

# President's Night Rocks to "Tin Horse"



*President Norb Soltysiak and Past President Miles Beatty officiated as Board Members Marty Tew and Fred Levy were sworn in for new three-year terms.*



*The great three-lady touring band "Tin Horse" entertained at President's Night this year, which was held on January 23rd at the Rosewood.*



*"Tin Horse" is a band of ladies whose signature is catchy, award-winning original tunes and high-energy live shows. The group has shared stages with Kenny Rogers, Toby Keith, Lee Ann Womack, Gretchen Wilson, Billy Currington, Emerson Drive, Los Lonely Boys, The Kentucky Headhunters, Little Texas, and Lowen & Navarro. They perform in the country's most prestigious concert halls, clubs, and music festivals, and often perform on TV and radio when not traveling the country on tour.*

## **PUNCHLIST:**

- Paint Spots..... Page 2*
- Legislative Update..... Page 3*
- Christmas Luncheons..... Page 4*
- Dining By Design..... Page 5*
- Sennese Joins FCAC..... Page 5*
- Richard Bobbe Memorial Golf Outing ... Page 6*
- FCA Annual Council..... Page 6*
- How To Motivate Employees..... Page 7*
- Associates Vendor Guide..... Page 8*

# PAINT SPOTS

## Miscellany

**H.L. Mencken** was called "The Safe of Baltimore" for his acerbic observations and rapier wit, as published for many years in the old Baltimore Sun newspaper. He would have loved this one, had he lived long enough to become acquainted with voice mail: "I am not available right now, but thank you for calling. I am making some changes in my life right now. Please leave a message after the beep. If I do not return your call, you are one of the changes."



**Frustration** may best be defined as trying to find your glasses without your glasses.



Hardly a day goes by that some sort of old age joke doesn't show up in your e-mail. Some are funny, others are crude, some are cruel. Overall, they serve a purpose, to bring home a simple point: the central irony of life is that, by the time you're old enough to know your way around, you're probably not going anywhere.



There are certain famous people that we revere like saints, so it's always refreshing to catch a glimpse of their human side that pulls them off that pedestal. For example, a President once remarked about a political opponent that "He can compress the most words into the smallest idea of any man I know."  
-Abraham Lincoln



Here are two points of view about wealth. "Money can't buy you happiness, but it does bring you a

more pleasant form of misery."

~ Spike Milligan

On the other hand...

"What's the use of happiness? It can't buy you money."

~ Henny Youngman



Did you know about using the clear button at the gas pump before swiping a credit or debit card? One lady used her credit/debit card to purchase gas at the pump and received a receipt just like normal. But later on, when she checked her statement, there were an extra two \$50 charges added to her purchase. Upon investigation, she found out that because she did not press the 'clear' button on the pump, the employee inside the store was able to use her card to purchase his/her own gas! To keep this from happening, after you get your receipt, you must press the 'CLEAR' button or your information will be stored until the next customer inserts a card. No one notices the clear button but sure enough it is there, and we should all use it.



Now that the tax season is upon us, how long should a person really keep all the confounded paperwork after filing the return? For those who keep their homes and offices orderly -- and wish to avoid renting warehouse space -- we have good news. The length of time you need to keep things is much shorter than most people imagine. Generally, you need to keep only the current year and the three previous years (which are open for audit) if you filed on time. This includes invoices, receipts, credit card statements, cash register

tapes, utility bills, and the like. Technically, you can also toss bank statements, but you may prefer to hang onto them a bit longer since banks change hands so often. Tracking down a cancelled check can be difficult these days. And you have to pay for them.

There are exceptions: tax returns should be kept much longer, since there are often current issues that relate to earlier years. Household papers should be kept until you sell to help determine later whether or not you have a taxable gain. Investments of all kinds are usually semi-permanent records, especially for retirement plans and investments. And anything related to legal issues, contracts, payments under contracts, payoff notices and the like are also permanent records.

The rest? You can pitch and ditch.



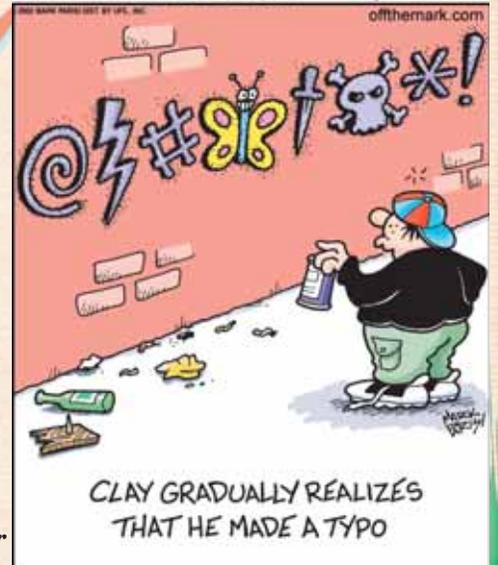
Want to have some fun over your lunch hour? Sit in your parked car with sunglasses on and point a hair dryer at passing cars. Bet they slow down...



Or you could play Bad Dad/Bad Mom at the dinner table by putting on a serious face and announcing, "Due to the economy, we are going to have to let one of you go."



off the mark.com by Mark Parisi





**FINISHING  
CONTRACTORS  
ASSOCIATION**

*By Jay Weaver  
Vice President,  
Finishing  
Contractors  
Association*

## **LEGISLATIVE UPDATE:**

### **EXPECTATIONS OF THE OBAMA ADMINISTRATION**

#### **CIVIL RIGHTS:**

- Combat Employment Discrimination—seek to pass legislation such as the Fair Pay Act to ensure that women receive equal wages and the Employment Non-Discrimination Act to prohibit discrimination based on sexual orientation or gender identity or expression.*
- Reduce Hate Crimes—seek to strengthen federal hate crimes legislation (e.g., expand hate crimes protection by passing the Matthew Shepard Act).*
- End Deceptive Voting Practices—seek to pass legislation that establishes harsh penalties for those who have engaged in voter fraud.*
- End Racial Profiling—seek to ban racial profiling by federal law enforcement agencies and provide federal incentives to state and local police departments to prohibit the practice.*
- Reduce Crime Recidivism by Providing Ex-Offender Support—seek to provide job training and substance abuse/mental health counseling so ex-offenders are successfully re-integrated into society.*
- Support Full Civil Unions and Federal Rights for LGBT Couples—seek to repeal the Defense of Marriage Act and enact legislation that would ensure that the numerous federal legal rights and benefits currently provided on the basis of marital status are extended to same-sex couples in civil unions.*
- Repeal the Military's "Don't Ask - Don't Tell" Policy.*
- Expand Adoption Rights—seek to ensure adoption rights for all couples and individuals, regardless of their sexual orientation.*
- Promote AIDS Prevention—seek to develop and begin to implement a comprehensive national HIV-AIDS strategy that includes all federal agencies.*

#### **DEFENSE:**

##### **Invest in a 21st Century Military**

- Rebuild the Military for 21st Century Tasks.*
- Expand to Meet Our Military Needs on the Ground—seek to increase the size of the Army by 65,000 soldiers and the Marine Corps by 27,000.*
- Leadership from the Top.*
- Lighten the Burdens on our troops and their families—seek to create a Military Families Advisory*

*Board to provide a conduit for military families' concerns to be brought to the attention of senior policymakers and the public.*

##### **Build Defense Capabilities**

- Fully equip our troops for the missions they face.*
- Review Weapons Programs—rebalance our capabilities to ensure that our forces can succeed in both conventional wars and in stabilization and counter-insurgency operations.*
- Preserve Global Reach in the Air—preserve our unparalleled airpower capabilities.*
- Maintain Power at Sea—recapitalize our naval forces, replacing aging ships and modernizing existing platforms, while adapting them to the 21st Century.*
- Support National Missile Defense.*
- Ensure Freedom of Space—ban weapons that interfere with military and commercial satellites.*
- Protect the U.S. in Cyberspace—identify and protect against emerging cyber threats.*
- Equip, Support, and Modernize the National Guard and Reserves.*

##### **Promote Global Stability**

- Integrate military and civilian efforts.*
- Create a Civilian Assistance Corps (CAC)—a national CAC force of 25,000 personnel.*

##### **Restore Our Alliances**

- Engage our Allies in meeting common security challenges—renew our alliances and ensure our allies contribute their fair share to our mutual security.*
- Organize to help partners & allies in need—expand humanitarian activities to win hearts and minds.*

##### **Reform Contracting**

- Create Transparency for Military Contractors—develop a strategy for determining when contracting makes sense and move away from handing off government jobs to well-connected companies.*
- Restore Honesty, Openness, and Commonsense to Contracting and Procurement—realize savings by reducing corruption and cost overruns that have become routine in defense contracting (acquisition reform to end no-bid contracting).*

# FCAC CHRISTMAS LUNCHEON

December 10, 2008 ☐ Maggiano's Little Italy ☐ Schaumburg

One hundred thirty-one FCAC Contractor members and Associates gathered for a festive holiday General Membership Meeting on December 10th at Maggiano's in Schaumburg...enjoying a great Italian family-style meal and plenty of seasonal camaraderie. The FCAC election of Directors was conducted, resulting in Marty Tew (J.M Brennan & Company), Don Steadman (All-Tech Decorating), and Fred Levy (The Levy Company) being elected to the Board of Directors. All attendees received a nice little FCAC gift, a pocket calendar, pen, and laser flashlight outfit.



Thirty-eight PDCA Associates gathered at Finley's Grill in Downers Grove on December 5th to toast the end of one year and salute the beginning of another at their annual private luncheon. The first item of business on their agenda was election of new Officers. Diane Meyer (J.C. Licht Company) will continue as President of the Associates Group, while Bob Patinella (Benjamin Moore) became Vice President, Calvin Mims (3M Construction Division) continued as Secretary, Tom O'Connell (Ames Tools) continued as Treasurer, and Sheri Zeman (Faux Design Studio) joined the Board.

# PDCA ASSOCIATE CHRISTMAS LUNCHEON

December 5, 2008 ☐ Finley's Grill ☐ Downers Grove





*Attending the Dining By Design event were (left to right): Clark & Heather Johnson (FCAC), Pam & Mike Krawiec (JATC), Sheri & Joe Zeman (Faux Design Studio), and Diane Grzywacz & Bill Enbee (Enbee Painting & Decorating).*

## Dining by Design...

Faux Design Studio collaborated recently with the FCAC and the JATC Apprentice School to design a space for the "Dining by Design" event held at the Merchandise Mart. "Design Industries Foundation Fighting AIDS" (DIFFA) is one of the nation's largest supporters of direct care for people living with HIV/AIDS. DIFFA provides preventive education for those at risk, and its supporters come from all fields of fine design and the visual arts, including architecture, fashion design, interior design, photography and consumer product design.

Sheri's concept for the FCAC space was showing the versatility of faux by creating a tablespace with a Metropolitan theme. Mike Krawiec and the apprentices of JATC District Council #14 employed their expert craftsmanship to create major drama starting with the walls using the LOFT101 Hudson stencil embellished with black recycled glass over LusterStone™ product. The table was transformed from MDF board to faux wood grain mimicking a beautiful walnut inlay. Using particle board, the talented JATC team crafted the table base and floor using RSCrete™ product to simulate two-square-foot limestone blocks. Visitors were amazed at the painters' results!

## KATHY SENNESE JOINS FCAC STAFF

Long-time members of FCAC and PDCA may already know Kathy Sennese – sister of the late Al Sennese – who is just now joining our office staff.

Kathy started her business career at a young age. Her early training began in the family hardware store at 71st and Ashland on the south side of Chicago. On-the-job training from her Mom and Dad taught her virtually everything involved in a retail business. What was learned there, early on, helped prepare her for the later years at Fancy Colours & Company and The Spray Doctor, Inc.

In between Kathy's youthful days in the hardware store and her later career in the paint and wallcovering industry, she worked as an elementary teacher in Holland, Michigan, Death Valley, California, and the Grand Canyon in Arizona. Returning to the Chicago area and Sennese family business interests, she joined her Mom and Dad in helping Al launch his new business venture...Fancy Colours & Company. Coming full circle, Kathy found herself back in a retail business setting.

Her responsibilities at Fancy Colours focused upon the wallcovering and window fashions department. Al concentrated on the paint and sundries division, and dealt with contractor sales. Over the ensuing 20 years, Fancy Colours experienced rapid growth, expanding from that first store to ten locations. During those busy years Kathy was active in the NDPA (National Decorating Products Association) organization and the wallcovering industry. Her next transition came after the sale of Fancy Colours.

Kathy's nephew, James, started The Spray Doctor, Inc. as a repair shop for painter's equipment for retail stores and independent contractors. Her position there made use of her clerical and customer service skills, and she was able to influence another generation of the Sennese family business for several years by helping James run his operation.

When James sold his business in 2007, Kathy found outlets for her boundless energy in community service and at her church, but the business world once again beckoned this year, when the FCAC and PDCA organizations drafted her talent into service for our organizations...and now she's busily renewing many industry acquaintances from years past in our industry whilst making new friends.





## ***RICHARD BOBBE GOLF CLASSIC***

*June 12, 2009 ☐ Bloomingdale Golf Club ☐ Bloomingdale*

*The 2009 FCAC/PDCA GOLF CLASSIC returns to Bloomingdale Golf Club in Bloomingdale on June 12th, so mark it on your calendar now and book your foursomes! This is your single best opportunity for networking in the industry. Use the Golf Classic to entertain your customers...it's our biggest social occasion of the year, and a great value for the money...be sure to take advantage of it! This year, we honor the memory of the late Richard Bobbe, of Bobbe & Company, who passed away in 2008*

# **2009 FCA ANNUAL COUNCIL:**

***June 17-20, 2009***

***Loew's Coronado Bay  
San Diego, California***

**N**ational FCA will present its first "Annual Council" meetings this year in the balmy setting of Loew's Coronado Bay Resort near San Diego. The event has been scheduled for June 17th through the 20th. In recent years, FCA previously presented its "Leadership Council" in the Spring, but this year invitations are being extended to a broader audience including all FCA Contractor Members...not just the officers, directors, and association management staffs.



**T**he new program will blend a series of educational sessions with meetings for the FCA Board, the FCA Advisory Council, the Affiliate Executives Council, and the Leadership Council. It is anticipated that attendees will include contractors from every quarter of the U.S. and Canada.

**F**CA will convene its Board first, then educational programs for all attendees will follow. Topics to be covered by professional speakers will include "Killer Contract Clauses," "Marketing Your Company," "Financial Planning," and "Pre-employment Exams." The Advisory Committees will discuss current concerns in the areas of industrial painting, business practices, workforce, glazing, drywall, flooring, and government relations...all with an eye to sharing "best practices." And on June 20th, FCA Affiliate Association Executives who manage the various FCA chapters around the country will convene on the final day to present reports on their respective areas, share ideas that have worked in their respective markets, and lend support to the attending National FCA staff members.

**R**egistration for the FCA Annual Council is just \$250 for the first participant and \$150 for additional guests. National FCA has booked a block of hotel rooms for the very attractive rate of \$169.00 per night. Loew's Coronado Bay Resort feature breathtaking views, spa escapes, and direct access to the Pacific Ocean. It offers everything you might expect from a San Diego resort destination, whether you wish to perfect your swing with a few sets of tennis, stroll along the shores of Silver Strand Beach, or escape on a romantic gondola ride. In short, virtually everything needed for a memorable stay.

**T**he Finishing Contractors Association is an international trade association representing Union Contractors engaged in the painting, glass, glazing, drywall finishing, and floor covering sectors. FCA members share a common mission...providing their customers with the highest quality craftsmanship known in the finishing trades. The association is comprised solely of Union employers who partner with the organization that supplies the best trained, safest and most productive craftsmen in the industry...IUPAT, the International Union of Painters and Allied Trades.

# Motivated Employees Take More Ownership

It's been said a man will work for a paycheck, but die for a ribbon. So why don't more managers build their business by validating employees? In the pre-war industrial economy, employees were considered just part of the production process. Over time, the way company owners and managers thought about their employees started to change. It was realized that by recognizing and nurturing the needs of employees, a company could grow much quicker. This enlightenment was based upon behavioral research.

One of the first research studies ever done on employees was by psychologist Abraham Maslow in 1943. According to Maslow, employees have five levels of needs... physiological, safety, social, ego, and self-actualizing. Maslow reported that lower-level needs had to be satisfied before the higher level needs could be met. When all needs were met, you then had an employee that was motivated and contributing to the organization.

Another study by researcher James R. Lindner at Ohio State University in 1998 found that employees were motivated by: (a) interesting work, (b) good wages, (c) full appreciation of work done, (d) job security, (e) good working conditions, (f) promotions and growth in the organization, (g) a feeling of being in on things, (h) personal loyalty to employees, (i) tactful discipline, and (j) help and sympathy on personal problems.

I've personally spent two decades learning by trial and error what it takes to build and maintain strong teams. I have concluded that truly effective management is an art as much as a science, a continual learning process.

Basically, if you help an employee see the best in themselves, they will give you the best in return.

I learned that validation was a key factor in motivating and managing people. By praising an employee's unique abilities, I found

that they were more likely to exhibit the behavior I praised. Alternatively, by focusing on criticism, I only got more of what I did not want from that employee. The key was criticize less and praise more.

Two wrongs never make right. It never pays to embarrass an employee by reprimanding them in front of the rest of the team. Don't publicly single out an employee as an example of what should not be done. Memos should never include names of guilty parties. Such tactics only make you look worse. When needed, reprimanding should always be done in constructive ways and behind closed doors.

I also never talk down to my employees or use intimidation to get them to do their job. Fear is actually one of the worst tools used in trying to motivate employees. Leaders that act more as dictators and employ intimidation techniques rarely get the best of even their "star" players. An employee who feels threatened on a daily basis often spends more time thinking about job security than actually focusing on what they do best. Fear breeds resentment. You won't get the best from an employee who is angry with you. Be firm as a manager, but never intimidating.

Some may consider my style too lenient, but I never have a problem letting my employees laugh and make small talk. This is provided that the banter is not excessive and deadlines still get met. Laughter and camaraderie create important bonds among co-workers. Studies indicate that employees who like one another call in sick less and produce more because of their emotional ties to the team. Being fond of their teammates, they work harder at not letting them down. This approach can also add warmth to employee relations with management.

People don't care how much you know until they know how much you care. You can show employees that you're the boss, but remain to be someone they can talk to. They

should be made to know they are cared about from the day they were hired. If you care enough to make them part of your team, then make it a point to genuinely care about their well being in its entirety. They will see you as someone to work with, not against.

Always practice an open door policy. Employees should feel you're accessible and open to suggestions for improving their position or growing the company. This helps the whole team take greater ownership of their positions, just by knowing that their opinions really count.

A rising tide lifts all ships. Never underestimate the value of team incentives. By offering bonus or profit sharing plans for employees, they equate the company doing well with their personal benefit. End of the year bonuses can be openly based upon the year's overall profit.

Learn to Listen...it's one of the most effective keys to motivating employees. If you learn what motivates them individually, you can design a motivation program based upon those needs. You can find out what you need to know by asking them directly, listening to them, and observing them. Take the time to communicate with them personally.

An effective leader inspires the best in those who work for him. One cannot force employees to do anything. They perform because they are inspired to do so for one reason or another. Inspiring the best in your team is exercising true and authentic power as a leader. In the final analysis, motivated employees take greater ownership of their positions and bring greater value to the company.

*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*

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**PLEASE PATRONIZE OUR  
QUALITY ASSOCIATE VENDORS**

## Associates Night

March 25, 2009

Rosewood Restaurant

9421 West Higgins Road, Rosemont, IL

- Setup Time for Associates - 2:00 PM
- Doors Open for Contractors - 4:00 PM
- Exhibits Open - 4:00 PM - 8:30 PM
- Program & Prize Drawings - 7:30 PM



- \* FREE BEER & SNACKS!
- \* ASSOCIATE BOOTH PRIZE DRAWINGS!
- \* ASSOCIATE SHOW SPECIALS!
- \* \$500 CASH DOOR PRIZE!
- \* \$50 EARLY BIRD DRAWINGS AT 5:00 & 6:00
- \* HOURLY BOOTH PRIZE DRAWINGS
- \* CONTINUOUS FOOD 4:00 PM - 7:30 PM