

**Mimi Makar**

**From:** Mimi Makar [lincolnstatepdca@sbcglobal.net]  
**Sent:** Tuesday, February 05, 2008 1:56 PM  
**To:** lincolnstatepdca@sbcglobal.net  
**Subject:** News from Lincoln State PDCA



## Lincoln State PDCA Newsletter

### *Brush Strokes*

February, 2008

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**Dear Mimi,**

We have some great news for you this month - an informative February program to increase your bottom line, an educational seminar featuring Linnea Blair, new on-line courses and more!

Also, feel free to forward this email to prospective members - make sure to point out the coupon at the bottom of this email!

**FEBRUARY MEMBERSHIP MEETING**

You are invited to the February Membership Meeting of Lincoln State PDCA! PLEASE RSVP to the PDCA Office, 847-298-9796 or via email [lincolnstatepdca@sbcglobal.net](mailto:lincolnstatepdca@sbcglobal.net).

## Improve Your Bottom Line -

## DIVERSIFY YOUR PAINTING BUSINESS

Wednesday, February 13, 2008 6:30 p.m. (Networking  
@ 6:00 p.m.)

**Crave Restaurant**

## **1204 W. Rand Rd. Arlington Heights**

In today's economy, it is harder and harder to increase your bottom line. Hear from three LSCPDCA members who chose to diversify their painting businesses into other areas-remodeling, duct cleaning, etc.

Learn why they did it, how they did it, what capital investments were made, what business structure changes were made, how knowledge was obtained, and what effect it has had on their bottom line.

PDCA Educational Series Presents:

### **TUNE UP YOUR CONTRACTING BUSINESS**

#### ***Budget Your Profit ~ Market For Profit***

Featuring Linnea Blair of Advisors On Target

SAVE THE DATE!!

Saturday, April 19  
8:00 a.m.-4:00 p.m.

More info to follow!

#### **PDCA Announces New Online Courses**

The Rohm and Haas Paint Quality Institute has teamed up with PDCA's Contractor College Program to offer eight on-line technical courses!

- Paint and its Ingredients
  - Interior Paints
- Interior Surface Preparation
  - Exterior Paints
- Exterior Surface Preparation
  - Color and Decorating
  - Applications Tools
  - Painting Safety

These courses apply toward accreditation study hours. For more info, visit <http://train.pdca.org/>

LSC PDCA Member Awarded Two Distinctions at PACE

On January 28, 2008, Mario Guertin, President of Painting in Partnership, Inc. received the Liddeke Distinguished Service Award, offered annually by the Painting and Decorating Contractors of America (PDCA). The award is named for Mr. Richard Liddeke, a former President of PDCA, who passed away in 2007. Mr. Liddeke was known for his vision, generosity and selfless service to PDCA. The award is given to honor a member whose service and work on behalf of the organization is so recognized. Guertin had this to say about receiving this award: "I have found that, in the service of others, you discover who you are, and when you involve yourself in a community, you can positively impact the lives of others. My involvement in PDCA has meant the world to me."

Mario's company, Painting in Partnership, Inc., a Palatine-based painting company, was also awarded the 2008 National Residential Exterior Award. This and other awards were presented in Los Angeles at the annual PDCA Convention on January 28, 2008. The awards showcase and honor outstanding craftsmanship.

The winning entry was called "The Lyon Project," a treasured Craftsman style house located in Arlington Heights. The project not only called for a 5-color repaint, but also the development of an entirely new color scheme and design concept. The Lyon's had this to say about their experience: "Once the house was finished, we have seen cars stop in the middle of the street to take pictures. Several neighbors, who also have Craftsman style homes, have thanked us for bringing the house to life. Others have expressed their appreciation for keeping the color scheme true to the period. Painting in Partnership encouraged us to stretch with some bold choices and we trusted their experience, and now have a "masterpiece'."

Hope to see you at the February meeting - and don't forget to save April 19 for the education seminar!

Sincerely,

Mimi Makar, Executive Director  
Lincoln State PDCA

## A FREE MEAL

Are you a prospective member thinking about joining LSC PDCA? If you have never been to an LSC PDCA meeting before, bring a copy of this printout to the February membership meeting and your meal will be on us (excludes alcohol).

Offer Expires: February 13, 2008

[Forward email](#)

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