, tannins and wood knots. It seals in damage caused by water leaks, pet odor, cigar smoke and similar problems in single-family homes or multi-family residential units. For easy finishing, White Synthetic Shellac Primer is compatible with a full range of latex topcoats and is ideal for restoration work.
Equipment Corner
by Complete Spray
www.completespray.com

Pressure VS Performance

If you want to get your job completed faster, just turn up the pressure on your airless sprayer. REALLY? ……
If this is your approach to faster production, please read on.

Here are a few things you can expect when you increase pressure:

Reduction in the life of your:
1. Packings
2. Gun
3. Tip
4. Clutch
5. Gas Engine

The paint not touching up
A painter spraying with too high of pressure changes the profile of the substrate. Overspray creates a rough texture to a previously smooth surface. Texture reduces sheen, which in many cases, causes touch up problems.

Using too much paint
Look on the floor. It’s all about transfer efficiency. High spraying pressure creates excessive overspray, wasting a lot of expensive paint. An airless sprayer is only about 60% efficient when operated correctly, so it’s easy to lose another 10% by cranking up the pressure.

Best performance
A contractor just needs enough pressure to atomize the coating. More gets you less! Most water based paints are atomized at about 2,000 PSI. The thinner the coating, the less pressure needed.

Bottom line
If you want more production, buy a larger tip. Your equipment will last longer, your job will look more professional, and the paint will touch up better.

It's a win – win!
Utilize Top Home Design Trends to Enhance Your Customers’ Space in 2014

With the right patterns and colors, the latest home design trends will keep your customers’ space looking fresh and fabulous in 2014. "Now more than ever, homeowners are willing to experiment with design," says Taniya Nayak, interior designer and DIY television personality.

"The new year is the perfect time to add character and personality with unique details, patterns and pops of color."

Here are some of the top home décor trends Nayak predicts will make a big impact in 2014:

**Painted Detail on Furniture Pieces**
A hot trend in 2014 is to bring flea-market furniture back to life with painted patterns and details. "Refurbishing old furniture pieces is a popular – and easy – look to achieve," says Nayak. "All you need is a little bit of paint and a lot of creativity."

This simple project is made much easier with new pre-cut, patterned painter’s tape. FrogTape® Shape Tape™ is available in three of the most on-trend patterns: chevron, wave and scallop. Before painting, simply apply the tape in the desired pattern on a hand-me-down or thrift store find to create a custom piece. Plus, since Shape Tape is treated with patented PaintBlock® Technology, you’ll create super-sharp lines and help prevent paint bleed.

**White Hot**
White is a mainstay in home design. It’s timeless, classic and extremely versatile. In 2014, try pairing white with different textures, like natural wood. You’ll create a unique focal point while highlighting other warm features in the room, as well. "Another method is to create contrast with white; use a single, bold accent color, like yellow, fuchsia or navy, to move your eye across the space."

Nayak recommends.
Masculine Meets Feminine

“Merging styles to make the entire family happy is not always easy,” says Nayak.

Instead of looking too rugged or too girly, a key trend in 2014 is to blend both masculine and feminine components into home design.

“Combining two styles doesn’t mean the end result will be safe or boring. There are a number of creative solutions that will satisfy everyone’s tastes while making an impressive design statement.”

Try painting a design on a wood floor. This technique allows the raw, masculine features of the wood to show through, while introducing a feminine overlay of patterns or colors. Popular patterns include quatrefoil, herringbone and modern floral designs. You are the Expert!

You are hired because you are viewed as the painting expert. Your customers may not always know what they want, so it’s important that you help them visualize what their space could look like. Staying on top of key trends and painting techniques helps position you as not only a painting expert, but a design expert as well, and this will give you credibility in your customers’ eyes.

And, suggesting design ideas not only for the room you were hired for may even get you an add-on job while you’re there!

Diane Walsh
dwalsh@shurtech.com
Giving Back Can Help Build Your Business
How Giving Back to the Community Can Help You Boost Your Bottom Line

Chances are if you’re like most business owners you’ve been asked to donate to worthy causes in your community, join the board of a non-profit organization or otherwise get involved with a group whose sole mission is to give back to the community. And while we all enjoy the good feeling that comes with helping others, it’s sometimes difficult to figure out where you’ll find the time — and money — to really get involved with your local charities.

What’s critical to understand is that your time spent in helping local non-profits can give your business a big boost while improving the quality of life in the community where you do business.

For several years I’ve chosen a charity each year and tried to donate my time and expertise to that organization. A few years ago my crew and I, along with a team of local volunteers, repainted the public spaces at the local Goodwill Inn homeless shelter in just a day. We were able to get the paint donated, round up a crew of enthusiastic volunteers and give the interior of the building a much needed facelift. To check out the project visit my YouTube channel: http://www.youtube.com/watch?v=yM3dfUCCiLA

This year I’ve had the opportunity to participate in a fundraiser on behalf of the local Habitat for Humanity called SwingShift and the Stars. Working with local dance teachers, six representatives of area charities perform publicly four times this year to raise funds for their favorite charitable organization. My goal is to raise at least $100,000 for our current Habitat project which will build a group of energy efficient homes on a long-vacant plot of land right in the middle of my hometown, Traverse City, Michigan.

Helping out gives you more than just a good feeling. It’s good business — whether you’re in a small town or a large city — and today there’s research to confirm just that. Sales Growth Linked to Corporate Giving

For years many business models suggested that corporate philanthropy would have a negative effect on corporate profits. But more recently research suggests that for some firms — especially those whose business depends heavily on customer perception as does our business — may actually see sales growth as a result of corporate giving.

Community generosity also reaps your benefits with employees. It shouldn’t come as a surprise that employees of companies that give back to the community are more proud of their employer and also more committed to that employer. Giving back to the community also is credited with creating a culture that helped Starbucks bounce back
from the lows it experienced in 2008. In a July 2010 interview *CEO Howard Schultz* talked with Harvard Business Review about how he led 10,000 Starbucks managers to New Orleans for a conference with community services. The Starbucks managers and executives helped several devastated New Orleans neighborhoods in the rebuilding process that followed Hurricane Katrina. The Starbucks team gave 54,000 hours. Schultz says that effort was a reinvestment in the company — a reinvestment in company values — that was critical to building back the company.

**Corporate Philanthropy Attracts Young Workers**

If you’re in a business that hires younger employees, there’s another bit of research that’s particularly significant that demonstrates how significant giving back to the community is to this important group.

The survey, done by Net Impact and Rutgers University, found that 65% of student respondents who are entering the job market expect to make a social and environmental impact through their work and 44% said they’d be willing to take a pay cut for a job that offered those opportunities. That same study also confirmed other findings that correlate volunteerism and job satisfaction. Accounting to the Net Impact/Rutgers study 45 percent of employees who volunteered with their company report themselves as “very satisfied” with their jobs compared to 30 percent of those who haven’t volunteered with the company.

**Picking a Non-Profit to Partner With**

Involvement with a local non-profit is a great way to help build your business profile and give back to the community where you do business. My advice is to choose an organization that you’re passionate about. For me that includes organizations that emphasize a hand up, not a hand out like Habitat for Humanity.

Since Habitat builds homes, there’s a natural tie there as a the owner of a painting company because I know a lot of other contractors who I can encourage to become involved in Habitat’s mission and purpose. It’s also an organization I can help fundraise for because I know the good it’s doing for both for our Habitat families and for the entire community.

If you want to add community involvement to your company’s mission, look around and see where there’s a need for help where you live. *Is affordable housing an issue? Does the school system need help?*

As you’re considering what you can do to help, you may want to write down a list of your business’ strengths and the skills you and your employees have to offer. And once you’ve begun involving yourself with a community organization don’t hesitate to tell people about it. We’re not talking about bragging, but rather letting your customers know how much you and your employees are giving back. It could make all the difference when a customer is choosing between hiring you or your competitor.

*Dan Brady*

dan@danbradypainting.com
2013-2014
BOARD OF DIRECTORS

Executive Director
Tony Kozak,
PDCA Residential Forum
63 Marne Rd., Buffalo, NY 14215
(716) 844-8174
tonykozak@pdcaresidentialforum.org

President
Scott Lollar,
Precision Painting &
Decorating Corp.
(630) 774-6581
scott@ppdpainting.com

Vice President
Mike Kelly,
Crestwood Painting
(816) 805-4515
mike@crestwoodpainting.com

Treasurer
Doug Imhoff,
Imhoff Painting, Inc.
(303) 650-0933
imhoffpainting@msn.com

Director
Mark Lane,
Rite Painting
(206) 412-9688
mark@ritepainting.com

Director
Dan Brady,
Dan Brady Painting & Restoration
(231) 943-0161
dan@danbradypainting.com

Director
Randy Fornoff
MTS Painting
(602) 397-6778
randy@mtspainting.com

Immediate Past President
Suhaiba Neill,
John Neill Painting
(610) 664-5555
sneill@johnneillpainting.com

Disclaimer -
While this newsletter is designed to provide accurate and authoritative information on subjects covered, the association is not engaged in rendering legal, accounting, or other professional or technical advice. Accordingly, the association cannot warrant the accuracy of the information contained in the newsletter and disclaims any and all liability, which may result from publication of or reliance on the information provided herein. If legal advice or other expert assistance or advice is required, the services of a competent, professional person should be sought.