

# Dawson Tech Grooms Apprentices

*Dawson Technical Institute at Kennedy-King College (one of the City Colleges of Chicago) offers an innovative pre-apprenticeship program designed to encourage and prepare a reliable flow of promising Apprentices into the PDC14 painting and drywall finishing programs offered by the JATC-DFTC Training Facility in Berkeley, FCAC and Painters' District Council No. 14 support this initiative and encourage our Contractor Employers to participate by hiring graduates of the Dawson Tech "Construction Painters Program" as beginning Apprentices.*

## Ready to Roll (or Brush...)

The current class of Painting & Decorating Students at Dawson Tech, taught by Mr. Oby (bottom right), includes: Patricia Birts, Lashawna Blakely, Kenneth Bryant, Christopher Buckner, Donald Dill, Carlos Green, Fred Guyton, Koujourian Jones, Airic Lee, Captain Lindsey, Marcus Mitchell, Kenneth Neeley, and Dale Smith.



Few beginning Apprentices get a better start on their training than the kids now coming out of the South Side of Chicago at Dawson Tech. All entrants must have completed High School and possess basic math and reading skills, pass a drug screening, and be at least 18 years old.

Coursework includes nine courses totaling 16 credit hours:

- Technical Math
- Computer Technology
- Information For Reading
- Professional Development
- Construction Safety
- Introduction To Painting
- Painting Tools
- Basic Taping
- Painting And Decorating

Contractor employers have two real incentives for hiring the students coming out of Dawson Tech's pre-apprentice program. First, they are getting a mature employee who has already tried other lines of work and since made a commitment to enter the finishing trade as a career. Hiring Contractors will be pleasantly surprised at both the aptitude and the attitude of the students. Second, Contractors can also earn incentive credits on future City of Chicago construction projects by hiring Dawson Tech graduates and placing them in the JATC Apprenticeship Program.

**Winners Abound at PDCA Associates Night. See Pages 4-5...**



**Visit the Apprentice School web site at [www.jatc-dftc.org](http://www.jatc-dftc.org) for more information on the Dawson Tech Pre-Apprentice Training Program, or go to [www.kennedyking.ccc.edu](http://www.kennedyking.ccc.edu) for more background and forms.**

## **PUNCHLIST:**

Paint Spots.....	Page 2
Legislative Update.....	Page 3
Associates Night.....	Pages 4-5
Helmets To Hardhats.....	Page 6
Respirator Training.....	Page 6
Is Your Business a Commodity?.....	Page 7
F-86D Sabrejet Painting Project.....	Page 7
Golf Outing.....	Page 8
Associates Vendor Guide.....	Page 8



**Students Fred Guyton (left) and Lashawna Blakely (right) with teacher Mr. Oby.**

# PAINT SPOTS

## Miscellany

**Best Wishes to National FCA friend Ray Fujii, just home recently from Queen's Hospital in Honolulu where he was recuperating from a serious fall at home, and facing prolonged rehab. Ray and his Hawaii PDCA Chapter were very instrumental in the advent of FCA several years ago.**



**Please use the current web site domain [www.chicagopdcafca.org](http://www.chicagopdcafca.org) when visiting our web site, not the older version. You can no longer access our web site at the old domain name.**



**Military personnel returning to civilian life face choosing a career path, and many seek help at the "Helmets to Hardhats" web site [www.HelmetsToHardhats.org](http://www.HelmetsToHardhats.org) for opportunities in the construction trades. FCA has been a Sponsor of this program since its inception, and we encourage our employers to visit the web site for information. Returning veterans have always made valued, mature employees, and it's only fair that they should go to the front of our hiring line. See story on Page 6 for more....**



**With gasoline prices topping \$4.00 per gallon, we are all feeling the pain at the gas pump. But it may surprise you to learn the per-gallon pricing of other liquid products.**

**For instance, a 6-ounce bottle of Vick's Nyquil costs \$8.35... that's \$178.13 per gallon. A 4-ounce bottle of Pepto Bismol is priced at \$3.85... \$123.20 per gallon. The 1.5-ounce travel size bottle of Scope costs \$0.99, which comes out to \$84.48**

**per gallon. And a 20 ml. bottle of Whiteout seems to be reasonably priced at \$1.69... but that equates to \$319.78 per gallon!**

**Now comes the real kicker...a 9-ounce bottle of Evian water costs \$1.49. That's \$21.19 per gallon! Imagine, \$21.19 for water, and the buyers don't even know the source! Many brands of bottled water are actually taken from municipal sources... miles from any natural springs. Incidentally, Evian spelled backwards is Naive.**

**Ever wonder why they sell inkjet printers so cheaply? It's because they really just want to hook you on the ink. We calculated the cost of ink cartridges -- you won't believe it -- at \$5,200 a gallon!**

**Another real eye-opener is perfume. Take, for example, Chanel No 5 Parfum... a .25-ounce bottle costs \$95.00. That calculates out to a whopping \$48,640 per gallon!**

**So, the next time you're standing at the pump watching those digital numbers flicker by, just be glad that your car doesn't run on water;**

**Scope, Whiteout, Nyquil, printer ink, or, God forbid, Chanel No 5!**



**New FCA CEO - Stuart Binstock has been appointed as National FCA's new Chief Executive Officer. He says he's "thrilled" to bring his nearly 20 years of experience working for construction trade associations to the FCA. Binstock has a broad knowledge of the construction industry. In addition to his role as Executive Director of the Management Education Institute of NECA (the National Electrical Contractors Association), he worked at the AAGC (Associated General Contractors of America) and AIA (the American Institute of Architects). "I understand the relationships between architects, general contractors, and specialty contractors. Those relationships are integral to the success of a construction project. Given my background, I am also very familiar with many of the issues that can cause problems between the parties on a construction project. I've spent considerable time working on solutions to those problems. I also know and have worked with many of the industry leaders over the years and have a solid working relationship with many other associations. I hope those relationships will help FCA become an even more integral part of the construction association community," Binstock said. He will take the FCA helm in June.**



**off the mark**.com

by Mark Parisi





**FINISHING  
CONTRACTORS  
ASSOCIATION**

*By Jay Weaver,  
Vice President,  
Eastern Region  
and Canada,  
Finishing  
Contractors  
Association*

## **LEGISLATIVE UPDATE:**

### **BUSINESS ISSUES:**

□ *The Construction Quality Assurance Act of 2007 (H.R.3854)* would assure quality and best value on Federal construction projects by prohibiting the practice known as bid shopping. It would require each bidder for a Federal construction contract to identify the subcontractors that the contractor intends to perform the contract. This bill, which has been referred to the House Committee on Oversight and Government Reform (Subcommittee on Government Management, Organization, and Procurement) is supported by the FCA.

□ *The Economic Stimulus Act of 2008 (H.R.5140)*, passed in February, was designed to provide economic stimulus through recovery rebates to individuals, incentives for business investment, and an increase in conforming and FHA loan limits. The legislation did not include infrastructure spending provisions or energy tax incentives, but it did include nearly \$45B in investment incentives to encourage new spending by businesses. Firms would be allowed to expense 50 percent of the value of new equipment placed in service during 2008 and the limit for expensing under tax code Section 179 would be raised from \$128,000 to \$250,000 in 2008. The phase-out threshold would also be raised from \$510,000 to \$800,000 for 2008. FCA favors such legislation but feels that it fell short because the bill was passed without any infrastructure spending provisions or energy tax incentives, despite the construction industry's push to include such monies. FCA will continue to work with the Senate and House committees for a possible second stimulus package that would add these shortfalls.

□ *The Small Business Fairness in Contracting Act (H.R.1873)* would reauthorize the programs and activities of the Small Business Administration relating to procurement by (1) revising and adding to Small Business Administration requirements concerning contract bundling, (2) increasing the government-wide goal for participation by small business concerns in federal procurement and service contracts, (3) including overseas contracts in such a goal, and (4) requiring certain small businesses to annually recertify compliance with maximum small business size standards for eligibility for SBA-awarded contracts and subcontracts. The FCA opposes this legislation that has been passed in the House, received in the

Senate, and referred to the Senate Small Business and Entrepreneurship Committee.

□ *The Contracting and Tax Accountability Act of 2007 (H.R.4881)*, supported by FCA, would prohibit the awarding of a contract or grant in excess of the simplified acquisition threshold unless the prospective contractor or grantee certifies in writing to the agency awarding the contract or grant that the contractor or grantee has no seriously delinquent tax debts. This bill has been referred to the House Committee on Oversight and Government Reform (Subcommittee on Government Management, Organization, and Procurement).

□ *The Government Contractor Accountability Act of 2007 (H.R.3928)* would require certain large government contractors that receive more than 80 percent of their annual gross revenue from federal contracts to disclose the names and salaries of their most highly compensated officers. The FCA supports this legislation, which has been referred to the House Committee on Oversight and Government reform (Subcommittee on Government Management, Organization, and Procurement).

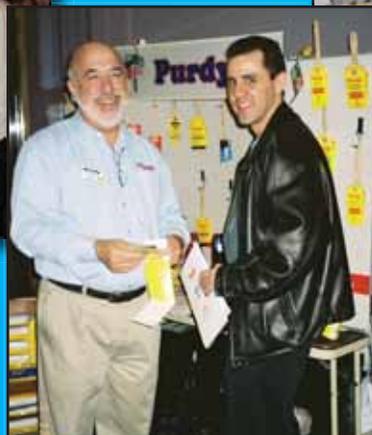
□ *The Border Control and Contractor Accountability Act (H.R.3496)* would debar or suspend contractors from Federal contracting for three years for unlawful employment of illegal immigrants, and its contract would be terminated unless the contractor or subcontractor agreed to terminate employment of the immigrant. This bill has been referred to the Oversight and Government Reform Committee (Subcommittee on Government Management, Organization, and Procurement) and is supported by FCA.

□ *The Local Law Enforcement Restoration Act of 2007 (H.R.3612)* would amend the Immigration and Nationality Act to provide for no preemption of certain State and local laws regarding employment eligibility verification requirements. Introduced because the federal government has not enforced federal immigration laws, this bill would allow states/localities to enforce employment eligibility verification requirements/impose civil or criminal penalties upon those who employ, recruit, or refer unauthorized aliens for an employment fee. This legislation is supported by FCA and has been referred to the Judiciary Committee (Subcommittee on Immigration, Citizenship, Refugees, Border Security, and International Law).

# 2008 ASSOCIATES NIGHT

*March 12, 2008* □ *Rosewood Restaurant*

One hundred seventy guests attended the annual PDCA Associates Night Trade Show on March 12th, visiting 24 booths to view the latest products and services offered by member vendors in the Chicagoland area. Continuous food & refreshment highlighted a festive event punctuated occasionally by the ringing bell for prize drawings. This year's big winner was Fred Broberg (Fred Broberg Corporation), who walked away with the \$500.00 cash Grand Prize.







# HELMETS TO HARDHATS!

Returning veterans looking for a career rather than a job, can find valuable help from the "Helmets to Hardhats" program, which places quality men and women from

the Armed Forces into promising building and construction careers. Their acceptance by the building & construction trades provides them with a first step to a great future.

Careers in the finishing trades enable them to earn while they learn, getting rewarded for hard work with competitive salaries plus tangible fringe benefits, such as valuable pension plans and excellent healthcare.

Most "Helmets to Hardhats" candidates enter an Apprenticeship program, such as the Chicago JATC-DFTC painting or drywall finishing programs, where they learn their trade through on-the-job training supplemented by classroom instruction at a state-of-the-art training facility. Once approved, there is no charge for the training and the new Apprentice is paid wages by his or her employer. They attend class one day a week at the school and work in the field the other days.

Wages from the employer are supplemented by education benefits under the G.I. Bill, adding to monthly take-home pay. The Apprentice's pay increases over the course of time until he or she receives full Journeyman wages upon completing the three-year program. An Apprentice who graduates to full Journeyman status has become recognized for his or her knowledge and ability in the trade. In some cases your military experience can even contribute to advanced placement...credit towards journeyman status from military experience.

Helmets to Hardhats is a national program that connects National Guard, Reserve and transitioning active-duty military members with quality career training and employment opportunities within the construction industry. The program is administered by the Center for Military Recruitment, Assessment, and Veterans Employment and headquartered in Washington, D.C. Direction for management of the center comes from a Board of Trustees comprised of equal numbers of Employer and Labor Trustees.

Helmets to Hardhats connects former military personnel with fresh career opportunities nationwide through building and construction trades. Candidates can find information about career opportunities and apprenticeship programs via the Internet from anywhere in the world. The Helmets to Hardhats profile they complete tells the hiring employer about transferable skills they acquired during military service.

Eligibility for participation in a Helmets to Hardhats placement varies, but in most cases, applicants must be at least 18 years of age, have an honorable

discharge, have a high school diploma or equivalent, pass a drug test, conduct an interview, and be physically fit to perform work. There are no age restrictions.

The Center for Military Recruitment, Assessment, & Veterans Employment administers Helmets to Hardhats. It was established as a nonprofit Section 501(c)(6) organization with a funding structure set out under Section 302(c)(9) of the Taft-Hartley Act for purposes provided for under Section 6(b) of the Labor-Management Cooperation Act.

## U.S. Military Stats

- 24.4 million veterans
- 2 million veterans are under age 35
- 1.7 million veterans are women
- 1 in 4 adult males is a veteran
- 1.4 million servicemembers are on active duty
- 1.2 million servicemembers are in the National Guard and the Military Reserve
- 500,000 servicemembers are overseas
- 2,729 U.S. military fatalities since 2003 in Iraq
- Plus 19,910 U.S. military wounded
- 341 U.S. military fatalities since 2001 in Afghanistan
- Plus 901 U.S. military wounded

## Respirator Training

Respiratory protection is a must for many tasks in our trade, and required by OSHA law. The JATC Apprentice School offers a great tool to our contractors by providing all needed training, fit testing, and medical clearances required to gain compliance with OSHA'S Respiratory standard. Classes are offered regularly at the Berkeley training facility...just visit the [www.jatc-dftc.org](http://www.jatc-dftc.org) web site for class schedules.

OSHA also has a great tool available to answer many of the frequently asked questions ([www.osha.gov/SLTC/etools/respiratory/index.html](http://www.osha.gov/SLTC/etools/respiratory/index.html)). Some of the most common questions, such as facial hair and fit checks are addressed.

Below are four requirements all companies should fulfill in order to assure compliance....



**1. Written Program:** The very first step in providing a comprehensive, compliant respirator plan for your company, is developing a Written Respiratory Protection Program. It should detail, at a minimum, the requirements, situations, and levels of protection required for each hazard that employees encounter and how to properly maintain, care for, and use appropriate respirators. The written program helps you implement and manage the plan and must be shared with each employee who wears respirators.

**2. Employee Training:** OSHA requires each person wearing a respirator to complete training BEFORE wearing the respirator and then ANNUALLY thereafter.

# Is Every Business is a Commodity Business?

Time to face the facts! Given nothing to prove them wrong here's what your prospect believes: one business is just like another. Any accountant can complete my tax return, any electrician can install a new ceiling fan for me, any restaurant can fill me up, and any painter can color my walls.

Now, these statements aren't really true. In fact, you know they're not true...but there you sit doing nothing about the situation.

Sad to say, if you can't find a way to differentiate your business from every other business that says it does what you do, and if you can't communicate that difference in a way that really matters to your market, then you're basically in the commodity business.

If customers cannot tell how one business differs from another, then they will use the only thing they can measure...price. Yes, the driving force in the commodity business is always price.

In case you haven't discovered this yet, price is a bad place to compete. There is always someone out there perfectly willing to go out of business more quickly than you.

So how do you get out of the commodity business?

Find something that separates

**3. Medical Clearance:** Before an employee can wear a respirator they must have a Medical Clearance from a doctor or a medical professional stating they are medically cleared to wear a respirator. This involves reviewing the employee's medical history and -- in some cases -- additional testing if there are questions or concerns.

**4. Fit-Testing:** Trained employees with a medical clearance who have reviewed the written Respiratory Protection Program must also undergo a safe and complete respirator fit-test before using any respirator in the field.

you from your competition, become it and speak it to everyone you meet.

Quality isn't it, good service isn't it, fair pricing isn't it. These are all existing expectations.

A real difference is the way you do business, the way you package your product, the way you sell your service, the way you show people how to transform their lives. It's the experience you provide.

Here is an exercise for you. Just answer this question: "What do you do for a living?" The trick is not announcing what your title or profession is. Customers want to learn how "what you do for a living" helps them get what they want.

Most small business is done face-to-face or over the phone. So, when you can come up with a statement that makes me want to know more about what you do for a living... then you climb out of the commodity business and into the premium business (as in, you can charge a premium for your services.)

Here's a simple formula that will help you with your answer to the "What do you do for a living?" question. Try responding "I (Verb) + (Target Market) + (Something that matters to the target)".

Here are some examples:

(1) "I teach small business owners how to triple what they make." (Marketing Coach)

(2) "I show women-owned businesses how to grab a huge share of federal grant money" (Consultant)

(3) "I ease the fears of expecting parents." (Financial Planner)

(4) "I create financial rescue plans for the financially stranded." (Credit Counselor)

(5) "I bring comfort to the hot and sweaty." (HVAC Contractor)

(6) "I show contractors how to get free from their business." (Attorney)

Do you see the idea here? Making statements like these propels you out of the commodity business and immediately communicates how you are unique...in terms beneficial to the customer.

Now let's imagine the ways that a Painting Contractor might describe "what he does for a living..."

*Jonathan Goldhill operates "The Growth Coach" in Los Angeles, a firm that helps growth-oriented companies develop marketing systems. For a free copy of his report on "How to Grow Your Business Like Crazy" email your request to "Jon@TheGoldhillGroup.com" and ask for the "7 Steps" Report. You may visit the company web site at [www.TheGoldhillGroup.com](http://www.TheGoldhillGroup.com) or call Jonathan at (818) 716-8826*



**Rick Barnoski has been a Painter for National Decorating for 37 years, but this Spring he painted a Korean War F-86D Sabrejet for the first time at Congress Park in Maywood. His dad, Joseph, and brothers Bill, Joe, and Tom all worked for National Decorating, too.**

*The Dropcloth is a quarterly publication of the Chicago Painting & Decorating Contractors Industry Advancement & Promotional Fund and its parent group, the Chicago PDCA/FCA. It is designed to provide news and information on matters of general interest to the Painting & Decorating Industry. All topics are covered as accurately as possible. Chicago PDCA/FCA/IAF does not, however, warrant the contents of The Dropcloth from legal, technical, or accounting standpoints -- or in any other way -- and hereby disclaims any and all liability therein. Readers are, therefore, cautioned to always seek the services of competent professionals in those areas, when needed. Story and picture submissions are welcome...please forward them to the Dropcloth Editor, P.O. Box 359, Warrenville, IL 60555.*

## QUALITY ASSOCIATE MEMBER VENDORS

**ADVANCE EQUIPMENT**  
Chicago ★ 773/287-8220

**ITW INDUSTRIAL FINISHING**  
Glendale Heights ★ 630/237-5161

**AMES**  
Chicago ★ 773/252-1566

**J. C. LICHT COMPANY**  
Carol Stream ★ 630/351-0400

**ARROWORTHY**  
Wauconda ★ 847/526-7044

**KOROSEAL MIDWEST**  
Franklin Park ★ 847/737-8018

**ATOVA INTERNATIONAL**  
Elmwood Park ★ 708/452-9982

**MDC WALLCOVERINGS**  
Elk Grove Village ★ 847/437-4000

**BENJAMIN MOORE & COMPANY**  
Carol Stream ★ 630/614-4300

**PITTSBURGH PAINTS/PPG**  
Batavia ★ 630/879-5100 x136

**CHICAGO DROPCLOTH SERVICE**  
Chicago ★ 773/783-6001

**PURDY CORPORATION**  
(CARGILE, KLACZEK &  
ASSOCIATES)

**D. L. COUCH WALLCOVERING, INC.**  
Chicago ★ 312/467-0790

Countryside ★ 708/354-0200

**EPCO PAINT**  
Evanston ★ 847/475-0430

**SHERWIN-WILLIAMS COMPANY**  
Schaumburg ★ 847/330-6269

**FAUX DESIGN STUDIO**  
Addison ★ 630/627-1011

**SUPER BRUSH  
& SUPPLY CORPORATION**  
Northfield ★ 847/441-0316

**GRACO, INC.**  
Elk Grove ★ 800/481-2466 #2264

**3M CONSTRUCTION DIVISION**  
Westchester ★ 800/982-3764

**HIRSHFIELD'S, INC.**  
Geneva ★ 630/450-2158

**THYBONY WALLCOVERINGS**  
Chicago ★ 773/463-3005

**ICI PAINTS**  
Carol Stream ★ 630/933-0588

**ZINSSER COMPANY, INC.**  
Somerset, NJ ★ 630/595-8255

**ALWAYS PATRONIZE  
FCA/PDCA ASSOCIATES!**

# AL SENNESE MEMORIAL GOLF OUTING

-- June 20, 2008 --

**\$125.00 COVERS**  
**BREAKFAST, GOLF  
& LUNCH!**  
**SPONSORSHIPS  
AVAILABLE**



**Fax Your Foursomes  
To Chicago PDCA Today  
At 630/393-1393..**

## BLOOMINGDALE GOLF CLUB

181 GLEN ELLYN ROAD □ BLOOMINGDALE, ILLINOIS

- 7:00 AM CHECK-IN
- 8:00 AM TEE-OFF
- SHOTGUN START
- SCRAMBLE FORMAT
- 144 GOLFERS MAX

**Information? Call PDCA Today at 630/393-1313 or  
Register On-Line at [www.chicagopdca.org](http://www.chicagopdca.org)**

## *THE DROPCLOTH*

*Editor: Richard M. Volkmer  
Assistant Editor: Janisse Merelos*

***PUBLISHED BY CHICAGO FCA/PDCA &  
THE CHICAGO PAINTING & DECORATING CONTRACTORS  
INDUSTRY ADVANCEMENT & PROMOTIONAL FUND***

***3530 Mignin Drive, P.O. Box 359  
Warrenville, IL 60555  
630/393-1313 FAX: 630/393-1393***

Presorted  
Standard  
U.S. Postage  
**PAID**  
Warrenville, IL  
Permit No. 44