



MAC LEADER

February, 2021

MAC News



Renewal Time for 2021 MAC Membership

Dues invoices are being prepared for renewal of your MAC Membership for 2021.

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/summer meeting is in the planning phase, and the fall conference is planned to take place the first week of November in the Norfolk/Virginia Beach area. Details will be sent about those meetings as they become available. If you have some suggestions for seminar topics at our November Conference, please respond to: 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 an important safety topic 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. 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.

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 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. Plans are currently being made for the two-day event which will include on the Friday: golf on your own at the Virginia Crossings course, short Board Meeting, dinner as a group at the hotel, and a hospitality room. On Saturday we'll move to Rod's home for a barbecue lunch, entertainment, and a social.

Watch your email for updates and details of the Spring Meeting in May. A registration brochure will be sent out shortly. 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. Anyone who has attended a MAC event over the years would remember Dick and Geny as mainstays of the group. They are sorely missed, and the Board would like to take this opportunity to honor them and their contributions to MAC. We are requesting that anyone who has special memories or photographs of Dick and/or Geny to send them to adallas66@gmail.com so we can put together a memorial book in their honor. The book will be distributed to the attendees of the Spring Meeting.

MAC Views

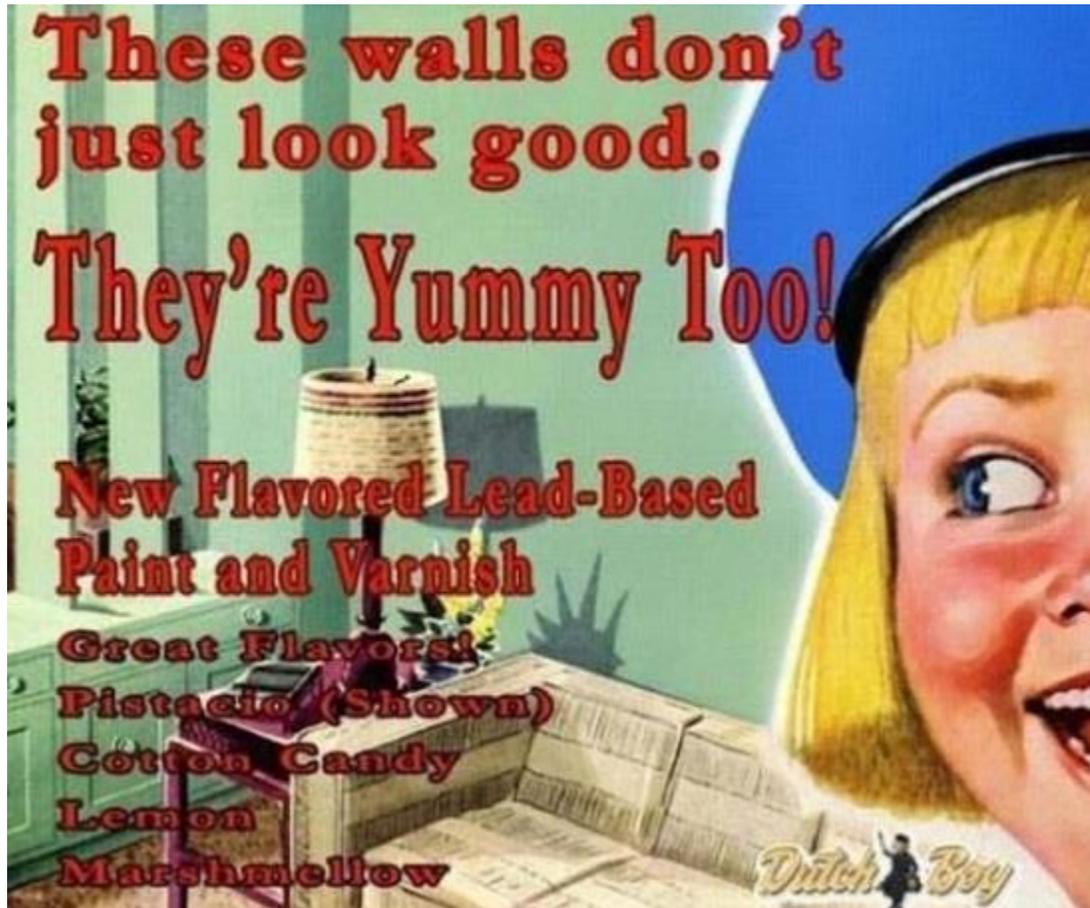
The MAC Leader is distributed to all our Middle Atlantic Council PDCA members plus a list of "Friends of MAC" from across the United States. We've requested our readers to send us interesting articles on what their companies are doing in this unusual time or anything else they'd like to share. One of 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.

This month Chuck sent the following link to find radio stations in the USA and over the world. Anyone who knows Chuck knows that he is a huge rock and roll buff with an encyclopedic knowledge of bands and vocalists from the 60s on up. I'm sure this app

comes in handy for him: Tune in to radio stations in the USA and all over the world... <http://radio.garden/settings/introduction>

Chuck also found this rather disturbing old Dutch Boy Paint ad. Don't try this at home!



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 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.

FEATURED ARTICLE

This article, by Andy Prelusky, first appeared in the Fall, 2012, issue of the MAC News and Views magazine.

The New York Times columnist David Brooks occasionally sites 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 V.I.P.s 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 afford 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.

Quote: “When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.” *Dale Carnegie*

Stay safe, healthy, and keep in touch!

Anita Dallas