



MAC: Planning Our Vision for the Future

October 3-5, 2018

DoubleTree by Hilton, Columbia Maryland

Middle Atlantic Council PDCA 64th Annual Convention & Trade Show

For additional information,
contact Anita Dallas at (703) 378-4455



The Doubletree by Hilton in Columbia, Maryland, and fireworks at beautiful Lake Kittamaqundi. Founded in 1967 and consistently ranked in the top ten of CNN Money's Best Places to Live in the United States, Columbia is a planned community consisting of ten self-contained villages. It began with the idea that a city could enhance its residents' quality of life. Creator and developer James W. Rouse saw the new community in terms of human values, rather than merely economics and engineering. What better place to come together to plan the future of PDCA's Middle Atlantic Council?

MIDDLE ATLANTIC COUNCIL, PDCA
64TH ANNUAL CONVENTION AND TRADE SHOW
October 3-5, 2018 • DoubleTree by Hilton • Columbia, Maryland
This schedule is subject to change.

Wednesday, October 3

GOLF OUTING

Waverly Woods Golf Course, 2100 Warwick Way (off Rt. 70),
Marriottsville, MD 21104. 10 – 10:30 a.m. Tee times. Cost: \$95
per golfer, includes lunch, cart, range balls, and tax

CONVENTION REGISTRATION

Hotel Atrium: 3 – 5 p.m.

HOSPITALITY ROOM

Room 209: 4 – 5:30 p.m.

ANNUAL BUSINESS MEETING/DINNER

Hotel Ballroom: 6 p.m.

HOSPITALITY ROOM

Room 209: 8:30 – 11 p.m.

Thursday, October 4

REGISTRATION

Hotel Atrium: 7 a.m. – 4:30 p.m.

OPENING SESSION

Ballroom: 8 - 9:15 a.m.

Welcome by Leonardo McClarty, President of the Howard County,
Maryland, Chamber of Commerce

SEMINAR

Columbian Ballroom: 9:30 a.m. – 11:30 a.m.

“Prep to Finish: Efficient Use of Technology” by Scott Burt and
Todd Pudvar

Scott and Todd, both of Vermont-based Topcoat Finishes, will
discuss how product and tool technology selection, understand-
ing and implementation into your company and daily practice can
be game changing. They will address how the implementation of
education, training, and consistent practices into your business
can lead to better results and happier employees.

The presenters will discuss how product and tool technology
selection, understanding and implementation into your company
and daily practice can be game changing.

LUNCH AND LEARN

Ballroom: Noon – 1:30 p.m.

“Workplace Wellness - Balancing Work, Home and You!” by Bren-
da von Rautenkranz

This seminar is designed to equip people with positive lifestyle
changes and tools for balanced, healthy living at work, home and
in your personal life. Learn 10 steps to a balanced and productive
life. Discover how living a healthy lifestyle helps in professional
development at work and learn what is holding you back from
change. Get inspired for change!

SEMINAR

Columbian Ballroom: 1:45 p.m. – 4:30 p.m.

“Prep to Finish: Production, Procedures, and Process for Medium
and Large Jobs to Insure a Successful Completion” by Scott Burt
and Todd Pudvar

In this session, the focus will be on establishing a system of oper-
ations that fits your business’s profile and size while meeting the
needs of the jobs that you have in front of you. We will take a look
at company roles and identifying areas of strength and expertise
and how to best utilize them for higher completion rates. Areas of
discussion and consideration will be Scope, Sequence and Goals.

HOSPITALITY ROOM

Room 209: 5 – 6 p.m.

CASINO NIGHT

Ballroom: 6:30 - 10 p.m.

Join us for an evening of food and fun at our Casino Night in the
hotel ballroom! We will have professional dealers and games for
your enjoyment. Play your favorite games, and if you are a novice
at casino games, here is your chance to learn to play blackjack,
roulette, Texas Hold’em, and the Big Money Wheel without
spending your own money. Accumulate gaming chips and try to
win raffle prizes at the end of the evening.

HOSPITALITY ROOM

Room 209: 10 p.m.

Friday, October 5

REGISTRATION

Hotel Atrium: 7 a.m. – 5 p.m.

CONTRACTOR/CREW BREAKFAST

Ballroom: 8 – 9:15 a.m.

SEMINAR

Columbian Ballroom: 9:30 – 11:45 a.m.

“Prep to Finish: Advanced Prep and Spray Equipment” by Scott Burt and Todd Pudvar

This session is geared toward a better understanding of the level of prep required and the steps to achieve a fine finish spray regardless of what type of sprayer you are using. In addition to the prep, Todd and Scott will discuss the general maintenance, proper setup and dial in of your machine and gun as well as training the individual behind the gun.

AWARDS LUNCH

Ballroom: Noon – 1 p.m.

Contractors and spouses gather for lunch and distribution of Middle Atlantic Council yearly special achievement awards. Join us to honor our well-deserving council members in this annual event.

TRADE SHOW

Atrium: 1 – 5 p.m.

Our 64th annual Trade Show will take place in the hotel atrium this year. There will be 21 booths featuring the newest products and technology in our industry. Spend some time talking to the folks who provide you with the materials so important in your business. Attendance prizes will be awarded throughout the afternoon.

BANQUET RECEPTION

Hospitality Room, Room 209, 5:45 – 6:45 p.m.

BANQUET

Ballroom: 7 p.m. – 10:30 p.m.

Dinner, quilt auction, officer installation and dancing to the tunes of the Sons of Zebedee. What a way to cap off the week!

SPOUSE PROGRAM

Spouses are invited to attend any and all of the contractor events plus:

Thursday, October 4

TOUR AND LUNCH

Savage Mill, Maryland: 10 a.m. – 3 p.m.

Leave the hotel and travel to nearby Savage Mill, a converted textile weaving and cotton mill from the 1800s. It has since been turned into a complex of buildings of over 175,000 sq. ft., and is now home to collector quality antique centers, home furnishing stores, craft galleries, artist studios, specialty shops, and restaurants. At the Queen's Ink, our spouses will make a set of Art Cards using a treasure trove of stamps, ink, and art paper. Afterward, lunch will be at the Rams Head Tavern, and there will be ample opportunity to peruse the shops.

Friday, October 5

SHOPPING

Mall in Columbia: 10 – 11:30 a.m.

Visit the nearby huge – 213 store – Mall in Columbia for some serious shopping. Stores range from Abercrombie and Fitch, Amazon, Build a Bear, Brookstone, Disney Store, Macy's, Nordstrom, Papyrus, Sketchers, Swarovski, Vera Bradley, to Williams-Sonoma, and Zales. You won't be able to cover them all, but you can get a good start.

Hotel Information

DoubleTree by Hilton • Columbia, Maryland

Here are the particulars for making your reservation.

- Front desk number at the hotel is 410-997-1060
- The Hilton Reservations Line is 800-445-8667
- The Booking Link is available at MACPDCA.org
- The Special Rate Code for our group is MAC. Please mention the group name 'Middle Atlantic Council PDCA' when you call for reservations.
- Reservation deadline is Wednesday, September 12, 2018.

Individuals must cancel their reservations at least 48 hours before their arrival date to avoid a cancellation fee.

Our Presenters



Scott Burt, left, and Todd Pudvar

Scott Burt is the owner of Topcoat Finishes Inc., in Jericho, Vermont, a residential paint contracting company that provides custom interior and exterior services. Along with Todd Pudvar, Scott is a co-founder and co-owner of Prep to Finish Inc. Scott holds a master's degree in education, and taught high school English for several years prior to 1999, when he committed to full-time work in the painting industry, as a contractor, writer and trainer. Scott has been published in dozens of industry magazines, most notably in his "From the Field" column in APC magazine since October 2008. He also contributes to The Journal of Light Construction, Tools of the Trade and Professional Deck Builder magazines. He is active in online paint industry education at Topcoatreview.com and Bloggingpainters.com, and in 2013 became a featured blogger at JLCOOnline.

Todd Pudvar has worked with his hands for over 30 years. One of his earliest working memories is doing siding replacement in his neighborhood at about age 14. Growing up in a family business that installed and maintained swimming pools (his dad still does), Todd brings a remarkably diverse skill set as a paint industry trainer. Something of a savant in

"how things work," Todd is also a master in the balance of quality and production in both interior and exterior painting. Todd spent 20 years in public education as a Spanish teacher in high schools in Vermont and Colorado.

A founding member of Topcoat Finishes, Inc., Todd has been in the painting business for 17 years and currently is operations manager at Topcoat. In this capacity, Todd leads hiring and interviewing, training and managing the paint crew, estimating, selling and scheduling all projects. He is highly visible in his field-test capacity for the company's tool review program as well. Todd's motto is "find the fun" in anything you do. He is currently restoring a 100-year-old Victorian home in which his family lives.

Brenda von Rautenkranz is a licensed mental health psychotherapist, fitness trainer, T.V. talk show host and motivational speaker. She produces and hosts TV shows. Brenda is a motivational speaker and president of her own business called "Fit for Life" which provides personal training as well as motivation on nutrition, emotions, and physical fitness. As a Personal Trainer, she has empowered thousands of people to gain control of their lives to inspire them have a positive road to success.



Brenda von Rautenkranz

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64th Annual Middle Atlantic Council Convention & Trade Show

October 3-5, 2018

DoubleTree by Hilton, Columbia, Maryland

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

WEDNESDAY, OCTOBER 3	FRIDAY, OCTOBER 5	SPOUSE PROGRAM
_____ Golf Outing		
_____ Annual Business Meeting/Dinner	_____ Contractor/Crew Breakfast/Seminar	_____ Thursday Spouse tour and Lunch
	_____ Lunch (contractors, crew, and spouses)	_____ Casino Night/Dinner
	_____ Trade Show (contractors, crew, & spouses)	_____ Friday Shopping at Columbia Mall
	_____ Banquet, Installation of Officers,	
	Auction and Dance (contractors &	
	spouses)	

CONVENTION FEES: circle your choice

Full Contractor or Spouse Registration \$199 each. Thursday only (seminars, lunch, and dinner)\$100 each. Friday only (includes seminar, Trade Show, lunch and dinner) \$100 each. Crew Member Registration (with full contractor registration) (includes lunches, Friday breakfast, 2-day seminar, and trade show) \$100. One day crew registration—\$50. Wednesday Golf Outing \$95/each (includes cart, lunch and range balls)

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

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

Golf Outing _____x\$95/person \$ _____

Crew Member Registration (Thursday and Friday) ____ x \$100/person or \$50/day \$ _____

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

Total Fees Enclosed \$ _____

Make checks payable to MAC-PDCA and mail with payment by September 20, 2018, 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 SEPTEMBER 20, 2018

For overnight accommodations, contact: DoubleTree by Hilton,

Room rate \$129/night Reservation deadline: September 12, 2018

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