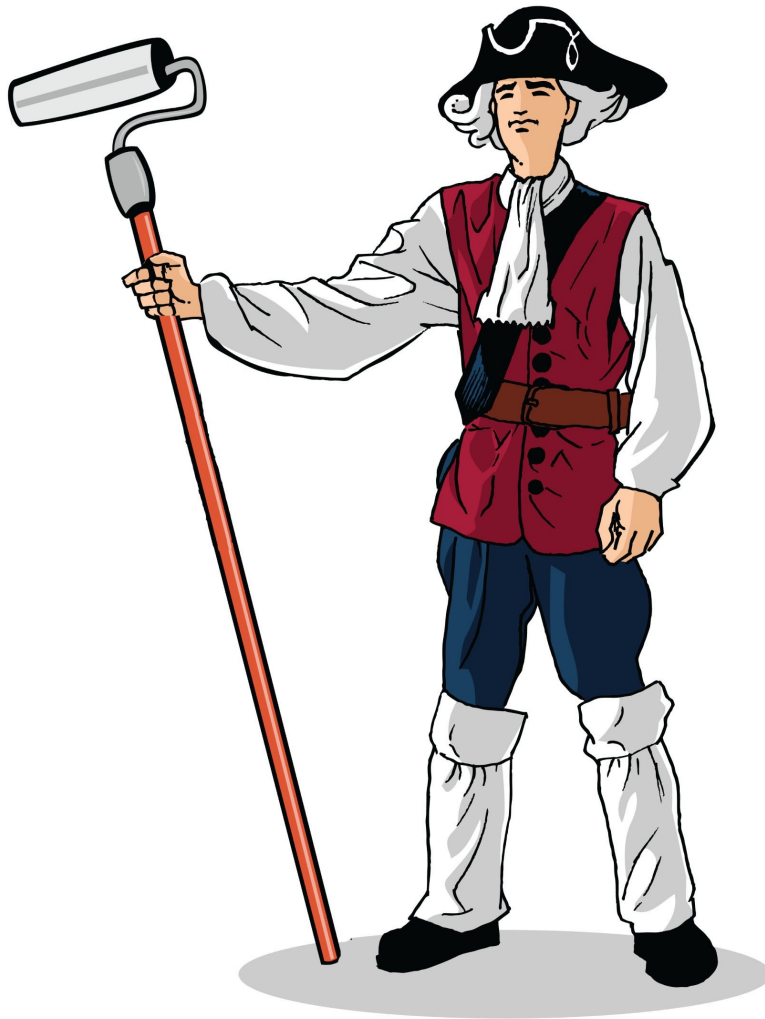




*October 20—22, 2011*

HOLIDAY INN/ CROWNE PLAZA HOTEL  
CLAYMONT, DELAWARE

***We The Painters***



**Middle Atlantic Council PDCA  
57th Annual Convention and Trade Show  
October 20-22, 2011  
Brandywine Valley**

*For additional information call Executive Vice President,  
Anita Dallas toll free at 877-MAC-PDCA*

*Middle Atlantic Council  
Painting & Decorating Contractors of America*

# **57<sup>th</sup> Annual MAC Convention & Trade Show**



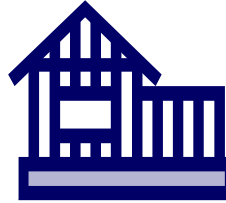
**October 20—22, 2011**  
**Holiday Inn/Crowne Plaza Hotel**  
**630 Naamans Road**  
**Claymont, Delaware 19703**

*For overnight accommodations contact:*  
*Holiday Inn/Crowne Plaza Hotel*  
*www.hiselect.com/cym-wilmington*  
*Phone: 800-HOLIDAY*  
*Reservation Code: PDC*  
*Room rate \$99/night*  
*Reservation deadline: September 23, 2011*

***Make your convention hotel reservations  
today!***

For additional information call  
Executive Vice President, Anita Dallas  
toll free at 877-MAC-PDCA.

## **UNPARALLELED CONTRACTOR EDUCATION WHICH INCLUDES:**



***Maximizing Lead Generation from Your Most Important Marketing Tool—Your Website*** by Mike Jeffries of Rivers of Revenue. Whether you have a website or are planning to create one, most of the strategies and tactics Mike will teach can be easily implemented by any painting company regardless of size. Learn what to do and what not to do to turn your website into a lead generation machine.

***Strategies to Get Through Winter*** By Kevin Nolan, of the Summit Group. Summer will be over and the peak money making days behind us. That knot in your stomach is the realization that you're in for another long winter. Kevin will discuss marketing, sales, pricing, money and employment strategies to achieve the best success possible. What you should be doing during down time to prepare for a successful new year.

***Successful Painting for LEED Schools and CHPS Districts*** by Chris Murphy of Smart Little House. What does the professional painter need to know about LEED projects? Chris will discuss conceptual understanding of Collaborative for High Performance Schools (CHPS) and the benefits to teachers, students, and painters when working with the mandate to use only the least toxic coatings.

***The Keys to Color*** by Dean Sickler of Dundean Studios. Dean is the author of the recently published book: "The Keys to Color— A Decorator's Handbook for Coloring Paints, Plasters, and Glazes." In this seminar Dean will discuss how to make your own colors, match existing colors, and color-correct them as needed - vital skills for the professional painter.



***Tricks of the Trade*** by Michael Kelly. Mike has over 25 years of experience in the painting and wallcovering industry. In this seminar, Mike will share the tips, tools, and techniques he has developed and learned over the course of his long career in the painting and decorating trade. Everyone is invited to bring an idea or tool to share with the group.

***Elevating Work Platform Certification Training*** by Dave Sexton of Sexton's Equipment Rental, Inc. This four-hour class will include classroom exercises as well as a hands-on evaluation. The purpose of this course is to ensure safer lift operators on jobsites. Attendees will earn a certification valid for scissor lifts and boom lifts.

**Separate registration is required for this course. See Registration Page included in this packet.**



# OTHER CONVENTION HIGHLIGHTS SEE SCHEDULE FOR DATES AND TIMES

## EARLY BIRD SEMINARS

**Sales Strategies for the Winter Months** by Jim Falk of Nolan Painting. Jim will help you get the right mindset and put a plan in place to attack the most difficult months in our business.

**Commercial and Industrial Maintenance** by Benjamin Moore Associates, Jeff Spillane and John Seelinger.

**The Home Remodeling Contractor: A Potential Alliance Partner for the Professional Painter** by Debbie Zimmer of PQI. Debbie will discuss how often remodelers hire professional painters, how they view "paint," and what their needs are around the painting process.

**Airless Spray Application** by Art Tozzi of TriTech Industries. Art will discuss all the "profit thieves" associated with airless application, the relationship of spray application and coatings, all the "simple things that cause major problems with equipment and coating performance, how to avoid downtime, rework, and excessive paint consumption, and much more. This presentation is for owners, supervisors, foremen and triggermen.

**SATURDAY SHOP TALK BREAKFAST** Join your fellow contractors for breakfast and round table discussions centering on the hot button topics on everyone's mind these days.

SEE PAGE FOUR OF THIS BROCHURE FOR TIMES AND DATES OF SEMINARS.

**CHECK OUR WEBSITE—  
WWW.MACPDCA.ORG—FOR  
FURTHER DETAILS AND  
UPDATES ON THE SEMINARS**

## SPECIAL EVENTS

**GOLF TOURNAMENT AT  
THE ROCK MANOR GOLF  
COURSE ON THURSDAY,  
OCTOBER 20, 2011.**

**Complete and return the form  
included in this registration  
packet.**



## HERR'S SNACK FACTORY TOUR

The Brandywine Valley area of Pennsylvania and Delaware offers myriad opportunities for fun and education. One of those places is the Herr's Snack Factory in Nottingham, Pa. There's no fake machinery or actors - it's the REAL factory, the REAL workers, and the REAL process Herr's® has perfected to make their products taste REALLY great. The tour is a first hand learning experience that includes visual methods that are sure to impress children and adults alike. You'll never forget the little-known facts, like how a pretzel gets its brown color, or what makes a great chipping potato, and how tortilla chips get their seasoning.

## CARD TOURNAMENT



**SUGGESTED DONATION:**  
\$100.00/player Proceeds will benefit MAC PDCA Educational Programs. Use the convention registration form enclosed in this packet to register. Donated Prizes will be awarded.

## AWARDS LUNCHEON

Some of the most accomplished painting contractors in the United States will be honored as MAC PDCA's Picture it Painted Professionally contest winners are announced at this ceremony. **Download the entry form from the PDCA Website, or call the MAC office to obtain one. Entry deadline is September 30, 2011.**

## TRADE SHOW

See the latest developments in products, services and tools for the painting industry at MAC PDCA's 57th Annual Trade Show. Exhibitors include: 3M, Benjamin Moore, Dougherty and Associates, Feary Sales, Gerstein Hoffman Sales, Glidden, Graco, Hyde, INSL-X, KC Sales, M & H Enterprises, Mi-T-M Corp, Muralo, Noopy's, PPG Architectural Finishes, Purdy Brush, Rust-Oleum, Seal-Krete, Sexton's, Sherwin-Williams Paints, Trimaco, Tri Tech Industries, Wooster, XIM, and more. **There will be door prize drawings all afternoon—you must be present to win. The grand prize will be a flat screen TV.**

## LONGWOOD GARDENS TOUR



Longwood Gardens is sure to delight anyone who loves exquisite flowers, majestic trees, and opulent architecture. There amid 1,077 acres with 20 indoor and 20 outdoor gardens, you'll find beauty at every turn. Explore the conservatories, fountains, outdoor gardens, historic house and featured plants in bloom. The Mum Festival is in full swing in October when we'll be visiting.

## Spouse Program

**FRIDAY, OCTOBER 21**



QVC, the No. 2 network in America in terms of sales is located in West Chester, Pa. about 20 minutes from the heart of the Brandywine Valley. Our spouses will take a tour of

their studios, and if we're lucky, even sit in as part of their live audience. The tour is designed for ages six and older, and adults are asked to bring identification.

**SATURDAY, OCTOBER 22**

After a delicious breakfast, Philadelphia's own Courtney Chobert will lead a class in jewelry making. Everyone in the class will leave with a piece of custom jewelry they made themselves. Come in, have fun, and get in touch with your artistic side.



## A MAGICAL EVENING



The annual banquet traditionally wraps up the weekend with a delicious dinner and entertainment. Following the dinner and installation of officers, we will enjoy an evening of entertainment by the Groovemasters. This local group of accomplished musicians will close the festivities with an eclectic mix of jazz, pop, and dance music.

# CONTRACTOR CONVENTION SCHEDULE - OCTOBER 19—22, 2011

## Wednesday, October 19

3:00pm-6:00pm Registration  
3:00pm-5:30pm Hospitality Room  
8:00pm-10:00pm MAC Board of Directors Meeting  
8:00pm-midnight Hospitality Room

## Thursday, October 20

7:00am-noon Registration  
7:00am-8:30am EARLY BIRD SEMINARS  
*Jim Falk—Sales Strategies for the Winter Months*  
*Jeff Spillane and John Seelinger—Commercial/Industrial Maintenance*

### BREAKFAST ON YOUR OWN

9:15am -10:15 am Opening Session  
10:30am-noon Color Seminar, by Dean Sickler  
Noon Golf tournament  
Noon Tour of Herr's Snack Factory  
8:30pm sharp Card Tournament  
8:00pm-midnight Hospitality Room

## Friday, October 21

6:30am-5:00pm Registration  
7:00am-8:30am EARLY BIRD SEMINARS  
*Debbie Zimmer—The Home Remodeling Contractor: A potential Alliance Partner for the Professional Painter*  
Art Tozzi-Airless Spray Application

### BREAKFAST ON YOUR OWN

8:00am—Noon *Elevating Work Platform Certification Training by Dave Sexton*  
9:00am-10:15am CONTRACTOR SEMINARS  
*Kevin Nolan—Strategies to Get Through Winter*  
*Chris Murphy—Successful Painting for LEED Schools and CHPS Districts*

10:30am-11:45 CONTRACTOR SEMINARS

*Michael Kelly—Tricks of the Trade*  
*Mike Jeffries—Maximizing Lead Generation from Your Most Important Marketing Tool...Your website*

NOON—AWARDS LUNCH FOR CONTRACTORS AND SPOUSES

1:30pm-5:00pm FREE TRADE SHOW  
WALK-INS WELCOME!

Evening—Harrah's in Chester, PA or Activities on your own  
10:00pm-midnight Hospitality Room

## Saturday, October 22

7:30am-8:00am District Meetings  
8:00am-9:30am Shop Talk Roundtable Breakfast  
9:30am-11:45am Annual Business Meeting  
12:30pm-4:30pm Longwood Gardens Tour  
6:00pm-7:00pm Banquet Reception  
7:00pm-8:30pm Banquet , Installation of Officers, Dance  
8:30pm-11:00pm Presidential Toast in Hospitality Room  
11:00pm

### Spouse Program

All activities the same as Contractor Program plus:

#### FRIDAY, OCTOBER 21

9:00am Trip to QVC Studios

#### SATURDAY, OCTOBER 22

9:30am Breakfast and Jewelry Making with Courtney Chobert

Schedule subject to change.

**Thank you to "We the Painters" sponsors including: Sherwin-Williams, Benjamin Moore, Glidden Professional, Chobert Painting and Friends of MAC.**

*If you would like sponsorship information, please contact Anita Dallas at 877-622-7322.*



MIDDLE ATLANTIC COUNCIL PDCA  
ANITA R. DALLAS, EVP  
4211 Peakview Court  
Fairfax, VA 22033

