From the President:
The Value of the PDCA Community

Where else can you gain this pertinent industry wisdom? Some executive networking groups can get you close, but I have found they are at a loss when it comes to industry intricacies we face as painters. We're a special breed!

Thinking back and recognizing the sum of knowledge gained from the many EXPO and Advanced Shop Talk conferences is hard to fathom. The annual stretching of the brain has kept me on track, got us through the recession, and helped us grow responsibly (i.e. profitably). One of the biggest lessons I have learned is that serving my employees along with my customers (very well I might add) is the backbone of being a great residential contractor. It has helped me develop my business ideology so that my company simply supplies the systems and processes to bring great painters together with great customers. Many times, I find it’s family helping family when all is right[eous].

But what I feel I missed most in New Orleans was the catching up with good friends and meeting new ones. It's all about relationships and respecting the value of each person you meet. So with great gratitude I thank all those who choose to share themselves within the painting community we call the PDCA.

Contract well,

Randy Fornoff
WE HAD A BLAST in New Orleans (despite the rainy weather) and for those of you who were unable to attend, here are a few Residential Forum highlights.

APC AND PIPP AWARD WINNERS

We are very proud to report that four of our members won awards for their expertise and excellence as residential painting contractors this year.

AWARD
RESIDENTIAL EXTERIOR.

Catchlight Painting, Nigel Costelloe for “The Osbourne House”

In the quintessentially New England town of Stow, MA, this classic New England 1820 colonial home and barn was plagued with faded, peeling and blistering paint. After a thorough inspection, Catchlight diagnosed trapped moisture as the issue and recommended removal of the remaining 200 year old coatings to bare wood to address the accumulated thickness and impermeability of the original paints. Catchlight spent over 250 hours removing the old lead based paint while the homeowner struggled with color choices before deciding to stay with the original color, in true Yankee tradition. Benjamin Moore Aura exterior paint was the coating of choice and the siding was fully primed with self-priming Aura before being finished with two Aura topcoats. A note from the homeowner once the project was completed was much appreciated by all those who helped restore this classic New England home. “Your work exceeded my expectations; we could not be more pleased with your service and the end result.”

PDCA NATIONAL EXPO RECAP

Top Job Award New York

Paint Track, Ray Rahni for “Briarcliff Manor”

An architect who had designed his own home wanted to bring back the former glory of the exterior after 10 years of weather and wear. The project was a challenge because the exterior siding, trim and decks were made of different substrates, had not been maintained, and each required different preparation, products and application methods.
Furthermore, the original bleaching oil and stains used when the house was built were no longer available on the market. The siding was made of soft-grained cedar, the windows and trim were mahogany, and the decks were Ipe.

We managed to find great 100% acrylic products by Messmer and Defy paint companies that offered the best protection and beauty. After power-washing the siding, trim and decks with environmental friendly Oxygen bleach, using a low-pressure setting to prevent damage to soft cedar siding, we sanded all trim and deck boards to bare wood using Festool sander and dust extractors to prevent the spread of dust. We hand sanded the old and new section of the siding to make sure the wood grains stayed in tack and applied a customized light coat of semi-transparent stain on the new section of the siding to make it look close to the old section. We then applied one coat of Messmer’s semitransparent stain using brush only on all of the siding. The siding color was exactly like the original and the wood grain still visible, which is what the homeowner had requested.
Once the interior was ready for paint, the crew worked efficiently and meticulously, following the instructions provided by the builder, interior designer and homeowners. There were numerous change orders throughout the duration of the project, but the work flowed seamlessly thanks to our highly experienced team of career craftsmen.

Benjamin Moore paints were used throughout the house on the ceiling, walls and trim. All of the trim was primed, sanded between coats and cleaned with tack rags, before two finish coats of Satin Impervo Oil were applied by brush. All areas that received stain were first treated with a surface conditioner before applying the stain, followed by two coats of wiping varnish, which were applied by hand to create a clean finish with no visible brush strokes. Other techniques, including Venetian Plaster, glazing, and hand stenciling were used as well to complete the project. All involved were not only thrilled with the finished product, but also the level of care and professionalism shown by the crew while working in the home.
EXPO Q & A
with Ray Rahni, Paint Track

Was this your first EXPO? What did you think?

No, but I think it was one of the better ones in terms of schedules of classes and topics. I attended EXPO in Charleston last year and think this year it was more interactive with panels and participation of the attendees.

What were your top 3 takeaways from the educational sessions?

- Social media has become way more important than other forms of marketing and advertising.
- It is essential for painting contractors to be connected to paint industry experts and suppliers to stay up to date with products and business changes.
- HR (Hiring the right employees) is more crucial to the bottom line of every painting business than any other process.

Did you discover a new and potentially game changing product or service at the trade show? How will you put it to use in your business this year?

I found about about some great new products from Zinsser and they already sent me some samples to try.

Do you have some fun photos to share from your time in New Orleans?

I did not have any fun. It was strictly work! (we’re not sure we believe you Ray 😁)

What are you excited about going into the Spring season? New tools, new strategies, etc.

Having a motivated team that feels part of the company and performs well with minimal supervision.
Letting Someone Else Tell Your Story to Branch into a New Market

Who’s the best person to tell prospective customers about how amazing your company is? It’s your past customers—but how do you share their good comments? One of the most effective tools I use for sharing information about jobs we’ve done is our customer newsletter. We feature “Customer Spotlights” frequently in our newsletter, which goes to past and prospective clients as well as friends and family.

Initially we talked about the different types of residential painting jobs we’ve done—everything from the “Painted Lady” Victorians that grace my hometown’s oldest streets to beach cottages. More recently, however we’ve begun focusing on commercial projects like churches and manufacturing plants. Since most of my newsletter subscribers are homeowners you might think that this change in focus doesn’t make a lot of sense, but I see it differently.

Many of the homes we’ve painted (including second homes) are for individuals who are either business owners or who hold “decision-maker” positions where they work.

These are the people I want to reach. When it’s time to repaint their business (or paint a new facility) I want my name to be prominent. That’s not going to happen if they see my business as strictly a residential painting company. Here are three things I focus on when promoting myself as a commercial painting company.

**Demonstrating the Breadth of What We Can Do**

By profiling commercial painting projects we demonstrate how we problem solve with our clients. For example, for a recent church project, the church’s director of maintenance talked with my newsletter editor about how he appreciated my crew’s ability to work with him. He named several situations when the crew had to be flexible including working around a funeral and working with the church to move mass between the day chapel and the church.

Church architecture can also be challenging, whether it’s an old or new building. The church we profiled is modern—built with lofting ceilings. To paint these areas we brought in a lift, which added an extra benefit for the church. While the lift was there the director of maintenance was able to bring in an electrician in the evenings to do some needed work that also required access via the lift. Once the project was complete he also shared with us how much he appreciated being able to get both jobs done with one equipment rental.
Keeping Production Going

Just because the painting crew moves in doesn’t mean business can come to a halt. When we profiled one of our industrial painting projects for a local manufacturing facility in a recent newsletter the process engineer who oversaw the project talked about their top three concerns:

1. That we could schedule the crew in a way that they could keep production flowing while we worked.
2. That we were safety conscious (this is a critical issue for industrial facilities).
3. That we would be able to color match with the existing paint colors.

By using quotes in my newsletter from the director of maintenance at the church and the process engineer charged with overseeing the painting project at the manufacturing facility, I was able to pass on information about how good a job my crew does in a way that’s more credible to the reader. Their quotes have a lot more impact than if I were to say “We were really flexible and helped the church work around scheduled events and also helped them cut costs with a lift” or “I made sure we observed the company’s production schedule, that we paid attention to safety, and we made sure all the colors matched.”

More About Color

Does it surprise you that color matching was high on the list of important services for an industrial facility? Color matching is just as important for commercial clients as it is for residential clients. Just as in a home, the colors of a commercial facility affect individual perceptions of the business and they can also affect productivity.

Each commercial project you do will have different color needs. Safety is a key issue in industrial facilities so you need to understand not only what colors they need on walls but how they need their safety markings painted. In retail businesses colors may reflect the businesses’ brand. For example, trendy stores will want to use trendy colors while other types of retail environments may choose relaxing colors that invite customers to linger and shop. Art galleries are known for painting walls white so that nothing conflicts with the customer’s focus on the art.

Color psychology is complex, and as all of us know our customers are heavily influenced by their individual taste and experiences. Bottom line on color? Be ready to help your commercial customer match colors if needed or provide them with a free hour of color consulting just as you would a residential customer.

Commercial jobs are also wonderful ways to keep your crew busy for an extended period of time — leaving you more time to line up future jobs and manage your business. Finding the decision makers who can help lead you to these commercial jobs is critical. Don’t pass up a valuable resource like your own past client list in reaching out and spreading the word that yes, your crew does commercial jobs and they do them well.

Oh, and if you’re not sending out a customer newsletter, I’d say it’s time that you gave it some serious consideration. More on that in a future issue of The Painter’s Rag...
Farewell to John Fattor

It’s hard to believe that this was truly John Fattor’s final PDCA EXPO as our favorite Wooster representative (no offense to the rest of the Wooster team). He has been an integral participant for years at both EXPO as well as AST, and more importantly a good friend to all. Here are some fun facts about John’s life and career over the years.

- John’s history with Wooster Brush began in 1980, when he and his father owned a paint sundries rep agency in Colorado that sold brushes and rollers.
- In 1993, John was hired to work directly for Wooster as the district manager for Texas and Oklahoma.
- In 2000, he changed territories to cover Maryland, Delaware, and southern New Jersey – Since 2009, John has been the Contractor Sales & Training Coordinator for Wooster.
- In addition to working for Wooster, John has worked as a caddie, built swimming pools, spent time in advertising, worked for The New York Times, and was an arbitrageur on both the American and New York stock exchanges.
- John is retiring to Winter Haven Florida with his wife, Sharon.

John, we all wish you nothing but the best as you settle into your new home in Florida. Your retirement has been well earned and well deserved, although we will miss your smile at events in the future.
Here are a couple of great leadership books that I have read several times that should be on your shelf or in your kindle library.

**Creating Magic**  
*By Lee Cockerell*

This book was written by the former leader of The Disney World resort in Orlando. This book tells you how Disney does everything at a world-class level. They do this by hiring the best people, empowering them, and recognizing them. If you have an employee centric company or would like to learn how to have a more employee-centered company, this is the book for you.

**How Successful People Lead**  
*By John Maxwell*

This book works you through the 5 levels of management and leadership. It shows you how to develop a leadership culture where everyone in your organization is a leader. The highest level of leadership is level 5. Level 5 leaders don’t operate with the idea of having followers do the work. A level 5 leader shows you how they spend their time developing other leaders to run their organizations.
AST 17
SAN DIEGO

Book Your Room Now

Call The Westgate Hotel directly at 1-800-522-1564 and ask for the special PDCA Residential Forum AST 17 Group rate of $170.
Or make your hotel reservations online.
Simply click on the following link to book your hotel reservations.

Book NOW

Hotel reservations must be received on or before 5 pm (Pacific Time), Wednesday, July 6, 2016.

Advanced Shop Talk
AST 17

July 29 & 30 2016

The Westgate Hotel
San Diego, CA

Save the date NOW and we’ll see you in sunny California this summer!
2016-2017 BOARD OF DIRECTORS

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

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

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

Treasurer
Jacque Kelly
Crestwood Painting
(816) 332-0092
jacque@crestwoodpainting.com

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

Director
Diane Walsh
ShurTech Brands
440-570-8514
dwalsh@shurtech.com

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

Premier Sponsors:

Benjamin Moore
For everything that matters.

SHERWIN WILLIAMS

Partner Sponsors:

ADVISORS ON TARGET

ShurTech Brands™

Supporter Sponsors:

WOOSTER improveit! 360

Purdy PROFESSIONAL PAINTING TOOLS

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.