

MAC— Forging Ahead!

November 6-8, 2019

Middle Atlantic Council PDCA

65th Annual Convention

and Trade Show

Valley Forge Casino Resort

1160 First Avenue

King of Prussia, Pennsylvania 19406



For additional information check our website:

www.macpdca.org or call Anita Dallas at 703-378-4455

MAC—Forging ahead!

November 6-8, 2019

**Middle Atlantic Council
Painting and Decorating
Contractors of America**

**65th Annual MAC
Convention and Trade
Show**

November 6-8, 2019

**Valley Forge Casino Resort
1160 First Avenue
King of Prussia,
Pennsylvania**

Phone-in reservation: 800-333-3333

Group Code: Middle Atlantic Council PDCA

Room Rate: \$129.00 single/double

Reservation Deadline: October 16, 2019

For additional information

Visit www.macpdca.org

or call

Anita Dallas at 703-378-4455

**Unparalleled Contractor
Education which includes:**

Business Track - Thursday:

Early Bird Seminar by Sherwin-Williams.

Breakfast included

**Transforming from Plateaued and
Frustrated to Growing a Profitable,
Smooth-running Business**
by Rick Holtz and Bill Silverman

Over the last 7 years, Rick Holtz of H.J. Holtz and Son in Richmond, VA has gone from being plateaued to more than doubling the size of his business, and he's grown his profit all while dramatically reducing his stress, frustration and hours at work.

How did he do it? And, more importantly, what are the lessons learned from his experience that you can use to get similar results in your own business? To find out, join Rick and his business coach, Bill Silverman of Springboard Business Coaching, as they break down this case study for you from both the owner's and the coach's perspective to give you the most important things you need to know to create your own growing, profitable, smooth-running painting business.

The bigger Rick's business grew the less effective he became as the owner because he was trying to manage and control everything himself. His ultimate success has resulted from building a team to run the business with him, and from putting structures in place (plans, culture, incentives etc.) that make it easy for everyone to do their jobs well, make the right decisions and work together to help his company grow and make a profit.

Business Track - Friday:

Early Bird Seminar by Benjamin Moore.

Breakfast included

Organizational Muscle

by Kevin Nolan of Nolan Consulting Group

Strong companies build organizational muscle. It takes rigorous training, structure and discipline. Kevin will give insights in how he has built his very successful painting business including: decentralized command, determining visionary and integrator roles, clarity in accountability – expectations and rewards, removing hourglass bottlenecks, and the importance of clear communication at all levels.

Attending this seminar is essential if you wish to build methods and systems to manage your staff and your growing business. It also covers how to hire and fire employees when that becomes necessary.

Business Track – Friday, continued:

The Golden Paintbrush *by Stacey Spear of S&S Painting*

Training used to be hit and miss for S & S Painting. How do you take someone who has never painted before and get them up to speed quickly and cost effectively? Through trial and error they have created a three-month training program for their employees. They use the PDCA Craftsman's Manual along with other material, and in three months get their newest employees to paint accurately and quickly.

Lunch and Learn

Enjoy a delicious lunch while participating in round table discussions on business topics.

Crew Leader Track

Thursday, November 7, 2019:

Your Pivotal Role in Your Company's Success *By Doug Andersen and Brandan Dierolf of Cherry Hill Painting*

Crew Leaders are the backbone of a successful painting business. Training talented painters to step into a leadership role isn't always easy. Not everyone is a born leader, but leadership can be taught. Doug and Brandan have many combined years of experience in running successful painting businesses and have agreed to share some of their insights with forming efficient paint crews. This seminar, designed for crew leaders, will cover: Time management, lists of tools and equipment, pre- and post-job walk through lists, report cards, staffing, scheduling, collecting payments, ordering and delivery of materials, truck maintenance, and much more.

Scissor Lift Safety

by Jake Ricci of United Rental

Jake will bring a scissor lift to the venue and go over some safety training for the crew leaders. He will also cover some items United Rental has available specifically for painters.

Bring your key crew to the MAC Convention on Thursday, November 7. Special pricing includes continental breakfast, seminars, box lunch, and trade show.

Other Convention Highlights

Awards Lunch

Join us as we honor the MAC members who have done so much to make our council the wonderful organization it is.

Trade Show

See the latest developments in products, services, and tools for the painting industry at the 65th Annual MAC Trade Show. Exhibitors include: Sherwin-Williams, RustOleum, Benjamin Moore, Purdy, Wooster Brush, PPG, East Coast Sales, McCormick Paints, Ricciardi Brothers, ArroWorthy, and much more. **There will be door prize drawings all afternoon – you must be present to win!**

Installation Banquet

The annual banquet features a delicious dinner, officer installation, Amish Quilt Auction, and music to dance the night away. It's always followed by a Champaign toast to the newly-elected MAC Officers.

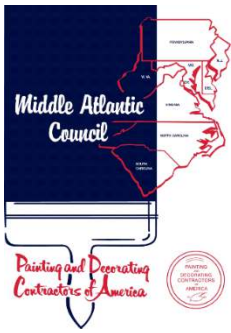
Tour of Valley Forge National Historical Park

The Valley Forge Battlefield Park, created to preserve our nation's history and tell the story of the Continental Army during the winter of 1777-78, is only a short distance from our convention hotel. A park guide will take us on a comprehensive trolley tour of the battlefield. *Seating on the trolley is limited to the first 34 people who sign up, so get your registration in early!*

Spouse Tours

The Valley Forge area of Pennsylvania is rich with opportunities for our spouses. Details are still in the planning stages for Thursday and Friday morning tours.

**Thanks to our wonderful
sponsors: Sherwin-Williams,
Benjamin Moore, and North
and South Jersey Chapters!**

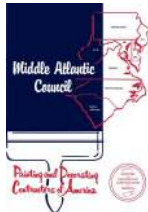


65th Annual MAC Convention and Trade Show
Valley Forge Casino Resort, King of Prussia, PA
November 6-8, 2019
Schedule of Events



Wednesday, November 6	
3:00 – 6:00 pm	Registration
4:00 – 5:30 pm	Hospitality Room
6:00 – 10:00 pm	Annual Meeting/Dinner
8:00 – 11:00 pm	Hospitality Room
Thursday, November 7	
7:00 am – 4:00 pm	Registration
7:00 am – noon	Trade Show Setup
7:00 am- 8:15 am	Early Bird Seminar/ Breakfast by Sherwin-Williams
8:30 am – 9:30 am	Opening Session
9:30 am – noon	Spouse Tour
9:30 am – 11:45 am	Rick Holtz/Bill Silverman Seminar
9:30 am – 11:45 am	Crew Leader Continental Breakfast and Seminar by Doug Andersen and Brandan Dierolf
Noon – 1:00 pm	Box lunch and Scissor Lift Safety seminar for Crew leaders
Noon – 1:00 pm	Awards lunch for contractors and spouses
1:00 pm – 4:00 pm	Trade Show

Thursday, November 7, Continued	
6:00 pm – 7:00 pm	Banquet Reception
7:00 pm – 10:30 pm	Banquet/Quilt Auction/ Officer Installation/Dance
10:30 pm – Midnight	Hospitality Room
Friday, November 8	
7:00 am – noon	Registration
7:30 am- 8:45 am	Early Bird Seminar/ Breakfast by Benjamin Moore
9:00 am – noon	Spouse Tour
9:00 am – 10:30 am	Kevin Nolan Seminar
10:45 am – 12:15 pm	Stacey Spear Seminar
12:15 pm – 1:30 pm	Lunch and Learn
1:30 pm – 4:30 pm	Tour of Valley Forge National Historical Park
Dinner and Evening	On your own. Take advantage of the many restaurants and entertainment options in the area, or spend the evening at the adjacent Casino.



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November 6-8, 2019
Valley Forge Casino Resort, King of Prussia, Pennsylvania

REGISTRATION FORM

ATTENDEE INFORMATION

Name _____ Company _____

Address _____ City, State, Zip _____

Phone _____ Email: _____ for registration confirmation

Names of people attending (for name badges) _____

Please note any dietary restrictions for attendees

ACTIVITIES SUMMARY—please indicate number of people attending each activity

<p><u>WEDNESDAY, NOVEMBER 6</u></p> <p>_____ Welcome Dinner and Annual Business Meeting</p> <p><u>THURSDAY, NOVEMBER 7</u></p> <p>_____ Early Bird Breakfast Seminar</p> <p>_____ Opening Session</p> <p>_____ Holtz/Silverman Seminar</p> <p>_____ Crew Program</p> <p>_____ Awards Lunch</p> <p>_____ Trade Show</p> <p>_____ Annual Banquet</p>
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<p><u>FRIDAY, NOVEMBER 8</u></p> <p>_____ Early Bird Breakfast Seminar</p> <p>_____ Kevin Nolan Seminar</p> <p>_____ Stacey Spear Seminar</p> <p>_____ Lunch and Learn</p> <p>_____ Valley Forge Tour <u>—first 34 to register</u></p>
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<p><u>SPOUSE PROGRAM</u></p> <p>Spouses are welcome at any and all contractor events. If your spouse will be participating in any of the daily contractor events, please include them in the number of attendees at those events. In addition to joint events, there will be a spouse tour on both Thursday and Friday mornings. Please let us know who will be attending:</p> <p>_____ Thursday Spouse Tour TBA</p> <p>_____ Friday Spouse Tour TBA</p>

CONVENTION FEES: circle your choice

Full Contractor or Spouse Registration \$199 each. Thursday only (breakfast, opening session, seminar, lunch, trade show, and dinner) \$100 each. Friday only (includes breakfast, seminars, lunch, and tour) \$100 each.

Thursday—Crew Member Registration (with full contractor registration) (includes continental breakfast, seminar, safety program/lunch, and trade show) \$50 each.

Full Registration Fee for contractor or spouse _____ X \$199 per person \$ _____

Thursday Only or Friday Only (circle which day) ___ X \$100/person \$ _____

Thursday Crew Member Registration ___ x \$50/person (with full contractor reg.) \$ _____

Thursday Banquet only _____ X \$65.00 per person \$ _____

Total Fees Enclosed \$ _____

Register at www.macpdca.org or make checks payable to MAC-PDCA and mail with payment by October 16, 2019, to MAC PDCA, 4211 Peakview Court, Fairfax, VA 22033 or fill in credit card information and fax to 703-378-4410 or email to adallas@cox.net.

VISA/MASTERCARD/DISCOVER/AMEX accepted.

CARD NUMBER _____ Security Code _____ Expiration Date _____

Signature: _____

NO REFUNDS AFTER OCTOBER 16, 2019

For overnight accommodations contact: Valley Forge Casino Resort, 800-333-3333

*Room rate \$129/night Reservation deadline: **October 16, 2019***

Make your convention hotel reservations today! After our room block expires, hotel space will be limited.