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PUBLISHED BY CHICAGO PAINTING & DECORATING CONTRACTORS ASSOCIATION AND THE PAINTING & DECORATING CONTRACTORS INDUSTRY ADVANCEMENT & PROMOTIONAL FUND — AFFILIATED WITH THE FINISHING CONTRACTORS ASSOCIATION

WELFARE FUND REPORT

Trustee Marty Tew reports for the Health and Welfare Fund for the month of December, 2003, that Ordinary Income of \$2,527,897.50 plus Total Investment Income of \$701,684.33 minus Expenses of \$2,620,953.30 yielded a Total Net Income of \$608,628.53.

For the fiscal year-to-date, Ordinary Income of \$22,358,091.25 plus Total Investment Income of \$1,891,486.63 minus Expenses of 23,976,180.25 yielded a Total Net Income of \$273,397.63. As of 12/31/03, the Fund Value was \$56,679,319.40.

PENSION FUND REPORT

Trustee Rick Ascher reports for the Pension Fund that for the month of December, 2003, Ordinary Income of \$2,024,208.24 plus Total Investment Income of \$8,326,398.66 minus Total Expenses of \$1,667,433.94 yielded a Total Net Income of \$8,683,172.96. For the year-to-date, Ordinary Income of \$20,216,532.42 plus Total Investment Income of \$39,413,105.54 minus Total Expenses of \$15,118,536.56 yielded a Total Net

Income of \$44,511,101.40. As of 12/31/03, the Fund Value was \$366,403,652.72.



PDCA/FCA/IAF CALENDAR Of Meetings & Events

- Associate's Night March 10, 2004**
Rosewood Restaurant, Rosemont
- Golf Outing June 4, 2004**
Indian Lakes Resort, Bloomingdale
- Membership Meeting September 9, 2004**
Maggiano's Little Italy, Oak Brook
- Associate's Christmas Lunch December 3, 2004**
Edelweiss, Norridge
- Contractor's Christmas Lunch December 8, 2004**
Maggiano's Little Italy, Oak Brook
- President's Night January 21, 2005**
Rosewood Restaurant, Rosemont



A Few Words From MARTY TEW President, Chicago PDCA/FCA

MARTY'S INSTALLATION SPEECH, JANUARY 30, 2004, AT THE ROSEWOOD RESTAURANT

Good Evening and Welcome...

It's nice to see so many happy smiling people. I appreciate the effort it takes to come out. It would have been much easier to stay at home, throw in a movie, open a bottle of wine, but no...you all braved the elements to come out, and I thank you for that. I would like to promise everyone here a chicken in every pot and two cars in every garage, but I can't. I can, however, promise profitable paint jobs for all. Gentlemen, put more water in the paint!

I'd like to extend a big thank you to all the Associate members. There are two successful events each year. They are the Associate's Night Trade Show and the Golf Outing. They are a success because of all the hard work, time, and effort that you guys put in. It's not just those two events, however, but all of the support for PDCA over the years. I can't tell you how many meetings I've attended where there would be ten board members, two contractor member guests, and twenty associates. You can pat yourselves on the back and I collectively "high five" you all.

I also want to thank the labor delegation for coming out. Twenty years ago, when I was getting into the management side of the business, there was this "us" and "them" feel to the labor-management equation. Now it's developed into a "we" together relationship. It's nice to see the spirit of cooperation. If we are to survive and grow, we will need to work together.

When I told my fourteen-year-old son last fall that I was going the run for President of Chicago PDCA, he asked what kind of platform was I going to run on. I told him I wanted to put the F.U. back in FUN. But I also had to tell him that this nomination for President is like when the Army asks for a volunteer to clean the latrines, the whole line of soldiers takes one step backward except for one guy. Well, I'm that guy, the one that gets to clean the PDCA latrines for the next two years. We'll all look back years from now and say, "Yes, I remember the Marty years, business really sucked, but at least we had FUN."

My oldest son was working on a government class assignment that involved researching some labor union history. I picked up some of this research and I thought I would share this with you. Pay attention class, we'll have a quiz later. Labor Union membership peaked at 34.7% in 1954 and reached a low of 16.1% in 1991. This trend has actually reversed and Unions have started to recruit again in the past few years. The article suggests that it is not politics, but wider changes in the workplace and society that have hurt the numbers. The article goes on to list the reasons why and sums up by saying "to avoid decline, Unions

need to rethink their functions and how to sell their services." Let me substitute the word "Union" for "labor-management" because it is a "we." We are in this "together" relationship. We need to effectively market our strengths...specifically, such positives as training, a highly skilled work force, and productivity.

Let's say we have the "ABC" non-union store on one side of the street selling labor for \$30/hour. On the other side of the street is "XYZ" Union labor store selling its product for \$40/hour. Why would the average consumer want to pay more to shop at our store? There has to be some extra added value. We need to focus and improve on our strengths, and then tell the story.

Professional Image is important! Encourage your men to wear clean white uniforms. Have you ever seen a Metallica T-shirt and a dew rag? Not a good look. I would like to see Photo ID badges. Ever since 9-11, the buildings downtown have gotten security crazy. I know what you're thinking..."we don't need no stinking badges." But the world has changed.

Safety is another important differential that raises us up. Every Union painter should have an OSHA 10-hour safety class.

Training may be our real long suit, with our incomparable Apprentice School. But what if every Union painter had to attend journeyman upgrade classes? And what about CPR training? When your customer gets his bill and has a heart attack, your man can be there to revive him!

Let me ask, how many of you have ever bid a job and the potential customer goes into shock? They ask you, "Why is the price so high?" You answer, "Well, we're a Union shop." They come back with "I don't care if you're Union or not." This is where that extra added value has to come in. If we work together, we can sell our services, help the union grow, and possibly recapture some of our lost market share.

I look forward to serving our PDCA/FCA association for the next two years. I do have a lot of paint in my blood. No really, I have a lot of paint in my blood. I used to wash my hands with benzine. That paint thinner/paint mix would go right through the pores of my skin. My hands would tingle. Fortunately, now we have citrus-based hand cleaners that are much safer!

I would like to conclude with a little Irish toast to friendship. As we go through life, it's the people you meet along the way that make it interesting. I have been blessed to meet and know so many of you through the paint business.

*There are good ships,
And there are wood ships.
The ships that sail the sea,
But the best ships are friendships.
And may they always be.*

Thank you all, now let's have some fun!

Mazty

PDCA ASSOCIATES NIGHT

**ALL PDCA14 UNION PAINTING
CONTRACTORS WELCOME!**

The Rosewood Restaurant

9421 West Higgins Road

Rosemont, Illinois ☐ 847/696-9494

Date: March 10, 2004


**CHICAGO
PDCA**



- **Setup Time for Associates at 2:00 PM**
- **Doors Open for Contractors at 4:00 PM**
- **Dinner Served at 7:30 PM**
- **Program & Drawings at 8:30 PM**

ONLY ASSOCIATE MEMBERS IN GOOD STANDING MAY ATTEND. ALL PARTICIPATING ASSOCIATE MEMBER COMPANIES PRESENT FOR THE EVENT MUST PAY THE \$125.00 COVER CHARGE. ONE FREE BOOTH DISPLAY SPACE WILL THEN BE MADE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS. RESERVE YOUR BOOTH BY 3/1/04! EVERY EXHIBITOR MAY RAFFLE A BOOTH PRIZE WITH A MAXIMUM VALUE OF \$50.00. DINNER TICKETS ARE \$35.00 EACH, WITH ONE DINNER TICKET PROVIDED *FREE* FOR EACH PDCA CONTRACTOR MEMBER FIRM AND ASSOCIATE COMPANY IN GOOD STANDING. YOU MUST BE PRESENT TO WIN ANY DRAWING! NAME BADGES & DINNER TICKETS WILL BE READY FOR PICK-UP AT THE DOOR. PLEASE ENCLOSE A CHECK FOR YOUR DINNERS AND BOOTH. WE WILL CHEERFULLY REFUND CANCELLATIONS RECEIVED BY 3/5/04.

- ◆ **FREE BEER & SNACKS!**
- ◆ **ASSOCIATE BOOTH PRIZE DRAWINGS!**
- ◆ **ASSOCIATE SHOW SPECIALS!**
- ◆ **\$500 CASH DOOR PRIZE!**
- ◆ **\$50 GIFT CERTIFICATE PRIZE!**

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Tradeshaw of the Chicago
Painting & Decorating Industry!***