

# The Painter's RAG



PDCARESIDENTIALFORUM.ORG

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AST 17 Brochure

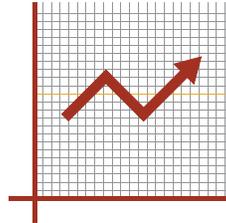
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## From the President



**I hope our decent,** if not great economic conditions are making your sales and workload **easier** this

year. Or could the sales be **overloading your systems**? One of my networking group's themes this month is "**Is it a bubble or a trend?**" And how would you handle each? We've been doing the bubble thing for years - inconsistent up & down sales and profit, and have been flourishing just fine.

But now, my company is blessed to have all of our crews scheduled through August, and the P&L showing a nice net profit with zero debt. We've been maxed out **sales-wise**, and **production-wise** for a few months, with all cylinders firing at full speed.

I'm thinking it's a **long-term trend** economy, although I still have some concerns the election could stalemate my fall schedule. I've noticed it every four years, we just never come out our summer slump until after the presidential inauguration. Keep in mind my slow times are different than most - I'm in the Arizona desert with temperatures well over 100 degrees until early October, then holidays, etc.. but **smart marketing** should handle that.

So with this trend of a full schedule, maxed out asset use, nice reserves, great employees & culture, 40 to 50 hours per week for all (including the owners), how should we handle the additional sales opportunities? **Expand our assets** - warehouse, new

July 2016

equipped trucks & trailers, and expanded payroll for office & field? Or just figure out our ideal customer and cut back to serve only those jobs that are highly profitable? We are in **decision mode**.

Part of the decision hinges on the fact that we have pledged to **serve the community** with impeccable re-paint services with respect for all peoples. So if they're not our ideal customer profit-wise, can we say no ethically and/or morally? Or is this where community service or Paint It Forward comes into play? Cutting the volume back to what's bearable is a good problem to have, but also has consequences, and I bet some that are unintended will surface. We're still figuring and contemplating.

But first, I have to figure out who my **ideal customer** is and at least reduce my marketing to that area only. Unfortunately, that's always been one question that I've never been able to nail down. My numbers can tell me, I think, and add some intuition and risk and it's an entrepreneur's dream challenge. If the phone and email would stop ringing, maybe I could get to that ROI analysis project that keeps going back-burner! Or maybe some good 'ole **AST 17** networking will do the trick!

I encourage you to join us in **July**, for **Advanced Shop Talk – AST 17** in beautiful **San Diego**. And go for that Olympic gold in business and life happiness. I hope to see you there!

Best regards,  
**Randy Fornoff**



# PDCA RESIDENTIAL FORUM PRESENTS



## “GO FOR THE GOLD: CREATING A MEDAL-WINNING TEAM”

### Habits, Happiness and Success - John Peek

- What is “Happiness” and how can we best realize it in ourselves and in our team?
- What comes first Success or Happiness?
- How do Habits affect your Happiness and Success?
- Is it possible to develop attitudes and Habits in yourself and your team that lead to a desire to excel in life while also keeping a balance in life and a high quality of workmanship?

John will answer these questions and more by sharing his experience as a painting contractor who has gone through several company changes over the past 35 years.



*John started Peek Brothers Painting Contractors in San Diego, California 35 years ago and specializes in repainting of existing homes, churches and institutional buildings. Quality Oriented, People Valued and Service Driven best describes Peek Brothers. John has also held several leadership roles within the PDCA, including serving two terms as the President of the PDCA Residential Forum.*

### Knock, Knock - It's The EPA - Mike Kelly

Do you think getting the attention of the EPA only happens to other contractors? Have you ever thought that following all the rules, regulations and more importantly keeping records was all a waste of time? A friendly visit from an EPA Agent might change your thoughts on all of this “paperwork and redtape.” Mike Kelly with Crestwood Painting in Kansas City will take us through



how just this very thing happened to him. Come learn what he knew, wished he had known, and what he knows now!

*Mike stumbled into the painting business in 2007 equipped with nothing but naive optimism and despite many challenges, the business continues to grow. Active in the PDCA at several levels since starting the business, Mike is now a PDCA National Board Member, and still looks forward to AST each year.*

### The Five Steps to Building and Sustaining Your Gold Medal Winning Team - Donna Evans

Managing a business and people is challenging. Donna will share five steps you can take with your employees to, not only head off some of those challenges, but deliver a high performance team. You'll also discover how your style impacts how you interact with and manage your employees and uncover how to find and hire good employees and get them engaged in your business.



She will provide strategies to provide effective feedback, manage performance and grow and renew as an owner and as a team.

*Donna Evans is the founder and senior consultant of Team Building for Success where she helps leaders and managers engage employees and develop high performance teams through her company through coaching and training programs. The goal of her company is to prepare managers and leaders to harness the power and capability of their employees to gain a sustainable competitive advantage in the marketplace. Donna has an undergraduate degree from Penn State University and an MBA from Purdue University. She has over thirty years of experience in finance, human resources and organizational development at companies such as Hewlett-Packard and Berkshire Hathaway.*

## Apps to Enhance Your Business - John Busick

There are thousands of apps and programs available to us today. Many of them can be game changers in running our Painting businesses. John has used many of them in his company and will share with us ones that have been useful and those that were duds.



*John Busick is the 5th generation of Kunst Painting, Inc., a long-standing family painting company located just outside of San Francisco, CA. Like most children in the family, John spent his summers learning the painting trade. Today, John runs the family painting business and spends his spare time geeking out on his tech start-up. John is Past President of his local PDCA Chapter and long time member of NARI. He offers insight on new products and technologies in the painting industry, serving as a national advisory board member for Shurtech Brands.*

## Vendor Round Robin Facilitated by Tony Kozak

Spend a little time with each of our dedicated sponsor representatives (aka - our friends) to learn about new product offerings and share your insight as the end user. Our vendors need our support and input just as much as we need theirs to continue running successful businesses that service their customers (aka - you).

## Five Strategies for Becoming a More Successful Salesperson - Rob Swette, Sandler Sales

Sales is the key to success in your business. Most people learn sales on the job and don't always understand or apply some of the basics. In this session you will learn five things successful sales people do, that you can too. They are: develop a selling system; learn to listen & follow-up; customer/prospect first; get out of your comfort zone; and always be learning. This will be an interactive and application oriented session, using these basic sales principles.



*Rob Swette is Managing Partner of Sales Growth Associates, a center for Sandler Sales Training, Consulting and Coaching. Rob works with business owners, executives and their sales team to create process, strategies and game plans for their success.*

## What's New At PDCA National

Hear from a representative of PDCA National about EXPO 2017 and other new and exciting opportunities to learn from and connect with your peers in the coming year.

## Mistakes to Avoid & Lessons Learned in Growing a Multi-Millon Dollar Painting Business - Rick Holtz

If you feel like your company is controlled chaos and everything runs through you then you are not alone. Part of growing a multi-million dollar business is entering uncharted waters and achieving success while making mistakes along the way. In this presentation Rick will discuss some of the mistakes he made during his career that impeded growth in the company and share many of the lessons he's learned about being an owner, the role of employees and how critical planning is to running a multi-million dollar painting company.



*Rick Holtz is a third generation owner of H. J. Holtz & Son. Rick joined the family business full time in 1995 after graduating from Virginia Tech and working for the Commonwealth of Virginia. Holtz & Son, is a residential painting, wallpapering and faux finishing contractor in Richmond, VA. Rick has enjoyed growing relationships with discerning homeowners, designers and other trade partners while helping the company increase its capacity tenfold over the past 20 years. He leads a very diverse workforce where employee growth and security are a priority. Rick has maintained and built upon the strong work ethic and professionalism set forth by his father and grandfather.*

## The Challenges of Growing Your Business

Do you ever feel like you are the only person facing the challenges you face? Do you want to learn how to avoid the mistakes others have already made in their Painting Business? Learn from your peers in this honest session about real life issues.



### The Pain of Growth

- What is the effect of unplanned growth?
- What happens when planned growth is executed poorly?

### The Multiplier Effect

- Which overhead positions are critical to scale a business?
- What change is required in you as you grow your staff?-The Art of Delegating?
- How to lead without being in charge.
- How to create a company that can live without you!

#### How Critical is Culture?

- What are the results of a great culture?
- What are the pitfalls?
- How do you live it?

#### The Psychology of Success

- Why some businesses stay small
- Fear of growth or choice?

#### Marketing in the Age of Social Media - Panel Discussion

With so many “middle men” in the game (ie- Angie’s List, HomeAdvisor, etc.) how do you successfully get your message through to your customers without breaking the bank? In this panel discussion, we will hear real life stories about marketing your company in the age of social media. Come prepared to share your success stories and “lessons learned the hard way” stories as well.



#### Action Planning

“The distance between your dreams and reality is called action.” We will dedicate the end of each day to action planning. Putting together a workable action plan while your ideas are still fresh will lead to greater success with implementation upon returning to your business.

#### Save The Date

PDCA Expo 2017

February 23-25 ~ San Diego, CA



PDCA NATIONAL CHAMPIONS



# THANK YOU

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# PDCA RESIDENTIAL FORUM PRESENTS



## “GO FOR THE GOLD: CREATING A MEDAL-WINNING TEAM”

**When:** July 29-30, 2016 **Where:** Westgate Hotel - 1055 Second Avenue - San Diego, CA 92101

### Conference Schedule

#### Thursday – July 28, 2016

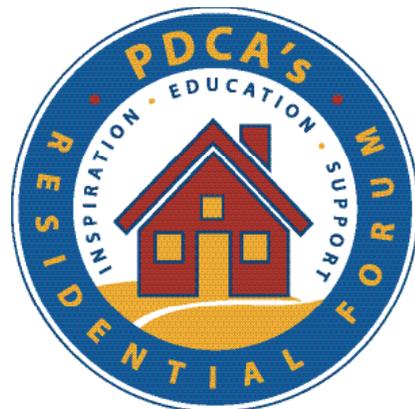
3:00 pm - 5:00 pm Registration Open  
7:00 pm - 9:00 pm Welcome Reception

#### Friday – July 29, 2016

7:00 am – 8:00 am Continental Breakfast and  
Registration for AST 17  
8:00 am – 8:15 am Welcome and Opening  
8:15 am – 9:45 am Habits, Happiness & Success  
John Peek, presenter  
9:45 am – 10:15 am Refreshment Break  
10:15 am - 10:45 am “Short” - EPA Audits  
Mike Kelly, presenter  
10:45 am – 12:15 pm The 5 Steps to Building &  
Sustaining Your Gold Medal  
Team  
Donna Evans, guest speaker  
12:15 pm – 1:15 pm Lunch  
1:15 pm – 1:45 pm “Short” - Business Apps  
John Busick, presenter  
1:45 pm - 3:00 pm Vendor Round Robin  
3:00 pm – 3:30 pm Refreshment Break  
3:30 pm - 4:45 pm 5 Strategies for Becoming a  
More Successful Salesperson  
Rob Swette, guest speaker  
4:45 pm – 5:00 pm Action Planning & Wrap Up  
5:00 pm - 5:30 pm Board Meeting with Sponsors  
6:00 pm - 8:30 pm Networking Reception

#### Saturday – July 30, 2016

7:00 am – 8:00 am Continental Breakfast  
8:00 am – 8:30 am Awards and Election of  
Officers  
8:30 am – 9:00 am “Short” - What’s New at PDCA  
National  
9:00 am – 10:30 am Growing a Multi-Millon Dollar  
Painting Business  
Rick Holtz, presenter  
10:30 am – 11:00 am Refreshment Break  
11:00 am – 12:15 pm The Challenges of Growing  
Your Business  
12:15 pm – 1:15 pm Lunch  
1:15 pm - 3:00 pm Marketing in the Age of Social  
Media  
panel discussion  
3:00 pm – 3:30 pm Action Planning  
3:30 pm – 4:00 pm Conference Wrap Up







# AST 17 SAN DIEGO

## *Book Your Room Now*

Call *The Westgate Hotel* directly at **1-800-522-1564** and ask for the special  
**PDCA Residential Forum AST 17 Group rate of \$170.**

Or make your hotel reservations online.

Simply click on the following link to book your hotel reservations.

***Book NOW***

Hotel reservations must be received on or before

**5 pm (Pacific Time), Wednesday, July 6, 2016.**

THIS AST WAS ONE OF THE BETTER  
ONES I'VE ATTENDED. PRESENTATIONS  
WERE PLANNED JUST RIGHT TO COVER  
A VARIETY OF TOPICS IN THE RIGHT  
AMOUNT OF TIME.

LEADERSHIP WAS AWESOME. I LOVE  
THE HIGH LEVEL PSYCHOLOGICAL  
AND INTERPERSONAL LEARNING.

MAYBE THE FINEST EVENT OF THIS  
KIND WHERE EVERY PRESENTATION  
WAS A 5 FOR ME.

I LIKED THE THEME AND HOW IT ALL  
TIED TOGETHER. THE ORGANIZATION  
OF THE LINEUP OF PRESENTATIONS  
WAS WELL DONE.





# NEGOTIATING FOR SUCCESS

By Suhaiba Neill

FOR ME, the word **negotiation** used to carry a negative connotation, and if I were to lie down on a shrink's sofa we could probably link it back to growing up with three brothers, or maybe the year my daughter turned two and truly found her voice. A few months ago, however, my perspective on negotiation was completely altered after attending a Vistage meeting in my father's place. On that particular Thursday morning, the meeting was an hour away and began at 8 am – **strike one**. Upon arrival (*after getting lost of course*) and previewing the agenda I discovered that we had a guest speaker, and he was scheduled to take up three hours out of our four-hour session – **strike two**. Thankfully, I took a deep breath and decided to give him a chance. Not only did he **NOT** strike out, but hit a homerun with the bases loaded instead. Okay, enough with the sports analogies (*blame it on the three brothers*) and on to the good stuff.

Jack Kaine is a Vistage Chair and professional consultant who travels the country to speak to companies large and small about **"Mastering the Art of Negotiation."** After a brief introduction and run down of his credentials, Jack gave us his definition of negotiation, which got my attention instantly, and he kept it for the remaining two hours and fifty-seven minutes. **Here it is:**

**"Anytime two or more people are exchanging information with the intent of changing the relationship."**<sup>99</sup>

If that one hit you like it hit me, you'll probably want to **read it one more time** and let it sink in before continuing on.

Next he went on to describe the difference between **"bargaining"** and **"negotiating"**, which helped solidify this new definition we were all still wrapping our heads around. When you bargain, you're focused on "who's right", but when you're negotiating you're focused on **"WHAT'S RIGHT."** Along with the new definition, this was the foundation upon which the rest of the talk was built. And in an effort to simplify things and keep this article to a reasonable word count, I'd like to share **Jack's 5 Rules for Negotiating** along with a few of his suggestions for putting them into action.

## 1. The person who speaks first sets the tone for the negotiation.

**JACK'S SUGGESTIONS** – Prepare a script of opening remarks and practice it until you have it memorized, **DO NOT** bargain with yourself before the real negotiation begins (*we do this subconsciously more than we realize*), and if you decide to make any concessions, by yourself some time first – **"I'll have to get back to you..."** and then have new information that explains why you were able to make the change (*ie – don't just lower your price on the spot*).

## 2. The person who asks the most questions determines the content and direction of the negotiation.

**JACK'S SUGGESTIONS** – Point out things you think they might have issues with to avoid **"discovering"** or **"defending."** This can be done by preparing a list of questions that you want to ask, a list of questions that you think they might ask, and





# NEGOTIATING FOR SUCCESS

determining ahead of time **“what’s the worst that could happen?”** and your walk-away position.

### 3. Never EVER argue.

**JACK’S SUGGESTIONS** – No one wins and argument, so instead **ask questions** to gain a better understanding.

### 4. People do things for their reasons, not yours.

**JACK’S SUGGESTIONS** – If you want someone to see it your way, first you have to see it their way (*you may need to read that twice and let it sink in*).

### 5. The person who listens the most will have the greatest effect on the outcome of the negotiation.

**JACK’S SUGGESTIONS** - People usually tell us what they want, but we don’t hear it because we’re too busy planning ahead. Slow down and truly listen, and while this may sound strange, keep it personal – you’re only dealing with one person (*or company*) at a time.

In our industry, this information could be applied to multiple areas of the business, but Sales is the obvious winner. If you don’t already have a solid sales system and strategy in place, this would be a great foundation to build upon. And if you do have a system that works well, maybe there’s something here you could add to make it even better. My biggest takeaway was that by preparing ahead of time, you can eliminate the majority of the stress that comes with **“selling”** your services.

Two final comments from Jack that may help boost your confidence – people don’t waste time negotiating with companies they don’t want to do business with (*ie - they wouldn’t have called you if you didn’t have something they needed despite your competitors “lower price”*), and you always have more power than you think. He’s to an amazing second half of the year and becoming the best negotiator you can be. And if you’d like to add some free Sandler Sales Training to your arsenal, you won’t want to miss this year’s **AST** in sunny **San Diego**.





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