

Mimi Makar

From: Mimi Makar [lincolnstatepdca@sbcglobal.net]
Sent: Wednesday, March 05, 2008 1:41 PM
To: lincolnstatepdca@sbcglobal.net
Subject: News from Lincoln State PDCA



Lincoln State PDCA Newsletter

Brush Strokes

March, 2008

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Dear Mimi,

Have you ever wanted to use your skills to have an effect on an entire industry? Well, this is your chance! Members from PDCA's Craftsmanship Program will lead members in the process to create a Craftsmanship Operating Procedure on March 12.

We also have all the details for our upcoming "TUNE UP YOUR CONTRACTING BUSINESS" seminar. Please send this info to other contractors (any trade) you know - it will be a great day-long seminar on marketing and budgeting for profit featuring Linnea Blair and Richard Bright!

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

MARCH MEMBERSHIP MEETING

You are invited to the March Membership Meeting of Lincoln State PDCA! PLEASE RSVP to the PDCA Office, 847-298-9796 or via email lincolnstatepdca@sbcglobal.net.

**Be a Part of Setting the Standards
for the Industry-**

Wednesday, March 12, 2008 6:30 p.m. (Networking @
6:00 p.m.)

**Crave Restaurant
1204 W. Rand Rd.
Arlington Heights**

Have your input used by the entire painting industry! At this meeting, attendees will create a Craftsmanship Operating Procedure for prepping a wood louvered shutter.

What is a COP and why does it matter to me?

In the Painting and Decorating Industry, there is a lack of standard/benchmark by which to identify which painters have achieved the highest level of competence within their profession. Everybody who holds a brush can call themselves a "painter". This condition creates the following problems:

1. It lowers the status of our profession in the market place.
2. It cripples our "career appeal" in the job market
3. It handicaps the training of painters in our companies, because of the lack of a clear picture of what the end product is supposed to look like.

The COP created will list the tools, materials and equipment needed, safety concerns, appearance standards, as well as production rate. The COP can be tailored to each company's own brand of craftsmanship and modified accordingly. COPs can then be used as a training vehicle within one's own company, thereby resulting in the standardization of the procedures to execute any given task in the painting realm.

PRO SHOW TIME IS HERE!

"Be A Better Pro"
Benjamin Moore
Thursday, March 6, 2008
Stevens Convention Center
Rosemont

"Main Event"
Sherwin Williams
Thursday, March 13, 2008
Hawthorn Race Course
Cicero

Contact your local reps and/or stores for registration info!

TUNE UP YOUR CONTRACTING BUSINESS!!!

BUDGET FOR PROFIT

MARKET FOR PROFIT

Saturday, April 19, 2008

8:00 a.m.-4:00 p.m.
Triton College
River Grove, Illinois

Featuring
Linnea Blair of
Advisors on Target
&
Richard Bright of
Bright Concepts, Inc.

Sponsored by Sherwin Williams

YOU WILL LEAVE THIS SEMINAR WITH:

- A sample **BUDGET** to use for your company, including suggested percentages for each line item.
- A sample **MARKETING CALENDAR** to implement in your business.
- A sample **POLICY MANUAL** to use in your company-a \$250 value!!

Your contracting business runs like an automobile-if one part isn't running well, your business may still run, just not as efficiently or smoothly. It's necessary to stop and give your business a "tune up".

This seminar focuses on two key areas of your business: **BUDGETING** and **MARKETING** for profit.

Know what your profit is *before the year even begins!* You will leave with a sample budget that you can take back to your business and simply plug in your own numbers!

Marketing for profit is just as important. Learn how to target your marketing, regardless of the size of your business. You will leave with a sample marketing calendar that you can take back to your business and simply plug in your own details.

REGISTRATION COSTS

PDCA Members:

EARLY BIRD: **\$107.00 per person**
Before April 1, 2008

\$127.00 after April 1, 2008

Non-Members*:

**EARLY BIRD: \$127.00 per person
Before April 1, 2008**

\$147.00 after April 1, 2008

***LSCPDCa will apply \$127 towards membership dues for attending non-members who submit their application to Lincoln State PDCA within 15 days of the seminar.**

Watch your mail for registration forms. Forms will also be available at select Sherwin Williams and Epco Stores.

PDCA ANNOUNCES NEW INDUSTRY STANDARD

PDCA is pleased to announce that the PDCA Board of Directors has approved a new PDCA Industry Standard, P17-08, at its Annual Board of Director's meeting held in Los Angeles, California on January 26, 2008.

One of the most important roles PDCA plays in the paint and coatings industry is in the area of Industry Standards development. The new **PDCA Industry Standard P17-08** is entitled, "**Field Painting of Smooth Faced Tilt-Up Concrete.**" The purpose of this newest Industry Standard is to assign responsibilities to the various entities involved when smooth faced tilt-up concrete is field painted.

PDCA is committed to education and training, and great emphasis is placed on understanding the importance of how to use each Industry Standard. PDCA also encourages the use of PDCA Industry Standards in all contractor work. By implementing Industry Standards, both in contracts and in practical applications, a clear differentiation is created between a professional contractor and all others. Using these Industry Standards serves the interests of consumers and contractors alike.

PDCA now boasts 17 Industry Standards, which are all available for download on the PDCA Member's Only area at www.pdca.org. All subscribers to the PDCA Industry Standards Presentation Binder will receive the new printed standard plus a CD Rom.

The Standards Binder is a must for all painting contractors, architects, design pros, and general contractors. The binder includes the recently updated printed version and electronic version on CD Rom, *Guidelines for a Successful Construction Project*, and the *New MPI Glossary of Paint Terms Manual*, all in a PDCA three ring binder for easy access. You may order the binder on-line at www.pdca.org or call the PDCA Publications department at 800-332-7322 x 227.

PDCA GOES HOLLYWOOD!

PACE 2008 was in Los Angeles, the movie capital of the world, so what better time to introduce PDCA's very own Hollywood Star and PDCA's on-camera spokesman for painting and decorating contractors.

Mike Connor, owner of Northern Painters, volunteered to appear on camera on behalf of PDCA. PDCA entered into an agreement with **Designing Spaces** (HGTV) to film a four (4) minute segment for the show on "How to Hire a Paint Contractor."

PDCA's objective was very clear: promote PDCA and PDCA Accreditation, painting is a craft and profession and not all painting and decorating contractors are equal

(especially those that do not support PDCA through company membership).

The segment was shot in Southern Florida, with the help of a local PDCA Contractor, Tom Waldo owner of Bell Painting. The shoot went exceptionally well and all PDCA members will be impressed with Mike, Tom's crew and the final content.

Hope to see you at the March meeting - and don't forget to watch your mail for registration info for the 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: March 12, 2008

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