

**Mimi Makar**

**From:** Mimi Makar [lincolnstatepdca@sbcglobal.net]  
**Sent:** Wednesday, May 07, 2008 2:35 PM  
**To:** lincolnstatepdca@sbcglobal.net  
**Subject:** News from Lincoln State PDCA



# Lincoln State PDCA Newsletter

## *Brush Strokes*

May, 2008

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**LSCPDCA Leads Country with NINE Accredited Contractors!**

Dear Mimi,

This month we WIRE OUR BUSINESS FOR SUCCESS for our May Meeting on May 14, 2008. (See details below.)

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

HOPE TO SEE YOU AT THE MAY MEETING!

## **MAY MEMBERSHIP MEETING**

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

## **WIRE YOUR BUSINESS FOR SUCCESS**

Wednesday, May 14, 2008 6:30 p.m. (Networking @ 6:00 p.m.)

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



LSCPDCA Accredited Painting Contractors

Manion

Decorating

[www.bobmanion.com](http://www.bobmanion.com)

## Arlington Heights

P&M Painting Co.  
[paintsomething@hotmail.com](mailto:paintsomething@hotmail.com)

Painting In Partnership, Inc.  
[www.paintpartner.com](http://www.paintpartner.com)

Pete The Painter, Inc.  
[www.petethepainter.com](http://www.petethepainter.com)

Pro/Craft Painting &  
 Contracting, Inc.  
[www.pccontracting.com](http://www.pccontracting.com)

M.V.P. Decorating, Inc.  
[www.mvpdec.com](http://www.mvpdec.com)

Bill Schneeberger Painting &  
 Decorating, LLC  
[www.BillSchneeberger.com](http://www.BillSchneeberger.com)

Precision Painting & Decorating  
[www.ppdpainting.com](http://www.ppdpainting.com)

Professional Painters  
[bolanase@aol.com](mailto:bolanase@aol.com)

### Quick Links

[Lincoln State PDCA](#)

[PDCA National Website](#)

[PDCA's Accreditation Home Page](#)

[Join Our Mailing List!](#)

**May's meeting will be a roundtable discussion on "wiring your business for success".**

**First, all businesses need a direction in order to be a success. The foundation to that is a Mission Statement that is a clear representation of your company's reason for existence.**

**Next, you need to pre-qualify your customers so that you don't fall into the many traps that are out there- problem clients, participation in bidding wars, etc.**

**Then, there are several programs that PDCA offers to help build on your success. One of those is Accreditation and if you are going through the process or even thinking about it, we will have a separate portion of the meeting to help mentor you through!**

**If you already have any or all of the above, this is your chance to help build the industry by sharing your knowledge! Please come with any Mission Statements you have developed as well as how you pre-qualify your customers.**

## Employers Should Prepare for Continued Upswing in FLSA Lawsuits

As most employers know, the Fair Labor Standards Act ("FLSA") mandates that non-exempt employees get paid: 1) at least the federal minimum wage for all hours worked, and 2) overtime pay at time and one-half the regular rate of pay for hours worked over 40 in a workweek. What employers may not be aware of is the recent wave of FLSA legal actions. Usually, these claims allege misclassifications of employees as exempt under the FLSA, failure to properly calculate overtime pay, or failure to include compensable time in an employee's hours.

The spate of FLSA claims resulted from a perfect storm of related factors. First, the

Department of Labor (the "DOL") recently strengthened its enforcement efforts. For example, in fiscal year 2006, the DOL concluded 31,987 compliance actions and recovered more than \$171 million in back wages. In 2007, the DOL increased the pressure on employers, collecting \$220,613,703 in back wages, the most it has ever collected, and a 67 percent increase over its 2001 figure.

Second, a rash of private FLSA lawsuits have been filed over the last year. Employees may privately sue for back pay, liquidated damages, attorney's fees and court costs under the FLSA. Moreover, such actions can be brought individually or by groups of employees in collective or class actions. Actions involving multiple plaintiffs can be devastating to an employer and regularly settle for millions of dollars.

Third and finally, headlines touting these sizeable recoveries against larger employers have had a trickle-down effect. Indeed, plaintiffs' attorneys appear more prone to bring FLSA cases and to investigate whether such matters could become collective or class actions given these headlines. This raises the stakes even further.

Employers can, however, take steps to minimize the risk of liability under the FLSA and comparable state statutes. Specifically, employers should conduct FLSA audits and review their policies, job descriptions, and employee handbooks for FLSA compliance.

#### MEMBER BENEFIT: PDCA Members Receive FREE Business Web Page



An internet presence has become an integral and important element of most successful business operations. PDCA Contractor Members benefit with a free business web page. Use your web page address in all of your advertising and start benefiting from promotion of your business on the internet.

Share information about your company.

Display pictures of your work.

Link to your @PDCA-Pro e-mail address.

List your contact phone numbers.

Display your membership in PDCA.

How do I get my FREE business Web Page?

1. Put together information about your company. Use existing marketing pieces or gather the story a new. Make sure the information you gather includes the who, what, where, how long, and why about your company. The information you gather should be put into a proof read, final form. Remember, people are going to be reading the information. If it doesn't make sense or reads incomplete to you, it will read the same to your web page visitors. A good rule for proof reading is to use a second set of eyes - have someone else test read your story/information.
2. Type all of your information / story using a word processor or simple text editor such as Wordpad. Save your work as a 'text file' or MS Word format file. Save the file and be able to retrieve it again. If you are new to using computers, ask a friend to help.
3. Pictures on your web page are not necessary however the additon of one or two pictures adds a lot.

Gather one or two high quality photographs showing your work, your employee(s), your company vehicle(s), whatever says 'professional' in pictures. These should be in 'digital' format. Most photo processing companies offer inexpensive 'digital' format pictures on CD-rom along with printed photos. If getting photographs for your web page is a problem, a stock photo will be used when your page is built if you request it.

4. Go to the Members Only section of [www.pdca.org](http://www.pdca.org), click on "Internet Based Resources". Use the [Get a Member Web Page](#) send form to send your text file (or MS Word file) and up to two digital photos. If you want to use a stock photo, please make a note of it in the 'comments' section of the form. Press the submit button only once. Sending files (text or photo) takes time. Depending on your internet access speed, it may take several minutes. Once the files are transferred you will be taken to a thank you window

## PHOTOS WANTED FOR LSC PDCA WEBSITE!

We have been busy "remodeling" the Lincoln State PDCA website ([www.lincolnpdca.com](http://www.lincolnpdca.com)) to make it more consumer- and member-friendly. We are looking for before and after photos of jobs our members have done! Please email those to Bill Schneeberger at [snowmtn@sbcglobal.net](mailto:snowmtn@sbcglobal.net). Limit photos to your top one or two jobs. Photos will be placed in a "Gallery" area and will be rotated to other parts of the website. You must give us permission to use your photos in this way.

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: May 14, 2008

#### [Forward email](#)

#### **SafeUnsubscribe®**

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Lincoln State PDCA | 780 Lee St., Ste. 104A | Des Plaines | IL | 60016

Internal Virus Database is out-of-date.

Checked by AVG Free Edition.

Version: 7.5.516 / Virus Database: 269.20.7/1283 - Release Date: 2/16/2008 2:16 PM