



Brush Strokes



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PDCA Creates Initiative to Enhance the Image of Painting & Decorating to the Public

The Branding and Marketing Committee of PDCA presented an outline of a plan to enhance the image of painting & decorating contractors in the media and to the consumer.

As our own Mario Guertin pointed out in his presentation to the national board, “[How many of you have heard] painting is so easy, even a monkey can do it!”

This plan addresses the overall image portrayed by both the media and contractors and suppliers themselves, and the fact that the do-it-yourself expectations have been raised to an “unrealistic level” for the consumer. It stresses that painting and decorating contracting requires “substantial knowledge, expertise, training, business acumen, skill and entrepreneurial flair.”

The target is to alert every PDCA member to create uniformity in the representation of the paint contracting profession as a whole including advertising, Internet, video/audio productions, retail displays and broadcasting as well as to other paint contractors.

The main “Challenges” identified in the plan are as follows:

Appearance—This stresses a neat, clean appearance in advertising and company owners, estimators and painters should be depicted in appropriate dress to their respective positions.

Safety & Hazards—More emphasis should be placed on safety and should be faultlessly accurate when depicted in advertisements.

Site Protection—Depiction of site protection in advertising and promotion is instructive in demonstrating to the consumer how important that is to the success of the paint project.

Workforce Diversity—Reflect diversity in advertising and promotional materials.

The Goals of Industry Image Enhancement

- ELEVATE the image of Painting and Decorating
- ENHANCE public perception
- ESTABLISH GUIDELINES for the portrayal of painting in media and advertising
- EDUCATE THE PUBLIC about the

Marriage of Design & Functionality—Visual depiction of the marriage of design, functionality (coatings) and protection should be used as often as possible.

Professional Tools—The painting trade is identified by our professional tools. Use of off-the-shelf consumer grade tools should be avoided.

PDCA National will develop tools such as a website media resource, sample pictorials of representation of the industry, and an outline to help Councils and member take advantage of PR opportunities in local areas. They will also consider development of a Standard for Professional Image for members.

It is our job, as members, as a Council and as an industry, to “tell our story” how we want it to be told. It is our responsibility to tell the consumer how *professional* painters work with their head, their eyes, their hearts as well as their hands.

Enhancing your own image only serves to enhance the industry and vice versa. Please incorporate the “Challenges” into the portrayal of your company.

You are invited to the monthly meeting of the

PDCA Lincoln State Council

Wednesday, September 12, 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

Put Local Internet Advertising Success at Your Fingertips

Most customers today begin their search for products and services on the Internet, not in the local newspaper or the Yellow Pages.

Learn what tools you need and options you have to make your business name the first thing a local consumer sees when searching for your products or services through the major search engines..

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PDCA Approves New Industry Standard.

PDCA is pleased to announce the PDCA Board of Directors approved a new PDCA Industry Standard P16-07, at the Mid-Year Board of Director's meeting held in St. Louis, Missouri on August 17, 2007.

One of the most important roles PDCA plays in the paint and coatings industry is in the area of Industry Standards development. PDCA Industry Standard P16-07 is entitled "**Wallcovering Removal in Preparation for Painting.**"

The purpose of this standard is to assign responsibilities to the various entities involved when wallcovering is removed by an entity other than the Painting and Decorating Contractor in preparation for painting.

PDCA is committed to education and training, and great emphasis is placed on understanding the importance of how to use each Industry Standard. PDCA will also encourage the use of PDCA Industry Standards in all contractor work. By

implementing Industry Standards, both in contracts and in practical application, a clear differentiation is created between a professional contractor and all others. Using these Industry Standards serves the interests of consumer and contractors alike.



PDCA now boasts 16 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 Publications at 800-332-7322.)

PDCA LAUNCHES “DECO” MAGAZINE

PDCA has launched our very own magazine “DECO”.

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



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 PDCA 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!

Why PDCA’s Own Magazine?

Every trade association in every industry is there to represent its members and be their voice. To

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! PACE 2008



THE POWER OF PAINT + COATINGS
January 27 – January 30
 LA CONVENTION CENTER | LOS ANGELES, CA

WWW.PACE2008.COM

Watch *Brush Strokes* for schedule and PACE 2008 features as they become available!



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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Your "Partner in Profit"

We're on the Web!
www.lincolnpdca.com
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Lincoln State Council PDCA—2007 Board of Directors

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CHECK OUT PDCA'S WEEKLY
POLL AND OTHER MEMBER
RESOURCES AT

WWW.PDCA.ORG.

CALENDAR OF EVENTS

Wednesday, September 12, 2007
MEMBERSHIP MEETING
"Put Local Internet Advertising Success
at Your Fingertips"

Wednesday, October 10, 2007
NO MEETING due to other industry
events.

Wednesday, November 14, 2007
MEMBERSHIP MEETING
Setting up Training Systems

Wednesday, December 12, 2007
HOLIDAY PARTY
Free food!

Wednesday, January 9, 2008
MEMBERSHIP MEETING
"Don't Hold Your Company Back"

Wednesday, February 13, 2008
MEMBERSHIP MEETING
How do You Successfully Diversify Your
Business?

All meetings, unless otherwise noted, are
held at Crave Restaurant, 1204 W. Rand
Road, Arlington Heights (north of Pala-
tine Road, South of Rte. 53). Networking
begins at 6:00 p.m. and dinner/program
at 6:30 p.m. Order off the menu and you
pay only for what you eat and/or drink!



SM