



# MAC LEADER

March, 2021

## MAC News



### **REMINDER: Renewal Time for 2021 MAC Membership**

Dues invoices have been sent out for renewal of your MAC Membership for 2021. If you haven't received your renewal notice, please contact Cathie Andersen at [cathie.macpdca@gmail.com](mailto:cathie.macpdca@gmail.com).

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 held in the Richmond, Virginia, area, and the fall conference is planned to take place the first week of November in the Norfolk/Virginia Beach area. Details about the spring Friends of MAC Meeting are attached to this newsletter. Details on the November conference will be sent when they've been finalized. If you have some suggestions for seminar topics at our November Conference, please respond to: [cathie.macpdca@gmail.com](mailto:cathie.macpdca@gmail.com)

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 important safety topics in both English and Spanish. This benefit alone is worth many times more than your yearly dues.

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](http://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. Or 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

**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. 2021 membership dues are payable when you receive your invoice. If we don't hear from you by April 30, we will assume you no longer wish to continue your membership and will remove your company's name from our membership roster. You will no longer get notifications, Safety Programs, or this monthly MAC Leader e-newsletter. Of course, if you change your mind, we would welcome you back at any time.**

## **FRIENDS OF MAC SPRING MEETING**

Due to the pandemic, meetings have had to be postponed for the past year, as you know. As things begin to open up, MAC is planning an informal Friends of MAC Spring Meeting in the Richmond area, May 14 & 15. It will be held at the Virginia Crossings Hotel in Glen Allen, Virginia, and Rod Nash's home in Hanover. Details for the two-day event are attached to this newsletter and will include on the Friday: golf on your own at the Virginia Crossings course, short Board Meeting, and dinner as a group at the hotel. On Saturday we'll move to Rod's home for a barbecue lunch, entertainment by the Sons of Zebedee, and a social. Rod has a pond in his back yard and all are welcome to bring their swimming duds and take a plunge. The pond has no shallow areas, so please bring floatation devices if you or the kids need them.

Again, a registration brochure is attached. We hope everyone will attend.

## **MEMORIAL BOOK**

This has been a difficult year for MAC and the Richmond Chapter in particular in large part because of the passing of Dick and Geny Holtz last summer and their daughter Carol in November. They are sorely missed, and we would like to take this opportunity to honor them and their contributions to MAC. Attendees of the Friends of MAC Meeting will have the opportunity to record their thoughts in a memorial book we'll be putting together at the event. If you have any photos or thoughts you'd like to have included in the book, please send them to: [adallas66@gmail.com](mailto:adallas66@gmail.com) by May 7.

## MAC Views

The MAC Leader is distributed to all our Middle Atlantic Council PDCA members plus a list of “Friends of MAC” from across the United States. We’ve requested our readers to send us interesting articles on what their companies are doing in this unusual time or anything else they’d like to share. One of MAC’s friends is Chuck Mann, past national PDCA President and retired member of the Toledo, Ohio, Chapter. His column is called:

### **Chuck Mann’s Musings.**

In the spirit of Easter and the Resurrection this month, Chuck sent the following link to find burial locations in the U.S. <https://www.findagrave.com/> It’s a very interesting website where I was able to locate all my grandparents’ and other family members’ graves.

Chuck suggests you use your favorite search engine (Google?) to look up “Wanghan 3D Wallpaper” and find the “elephant in the room.”

Here’s a video appropriate for April 1:

[https://www.youtube.com/watch?v=tVo\\_wkxH9dU](https://www.youtube.com/watch?v=tVo_wkxH9dU)

This one always brings the house down:

<https://www.youtube.com/watch?v=SrMftm6Km3g>

Our thanks to Chuck Mann, for sharing his “Musings” with our members.

## 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](mailto:adallas@cox.net)) by the 20<sup>th</sup> 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 for their health and welfare.

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.

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## **FEATURED ARTICLE**

**This article, by Andy Prelusky, first appeared in the Fall, 2007, issue of the MAC News and Views magazine.**

*If you're a big contractor, or you're working for GCs or builders, this article isn't going to make much sense. If you're a residential repainter, this article might have a little more relevance.*

The Second Sunday in March this year marked the start of daylight saving time on the East Coast. April, May, June, July, August, September, October..... on the first weekend in November we set our clocks back to standard time. If the majority of the year from March through early November is daylight saving time, how can the remaining few months be "standard" time? Shouldn't the "standard" be the time we keep through most of the year?

What about transmissions? Almost every car today comes with an automatic transmission. To have a car with a clutch and a shifter, it's almost a special order; yet a transmission with a clutch is still called a standard. Power windows are just about the standard in automobiles today, too. Anti-lock brakes? How many color TVs do you have? Try buying a black and white television set without stereo sound today. Color TV is the standard. After awhile, what was once considered an option or a luxury item becomes the standard.

I've made service standard in my business. "Oh, doesn't everyone make service standard today?" you ask. And my answer to that is, "not if you're billing your customers extra for it."

I've gone to enough PDCA seminars through the years to learn about the lifetime value of a customer. Sometimes, as contractors, we fail to see the forest for the trees. We spend a lot of time tracking productivity and material costs on each job. We work very earnestly trying to keep our profit margins maximized. In doing so, we're accustomed to using change orders and extras lists to help recoup our costs. Don't sell yourself short! If you've been in the residential repaint business long enough, you can anticipate some of the common problems ahead of time. I hear guys complaining about the "while-yas" every month at the PDCA meetings. You know, "while you're at it, could you paint the other side of that door?" Try building the cost of taking care of the little problems into the cost of the job. If those little setbacks don't ruffle you, it'll make you shine in your dealings with the customer.

Suppose I spend a couple of days painting a couple of bedrooms. When I first go to estimate the job, I try to cover all the bases. I ask the customer if they want the closets painted. Sometimes the customer will say no, and yet when I get to the job to start work, the closet is emptied and all ready for painting, and “could I paint the back of the door into the adjoining bathroom?” Well, I didn’t figure on doing either. At the end of the job, when I hand the customer the bill, they say, “You forgot to charge me for painting the door and the closet.” And I say, “Don’t worry about it.” If they fail to bring up the additional work, I’ll remind them: “We had some extras, but don’t worry about it.” Now I’ve really closed the deal (for life). Those few extras aren’t billed as extras on my jobs. They’ve become standard. Little snags come up on every job. I’m not saying that you shouldn’t get paid for them; what I’m saying is if you build some of those small incidentals into your cost, you can appear to your customers to be very generous. I love it: they’re paying you top dollar, and yet you’re the one who looks generous. Suppose you come up with a few more extras that cost, say, a hundred dollars more than what you might have figured? Next time you work for that customer, you can build a little more into the price. Meanwhile, the guy painting the same rooms in the house next door initially charges less for the same work, and then bills the customer for that closet and that extra door. We both walk away with the same amount of money for the same work, except he looks petty and I look generous.

If you look at the lifetime value of a customer, you can understand that you needn’t worry about being paid in full for those few extras this time. You can make up for any shortfall the next time you estimate a job for that particular customer. And if you let yourself think in that manner, there will always be a next time. You can also tack on a little extra profit when you estimate the work that comes from that customer’s referrals. You might charge more than the other guy, but word gets out that you’re worth the extra money.

The best way to concern yourself with how much money you’re making on a job is to focus on the lifetime value of the customer, not the dollar value of a single job.

**Quote:** “How’s the diet going?”

“Not good, I had eggs for breakfast.”

“Scrambled?”

“No, Cadbury.”

**Happy Easter! Stay safe, healthy, and keep in touch!**

**Anita Dallas**