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Brush Strokes



Newsletter from Lincoln State PDCA

March, 2011

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AMERICAN PAINTING CONTRACTOR

TRAINING DAYS

Chicago, IL

March 22, 2011 - (A FREE Event!)

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[APC Training Day](#) is a FREE one-day, education-packed American Painting Contractor seminar, co-presented with PDCA, that delivers the practical painting-specific information you need:

- Guerilla Marketing for Contractors - Break-Through Exposure without Breaking the Bank
 - An overview on the advances in antimicrobial mold and mildew-proof primers, paints, wallcovering installation systems, waterproofing coatings and remediation cleaners.
 - Honest talk about green trends that are worth your time and your investment
 - Supplier access-get the opportunity to speak one-on-one with the industry's top manufacturers
- It's a seminar created specifically for you-from the efficient schedule to the highly relevant, content-rich sessions-in a city near you. No need to travel across the country. Get the information you need and want without sacrificing a lot of time away from your business-and free food and gifts too!

Breakfast and lunch are included in your FREE - and you even get FREE gifts from our sponsor! You'll have access to high-level education, the latest in product and industry information, and direct access to suppliers. You'll even have the opportunity to take part in focus groups and give feedback directly to the manufacturers of some of your favorite (and least favorite) products.

Reserve your spot today! Visit the website at

www.apctrainingday.com

to confirm your seat!

But hurry, this free offer is on a first-come, first-served basis!

The agenda includes:

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Holiday
Grove
1000 B
Road.

8:00 AM Continental Breakfast

8:30 AM *Welcome* 9:00 AM Estimating
Proper Estimating and Pricing Techniques

10:00 AM..... Pro's Guide to Priming (Presented by: Frank Glowacki, Director of Marketing, Zinsser Primers) Provides an overview of the key reasons to apply a primer to every surface before painting a topcoat. Surface preparation, typical primer applications, stain-blocking and functionally specific primers are discussed.

11:00 AM..... Contractor Focus Groups (Wood Finishing, Airless, Surface Prep, or Safety)

12:00 PM *Lunch* 1:00 PM Renovation, Repair and Painting Rule (Presented by Randy Fornoff MTS Painting)An intro to the EPA's to the RRP Rule that regulates the disturbance of lead-based and presumed lead-based paint in construction before 1978. Attendees are brought up to speed on this changing, often confusing regulation and learn how this rule affects how they do business.

2:00 PM..... Green Paint That's Worth Your Time

3:00 PM..... *Training Day Dismissal*

Reserve your spot today! Visit www.apctrainingday.com to confirm your seat. You can also call Adrienne Knox at 1-800-223-1797, ext. 225 or via email ataknox@briefingsmediagroup.com.

But hurry, this FREE offer is on a first-come, first-served basis!

2011 Wisconsin PDCA Convention & Trade Show March 25-26, 2011 Madison Concourse Hotel, Madison, WI

Tour Forest Products Labs, attend seminars on Stains, attend the trade show and product demonstrations at Wisconsin PDCA's annual Convention. It's just a short drive away in Madison. Cost is \$175 for the first member from a company and \$100 additional full registrations from the same company (\$50 for spouses).

Please contact Barbara Chmielewski at 414-331-4226 or bchmielewski@wi.rr.com for registration information!

End your promotion with a kick -- consider a postscript to reinforce one of the key product or service benefits.

Sincerely,

Mimi Altman
Executive Director
Lincoln State PDCA

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