



MAC LEADER

April, 2019

MAC Spring Meeting, Seven Springs Resort in Pennsylvania



The 65th Annual MAC Spring Meeting was held April 25-27 at the Seven Springs Resort in Seven Springs, Pa. In addition to the biennial Board of Directors Meeting, twenty-five folks met, spent a day touring two Frank Lloyd Wright properties (in the pouring rain), and just enjoyed spending time together.

The business of the council was handled: MAC bylaws were updated and approved (revised copy is attached), 2019 budget was presented and approved, plans were presented for the annual convention and trade show which will be held November 6-8 in Valley Forge, Pa., and the future of MAC was discussed. Members were encouraged to each bring a contractor to the convention who has never come before and pay their registration for them. The thought is that once you come to a MAC Convention, you'll never miss another one.

After the business meeting, the group left for home. Many stopped at the Flight 93 Memorial on the way home. It was an awe-inspiring tribute to the brave men and women who stood up to terrorists on September 11, 2001. Please check out the photos below.





Frank Lloyd Wright's Fallingwater.



Flight 93 Memorial, Shanksville, PA.

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!



Newly-Designed MAC Website

We are excited to announce the launching of our newly-remodeled MAC PDCA website. There is a list of our members, pictures of recent events, showcased member projects, and the ability to register and pay for our events online. If you haven't already done so, log on to www.macpdca.org and take a tour of the new site.

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.

A new slate of Directors for the National PDCA Board was announced and installed at the recent Expo in Savannah, Ga., in March. They are:

2019 National PDCA Board of Directors

Chairman of the Board:

Gina Koert
Shamrock Painting
Denver, CO
gina@shamrockpaintinginc.com

Vice Chairman:

Dave Scaturro
Alpine Painting
Paterson, NJ
dave@alpinepainting.com

Director/Treasurer:

John Busick
Bob Kunst Painting, Inc.
San Rafael, CA
john@bobkunstpainting.com

Secretary:

Steve Skodak, CAE, CFRE
Executive Director of PDCA
sskodak@pdca.org

Associate Director:

Archie Bartel
Sherwin Williams
Cleveland, OH
Archie.Bartel@Sherwin.com

Director:

Dan Ross
Ross Painting
San Rafael, CA
dan@rosspainting.com

Director:

Christian Militello
Militello Painting & Powerwashing LLC
Ambler, PA
info@militellopainting.com

Director:

Jason Paris
Paris Painting
Golden Valley, MN
jason@paris-painting.com

Immediate Past Chair:

Nigel Costolloe
Catchlight, Inc.
Brookline, MA
Nigel@catchlightpainting.com

Two of the board members are also members of MAC: Dave Scaturro and Christian Militello.

CHAPTER NEWS

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:

I received the following from Leslie West:

Please keep Dick Holtz's wife, Geny, and her family in your thoughts and prayers. Geny fell at home on Saturday, April 27, breaking her left hip and elbow. She had surgery Sunday afternoon and is recovering at Parham Doctors' Hospital in Richmond.

The family requests no visitors at this time while Geny and her medical staff work to manage her pain and concentrate on physical therapy.

If you'd like to send a card, please send it to H J Holtz and Son at 3106 W Moore Street, Richmond, VA 23230 and Rick or Carol will be sure Geny and Dick receive it. Thank you so much for your thoughts and prayers for a speedy recovery for Geny and perseverance for Dick and the family.

We ask that you 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 Articles:

Leadership and the Pack of Wolves



We can all learn an invaluable Leadership Lesson from this pack of wolves:

- ★ The 3 in front are old and sick. They walk in front to set the pace.
- ★ The next 5 are the strongest. They protect the front side from an attack.
- ★ The middle group is fully protected.
- ★ The 5 behind them are also among the strongest. They protect the back side.

The last wolf is the LEADER. He ensures no one is left behind. He keeps the pack tight and on the same path. He is ready to run in any direction to protect his pack.

Being a leader is not about being in front.
It's about taking care of your team.

Warren Buffett's "2 List" Strategy: How to Maximize Your Focus and Master Your Priorities

by [James Clear](#) |

With well over 50 billion dollars to his name, Warren Buffett is consistently ranked among the wealthiest people in the world. Out of all the investors in the 20th century, Buffett was the most successful.

Given his success, it stands to reason that Buffett has an excellent understanding of how to spend his time each day. From a monetary perspective, you could say that he manages his time better than anyone else.

And that's why the story below, which was shared directly from Buffett's employee to my good friend Scott Dinsmore, caught my attention.

Let's talk about the simple 3-step productivity strategy that Warren Buffett uses to help his employees determine their priorities and actions.

The Story of Mike Flint

Mike Flint was Buffett's personal airplane pilot for 10 years. (Flint has also flown four US Presidents, so I think we can safely say he is good at his job.) According to Flint, he was talking about his career priorities with Buffett when his boss asked the pilot to go through a 3-step exercise.

Here's how it works...

STEP 1: Buffett started by asking Flint to write down his top 25 career goals. So, Flint took some time and wrote them down. (Note: you could also complete this exercise with goals for a shorter timeline. For example, write down the top 25 things you want to accomplish this week.)

STEP 2: Then, Buffett asked Flint to review his list and circle his top 5 goals. Again, Flint took some time, made his way through the list, and eventually decided on his 5 most important goals.

Note: If you're following along at home, pause right now and do these first two steps before moving on to Step 3.

STEP 3: At this point, Flint had two lists. The 5 items he had circled were List A and the 20 items he had not circled were List B.

Flint confirmed that he would start working on his top 5 goals right away. And that's when Buffett asked him about the second list, "And what about the ones you didn't circle?"

Flint replied, "Well, the top 5 are my primary focus, but the other 20 come in a close second. They are still important so I'll work on those intermittently as I see fit. They are not as urgent, but I still plan to give them a dedicated effort."

To which Buffett replied, "No. You've got it wrong, Mike. Everything you didn't circle just became your Avoid-At-All-Cost list. No matter what, these things get no attention from you until you've succeeded with your top 5."

The Power of Elimination

I believe in minimalism and simplicity. I like getting rid of waste. I think that eliminating the inessential is one of the best ways to make life easier, make good habits more automatic, and make you grateful for what you do have.

That said, getting rid of wasteful items and decisions is relatively easy. It's eliminating things you care about that is difficult. It is hard to prevent using your time on things that are easy to rationalize, but that have little payoff. The tasks that have the greatest likelihood of derailing your progress are the ones you care about, but that aren't truly important.

Every behavior has a cost. Even neutral behaviors aren't really neutral. They take up time, energy, and space that could be put toward better behaviors or more important tasks. We are often spinning in motion instead of taking action.

This is why Buffett's strategy is particularly brilliant. Items 6 through 25 on your list are things you care about. They are important to you. It is very easy to justify spending your time on them. But when you compare them to your top 5 goals, these items are distractions. Spending time on secondary priorities is the reason you have 20 half-finished projects instead of 5 completed ones.

Eliminate ruthlessly. Force yourself to focus. Complete a task or kill it.

The most dangerous distractions are the ones you love, but that don't love you back.

The Ultimate Productivity Hack is Saying No

By James Clear

The ultimate productivity hack is saying no.

Not doing something will always be faster than doing it. This statement reminds me of the old computer programming saying, “Remember that there is no code faster than no code.”

The same philosophy applies in other areas of life. For example, there is no meeting that goes faster than not having a meeting at all.

This is not to say you should never attend another meeting, but the truth is that we say yes to many things we don't actually want to do. There are many meetings held that don't need to be held. There is a lot of code written that could be deleted.

How often do people ask you to do something and you just reply, “Sure thing.” Three days later, you're overwhelmed by how much is on your to-do list. We become frustrated by our obligations even though we were the ones who said yes to them in the first place.

It's worth asking if things are necessary. Many of them are not, and a simple “no” will be more productive than whatever work the most efficient person can muster.

But if the benefits of saying no are so obvious, then why do we say yes so often?

Why We Say Yes

We agree to many requests not because we want to do them, but because we don't want to be seen as rude, arrogant, or unhelpful. Often, you have to consider saying no to someone you will interact with again in the future—your co-worker, your spouse, your family and friends.

Saying no to these people can be particularly difficult because we like them and want to support them. (Not to mention, we often need their help too.) Collaborating with others is an important element of life. The thought of straining the relationship outweighs the commitment of our time and energy.

For this reason, it can be helpful to be gracious in your response. Do whatever favors you can, and be warm-hearted and direct when you have to say no.

But even after we have accounted for these social considerations, many of us still seem to do a poor job of managing the tradeoff between yes and no. We find ourselves over-committed to things that don't meaningfully improve or support those around us, and certainly don't improve our own lives.

Perhaps one issue is how we think about the meaning of yes and no.

The Difference Between Yes and No

The words “yes” and “no” get used in comparison to each other so often that it feels like they carry equal weight in conversation. In reality, they are not just opposite in meaning, but of entirely different magnitudes in commitment.

When you say no, you are only saying no to *one* option. When you say yes, you are saying no to *every other* option.

I like how the economist Tim Harford put it, “Every time we say yes to a request, we are also saying no to anything else we might accomplish with the time. Once you have committed to something, you have already decided how that future block of time will be spent.

In other words, saying no saves you time in the future. Saying yes costs you time in the future. No is a form of time credit. You retain the ability to spend your future time however you want. Yes is a form of time debt. You have to pay back your commitment at some point.

No is a decision. Yes is a responsibility.

The Role of No

Saying no is sometimes seen as a luxury that only those in power can afford. And it is true: turning down opportunities is easier when you can fall back on the safety net provided by power, money, and authority. But it is also true that saying no is not merely a privilege reserved for the successful among us. It is also a strategy that can help you *become* successful.

Saying no is an important skill to develop at any stage of your career because it retains the most important asset in life: your time. As the investor Pedro Sorrentino put it, “If you don’t guard your time, people will steal it from you.”

You need to say no to whatever isn't leading you toward your goals. You need to say no to distractions. As one reader told me, “If you broaden the definition as to how you apply no, it actually is the *only* productivity hack (as you ultimately say no to any distraction in order to be productive).”

Nobody embodied this idea better than Steve Jobs, who said, “People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.”

There is an important balance to strike here. Saying no doesn't mean you'll never do anything interesting or innovative or spontaneous. It just means that you say yes in a focused way. Once you have knocked out the distractions, it can make sense to say yes to any opportunity that could potentially move you in the right direction. You may have to try many things to discover what works and what you enjoy. This period of exploration can be particularly important at the beginning of a project, job, or career.

Upgrading Your No

Over time, as you continue to improve and succeed, your strategy needs to change.

The opportunity cost of your time increases as you become more successful. At first, you just eliminate the obvious distractions and explore the rest. As your skills improve and you learn to separate what works from what doesn't, you have to continually increase your threshold for saying yes.

You still need to say no to distractions, but you also need to learn to say no to opportunities that were previously good uses of time, so you can make space for great uses of time. It's a good problem to have, but it can be a tough skill to master.

In other words, you have to upgrade your “no's” over time.

Upgrading your no doesn't mean you'll never say yes. It just means you default to saying no and only say yes when it *really* makes sense. To quote the investor Brent Beshore, “Saying no is so powerful because it preserves the opportunity to say yes.”

The general trend seems to be something like this: If you can learn to say no to bad distractions, then eventually you'll earn the right to say no to good opportunities.

How to Say No

Most of us are probably too quick to say yes and too slow to say no. It's worth asking yourself where you fall on that spectrum.

If you have trouble saying no, you may find the following strategy proposed by Tim Harford, the British economist I mentioned earlier, to be helpful. He writes, “One trick is to ask, “If I had to do this today, would I agree to it?” It's not a bad rule of thumb, since any future commitment, no matter how far away it might be, will eventually become an imminent problem.”

If an opportunity is exciting enough to drop whatever you're doing right now, then it's a yes. If it's not, then perhaps you should think twice.

This is similar to the well-known “Hell Yeah or No” method from Derek Sivers. If someone asks you to do something and your first reaction is “Hell Yeah!”, then do it. If it doesn't excite you, then say no.

It's impossible to remember to ask yourself these questions each time you face a decision, but it's still a useful exercise to revisit from time to time. Saying no can be difficult, but it is often easier than the alternative. As writer Mike Dariano has pointed out, “It's easier to avoid commitments than get out of commitments. Saying no keeps you toward the easier end of this spectrum.”

What is true about health is also true about productivity: an ounce of prevention is worth a pound of cure.

The Power of No

More effort is wasted doing things that don't matter than is wasted doing things inefficiently. And if that is the case, elimination is a more useful skill than optimization.

I am reminded of the famous Peter Drucker quote, "There is nothing so useless as doing efficiently that which should not be done at all."

Quote: Celebrate your successes. Find some humor in your failures.

Sam Walton

Have a wonderful week!

Anita Dallas, EVP