



THE

AUGUST, 2010

COVERS EVERYTHING!

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- [www.chicagopdcafcfa.org](http://www.chicagopdcafcfa.org) -

**WELFARE FUND REPORT**

Trustee Marty Tew reports for the Health & Welfare Fund that for June, 2010, Ordinary Income of \$2,919,606.71 plus Investment Income of (\$765,126.89) minus Expenses of \$2,599,950.68 yielded a Total Net Income of (\$445,470.86).

For the Fiscal Year-to-Date, Ordinary Income of \$5,449,743.81 plus Investment Income of \$269,963.35 minus Expenses of \$5,423,058.62 yielded a Net Income of \$296,648.54. The Fund Value as of 6/30/10 was \$87,757,524.97.

**PENSION FUND REPORT**

Trustee Rick Ascher reports for the Pension Fund for June, 2010, that Ordinary Income of \$2,750,398.21 plus Investment Income of (\$14,458,657.79) minus Expenses of \$2,806,944.71 yielded a Net Income of (\$14,515,204.29).

For the Fiscal Year-to-Date, Ordinary Income received of \$7,438,281.39 plus Investment Income of (\$66,440,005.94) and Expenses of \$8,608,682.06 yielded a Net Income of (\$67,610,406.61). The Fund Value as of 6/30/10 was \$425,187,473.52.



**FCAC HOSTS DOUBLEHEADER 9-8-10 SEMINAR & DINNER**

**“TOP 10 BEST BUSINESS PRACTICES!”**

Our Seminar (2:00 PM to 5:00 PM) will address the “Top 10 Best Business Practices” every Painting Contractor must follow to be successful in this economy. Jim Weber will identify the secrets to success; fundamental truths that create success.

**Guest Speaker:**  
**JIM WEBER**

- INTERNAL CONTROLS
- BENCHMARKING
- HUMAN CAPITAL
- BUSINESS PLANNING
- REALISTIC PROJECTIONS
- GOALS

**“SURVIVING TOUGH TIMES!”**

Jim Weber is that rare combination . . . the CPA with a sense of humor. He combines an encyclopedic knowledge of his subject matter with an interactive speaking style and down-to-earth examples that make his talks on accounting, taxes, and business strategy truly interesting and entertaining. Join us at 5:30 PM on September 8th for his memorable after-dinner presentation on “Surviving Tough Times!”

**IS YOUR COMPANY REALLY “REFERABLE?”**

Business is a contact sport that is won or lost based upon your relationships. Simply put, the larger and more profound your relationship network, the more successful you are in business. By focusing upon your relationships, you multiply opportunities for yourself and your business. . .so, one of the most powerful abilities you can develop is becoming referable.

We all believe that referrals are by far the best marketing method to grow any business. After all, the cost to acquire a new client gained



By  
Guest  
Columnist

**JONATHAN GOLDHILL**  
The Growth Coach

through a referral can range from a simple thank you note to a small gift you may give to the referrer. Now, how much less expensive is that than having to pay account managers to search for business leads, spend money on mailers, or invest in pay-per-click advertising? But are you really highly referable? Do you practice the four essential habits that make people want to refer you?

To be referable, according to Dan Sullivan of Strategic Coach, you must master these four habits:

- **Show up on time.**
- **Do what you say.**
- **Finish what you start.**
- **Say please & thank you.**

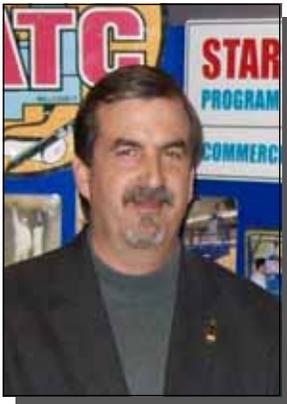
“Each of these four habits is based on showing respect and appreciation for other people. Every person you meet is the center of his or her own universe; when you demonstrate from the very beginning of a relationship through your habitual behavior that you recognize the central importance of the other person’s

schedule, commitments, deadlines, and goals, you immediately become an invaluable resource in their life. He or she will want to refer you into other important situations and relationships,” writes Sullivan.

Contractors, in general, have bad reputations for not returning phone calls. Over time, this can make or break a business, since returning phone calls is the first essential habit of being referable. Developing a company policy to return phone calls within 24 hours is a model behavior that, when replicated throughout your company, can have a positive effect. There is a saying that I share with people, “How we do anything is how we do everything.” If your people don’t return phone calls on a timely basis, what else gets left undone, unfinished, forgotten or not done on a timely basis?

Recently, I had an experience with the owner of a prominent local landscaping company, to whom I have paid thousands of

*More...*

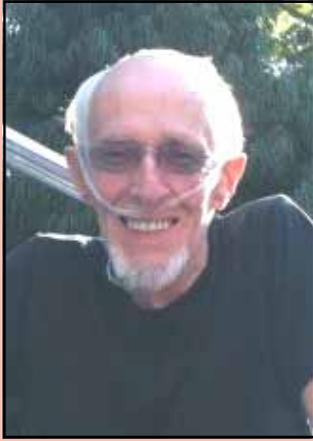


## News From The Apprentice School...

By ED BOGDAN, Apprentice Training Coordinator

Financial reports for the JATC Committee for June, 2010, indicate that Ordinary Income of \$201,496.83 plus Investment Income of (\$2,784.36) minus Expenses of \$99,356.08 yielded a Total Net Income of \$99,356.39.

For the Fiscal Year-to-Date, Ordinary Income of \$785,461.58 plus Investment Income of \$84,257.49 minus Expenses of \$908,336.13 yielded a Total Net Income of (\$38,617.06). The Fund Value as of 6/30/10 was \$4,442,761.11.



## PHIL NORDGREN August 15, 1940-August 20, 2010

Phil Nordgren passed away on August 20, 2010, in Paradise, California. Phil was born August 15, 1940 in Chicago, IL to Roy and Evelyn Nordgren. During his long and very productive working career in the painting and decorating industry, he worked at such leading shops as Bobbe & Company, Ascher Brothers, and Triangle Decorating

Husband, father, brother, and dear friend to many, he was a skilled cobalt captain and a serious car aficionado in addition to a painting estimator extraordinaire. Phil is survived by his wife Gwen, son Philip Nordgren Jr. (Angela), daughter Melissa Rae Barnard (David), brother Lee Nordgren, grandchildren Sophia, Zachary, Tristan, Bryce and Hunter.

Memorial donations for Phil are now being accepted by the Paradise Center for Tolerance and Nonviolence, call 530/877-1856

"I have known Phil since the early 80s," notes Lynn Galdoni, of D.L. Couch Wallcoverings, on Phil's passing "and he was truly one of the good guys of our industry."

# 2010

## FCAC & PDCA Meetings & Events



**FCAC Seminar: "10 Best Business Practices"**  
September 8, 2010, 2:00pm  
Maggiano's Little Italy  
Chicago

**FCAC Membership Meeting "Surviving Tough Times"**  
September 8, 2010, 5:30pm  
Maggiano's Little Italy  
Chicago

**FCAC Christmas Lunch**  
December 8, 2010  
Maggiano's Little Italy  
Schaumburg

**PDCA Christmas Lunch**  
December 17, 2010  
Basils Greek Dining  
Fox Valley Center, Aurora

**FCAC Presidents Night**  
January 21, 2011  
Rosewood Restaurant  
Rosemont



## INTERESTING AUGUST

August, 2010, features five Sundays, five Mondays, and five Tuesdays in a single month...an event which only happens once every 823 years. We'll probably miss it the next time....

dollars over the years to maintain my property. I had referred the firm to others for their excellent tree work. Then, a scheduled meeting with the owner needed to be confirmed. He maintains a calendar to keep his appointments, and I have a busy schedule myself, so I wanted to make sure he would be available. Despite confirming the appointment, he did not show up. And, despite two follow-up phone calls and emails, I never heard from him. He went "dark" on me. I found this bothersome and disrespectful of my time.

Now, do you think I will refer him or his company to others again in the future? Or, will I go out of my way to find another company to refer others to for their tree work? And, how many people will I tell about this bad experience? Research indicates that an unhappy customer will tell five times the number of people about their bad experience than happy customers do.

This may all seem like common sense, but the truth about so-called common sense is that it's anything but common.

**Jonathan Goldhill, "The Growth Coach," coaches the owners and managers of privately-held, family-owned businesses. His webinar groups, company retreats for owners, managers and salespeople help service businesses grow their sales, profits and build better teams. Jonathan can be reached by phone at (818) 716-8826 or by e-mail at [Jon@TheGrowthCoachIA.com](mailto:Jon@TheGrowthCoachIA.com). To learn more about his coaching programs and services, visit the web site [www.TheGrowthCoachIA.com](http://www.TheGrowthCoachIA.com).**