

*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](http://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**

**65<sup>th</sup> 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](http://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 65<sup>th</sup> 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.

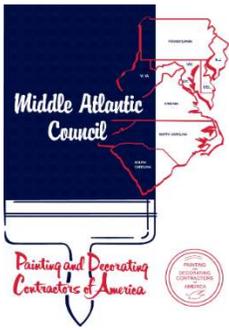
### Tour of Valley Forge National Historical Park

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!**

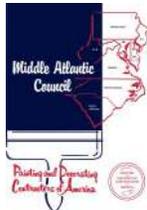


**65<sup>th</sup> Annual MAC Convention and Trade Show**  
**Valley Forge Casino Resort, King of Prussia, PA**  
**November 6-8, 2019**  
**Schedule of Events**



<b>Wednesday, November 6</b>	
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
<b>Thursday, November 7</b>	
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

<b>Thursday, November 7, Continued</b>	
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
<b>Friday, November 8</b>	
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.



65th Annual Middle Atlantic Council Convention & Trade Show  
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><b><u>WEDNESDAY, NOVEMBER 6</u></b></p> <p>_____ Welcome Dinner and Annual Business Meeting</p> <p><b><u>THURSDAY, NOVEMBER 7</u></b></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><b><u>FRIDAY, NOVEMBER 8</u></b></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 <b><u>—first 34 to register</u></b></p>
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<p><b><u>SPOUSE PROGRAM</u></b></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>
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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](http://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](mailto: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.*