FROM THE PRESIDENT

JUNE 2017

WHEN TO SAY No? OR Know!

As residential contractors, many times we have an uphill battle laid before us by past contracting failures causing poor customer attitudes against the contracting industry in general. When people get burned, they get extremely cautious, over-analyze, and even vindictive at times. I'd bet we've all seen it before, even before you learn the scope of work, you're getting challenged about past crappy work of contractors and/or painters. And at times, the ETHICAL and MORAL condemnations might start to roll and then you're stuck making excuses for failures of the industry.

Sometimes the paint complaints are just pointing out the natural evolution of an average paint job. We know coatings are sacrificial, and maybe what they "PAID FOR" is just due for a new paint job. I especially see this when home sellers have freshened up a home using any means or person they can find to do it. Or sometimes it's simply is a very bad paint job and they did get burned. Have you been called out to finish another painter's work after they had been kicked off the job? Cross your T's and dot your I's in that contract, because usually the expectations are high! And they've researched their many battles a lot by then.

Is this a customer to say "NO" to, with a gentle decline and bow out quickly? Or a customer to win over with grace, experience, and knowledge? I'm not sure how to effectively qualify customers such as these until I step into solving their problems and see how they respond, and that takes time, caring and knowledge.

This is "SALES2.0", which to my understanding, means the customer has tried to gain knowledge first, and THEN contact the bidders. This is in contrast to being the expert that brought them the information they needed to make their decision.

In the very few moments you have with a new client, how do you build enough trust with them to correct what they've learned from the home improvement shows, YouTube or Google? Or God-forbid a poorly trained paint store employee that was winging it trying to make a sale. Or even better, the know-it-all neighbor, or good-ole uncle Bert who painted back in college 50 years ago.

We are finding, more often than not, that we are tasked with reeducating what customers have previously learned. This is not only at the sales level, but at the Foreman level too. We constantly expose our sales people and crews to what's out there in all the different types of media. We don't want them to get BLIND-SIDED by the homeowner challenging them with the new gadget or great process they saw on TV. The modern craftsman has to explain why they do it the way they do, and have the confidence in the company's SOP's (Standard Operating Procedures). Even with the most pressing homeowner, especially the one sitting in the lawn chair watching you work!

Many times I wonder if clients don't feel guilt anymore while not paying fully or timely, because a previous contractor burned them so bad. It's a sad part of our industry, but there is great hope. We can, and you are, changing the perception by running an outstanding painting business. KEEP IT UP! The PDCA Residential Forum is here to help you do just that; raise the professionalism of the painting industry.

We do this by cultivating a common interest clan that honestly shares the ins & outs of business in conferences, articles, and by sharing resources we have found. I hope your company is sending at least one person to Advanced Shop Talk 18 in Cleveland this summer. We designed the content just for you, the residential painting contractor, for the purpose of improving your company in a condensed format. I promise, you'll come out a better person and a better businessperson.

KNOW your industry and EDUCATE the customer and your team, by staying educated yourself. Our personal knowledge and improvements are the ultimate obstacles in the growth of our companies. Your company cannot outgrow you. Your opportunity is only limited by you, not by your product or service, it's that simple.

Contract and serve well!
Thank You,
Randy Fornoff
randy@mtspainting.com
SAVED BY THE Clause

Good clauses will explain a situation in such a way that an average person might say “YEP, I GET IT - THAT SEEMS REASONABLE.” What should be avoided is language or tone that sounds like a “GOTCHA” or is overly legalistic - we are, after all, just painting. (Monthly finance charges for late payment? Sheesh...)

The language here (“WE/I UNDERSTAND THAT...IN THE EVENT THAT...”) comes from a presentation at PDCA Expo several years ago. Expo, like AST, continues to be a constant on my business calendar.

One of our first clauses came after this conversation:
“YES SIR, THERE IS A BIT OF A PATH IN YOUR GRASS - OUR PAINTERS HAVE BEEN CARRYING HEAVY EQUIPMENT MULTIPLE TIMES AROUND YOUR HOME FOR SEVERAL DAYS. HOW COULD IT BE OTHERWISE?”

PLANTS: WE/I UNDERSTAND THAT EXTERIOR PAINTING MEANS THERE MAY BE DAMAGE TO PLANTS OR SHRUBS. WE WILL ADVISE THE PAINTER TO STAKE OFF SPECIFIC PLANTS WITH CAUTION TAPE OR WILL ARRANGE FOR A NURSERY TO MOVE PLANTS.

The paint contractor shall not be responsible for damage to plants, shrubs or trees.

So you’re painting dining room walls and a 4’ slab of the old plaster ceiling drops to the floor.

You, of course, could not have known the plaster had gone soft from a years-long plumbing leak. While proximity does not imply causation, the customer is convinced that you will return their ceiling to pre-painting condition. In this case what you need is a GET OUT OF JAIL CARD (this straight from my lawyer’s keyboard):

In no event shall Crestwood Painting be held responsible or liable for damages occurring as a result of one or more condition(s) of the property that are not known or reasonably foreseeable at the time of work.

OK, this is one of those “Duh” clauses that we professionals assume - and we shouldn’t. Silicone happens, sure - but whose responsibility is it? If you’ve already started painting you have, for sure, taken responsibility for all surfaces to be painted. So you can’t tell the homeowner “I’LL PAINT X, BUT I CAN’T PAINT Y OR Z BECAUSE OF THIS CERTAIN CONDITION THAT I DIDN’T SEE.” As they say, “Dude, you own it.”

UNPAINTABLE SILICONE: WE/I UNDERSTAND THAT SILICONE SEALANT (CAULK) IS CONSIDERED AN UNPAINTABLE SURFACE AND THAT THE PAINTER SHALL NOT DETERMINE THE PRESENCE OF SILICONE SEALANT. IN THE EVENT THAT SILICONE SEALANT HAS PREVIOUSLY BEEN APPLIED THE PAINTER SHALL NOT BE RESPONSIBLE FOR DAMAGES OCCURRING AS A RESULT OF THIS CONDITION.

We had a pre-Christmas push from a remodeler we occasionally work with. We accommodated the schedule, painted kitchen cabinets and the very next day the homeowner moved in - and scratched our not-yet-cured paint. The experienced remodeler claimed he didn’t know paint had to cure.

UNCURED COATINGS: WE/I UNDERSTAND THAT NEW PAINT COATINGS REQUIRE CURE TIME (30 DAYS IS A GOOD RULE OF THUMB) TO DEVELOP FULL ADHESION AND DURABILITY. IN THE EVENT THAT UNCURSED COATINGS ARE DAMAGED THE PAINTER SHALL NOT BE RESPONSIBLE FOR REPAIR OF THE DAMAGED AREAS.

Most aluminum or wood storm windows cooperate pretty nicely - but some do not. It’s the exceptions that take unexpected time and can make a job go sideways. This clause sets the expectation that storms (or other attachments) will be the contractor’s responsibility to remove, but only up to a point. And yes, it’s quite important to DEFINE THAT POINT.

ATTACHMENTS: WE/I UNDERSTAND THAT SHUTTERS, SECURITY GRATES, STORM WINDOWS OR OTHER ATTACHMENTS WILL BE REMOVED FOR PAINTING BY THE PAINTER PROVIDED REMOVAL CAN BE DONE WITHOUT DAMAGE, WITH COMMON HAND TOOLS AND FROM THE EXTERIOR OF THE BUILDING. IN THE EVENT THAT REMOVAL CANNOT BE DONE WITHOUT DAMAGE OR WITH COMMON HAND TOOLS OR FROM THE EXTERIOR OF THE BUILDING THESE ATTACHMENTS WILL REMAIN IN PLACE AND MAY BE PAINTED AS ACCESS ALLOWS. THERE WILL BE NO ALLOWANCE OR REIMBURSEMENT FOR WORK NOT DONE BEHIND ATTACHMENTS.
I keep a list of clauses accumulated so far - some will never be used again but some keep popping up, revised with each new use. When you take the trouble to **define the work to be done** or **expected results** (“outside-facing flat surfaces of exterior trim only shall be power sanded to 100 grit . . .”) it just makes sense to hang on to those gems for future use.

Now, I know you lawyers out there will be having conniptions about some of these - **“that won’t hold up in court!”** This non-lawyer thinks that just having something in writing sets the tone and makes it unlikely that a homeowner will challenge on that matter. Since we incorporated a **trash clause** (Trash will be bagged and left on the premises for routine pickup) we’re just not asked to remove trash any more.

I’m looking forward to **AST** this year - it’s an exchange of professional wisdom that you’re just not going to get at the local level. If this will be your first **AST** I hope that you’ll let me know your own **favorite clause**. If we’ve met before I hope you’ll let me know where I’ve goofed. Either way, I’m certain we’ll both come away with better businesses.

By: Mike Kelly, Crestwood Painting
Lightening 
SPEED AHEAD

By Doug Imhoff, Imhoff Painting

Has Social Media now become PART & PARCEL of the web? Are You Keeping Up with the Lightning Speed of New Web-based Marketing? Sometimes I feel like I’m standing still and the world is racing on without me. Who are these people driving the tech machine forward?

THEY’RE US. We’re all in this bus, we’re driving it, riding in it and watching it whiz by all at the same time. It’s changing marketing — it has changed marketing — and we as business owners need to stay with it.

I remember when FACEBOOK was just a site to post food & pet photos, now it’s a revenue driving machine with innovative new marketing tools that come out regularly. I can foresee a day when we’ll be using it for family photo albums and digital diary — who knows what they’re thinking up in Menlo Park, it would probably BLOW OUR MINDS.

INSTAGRAM – have you used this tool to cultivate your brand or support other marketing initiatives? It’s easy, you can post the same thing here that you post on Facebook — in fact you can post them both at the same time because Instagram has a Facebook tie-in.

SNAPCHAT - no idea how this one is going to unfold but I’ve heard it’s something to keep an eye on. I’ve been playing with it for a year or so, with the kids and my out of state family members.

The point is that with marketing all we are doing is competing for attention, the old ways of getting it work less well every day — we’re changing as a market and as a people. Marketing tactics that used to be clever now just annoy us. Have you found companies who follow you around the web, annoying you with reminders about something you looked into a few weeks ago? That’s annoying. How about pop-ups or banners, totally annoying. A pox on them! I KNOW WHAT I WANT and where I’m going, leave me alone!

How does a business owner keep abreast of this stuff? Get teenagers and enslave them to your needs. If that doesn’t work, join a peer group or mastermind of other business owners. It’s the best way I’ve found to stay with it.

*Hear more from Doug at AST 18 where he will facilitate an open discussion on technology in the workplace.
The Science of Hiring

By Scott Lollar, Catchlight Painting

If you are anything like me, I have many areas of strength and expertise in the Painting Field but HR and Hiring does not make my top 10! But we still need to wear that hat unless you have someone in your organization that you can delegate that hat to. It is no different for us at Catchlight Painting and I thought I would share some of what helped us get better at this most important task.

The overlying theme is that we want to hire people that are a Cultural Fit for our Company. Why would that be so important? First of all, we have worked very hard to define and train to our culture. Allowing someone into our organization that is guaranteed to rock that boat will be disruptive to our existing team. It will also send a message that the culture we proclaim is actually negotiable when we are desperate and have failed to hold to our convictions during the hiring process. The other reason is we want everyone that works at Catchlight to be Genuinely Happy and Fulfilled. If they are not a cultural fit, they will inevitably be unhappy and either leave or get fired. The churn of bad candidates is costly to you and your team.

So with the help of Art Snarzyk of InnerView Advisors, we set out to create a process that would be in line with the results we desired. The process was made up of 3 MAIN STEPS:

1. Determine the key responsibilities.
2. Write an ad that addresses those key responsibilities and attributes clearly.
3. Develop an assessment to see if the candidate is in line with what we are looking for.
WHAT ARE THE KEY RESPONSIBILITIES AND ATTRIBUTES YOU WANT FOR THIS POSITION?
While this might seem obvious, it actually is not. While we clearly say we are hiring painters, what else is important?

- Leadership
- Communication Skills
- Attention to detail
- Rule follower
- Visionary
- Coachable
- Creative
- Traditional

These attributes will resonate with your ideal candidate and will draw them to your company if you create a picture of what they will be part of. If you are hiring for experience only, and they do not have the other characteristics you are looking for, there is a great chance you will have an unsuccessful hire.

WHAT ARE YOUR DIFFERENTIATORS?
What makes your company a unique place for a painter to utilize his/her skills? Just like differentiators for your customer, you should have differentiators for our prospective painters. Just look at Craigslist or Zip Recruiter under House Painters. The ads are pretty abysmal.

SOME OF OUR DIFFERENTIATORS ARE:
- Company Health Insurance
- Paid Time Off including maternity, paternity, and bereavement
- Company Retirement Contribution
- Uniforms
- Paid Training
- Overtime

While these might not be what you offer, I promise you have others and you will attract candidates that are looking for a company like yours if you TELL THEM ABOUT WHO YOU ARE.

- Family atmosphere
- Craftsmanship is rewarded
- Safety Training
- Regular Company Celebrations
- Tool allowance
- Company Vehicle
- Bonus Potential
- Coaching and Mentorship
- Opportunity for advancement
- Empathy
- Teamwork

I could go on and on. Notice I did not mention once any painting lingo, skills or attributes. But those attributes are what every ad is full of. Experience required. Service Area. Wage. And that is pretty much it. Your candidates fail because there is no synergy between what is important to you and what is important to them.

CANDIDATE ASSESSMENT
Have you ever wondered why you couldn’t just look into a crystal ball and see how this person will act after you hire them? I did too, so with Art’s expertise and tools, we created our own crystal ball. We created a Candidate Assessment that rolled up all of our benchmarked attributes into a survey that we give to candidates prior to them being offered a trial. The results of the assessment give us a glimpse of how a candidate will actually behave. Some of these items are not deal breakers but some are. And it also give us a chance to understand better how to interact and coach a candidate once they are hired.

To get a better idea of the process, check out the PDCA Podcast that Art and I did about this subject. SCIENCE OF HIRING

And then join us at AST where I will talk more about hiring rock stars and Art Snarzyk will take a deeper dive into how to use assessments and DISC profiles to hire a better team.
Expertise and skill gets you clients. We all know that. But the big question is how do you demonstrate that expertise to a larger audience than those individuals who can see your work at a job site?

That used to be difficult, but today’s technology makes it much easier to show people what you and your crew can do.

Since 2012 I’ve been doing a weekly series called ReVibe on local television. Because I live in a small media market, that’s been very affordable for me. But even if you’re in a large market where television opportunities may be very expensive, today’s technology lets you showcase your skills and that of your team online to a global audience -- and at very little cost.

With ReVibe I get weekly visibility for my business even though we don’t actively promote what we do on the ReVibe segments. We shoot them mainly at our local Habitat for Humanity ReStore with the goal of promoting the ReStore. And like I discussed in an article earlier this year, charitable giving can help you build your business.

So, how do I display expertise for my business while promoting charity? ReVibe was designed to show people how they could take ReStore finds and make them into useful items for their home.

In helping do that on camera I’ve had the opportunity to show off my skills in painting and staining by working on raw wood, on furniture that’s for sale at the ReStore and on deck staining. Working on ReVibe has also given me the opportunity to also showcase my knowledge and skills in their more unique projects including:
Saving money but using Breakthrough paint from PPG to cover dated looking tile in a bathroom. Taking that advice saved a young couple several thousand dollars and all the mess of demolition and reconstruction. To view the segment go HERE

Using reclaimed wood for the top while using used kitchen cabinets for the base. I demonstrated staining the reclaimed wood and showed a finished table with the kitchen cabinet base – newly painted and distressed of course. To see this segment check it out HERE

Turning an old entertainment center into a bar using some specialized products that were developed to help expedite the furniture restoration process. You can view this segment HERE

Making Video Work for Your Area
By now I’m sure you’re thinking “That’s fine but I live and work in a large city where costs are high. I can’t afford TV time.”

That’s where technology and the internet can help you level the playing field. With YouTube, Facebook and Instagram you can use video to reach your audience online. And the ability to record video is only as far away as your smartphone.

Outlets for your videos include Facebook and YouTube along with several others. Facebook and YouTube are the most watched so you may want to focus your efforts there.

If You Build It...
It’s not enough to do the video. You have to put it where anyone who is interested can view it. And then you have to let people know it’s there with Facebook posts, shout outs in your client newsletter, and any other type of promotion you use to reach customers. Routinely I spread the word about the show through Facebook and my newsletter to customers – I definitely want to make sure my best customers see what we’ve been doing.

A great way to expand the reach of your video is to post it on Facebook then use Facebook ads to reach a much larger audience. You can focus the ad on any age range of adults and you can target it to the area you want to reach. Because Facebook owns Instagram you can use the same video in an Instagram ad without uploading it again. Keep in mind that Facebook has broad reach while Instagram is best for ages 35 – 54. Costs are as little as a dollar a day.

Video is one more way to reach customers and reach them effectively. We’re in a business that has a visual result so it makes sense to use technology to create visuals that will showcase our skills and abilities to the widest audience we can reach.

There are lots of good reasons to use video. Visuals reach the brain faster than text - way, way faster – and our brains process images faster than information that’s text based or presented verbally. I’m not saying that content isn’t important – it is. But delivering that content visually is an extremely effective way to get your message across.

As our world speeds up our attention spans decrease so keep your messages short and snappy. Even watching video online people are impatient so think about information you can give out in snippets – small bits of information or demonstrations of technique that people can go back to and watch as much – or as little – as they want to.
**Editor’s Note:**

Suhaiba Neill  
John Neill Painting

“WHO WANTS TO GO TO CLEVELAND?”

I’m sure that’s what many of you thought when you first heard about the location for **AST 18** (*with no offense to Sherwin Williams, ShurTech, the Cavaliers, and all of the lovely people that call Cleveland home*). Let me tell you a short story though that might make the trip sound more appealing. I skipped EXPO this year, and had several “**LEGITIMATE**” reasons to do so.

#1 – I had just been in San Diego for **AST 17** in July.  
#2 – I truly detest the cross-country flight from my hometown (Philadelphia) and detest the return flight even more.  
#3 – I’ve been to San Diego once a year every year for the past ten years, so it had lost the excitement that comes with visiting a new place (*no offense Linnea*).

I was encouraged a few weeks beforehand by several colleagues to book a last minute ticket and make the trip anyway, but I used being “**TOO BUSY**” with stuff at work and home to pull the trigger. Here’s the kicker though, within that first week after EXPO and checking back in with those who did attend, I regretted not going. And as the months wore on, I regretted it even more. Despite all of my “**REASONS**” and “**EXCUSES**” for not making it happen, I realized what I had really missed out on was a priceless opportunity to connect in person with all of you — my peers. While each trip may seem to require tons of preparation to make sure your business will survive without you, the truth is, we only get to connect under the same roof twice a year, and just about six months apart each time. Emails and phone calls are great when you need some quick input or information on a specific topic or issue, but nothing can replace sitting down in a non-business setting with your peers and listening, learning and sharing. You end up having much deeper and more relaxed conversations that often lead to much bigger realizations about yourself and your business. You also end up having lots of fun (*if you choose the right crowd to share your meals with*) and giving your battery a much needed chance to recharge away from the chaos that is often our life at home.

So if you’re on the fence about making the trip to Cleveland this July, **TAKE MY ADVICE** and book it anyway. In all my years in PDCA, I have never heard anyone say they regretted attending **AST**. And if that wasn’t enough to convince you, how does a private Friday evening reception and tour of the Rock and Roll Hall of Fame sound? I hope to see you in July (*and in Texas as well for EXPO next year*).
PDCA RESIDENTIAL FORUM PRESENTS

AST

18th Annual

July 28-29, 2017

Cleveland

“CREATING A ROCK STAR COMPANY”

July 28-29, 2017

Hyatt Regency at the Arcade - Cleveland, Ohio

Conference Schedule

Thursday – July 27, 2017

3:00 pm - 5:00 pm  Registration Open
3:30 pm - 4:30 pm  Tour of Sherwin Williams Center of Excellence
7:00 pm - 9:00 pm  Welcome Reception
Welcome Reception
Sponsored by Benjamin Moore

Friday – July 28, 2017

7:00 am – 8:00 am  Continental Breakfast and Registration for AST 18
8:00 am – 8:15 am  Welcome and Opening
8:15 am – 9:00 am  Understanding Consumer Buying Habits
Jeff Winter, guest speaker
9:00 am – 9:30 am  Contractor Spotlight
The Journey of Process Improvement
Annie Newtown, presenter
9:30 am - 10:00 am  Refreshment Break
10:00 am - 10:30 am  Contractor Spotlight
RRP Records Inspection - The Resolution
Mike Kelly, presenter
10:30 am – 12:00 pm  Living Your Core Values
John Kahl, guest speaker
12:00 pm – 1:00 pm  Lunch
1:00 pm – 1:30 pm  Contractor Spotlight
Two Sides To Every Story
Matt & Sandra Bourgery, presenters
1:30 pm - 2:45 pm  Vendor Round Robin
2:45 pm – 3:15 pm  Refreshment Break

Saturday – July 29, 2017

7:00 am – 8:00 am  Continental Breakfast
8:00 am – 8:30 am  Awards and Election of Officers
8:30 am – 9:00 am  Contractor Spotlight
Networking that Delivers
Tom Lopatosky, presenter
9:00 am – 10:30 am  Hiring Rock Stars - Key Hires to Grow Your Business
Scott Lollar, presenter
10:30 am – 11:00 am  Refreshment Break
11:00 am – 11:30 am  Contractor Spotlight
Everybody Wants Me!!
Tom Vanderkolk, presenter
11:30 am – 12:15 pm  Technology in the Workplace
Art Snarzak, presenter
12:15 pm – 1:30 pm  Lunch
1:30 pm - 3:00 pm  DISC in Action
3:00 pm – 3:30 pm  Action Planning
3:30 pm – 4:00 pm  Conference Wrap Up

AST 18 Online Registration
Hotel Reservations
AST 18
ADVANCED SHOP TALK
“CREATING A ROCK STAR COMPANY”

Understanding Consumer Buying Habits - Jeff Winter, Vice President of Marketing, Sherwin Williams

In our opening session, Jeff will provide an overview of the current residential environment and trends, following the consumer journey, and how to develop long lasting customer relationships.

Jeff began his career with Sherwin-Williams as a management trainee in June, 1991. Since that time, he has held various positions within the company. Most recently, Jeff served as Director, Residential Repaint Marketing and now holds the position of Vice President, Residential Marketing.

The Journey of Process Improvement - Annie Newton

Annie Newton serves as CEO at 4 Seasons, Inc, a family owned business with two locations in Washington State. She has learned firsthand the importance of a streamlined and efficient operations system. Take a journey with Annie as she touches on the past, present and future of running a successful painting business.

RRP Records Inspection: The Resolution - Mike Kelly

Last year we heard from Mike about being reported to the EPA for lead paint violations. Now, get the complete update on how it turned out. Gain valuable insight into what can be expected, learn how to level the playing field with "non-compliant" contractors and see how to navigate this minefield and avoid common pitfalls.

Sheer, naive optimism propelled Mike into the painting profession. For 10 years Mike has been COO of Crestwood Painting in Kansas City. Not even the EPA has hampered his enthusiasm for continual growth.

Living Your Core Values - John Kahl, CEO ShurTech Brands

Learn from veteran CEO John Kahl, how core values serve as the rock solid foundation for ShurTech Brands and how they shape a company’s culture.

During his tenure as Chief Executive Officer (CEO), which began in 2001, John Kahl has guided ShurTech Brands, LLC, to incredible growth, innovation and brand recognition. He currently leads an executive team managing three distinct business units – DIY, Home Solutions and Office/Stationery – that are marketed primarily under the Duck®, FrogTape®, T-Rex®, and Painter’s Mate Green® brands.

Two Sides to Every Story - Matt & Sandra Bourgery

Matt and Sandra Bourgery purchased an existing painting and carpentry company in 2012, after careers in corporate America. Although running a small business has some similarities to the corporate world, they realized with freedom came struggle, and even strife. They will discuss the many unknown challenges they would face in the business and in their personal lives, and victories they would achieve over their first five years in business.

Vendor Round Robin
Facilitated by Tony Kozak

Spend a little time with each of our dedicated sponsor representatives (aka - our friends) to learn about new product offerings and share your insight as the end user. Our vendors need our support and input just as much as we need theirs to continue running successful businesses that service their customers (aka - you).
Working with Family Dynamics - Panel Discussion

In this panel discussion we will explore effective communication for team building in a family run business. Discussion to include:
* How to hold each other accountable in a family business
* Setting boundaries for positive growth of yourself and teammates
* Is your ego getting in the way of achieving business goals?

A Networking System That Delivers - Tom Lopatosky

We hear ALL the time of how instrumental networking can be for businesses, and the painting industry is no exception to this. How do you implement a networking strategy into a painting business that REALLY works though?? Tom will take us through the ins and outs of the system he’s developed that continues to produce results year after year.

Hiring Rock Stars: Key Hires to Grow your Business - Scott Lollar

In this session, Scott will review the stages of a painting business, the layers of overhead required at each stage, and the ultimate question of when to hire “roadies” vs. “rock stars” for successful growth. Questions to be covered include:
- Where do you find them?
- How do you manage them?
- What do you need to do to prepare for a smooth integration?
- How much will I need to spend?
- What are the risks and rewards?
- What is essential to ensuring their success?

Scott Lollar is the Director of Operations at Catchlight Painting in Boston. With 30 years in the industry, he has many insights on where you are, who you need, and how to get them.

Everybody Wants Me and Why it’s Killing Me! - Tom Van Der Kolk

Business Growth is exciting until you realize the thing has turned into a monster that sucks cash, energy, and time. Tom will share some real life experiences that enabled him to rise above the everyday challenges of a growing business and inspire others with courage to press on. Learn how Tom used training and effective delegation inspired by what he calls the “Practice of Excellence” to move beyond the fierce demands of sales reps, vendors, clients, and employees, and still have the capacity to reach for more without it killing him.

Technology in the Workplace - Doug Imhoff

Doug will kick things off with a demonstration on using Facebook Live videos in the field to enhance your online presence before opening the floor for discussion on other ways we have used technology to our advantage in both the office and the field.

DISC in Action - Art Snarzyk

In this interactive final session, Art will take us through the four DISC profiles with the help of a few fellow Residential Forum members. Together they will illustrate how to get better business results using behavioral science when dealing with both customers as well as employees.

In management and hiring since 1996 and owner of a successful painting company for 9 years, Art knows first-hand the hassle, expense, and headache of trying to hire and develop quality employees. Through his consulting company, InnerView Advisors, Art uses behavioral science to help managers and business owners become better versions of themselves and help them find workers who naturally fit their work.

“Action always beats intention.”

We will dedicate the end of each day to action planning.
### REGISTRATION COSTS
(includes all materials, breakfast, lunch and snacks)

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| PDCA Residential Forum Membership - Join Today! | $100 |

**TOTAL DUE**

**PAYMENT OPTIONS**

To register online and pay with a credit card go to:

**AST 18 Online Registration**

To pay by credit card, fax completed form to Tony Kozak at:
(716) 844-8174

To pay with check make check payable to PDCA Residential Forum and mail payment and registration form to:

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**Hotel Reservations:**

Call the Hyatt Regency Hotel directly at **1-888-591-1234** and ask for the special **PDCA Annual AST Conference Group rate of $155**. Or make your hotel reservations online. Simply click on the link. **Reservations**

**Hotel reservations must be received on or before 5 pm (Eastern Time), Wednesday, July 5, 2017.**

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**Questions?** Please call the Residential Forum office at **(716) 844-8174** or email **tonykozak@pdcareidentialforum.org**