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# Brush Strokes



Newsletter from Lincoln State PDCA

March, 2011

## In This Issue

April Monthly Meeting  
March Monthly Meeting  
APC Training Day

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**LSCPDC  
A Monthly  
Meeting  
Wednesday,  
April 13, 2011  
6:00 p.m.**

## Postcard Mailing Made Easy!

Save the date! Location is at the Holiday Inn Elk Grove Village, 1000 Busse Road.

**LSCPDC Monthly Meeting  
Wednesday, Mar. 9, 2011  
6:00 p.m.**

## Blueprint Estimating

Learn the basics of blueprint estimating from Rick Maness of Blueprint Estimating. Rick will bring his 25 years' experience to teach you the basics, plus the 5 mistakes painters make when estimating from blueprints. He will also give a demonstration of estimating with ON Center Software using electronic blueprints.

This meeting counts for 1 credit for Contractor College.

**SAVE THE DATE! 2011 PDCA  
Craftsmanship Conference**

**SEPTEMBER 16 AND 17, 2011  
GLESSNER HOUSE, 1800 S. PRAIRIE, CHICAGO IL**

*The PDCA Craftsmanship Forum is pleased to invite you to attend our 10<sup>th</sup> Annual Craftsmanship Conference*

**BE INSPIRED, ENHANCED and INNOVATIVE** by discovering exceptional Craftsmanship with technical instruction on unique materials, techniques, tools and applications that may present new business opportunities for you.

The program is packed with engaging educational workshops that will enhance your industry leadership as a

[Craftsmanship-Oriented Company.](#)

For more information, please visit  
[www.pdcamasterpainter.com](http://www.pdcamasterpainter.com) or call 630-212-4586.

All attendees will receive 12 Contractor College credits for  
PDCA Accreditation.



**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.

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**Reserve your spot today! Visit the website at [www.apctrainingday.com](http://www.apctrainingday.com) to confirm your seat!  
But hurry, this free offer is on a first-come, first-served basis!**

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The agenda includes:

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

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**Reserve your spot today! Visit [www.apctrainingday.com](http://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](mailto:ataknox@briefingsmediagroup.com).**

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



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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