



MAC LEADER

December, 2018

Time to Renew Your Local PDCA Membership!

If you haven't already done so, please send in your chapter and/or council dues. If we haven't received your dues as yet, we'll be sending out statements in the next week or so. Please check your email.

Throughout the long history of the organization, PDCA chapters and councils have never lost sight of their purposes and goals to:

- Enhance the advancement of the coating application industry
- Provide a conduit for communication among those involved via networking, chapter educational dinners, charity events, and other opportunities
- Be the voice of the coatings application industry
- Promote an attitude of ethical responsibility in business

Additionally, the Middle Atlantic Council provides a weekly Tailgate Topic Safety Program, *The MAC Leader* monthly e-newsletter, plus spring and summer networking and educational events. MAC is in the process of reworking our council website which will have increased content, especially industry-related articles, and opportunities for outreach. More information on the new website will be sent out as it becomes available.

We hope everyone will renew their PDCA chapter and council memberships. Become involved and take advantage of everything available to you at all the PDCA membership levels.

Please contact Anita Dallas, 703-378-4455 or adallas@cox.net, with any questions.

Looking Forward to MAC in 2019

I'm sure everyone got a brand new 2019 calendar and you're starting to fill in some dates already. This would be a good time to make sure you block a couple of spots for MAC meetings you won't want to miss:

Spring Meeting

We're pretty excited about the location for our Annual MAC Spring Meeting. Scheduled for Friday and Saturday, **April 26 & 27**, at the Seven Springs Resort in Seven Springs, Pennsylvania, the site offers a wealth of activities on site including golf, bowling, swimming, shooting, mini golf, alpine slides, and much more. Plus we will be in very close proximity to two Frank Lloyd Wright properties. On Friday morning, we will visit Kentuck Knob, a Wright design, and in the afternoon we'll tour Falling Water, one of Wright's most famous sites.

Saturday, after our board meeting, we can drive to Shanksville, PA, and visit the site of the 9/11 Flight 93 memorial.

Lots of things to do, and I hope you all will consider attending. More details will be available soon.

65th Annual MAC Convention and Trade Show

The site of our **November 6-8**, 2019 MAC Convention and Trade Show, will be the Valley Forge Casino Resort. This property has much to offer our attendees, and we are excited to be in an area with so many opportunities for activities. More details will be sent as they become available.

Again, mark your calendars now so you can avoid conflicts!

NATIONAL PDCA NEWS

National PDCA has a program of webinars, podcasts, and online seminars available every month. Take advantage of the many opportunities for contractor and crew training available to you as a member benefit.

Join PDCA at one of the
World's Leading Events for Industry Professionals

2019 PDCA EXPO

- MARCH 6-8, 2019
 - SAVANNAH, GA
-

The 2019 PDCA EXPO will be filled with new industry information; innovative business and technical training, round-table discussions, and informal gatherings during this 3-day conference.

Go to www.PDCA.org for more information on the Expo and other National PDCA activities and benefits.

CHAPTER NEWS

Washington Metro Chapter and Delaware Valley Chapter

PDCA Washington Metro and Delaware Valley Chapter members will be receiving chapter dues invoices directly from their chapters. Please pay those dues directly to the chapter.

WASHINGTON METRO CHAPTER EDUCATION DINNER MEETING

Successful Washington Metro Painting Contractors Share Their Strategies

Local painting contractors want to help you grow and be more profitable...come learn how. Receive professional training on how to improve these areas of your business: secure more jobs, avoid costly mistakes, find quality labor and make more money in 2019!!!

Learn from some of the best in the industry: Steven Fontaine w/Premiere Works, Gary Hann w/Hann & Hann, David O'Connor's Painting Service.

50/50 RAFFLE, GREAT FOOD, DOOR PRIZES

Tuesday, February 19, 2019

5:00pm - 7:00pm (networking reception, dinner & education)

Victor's Grill Churrasqueria

7634 Lee Hwy

Falls Church, VA

\$40 "special event rate"

Registrations: contact Debbie Cain at pdcametro@gmail.com

301-275-0414

If you would like to put your chapter meeting announcements or your company or chapter charity events in this newsletter, please send the information to Anita Dallas (adallas@cox.net) by the 20th of the month before the event.

We have many MAC Members at large who don't have a chapter in their immediate vicinity and who may want to participate in a chapter event. Putting your chapter upcoming meetings/events in this e-newsletter lets them know what is happening around the council. I'm sure your chapter would welcome MAC members from other areas at your events. Making sure to send me your upcoming event information in a timely manner will help keep all our MAC members informed of educational events throughout the region.

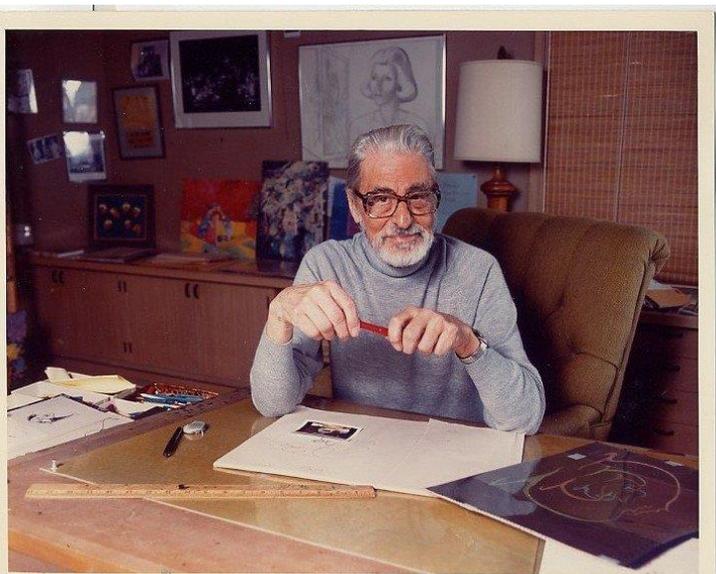
PRAYER REQUESTS:

Please keep Rick Palmer and Paula Clements, past PDCA staff members, in your prayers as they are in treatment for serious health issues. Also, please pray for their family members who care for them.

Please also, keep all of our members, their families, and employees in your prayers. Many in our MAC Family struggle with health issues on a daily basis. Please let me know of anyone needing particular prayers at this time.

Featured Article:

The Weird Strategy Dr. Seuss Used to Create His Greatest Work



Theodor Geisel. Courtesy of Dr. Seuss Enterprises

In 1960, two men made a bet.

There was only \$50 on the line, but millions of people would feel the impact of this little wager.

The first man, Bennett Cerf, was the founder of the publishing firm, Random House. The second man was named Theo Geisel, but you probably know him as Dr. Seuss. Cerf proposed the bet and challenged that Dr. Seuss would not be able

to write an entertaining children's book using only 50 different words.

Dr. Seuss took the bet and won. The result was a little book called [Green Eggs and Ham](#). Since publication, *Green Eggs and Ham* has sold more than 200 million copies, making it the most popular of Seuss's works and one of the best-selling children's books in history.

At first glance, you might think this was a lucky fluke. A talented author plays a fun game with 50 words and ends up producing a hit. But there is actually more to this story and the lessons in it can help us become more creative and stick to better habits over the long-run.

Here's what we can learn from Dr. Seuss...

The Power of Constraints

What Dr. Seuss discovered through this little bet was the power of setting constraints.

Setting limits for yourself — whether that involves the time you have to work out, the money you have to start a business, or the number of words you can use in a book — often delivers better results than “keeping your options open.”

In fact, Dr. Seuss found that setting some limits to work within was so useful that he employed this strategy for other books as well. For example, *The Cat in the Hat* was written using only a first-grade vocabulary list.

In my experience, I've seen that constraints can also provide benefits in health, business, and life in general. I've noticed two reasons why this occurs.

1. Constraints inspire your creativity.

If you're five foot five inches tall and you're playing basketball, you figure out more creative ways to score than the six foot five inch guy.

If you have a one-year-old child that takes up almost every minute of your day, you figure out more creative ways to get some exercise.

If you're a photographer and you show up to a shoot with just one lens, then you figure out more creative ways to capture the beauty of your subject than you would with all of your gear available.

Limitations drive you to figure out solutions. Your constraints inspire your creativity.

2. Constraints force you to get something done.

Time constraints have forced me to produce some of my best work. This is especially true with my writing. Every Monday and Thursday, I write a new article — even if it's inconvenient.

This constraint has led me to produce some of my most popular work in unlikely places. When I was sitting in the passenger seat on a road trip through West Virginia, I wrote an article. When I was visiting family for the 4th of July, I wrote an article. When I spent all day flying in and out of airports, I wrote an article.

Without my schedule (the constraint), I would have pushed those articles to a different day. Or never got around to them at all. Constraints force you to get something done and don't allow you to procrastinate. This is why I believe that professionals set a schedule for their production while amateurs wait until they feel motivated.

What constraints are you setting for yourself? What type of schedule do you have for your goals?

Constraints are Not the Enemy

So often we spend time complaining about the things that are withheld from us.

- “I don’t have enough time to work out.”
- “I don’t have enough money to start a business.”
- “I can’t eat this food on my diet.”

But constraints are not the enemy. Every artist has a limited set of tools to work with. Every athlete has a limited set of skills to train with. Every entrepreneur has a limited amount of resources to build with. Once you know your constraints, you can start figuring out how to work with them.

The Size of Your Canvas

Dr. Seuss was given 50 words. That was the size of his canvas. His job was to see what kind of picture he could paint with those words.

You and I are given similar constraints in our lives.

You only have 30 minutes to fit a workout into your day? So be it. That’s the size of your canvas. Your job is to see if you can make those 30 minutes a work of art.

You can only spare 15 minutes each day to write? That’s the size of your canvas. Your job is to make each paragraph a work of art.

You only have \$100 to start your business? Great. That’s the size of your canvas. Your job is to make each sales call a work of art.

You can only eat whole foods on your diet? That's the size of your canvas. Your job is to take those ingredients and make each meal a work of art.

There are a lot of authors who would complain about writing a book with only 50 words. But there was one author who decided to take the tools he had available and make a work of art instead.

We all have constraints in our lives. The limitations just determine the size of the canvas you have to work with. What you paint on it is up to you.

By James Clear- an author, entrepreneur, and photographer in more than 25 countries

Happy Valentines’s Day, and reflect on this: *Time is too slow for those who wait, too swift for those who fear, too long for those who grieve, too short for those who rejoice, but for those who love, time is eternity.* Henry Van Dyke.

Anita Dallas, EVP