

PDCA RESIDENTIAL FORUM PRESENTS

Advanced Shop Talk 13 "Back to the Drawing Board"

Join us for 2 full days to work both **IN** and **ON** your business.

When: September 14 – 15, 2012

Where: Chicago Marriott Oak Brook Hotel
1401 West 22nd St.
Oak Brook, IL 60523

Conference Schedule

Thursday – September 13, 2012

3:00 pm – 5:00 pm Registration Open
7:00 pm – 9:00 pm Welcome Party
sponsored by Sherwin Williams
The Reel Club

Friday – September 14, 2012

Working "IN" Your Business

All seminars will take place at the Chicago Marriott
Oak Brook Hotel

7:00 am – 8:00 am Continental Breakfast and
Registration for AST 12
8:00 am – 9:00 am Welcome and Opening
9:00 am – 10:30 am Crew Leader Training
John Peek, presenter
10:30 am – 10:45 am Morning Break
10:45 am – 12:15 pm Panel discussion on
Scheduling and Productivity
Scott Lollar, moderator
12:15 pm – 1:15 pm Lunch
1:15 pm – 2:45 pm Encouraging Employee
Accountability
John Neill, presenter
2:45 pm – 3:00 pm Refreshment break
3:00 pm – 4:00 pm Hot Topics Q&A
4:00 pm – 4:30 pm Wrap Up
6:00 pm Networking Reception
sponsored by Benjamin Moore
Maggiano's Little Italy

Saturday – September 15, 2012

Working "ON" Your Business

7:00 am – 8:00 am Continental Breakfast
8:00 am – 8:30 am Awards and Election of
Officers
8:30 am – 10:00 am Exit Strategies
Linnea Blair, presenter
10:00 am – 10:15 am Morning Break
10:15 am – 11:45 am CRM Software Review
Mark Lane, presenter
11:45 am – 12:45 pm Lunch
12:45 pm – 2:15 pm Marketing Your Company
John Nubert, presenter
2:15 pm – 3:00 pm Role Playing Activity
3:00 pm – 3:15 pm Refreshment break
3:15 pm – 4:00 pm Conference Wrap Up



AST 13 Registration Form

Company Name

First Person Attending

Additional Person Attending

Additional Person Attending

Street Address

City, State, Zip

Telephone & Fax

Email

Credit Card

Exp. Date

Name on Card

Billing Address

REGISTRATION COSTS

(includes all materials, breakfast, lunch and snacks)

	<u>Cost</u>	<u>Qty</u>	<u>Price</u>
AST 13 2-Day Conference	\$349	1	\$349
Additional Attendee(s) - same company	\$250	___	___
PDCA Residential Forum Membership - Join Today!	\$95	___	___

TOTAL DUE

PAYMENT OPTIONS

To register online and pay with a credit card go to:
www.pdcaresidentialforum.org.

To pay with check make check payable to PDCA Residential Forum and mail payment and registration form to:
PDCA Residential Forum
63 Marne Road
Buffalo, NY 14215

PLEASE NOTE: Registration will not be accepted without payment in full.

Hotel Reservations:

Call the Chicago Marriott Oak Brook Hotel directly at (630) 573-8555 or (800) 228-9290 and ask for the special **PDCA Residential Forum Group rate of \$109** or reserve **online**.
<http://www.marriott.com/hotels/travel/chiob?groupCode=pdcpdca&app=resvlink&fromDate=9/13/12&toDate=9/16/12>

Hotel reservations **must be received on or before 5:00 pm, Wednesday, August 22, 2012.**

Getting to the Chicago Marriott Oak Brook Hotel from the Airport

The Chicago Marriott Oak Brook Hotel is served by both the Chicago/O'Hare Airport and the Chicago/Midway Airport. Please note the hotel does not provide shuttle service. To reach the hotel from either airport it is recommended you take the **Windy City Limousine service**, approximately \$28 one way for one person and \$10 for each additional traveler. You **MUST** make a reservation at Windy City Limousine service **prior** to your arrival. To make a reservation for your pick up at the airport call the Windy City Limousine service at 866-949-4639 or book your reservation online at www.windycitylimos.com and click on "Book Now."

We have been advised and strongly encourage you not to use the Airport Taxi service.

For additional information on the Chicago Marriot Oak Brook Hotel and the surrounding area click on www.marriott.com/hotels/travel/chiob-chicago-marriott-oak-brook.

Confirmation and further details will be emailed to all registrants.

Questions? Please call the Residential Forum office at **(800) 697-7322** Office hours 8:30 am – 4:30 pm EST or email tony@pdcaresidentialforum.org



PDCA RESIDENTIAL FORUM

Advanced Shop Talk 13

"Back to the Drawing Board"

We survived 2010 (and some of us even thrived).
We innovated in 2011 (so we wouldn't die).
Now it's time to go back to the drawing board and update our playbooks.

Join us for 2 full days to work both IN and ON your business.

Crew Leader Training & Productivity - John Peek

What is "productivity" and how can we best realize it in ourselves and in our team?

In this workshop will we delve into the topic of crew leader training and how it directly relates to productivity. Developing positive attitudes in yourself and your team will help cultivate a desire to excel, leading to a greater level of productivity. Keeping a proper work/life balance is also crucial in keeping the quality of workmanship at the highest level.

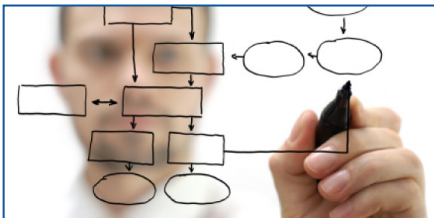


John Peek is the owner of Peek Brothers Painting Contractors and has been painting homes, churches and institutional buildings for the past 30 years.

A California native, John has been a resident of San Diego for the past 44 years. A graduate of UCSD and UC Berkeley School of Business, John is now a leader in the painting industry. He spent several years as president of the San Diego chapter of the Painting and Decorating Contractors of America (PDCA) and was a two term president of The Residential Forum.

Scheduling & Productivity - Panel Discussion

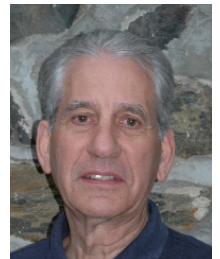
Join us for a lively panel discussion on two of the biggest issues painting contractors face day in and day out. We will hear from fellow business owners about scheduling systems that have been successful in their businesses, as well as those that were not. We will also discuss strategies for getting the most productivity out of your employees and creating measurable standards by which to encourage and/or reward them accordingly. Come ready to ask questions and share your own experiences as well.



Encouraging Employee Accountability - John Neill

All business owners have the same issue - "How do I get my employees to care as much as I do?"

There are many different avenues for encouraging employee accountability. In this workshop, we will define ownership and explore the "4 R's". Because possessing a true passion for your work is essential, we will discuss the role of attitude in developing employees who hold themselves accountable and truly take pride in their work. Finally, we will identify the tools and resources needed to empower your employees so that they may truly excel at amazing your customers with both their craftsmanship and customer service.



John Neill is the owner of John Neill Painting & Decorating, a residential painting company serving the Greater Philadelphia area and surrounding suburbs since 1974. With a focus on craftsmanship as well as exceptional customer service, the 40-employee company has become know in the area as "The Sign of Craftsmanship".

With a background in education, teaching has always come naturally to John. After thirty years in the classroom, he still enjoys being able to share with others who may benefit from his experiences.

Your Exit Strategy: Plan or Procrastinate – The Future is Yours - Linnea Blair

Did you know that it typically takes five to ten years to prepare a business for sale or transition? Most business owners think that planning their exit from the business is something that they can think about later. Some may have the idea that they will pass their business on to their children or perhaps a key employee. Others may think about selling the business to a third party or worst case scenario, just liquidating the business.



All of these alternatives need a sufficient degree of planning in order for you to exit the business on your terms and with your retirement income secured.

In this workshop we will explore:

- The most common options for exiting your business
- Key considerations when selecting the best exit strategy for you
- Critical questions you need to answer before you can start the transition process
- Specific variables that will add value to your business in preparation for sale
- Essential estate planning considerations for family businesses

In *The 7 Habits of Highly Effective People*, Steven Covey suggests that we “Begin with the end in mind”. It’s never too early to take that advice when it comes to what you want for your life and your business. It’s unlikely that you want to trust the biggest financial transaction of your life to chance. Take time now to start the planning process to develop the structure, systems and people you need to make a successful transition to the next phase of your life.

The president of Advisors On Target, Linnea Blair provides business coaching and consulting to business owners and executives, who are ready to take action to become effective leaders and run a more profitable and professional business. Her specialties include Business Strategy, Relationship Marketing, Leadership and Financial Management.

Linnea developed the On Target Program for Painting Contractors in 2002 and over the last nine years has worked with over 100 Residential and Small Commercial Painting Contractors to help them develop more successful painting businesses.

CRM Software Review - Mark Lane

CRM-Customer Relationship Manager - it’s not just a contact manager anymore. In this workshop we will take an in-depth look at tools to help manage your customers and staff efficiently and effectively. Learn some new tricks from seasoned professionals on how these systems are working in their companies. Finally walk away with the skill sets and understanding of how CRM can work in your organization.



Mark Lane started painting houses when he was sixteen for extra money. Painting provided him with the opportunity to attend college. After a few years in outside construction sales he returned to painting as his chosen career.

“My vision as a painting contractor is not to be the biggest, but to be the most reliable, and professional. I hear a lot of horror stories from customers about previous contractors. It’s my goal to leave customers with a great experience to share with others.”

Why Direct Mail Should Still Be A Part Of Your Marketing Strategy - John Neubert

With an onslaught of advertising and marketing options at our disposal, many small businesses are missing the heart of their market by “giving up” on direct mail because it’s either too expensive or too time consuming. In this workshop we will discuss why direct mail is still an important part of your marketing strategy, the many options for “direct mail”, how to use it in other areas of your business, and how to track your success rate. We will also touch upon the need for a comprehensive marketing plan to maximize your company brand.



John Neubert is the President of Neubert Painting Inc. Started in 1975 the company has 10 full-time employees and an additional 70-80 seasonal employees who are mainly college students.

John has an undergraduate degree in marketing and an MBA in management from Cleveland State University. He also has additional training in Strategic Planning and sales training from Sandler Sales.

Hot Topics Q&A

While it may feel like we’re all living in our own private bubbles, many of the issues we face and problems we run into are also shared by others in the industry. Here’s your chance to ask your peers if they’ve encountered similar problems and whether or not they were able to find a successful solution. So put on your thinking caps, jot down your questions, and email them to Tony Kozak. We will select a handful to be discussed in an open forum session.



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