

# Painting and Decorating Contractors of America Portland Chapter



Chapter Meeting Tuesday, February 20

## “How to Meet or Beat Your Goal In 2007”

### Will You Make Money or Lose Money?

Jump start your new year with valuable ideas for establishing objectives and budgets to reach your business goals. Discussions will include budgeting, marketing, hiring, and business planning. After the discussions attendees will break into “Roundtables” to share their ideas on each topic. A summary will be provided at the end of the meeting and the Roundtable notes will be available to members. The meeting will be facilitated by Joel Hamberg and Kevin Weinmann.

Your RSVP form is on the back page!

## A Message From Your New Chapter President Joel Hamberg

It's an incredible feeling to be put in this position for the year of 2007. What is in store? Education, social functions, networking opportunities and an interchange of ideas and encouragement. Our chapter has exceptional value for all its members, contractors and associates.

There is a vision for the future, especially with the Accreditation Program through the Contractor College. But, to reap the rewards of your membership - it takes involvement. Don't just sit back and wait for things to happen. Get going and join in the action - committees need volunteers. If you need support in making it to the next level, ask me or any of the current or former board members. We would love to show you how our involvement has benefited our companies and enriched our lives. Get your feet wet in 2007!

“...our involvement has benefited our companies and enriched our lives”

Paint Coverage

## Portland Chapter Committees

### Programs:

**Joel Hamberg:**

Joel Hamberg Painting

**Kevin Weinmann:**

Weinmann Painting

### Membership, Retention & Ambassadors Program

**Tom Skinner:**

Sherwin Williams

**Moni Unga:**

Parker Paint

**Ryan Grassmann:**

Miller Paint

**Jeff Nicholson:**

Miller Paint

**Chuck Eichacker:**

Apogee Painting

**Mark Waters:**

Sherwin Williams

**Craig Felton:**

Parker Paint

### Golf Tournament:

**Ian Siegner:**

Siegner and Company

**Karen Hamberg:**

Joel Hamberg Painting

**Bruce Schneider:**

Purdy Corp.

**Tim Doolittle:**

Miller Paint

**Doug Escriva:**

Miller Paint

**Craig Felton:**

Parker Paint

### Special Events:

**Stan Wryn:**

Western Accents Painting

### Holiday Party:

**Mike Owens:**

Parker Paint

**Kathy Kemnitz:**

Pearl Painters

### Library Facilitator:

**Bob Schiller:**

Schiller & Vroman

## Welcome New Members!

### Hunt Painting

**Owner:** Bill Hunt

**Contact:** Stephen Hunt

(shunt@huntpainting.com)

**Services:**

Commercial, residential and light industrial painting. Wall coverings, wood finishes, elastomeric coatings, maintenance accounts, environmental division, powerwashing, brick sealing and many other finishes.

**Year Established:** 1968

**Address:** 7400 SW Macadam Ave.

Portland, OR 97219

**Phone:** 503-245-5149

**Fax:** 503-244-6559

**Web site:** www.huntpainting.com

**Chapter Sponsor:** Chapter Office

### Apogee Painting

**Owners:** Chuck and Larisa

Eichacker

**Services:** Interior and exterior residential paint and repaints. Small family run business specializing in customer service and attention to detail.

**Address:** P.O. Box 18052

Portland, OR 97218

**Phone:** 503-310-5900

**Email:**

chuck@apogeepainting.com

**Web site:**

www.apogeepainting.com

**Chapter Sponsor:** Chapter Office

### Kelly-Moore Paints

**Contact:** Chris Ellington

caellington@msn.com

**Stores:** 4255 SW Hall Blvd.

Beaverton, OR 97005

Ph: 503-646-8168

1414 SE 82nd Ave.

Portland, OR 97216

Ph: 503-255-6050

**Web site:** www.kellymoore.com

### Membership Counts

Portland Chapter PDCA has 48 Contractor members, 14 Associate members, 7 Affiliate members and 3 Subsidiary members.

## PDCA Announces First Oregon Contractor to Receive Contractor College Accreditation

PDCA's Contractor College announced that Joel Hamberg Painting has successfully earned PDCA Accreditation by completing all the necessary courses and submitting the appropriate business documents. Joel Hamberg Painting is the first Oregon painting contractor to earn this prestigious designation of becoming an accredited company.

According to Joel, "Accreditation is a stepping stone for any company wanting to achieve a business worthy to be called a real business. I was amazed at the professional and easy-to-use layout of the courses. The program modules contain a wealth of information that is easily accessed based on up-to-date information using recognized industry standards including MPI, Enterprise and ACE Daily. We will incorporate this information into our training program for all our painters. This will allow them to keep abreast of the changes in the industry and to develop their skills and knowledge so they can advance to the next level."

## An Interview with Dave Siegner PDCA President

### How did you enter the coatings business?

I entered the business as an apprentice. After three years I became a journeyman painter. I moved into a superintendent role then gained experience on the "business side" as an operations manager, project manager and estimator. I started my own paint contracting business, with my wife Maureen, in 1991. I have been in the coatings industry for more than 35 years.

### When did you first become involved with PDCA? Has your career benefited from your relationship with PDCA?

I first became involved in PDCA in about 1996. I was a union painting contractor and the local employer group sponsored all of its members to join PDCA if they chose to. At that time I really wasn't sure what the benefit would be to my company. I started attending the local PDCA meetings and realized the wealth of knowledge that was available to me. Even after being in the industry for so many years, I was impressed with the access that PDCA gave me to information that enabled me to improve the way I was doing business and take a huge step forward professionally. In our market, PDCA members are, for the most part, some of the best in the business. So being associated with PDCA gave us immediate credibility and many of the tools we needed to "grow" our business.

### What are some of the benefits of belonging to PDCA?

Through my association with PDCA I can tell you that joining the organization is beneficial to a certain type of business person. Like any group you belong to, you get out of it what you put into it. Clearly the business owners who become, and continue as members of PDCA, are the people who are smart enough to know they can never stop learning, energetic enough to put into action the lessons they learn, and ambitious enough to set their sites on financial and personal success. Over the years, I have seen PDCA members go from being one-person shops to being million dollar businesses. In addition to the "tangible" benefits of PDCA there are also the "intangible" benefits. PDCA offers the valuable opportunity to belong to a community of people who share your passion for the industry and in many cases your same problems and concerns. PDCA membership gives you the sense that you are not "going it alone," you have friends and industry experts you can call or meet with. Some people choose to struggle alone, well, I know for a fact that the road to success in the coatings industry is smoother and faster when PDCA is part of your business plan.

### What is the top challenge facing you as PDCA's incoming president?

Relevancy. Harry Truman once said: "The only things worth learning are the things you learn after you think you know it all." I think you can never "know it all". PDCA leadership cannot afford to stop learning. In today's fast paced environment it is our responsibility to lead the industry and provide quick, effective response to the needs of our members. The coatings industry is considerably different today than it was when many of us began our careers. Not only has coatings technology advanced, but communication tools, human resource demands and business operations have changed dramatically. That creates quite a challenge. Of course, Harry Truman is also noted for saying: "If you can't stand the heat get out of the kitchen!" I'm ready for the challenge.

## Upcoming Events

### March 20: Chapter Meeting "Going Green in the Painting Business"

This meeting will focus on environmentally friendly painting products and new technology to protect the environment. Contractors and suppliers will discuss how they are stepping forward to address environmental concerns. Location: Holiday Inn at the Convention Center

### May 3, 4, & 5: Western Conference of PDCA Councils

Portland is the host city for this year's convention. The Portland Chapter will be sponsoring a guest reception on Thursday, May 3 at the Doubletree Lloyd Center. If you or your company would like to assist in hosting this event, please call the Chapter office.

## PDCA and Comex To Meet In Mexico City

PDCA national leadership is opening discussions to develop greater involvement in the Hispanic market. Dave Siegner, PDCA president, will be meeting at the end of February in Mexico City with the top executives of Comex, the largest paint manufacturer in Latin America and the parent company of Professional Paints Inc. which includes Parker, Frazee, Kwal, Color Wheel and Duckback Inc.

The meeting will focus on the Hispanic Forum within PDCA. Joel Hamberg, Portland Chapter president, will also attend the meeting. Joel is the first Oregon contractor to receive his PDCA Accreditation from Contractor College and he will be discussing first-hand the benefits of the accreditation program. Also attending the meeting will be Richard Bright and Melanie Harmon, staff members from the PDCA national office.

## Portland Chapter Meeting Feb. 20 • Please RSVP by Monday, Feb.19

**Ph: 503-236-7964 • Fax: 503-591-8426 • Email: info@oregonpdca.org**

**Time:** 5:30-6:30 registration and social hour. 6:30 Buffet dinner, Chapter meeting and program.

**Cost:** Dinner \$27 per person for members with advance RSVP. \$37 at the door without RSVP, and \$37 for non-members.

**Menu:** Chicken fajitas, beef & cheese burritos, cucumber salad, green salad, chips and salsa, fresh fruit, Spanish rice and beans and assorted pies.

**Where:** Holiday Inn, Convention Center, 1441 N.E. Second Ave. (Off Weidler)

Please R.S.V.P. by Fax to the Chapter office by Monday, Feb. 19 fax # 503-591-8426

**Cost: \$27 members with R.S.V.P \$37 without RSVP and \$37 non-members**

Yes, I'm coming

No, I'm not coming

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Total Number Attending: \_\_\_\_\_ Phone: \_\_\_\_\_

**To charge your credit card, FAX this form to: (503) 591-8426. You will be billed upon RSVP.**

**Credit Card Payment:** Circle one:      Visa      Mastercard      American Express

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Total to be billed: \_\_\_\_\_

Your Signature: \_\_\_\_\_

Billing address where credit card statements are sent: \_\_\_\_\_



**PDCA-Portland Chapter**  
**17675 SW Farmington Rd. PMB #194**  
**Aloha, OR 97007**

**Tuesday, February 20**  
**"How to Meet or Beat Your**  
**Goal in 2007"**

**Guests Welcome! Come and**  
**find out what PDCA can do for you!**