

PDCA exists to lead the industry by providing quality products, programs, services and opportunities essential to the success of our members



The PRIMER

Spring 2009

Don't Miss This...

- > **NEC Golf Outing**
Wednesday, June 10,
Heritage Country
Club, Charlton, MA
Registration form
included, or
download from our
website at
www.newenglandcouncilpdca.org



NGPP's March Madness

On March 14, the Berkshire Chapter of the National Guild of Professional Paperhangers held their annual event. Around 70 paperhangers from as far away as Chicago were in attendance in West Springfield, MA. As with PDCA, NGPP is a small community of trades people so



most know one another and this was a great time to catch

up. For me, it was an opportunity to meet other paperhangers and to reacquaint with some folks I haven't seen since wallpapering school in the late 70's. That alone made it worth the trip.

Throughout the day, speakers shared their solutions to different problems encountered when hanging certain types of coverings or on handling layout and obstacles in the wall. There was a demonstration with a foil covering from the late 70's - which I don't care if I ever hang again! Another speaker gave a presentation on her method of organizing an office; something I believe most small contractors need help with. There was

also some exposure to new products and equipment that proved helpful.

NGPP's March Madness was well attended, organized and productive. I would encourage anyone who hangs wall-coverings to consider both attending next year and joining The Guild. PDCA and the Guild have much in common and many benefits can be gained by working together. Several of NGPP members joined us at the 2008 Convention and we look forward to welcoming them again next year.

*Charlie Gilley
Restoration Painting
Green Mountain Chapter*

Chapter Chat from the Green Mountain State

Green Mountain Chapter's dedicated new officers are working hard to bring new and refreshing programming to the chapter. We welcome President, Brian Marineau, Co-VP's, Adam Lory and Harry Lux and Secretary/Treasurer, Tom Evans. We appreciate their dedication to excellence

GMC is proud to announce that

our annual Golf Tournament will be held on Friday, September 11, 2009 at the Country Club of Barre. Registration begins at 11:30 for a noon start. Please set aside the time to come network with fellow members and enjoy the beautiful club in the Green Mountains. We always have several non-member participants who come

because it is so much fun. Green Mountain Chapter encourages members to take a step forward and support chapter events.

On Friday, March 27th, GMC and Sherwin-Williams hosted a third "Greening of the Painting Industry" workshop. Over 25 local contractors were on hand to hear Mark Weiner from SW

speaking about the latest news and regulations affecting our industry - OTC and LEED standards. Many thanks to Tyson Royce, the local SW store manager in West Lebanon for making the event a success.

Green Mountain Chapter



President's Message

Just got back from PACE in New Orleans and the recession was on everyone's mind. Whomever I spoke with from wherever in the country has seen a slow down. Some contractors are getting underbid by 50%. One speaker mentioned that he had asked some friends to look over his bids because he thought he was adding on too many things. Among the many statistics I heard was that we have had twelve recessions since World War II and only two have gone beyond fourteen months. Since we are in the 14th month of this

current recession perhaps we should keep our fingers crossed.

PACE 2010 will be in Phoenix and will be the last year PDCA/SSPC will hold a joint convention. In 2011, the PDCA national convention will be held in Orlando, Florida.

NEC's 13th *Annual Conference and Vendor Expo* is scheduled for November 5, 6, 7 at the Grand Summit Resort, Mount Snow, VT. NEC is always searching for new sites for conferences. Some of the criteria used are: room rates under \$100, reasonable food prices, flexible

room attrition, a room large enough for the Vendor Expo and easy accessibility from major interstates. If you know of a hotel or resort in New England that can meet these requirements, please pass it along to a board member. We would gladly consider them for future conferences.

NEC has been busy with educational events. Many thanks to Alan Kline from Lynn Ladder and Scaffolding for taking the time to present Ladder & Scaffold Hazard Awareness in MA and CT. Both were poorly attended, but

the information presented was beneficial to those who were able to make it.

Mark Weiner from Sherwin Williams offered a complimentary Greening of the Painting Industry workshop in February. He will present an encore in conjunction with the Green Mountain Chapter on Friday, March 27th from 12:00 - 2:30. The workshop will be held in the SW store located in West Lebanon, NH. Check our webpage for more details!

*Cliff Berry
Boston Chapter*

Celebrating

1 2 5

Years

PDCA is celebrating its anniversary this year and needs to hear from you. Visit www.pdca.org/125th to submit your memories and stories.

2009 Educational Conference and Vendor Expo

November 6 & 7, 2009

We've Got You Covered!

Business Owners, Key Employees, Office Personnel will all find something of value at this year's Educational Conference. Register online today at www.newenglandcouncilpdca.org

Tentative Course Offerings

Quickbooks Tutorial
Knowing Your Numbers
Work Flow: Estimates, field budgets, time tracking & profit
Best Practices Roundtable
Building a Company Culture & Company Handbook
Marketing
Leadership Skills
Estimating

Akrostucco
Faux Finishing
Epoxy Repair
Tricks of the Trade
COPS Implementation
OSHA - Top 10 Mistakes
Wall-Covering Removal

That Tearing Sound You Hear...

Below is a blog entry I posted on our company website, www.catchlightpainting.com. I should admit that when I first dealt with this my emotions were a lot less circumspect... "That tearing sound you hear is me pulling my hair out. Imagine: investing 12 hours in estimating from blueprints, two hours spent on site visits, checking and rechecking calculations,

product pricing, equipment rentals. I submit an interior proposal and hear that our \$96K number falls within \$5K of 2 others--great, we're in the running. Then, the project manager calls..."we're going with a bid we know makes no sense, with a company that will require close management, but with a number that low....we think it's worth the

risk". What was that number? *\$30K*
So, do the math. Deduct our \$12K allowance for materials and there's \$18K in labor this company has devoted to prep and paint a 4 story Brookline mansion to exacting specs...and even higher expectations. With the 26% overhead of liability, worker's compensation, and payroll taxes there remains

approx. \$13.4K for direct labor. We estimated 1,440 hours for production, which means this company pays an average hourly wage of \$9.25. Welcome to the new economy!"

*Nigel Costalloe
Catchlight, Inc.
Newton Chapter*

PACE Awards

Congratulations to several NEC members who received awards at the recent PACE convention in New Orleans.

The awards were presented by Mark Casale.

For more information and photos about the awards, visit the PDCA website at www.pdca.org/awards.



Jack Lund & son, David Lund of Lundco, Inc. receive the 2009 PIPP Award for a Charity Project - Winter Wonderland



Harry Lux of Luxbrush Painting Co., Inc. accepts the bronze PDCA Safety Achievement award



Jim Rumberger of Classic Painting receives the 2009 PIPP award for Interior Commercial Restoration - South Congregational Church of Christ

NEC Opinions...

Some of us that are old enough may remember the Peter, Paul & Mary song - *Where Have All the People Gone*. The song seems to parallel attendance at PDCA events. Without coming off as judgmental, it becomes irritating and embarrassing to promote events - intent on improving our industry, offering information and growth for your benefit and dues dollars - and have no one show. Everyone is busy but that shouldn't

be the excuse for non-attendance to events that are offered for your business growth. Membership means more than your name on a roster or your dues money - it is commitment and INVOLVEMENT. You will only get out what you are willing to put in. This is the same with anything we do in life. We have to get into the thick of it all and participate, prioritize and move ahead.

Recently, one of our GMC founding members quit without giving an inkling or reason! We hope to move forward in our chapter with new leadership; targeting new members whose interest now seems highly focused on education. Especially in the current economic climate where one may have to re-invent - PDCA CAN HELP. To join in is all that is needed. We challenge both members and non-members to answer the

age old question - WHAT DO YOU WANT FROM PDCA?

*Brian Marineau
Brenda Langevin
Louis Marineau and Sons
Green Mountain Chapter*

News from National

Market Hardware, a PDCA National Associate Member, is the market leader of web sites providers for painters and decorators and other specialty contractors. Market Hardware also specializes in web marketing campaigns for PDCA members. They sell web marketing to contractors who are building or renovating their websites

and are looking for a "Do It For Me" solution.

PDCA members receive a \$100 discount off a customized web-site package from Market Hardware.

Visit www.pdca.markethardware.com or call Jim Short (PDCA

team leader) at 888-381-6925 or email him at jim@markethardware.com to take advantage of the offer.



PO Box 322
Tolland, CT 06084
Phone: 888-732-2632
necpdca@comcast.net

Go Green...
ask for
Electronic
Delivery



Please consider doing a
small part to help save
the environment.

Before we were NEC...

Before *New England Council*, there was **New England Regional Conference**. In 1996, NERC was approached by National PDCA to consider forming a regional council for all of New England. PDCA was encouraging this throughout the country. Their belief was that a regional council would be more effective in providing better services to individual members. The goals were to promote an information highway, membership recruitment, leadership development, better rapport between local dealers and contractors, strengthen legislative efforts and disseminate PDCA information to all members.

A steering committee was formed, meetings were held, questionnaires were sent out and, as we all know, NEC came to be. Following is the proposed mission statement for New England Council taken from a handout from one of the initial planning meetings:

- To Advance the Coatings Application Industry of New England
- To Facilitate the Flow of Information Between the New England Members
- To provide Services to the New England Painting Contractors which they are Unable to Obtain on their own.

- To Be the Voice of the Coating Application Industry in New England.

Seems like we are still on target with those original goals! Many of those NERC members are still NEC members today. Next time you come across one, take a moment to say thank you for helping to create our organization.

With new members working alongside seasoned ones, NEC will continue to be the *Voice of the Professional PSD Contractor in New England*.

PDCA

Scholarship Deadlines

The deadline for scholarship nomination letters is August 15th 2009. Visit this link, <http://www.pdca.org/scholarship.htm>, for additional information.

www.newenglandcouncilpdca.org

Color My World

After an intense discussion over business, the economy and the state of the world, I was sitting at my desk contemplating the future and decided to study the good ole American dollar bill. I saw a lot of beautiful engravings, numbers and words. I found myself wondering whose eye was that atop the pyramid anyway and what would George think of this today's America? What is the force that the almighty dollar has that can drive greed and topple empires? It surely isn't because it is green and black! Even if I'd had a newer, more colorful modern bill, it wouldn't have made a difference. I

began to think of old adages I'd grown up with – nothing is ever black or white; viewing the world thru rose colored glasses; being in a blue funk; a black hole and so on. My mind became a boiling cauldron of thinking and I figured that thinking color must have been shades of gray and off whites. Then I looked out the window at the Vermont landscape which at this time of year is mostly white dotted with dark gray and black tree trunks. Maybe that is what it is all about – white – a clean canvas to start over and "get the color right". There is immense opportunity and

challenge to each and everyone of us to pick up that brush and have a go at re-creating a new picture in brilliant color – the choices are varied and full of possibility – and as painters we all know it can be "painted" over – a change and a challenge to ourselves and our companies to weather the storm of tumultuous economic times and brighten the world when it turns around and cries out for the energy that only color can give.

*Brenda Langevin
LM Marineau & Sons, Inc.
Green Mountain Chapter*