



The PRIMER



Fall 2010

President's Message

Mark Adams, 2010 President

Hello fellow NEC Members,

Well we are now deep into the second year of a weak economy and anticipating the turn-around. Southington Painting has spent what seems like way too much time figuring what it will take to be in business until then. We have moved our shop to a less expensive space which will also cut our utility bills and make us more efficient. We have shrunk our office staff to just me and eliminated many other small and medium items.

You may be wondering what exactly my message is and the answer is easy - I have not made it through this tough time on my own. It has been my fellow PDCA members who have helped me decide what will keep the business viable until the turn-around. Their input and advice have been invaluable. Attending meetings and conferences, taking part in the educational workshops and networking has made this possible. **THE BIG QUESTION, WHAT DID THIS COST?** Only our PDCA dues!

We are surviving; not making money but still here. I have had many calls for people looking for work because they are closing up shop - but none from PDCA members. From my perspective, the value of my membership is **PRICELESS**. I am so looking forward to the **New England Council Educational Conference and Vendor Expo** in November to discuss more business improving ideas with my fellow members. Please consider this opportunity an integral part of maintaining both your business and your support network.

Mark Adams, NEC President
Southington Painting Co., LLC
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Mission: New England Council, Inc., PDCA exists to serve the coating and wall covering applications industry with standards, education, training, advocacy and best business practices essential to member success.

Vision: To continue to be New England's recognized voice of the industry, the contractor's source for standards and education and the customer's choice for painting, wall covering and decorating services.

NEC proudly presents
14th Annual

2010 Educational Conference & Vendor Expo

November 11 - 13, 2010
Newport Marriott, Newport, RI

Platinum Sponsor: Sherwin-Williams

Gold Sponsor: Benjamin Moore

Charter Sponsor: Purdy/Bestt-Liebco

Our hard-working conference planners have some fantastic workshops in place which will offer attendees business and product knowledge . Vendors will be joining us throughout the event to offer guidance and support. There are fun family activities both at the hotel and out and about in beautiful Newport. And, as always, one of the best parts of convention is the opportunity to socialize with fellow contractors - sharing stories and networking.

Register Today!

Full - \$250

2nd from Company / Spouse - \$175

Registration fees include all conference workshops, meals and events. Fee does not include hotel accommodations.

—————→
Contact *Marriott Newport* at
1-800-228-9290
for reservations
-rooms starting at **\$129**

*This year's room surcharge will help defray the cost of
NEC guests' onsite costs.*

**PLEASE MAKE RESERVATIONS BEFORE
10/12 TO RECEIVE THE NEC RATE!**

VENDOR EXPO

Friday, November 12, 2010

2:00 to 6:00

See and hear about the most up-to-date
products and trade secrets

Sherwin-Williams, Benjamin Moore,
Purdy/Bestt-Liebco, Hyde Tools, XIM Products,
Insl-X/Coronado, Wooster Brush,
Rustoleum/Zinsser, SealKrete



**FOLLOWED BY
DINNER WITH THE VENDORS**

Educational Workshops

Friday

- * **Successful Hiring and Firing** with Stephanie Gwara, Sherwin-Williams
- * **Quickbooks Tips, Tricks, Shortcuts and No-Nos** with Mae Auger
- * **Providing Exceptional Customer Service** with Bill Rickli, Benjamin Moore
- * **Blueprint Reading** with Greg Spies, AIA
- * **VENDOR EXPO**

Saturday

- * **Building a High Performance Painting Company** with Richard Greene, PDCA
- * **Troubleshooting Paint Failures** with Barry Law, MPI
- * **Social Media - The New Marketing** with Debbie Zimmer, Rohm and Haas
- * **Customer Buying Trends - What Words Trigger a "Yes"** with Debbie Zimmer, Rohm and Haas

Find complete workshop details on our website at www.newenglandcouncilpdca.org

Contractor College Credits are available!

New in 2010

In addition to the workshops targeted to Painting and Decorating Contractors, Sherwin-Williams and Benjamin Moore will be offering programs for Architects and Designers which will be eligible for AIE CEU credits. Detailed information can be found on the NEC website: www.newenglandcouncilpdca.org



Sherwin-Williams

- 9:00** **SW AIA Sealants** presented by Rey J. Munoz, SW Diversified Brands
AIA Course #CAST 09
- 10:15** **SW Concrete Basics** presented by Larry Mroz, Shercrete Div
AIA Course #CCBAS1
- 11:15** **Lunch**
- 11:55** **SW Uniflex** presented by Arthur Grice & Mark T. Weiner, Roof Coatings Div.
AIA Course #KSTR10

To register, contact:
Mark Weiner **401-245-5176**
mark.t.weiner@sherwin.com

Benjamin Moore

- 12:30** **Lunch**
- 1:00** **Three Centuries of Color** presented by Fran Mooney
A fascinating look at color spanning three centuries

To register, contact:
Marion Beaulieu 508.954.0630
Marion.Beaulieu@Benjaminmoore.com



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Voice of the Professional Painter

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**2010 Executive
Committee Members**

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WE NEED YOU!

**NEC, PDCA is
your organiza-
tion. Get involved and
make a difference.**



**Contact an EC member to-
day to learn more about
serving your fellow NEC
members with a position on
your
2011 Executive Committee**