



Brush Strokes



MARCH 1, 2007

Volume 3—Issue 1

Lincoln State Members Recently Recognized at National Convention, Within Industry

Two Lincoln State PDCA Members were recognized with awards at the recent PDCA National Convention held in Dallas, Texas and one has been recognized as a leader in the industry.

Mark Lewis, Immediate Past President of Lincoln State Council, was honored with the Distinguished Service Award. This is the highest award given by PDCA. Mark has been heavily involved with the Residential Forum and Bylaws Committee and dedicates a great amount of time to the furtherance of PDCA and its values.

Painting in Partnership swept the National Residential Picture it Painted Professionally (PIPP) Awards for mid-sized companies in both the

Residential Interior and Exterior categories.

Mario Guertin of Painting in Partnership, who was the Founding President of both the Schaumburg Chapter and Lincoln State Council, was also chosen as the Top Honoree for Residential Small Business in the 2007 *Who's Who in the Painting Industry*. The "Who's Who" was announced in the January-February issue of the *American Painting Contractor* magazine.

In addition, Painting in Partnership won the "Top Job Award" offered by *American Painting Contractor*. The project will be featured in the March-April issue to be released the last week of this month.

EPCO, Sherwin Williams Announces Dates for Pro Shows



Wednesday, 3/21/07

Evanston
Hoffman Estates
Northbrook
Mt. Prospect
Chicago-Harlem
Libertyville
McHenry
Algonquin

Wednesday, 4/11/07

Barrington
Glenview
Mundelein
Wilmette
Rolling Meadows
South Elgin
Gurnee
Chicago—Irving Park

Contact your closest store for more information!



Thursday, 3/22/07

Hawthorne Race Course

Contact your SW representative or store for more info!



A TIME TO SAY,
"Thanks!"

Ken Uchida, that smiling face that greeted you at Council and Chapter Meetings, has decided to return to the Indianapolis area, from where he has been commuting for several years, and has left the Council.

Ken always seemed to "be there" for the council with a joke and a welcoming presence. We'll miss him greatly and wish him the best in his new endeavors! THANKS KEN for everything you have done for Lincoln State!

You are invited to the monthly meeting of the

PDCA Lincoln State Council

Wednesday, March 14, 2007, 6:30 p.m. (Networking @ 6:00 p.m.)

Meeting Location: Crave Restaurant ~ 1204 W. Rand Road ~ Arlington Heights



Monthly Meetings Typically Feature:

- Informative Programs
- Beneficial Networking
- "Joker Jackpot" Raffle
- Associate Discounts/
Specials
- Dinner Give-Aways

Waterborne Paints and the Technology Behind Them

Technical representatives from Muralo, Benjamin Moore and Sherwin Williams will be present to discuss their products, how and why they work the way they do, and how to properly apply them.

There will be a panel discussion following the technical aspects answering your questions!

Lincoln State PDCA Office 847-298-9796 (ph) 847-297-7679 (f) LincolnStatePDCA@sbcglobal.net www.lincolnpdca.com

PDCA Launches New Industry Publication

PDCA made a major announcement at the PACE EXPO, by launching DECO, a brand new industry magazine.

Dr. Ian R. Horen, CEO of PDCA said "The new magazine will be very different than any other published in the painting trade marketplace. The PDCA magazine will be produced by members of this profession and for everyone in the industry. To a greater degree, articles will be written about what contractors need for their business, not what others think they need and want."

Why PDCA's Own Magazine?

Every trade association in every industry is there to represent its members and be their voice. To do this effectively you need a communication vehicle that can reach a significant percentage of the industry and also allows room for content that educates, motivates, and resonates with its audience. An industry magazine provides that mechanism.

PDCA's new magazine provides enough space for meaningful content, it allows us 100% control over the type of content, and it allows us

control and creativity in respect to theme/storyline and other industry perspectives. As an independent trade association representing the industry, we can now say we have a publication that is truly an unbiased industry magazine!

What about the competition?

It is true there are other publications in our space. However, no other publication is truly representative of the whole industry, unbiased and has access to the kind of data, trends and technical information that PDCA has. No other publication looks to its manufacturers and suppliers for significant content, creative input and allows participation on its editorial advisory board. Perhaps the most significant differentiation of DECO from all others is that it has a loyal affinity with its readers. It is the only magazine for PDCA members!

Today, PDCA represents the interests of over 5,000 owners and top-flight managers from more than 3,400 painting and decorating firms across the U.S. and Canada.

Upcoming Council Events



XIM Peel Bond™ Certification

Wednesday, April 11, 2007
6:00 p.m.—(Place TBD)

“When ordinary primers aren’t enough”...XIM is perfect for a multitude of surfaces that can fill and bond rough surfaces. There will be a hands-on demonstration of application of the product as well as a presentation of its uses.

Watch the April Brush Strokes for more details.

Deck Seminar

Mark your calendars for Wednesday, May 9, 2007 for a hands-on deck product application/refinishing seminar, presented by The Flood Company.

During this mini-seminar, participants will apply product to an actual deck and also discuss product types to use on decks in different situations.

The seminar will start at 4:00 p.m. (place TBD). Dinner will be included. Rain date will be Wednesday, May 16, 2007.

Are You Using the (Correct) PDCA Logo?



Is the PDCA logo on everything you use for your business—trucks, letterhead, brochures, promotional items? If you are using a “old” PDCA logo, the new one must be in place by May, 2007.

Using the PDCA logo not only identifies you as a member of our association, but it heightens consumer awareness and encourages them to hire a PDCA member, thus bringing you more business.

Make sure to go to the members only section of www.pdca.org and download the new PDCA logo today!

Save the Date! Advanced Shop Talk 8

*“The Annual Event That Can Change How Your Business Operates”
Friday-Saturday, July 20-21, 2007
Annapolis, MD
Presented by the PDCA Residential Forum*

Past AST Attendee Testimonials:

- ◆ “The information and ideas I received at AST II grew my business and I’m back for more!”
- ◆ “I have a life philosophy from learning from others’ mistakes. THANKS”
- ◆ “Even though it gets real hectic in the summertime, I think I’m on track as a leader by being here...I learned more this year and have had my batteries recharged.”

Visit www.pdcaresidentialforum.org for more information on the program and how to register.



A key to growing your business is growing your business’ credibility. Don’t forget to include “Earn PDCA Accreditation” in your goal setting for 2007! Call the PDCA office today for more info! 847-298-9796.



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LINCOLN STATE COUNCIL PAINTING &
DECORATING CONTRACTORS OF AMERICA

Mimi Makar, Executive Director
780 Lee Street, Suite 104A
Des Plaines, Illinois 60016

Phone: 847-298-9796
Fax: 847-297-7679
Email: LincolnPDCA@comcast.net



Your "Partner in Profit"

We're on the Web!
www.lincolnpdca.com
www.pdca.org

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Associate Board Representative	Jim Smith EpcO Paint jspaloshills@netzero.net	708-207-9165

CALENDAR OF EVENTS

Wednesday, March 14, 2007
March Meeting
WATERBORNE PRODUCTS
Crave Restaurant; Arlington Heights
6:30 p.m. (Networking at 6:00 p.m.)

Wednesday, March 21, 2007
EPCO Pro Shows
Select Stores

Thursday, March 22, 2007
Sherwin Williams Pro Show
Hawthorne Race Course

Wednesday, April 11, 2007
April Meeting
XIM Peel Bond™ Certification
Place: TBD
6:00 p.m.

Wednesday, April 11, 2007
EPCO Pro Shows
Select Stores

Wednesday, May 9, 2007
May Meeting
DECK REFINISHING
PLACE: TBD
4:00 p.m.

Friday-Saturday, July 20-21, 2007
ADVANCED SHOP TALK
Annapolis MD

