



MAC LEADER

January, 2020



Renewal Time for 2020 MAC Membership

Dues invoices are being prepared for renewal of your MAC Membership for 2020. Watch your email for an invoice generated through Quickbooks that can be paid in a number of ways:

1. You can pay your dues directly from the invoice through Quickbooks. This is probably the easiest, quickest way to pay.
2. You can pay through the MAC PDCA website: www.macpdca.org. Go to the website, click on the Membership button and drop down to Apply/Renew Membership. Click on that and you can renew your membership with a credit card.
3. You can send a check for your dues to the address listed on the invoice: MAC PDCA, 62 W. Main Street, Maple Shade, NJ 08052
4. Or you can pay via our MAC PayPal account.

We hope you will retain your Middle Atlantic Council PDCA membership and we encourage you to take full advantage of that membership. Your benefits include two council-level meetings a year – this year's spring meeting will be onboard the Mariner of the Sea cruise ship leaving for the Bahamas on Monday, April 27, and the fall conference will take place the first week of November in the Norfolk/Virginia Beach area. Details will be sent about that meeting in the near future.

In addition to the two meetings, which will afford you valuable networking opportunities with your contractor colleagues, MAC publishes this monthly e-newsletter, the MAC Leader, and distributes a valuable Safety Program via email: The Tuesday Tailgate Topics. These weekly issues cover an important safety topic in both English and Spanish. This benefit alone is worth many times more than your yearly dues.

We hope you will continue your membership in the Middle Atlantic Council PDCA and we hope to see you at one of our functions in the near future.

2020 SPRING MEETING CRUISE



This year's MAC Spring Meeting will take place onboard the Royal Caribbean Cruise Ship, Mariner of the Sea, leaving Port Canaveral, Florida, on Monday, April 27, and returning Friday, May 1. **For those who have made their reservations, final payment is due February 12 by 5:00 p.m. The final payment must be paid in full by that date to prevent your booking from cancelling.**

If you haven't yet made your reservation for the cruise and would like to join us, it may not be too late. Call **800-465-3595, Option 4**, to check availability. The MAC Group ID is 8833811 and our Group Name is: MAC SPRING MEETING. Join your fellow members for a wonderful getaway before the busy season gets fully underway.

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:

We ask that you keep all of our members, their families, and employees in your prayers. We are especially praying for Past PDCA and MAC President, Carol Adkins, who is undergoing treatment for breast cancer. We wish her a speedy and complete recovery. It has also been reported that Carol's husband, Tommy, is recovering from coronary bypass surgery. Please keep him lifted as well.

Two of our Richmond Chapter long-time members are in need of your prayers. Geny Holtz, wife of Dick Holtz, has been under doctor's care for her legs. Please pray for her. Also, Bill Lane of Lane Brothers Painting, needs your prayers as he is undergoing treatment for a brain tumor.

Many in our MAC Family struggle with health issues on a daily basis. Please let us know of anyone needing particular prayers at this time.

FEATURED ARTICLES

The following article first appeared in the Fall, 2012, issue of the MAC News and Views magazine. Andy Prelusky, a New York State Council PDCA painting contractor member, wrote quite a few articles for our publications, and we'll be reprinting some of them in the coming months.

The New York Times columnist David Brooks occasionally cites a Gallup Poll to explain where we, as a people, are headed. In 1950, according to Mr. Brooks the Gallup organization asked high school seniors if they thought they were an important person. At

that time, 12 percent of those polled believed they were important. Fast forward to 2005, when the same question was again asked of high school seniors, nearly eighty percent believed they were important.

In addition to that information, according to an article in the Stanford Review of October, 2011, there were no self-esteem articles published by any major educational journal in 1962. In contrast, 1997 saw 2,500 such articles published. These are indeed, interesting statistics.

Looking inward, I guess it's good to have a positive self-image. But when you gaze out onto the public at large, you can see how dealing with a world full of VIPs can present some challenging situations. People who are filled with their own self-importance can be very demanding. As a residential painting contractor dealing with the public, I find it helpful to keep things in perspective.

First and foremost, I have a business that provides a service. In providing that service I am very specific in describing the work that is to be done. The written description of how surfaces will be prepared, along with the materials to be used and the methods for their application, is what I am selling to the customer. Although the work described in the contract isn't something three dimensional that you can see and touch, it is the product that I sell. Do you know the old saying: The customer is always right? Not true. I recently had a customer call me after we had finished some work in her house; she explained to me that "some things were missed." So, I went back.

Nothing was missed. The "things that were missed" were things that were not included in the scope of work. In today's world you find yourself dealing with those who feel entitled. I sometimes wonder if these people buy a pair of pants, do they complain that the belt is missing?

There are those potential customers who believe that when they hire a painting contractor they are hiring laborers to do their bidding. All of the knowledge and experience I have acquired over my 30 plus years as a painting contractor affords me little respect from these people. My time in business is not important; these people just need someone to put the paint on the wall. Notice I used the term "potential customers." I steer clear of important people with that attitude.

One of my favorite sayings: There are no painting emergencies. Despite what you may have heard, painting vans are not equipped with flashing red lights and sirens – those vans are actually called ambulances. Important people tend to believe that their paint job is the most important job. Important people with important jobs can exert a lot of pressure on a contractor to move their project up so it is finished by a certain date. Memorial Day, 4th of July, Christmas, they have all been deadlines imposed on me by important customers. I'm

not saying that you shouldn't try to accommodate your customers. But a good customer will give you enough lead time if they need the work completed by a certain date. All I'm saying is, as a contractor you can easily fall prey to hysterical people with deadlines. Hysteria by nature, is contagious. A frenzied customer will put you in a frenzy. Then, the stress gets distributed to the workers on the job and is too often carried over, after work, to infect your home life. If the job isn't finished by the fourth of July... it'll be finished on the fifth. It's important to keep things in perspective.

Of all the skills required to be a successful painting contractor, the most important has to be people skills. It's necessary to keep oneself grounded in reality; it's the best approach in dealing with important customers, important employees and important contractors and suppliers.

QUOTES –

The whole problem with the world is that fools and fanatics are always so certain of themselves, but wiser people so full of doubts. *Bertrand Russell*

Do not wait to strike until the iron is hot; but make it hot by striking. *William B. Sprague*

Enjoy the winter, it will be spring soon enough!

Anita Dallas