



**PAINTING
CONTRACTORS**
ASSOCIATION

2016 ANNUAL REPORT

MISSION STATEMENT

The Painting and Decorating Contractors of America serve the coating and wall covering industry with standards, education, training, advocacy, and best practices essential to member success.

2016 NATIONAL BOARD OF DIRECTORS

Rob French, Chair

Nigel Costolloe, Vice-Chair

Carol Adkins, Treasurer

Dave Ryker, Immediate Past Chair

Craig Bunting, National Associate Liaison

Mark Adams, Director

Tony Severino, Director

Kevin Sullivan, Director

Mike Kelly, Director

Joel Hamburg, Director

Dan Ross, Director

Gina Koert, Director

Steve Skodak, Secretary

NATIONAL PDCA STAFF

Steve Skodak
Executive Director

Christina DeLurgio,
Finance & Operations Director

Chris Shank
Education Director

Marsha Bass
Community Relations Manager

Brenda Glenn
Accounting Coordinator

Alec Shaw
Unit Support Coordinator

Christine O'Connell
Outreach Coordinator



NIGEL COSTOLLOE

2017 CHAIR PDCA NATIONAL

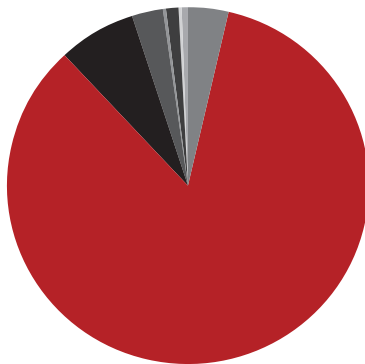
I am fortunate to be Chair as PDCA pivots to a new version of itself – PDCA 2.0. This new PDCA must be agile and responsive as demographics, technology and our own industry evolves. All member organizations are losing dues-paying members as the internet makes everything ‘free’; PDCA must become the go-to resource for the internet savvy contractor looking for business and technical content; this new generation of members expects immediate results delivered electronically to their device of choice. But if we are to become more relevant to the industry in general, to our partners and Champions, to our members, and even to non-members who are willing to pay a higher price for access to our unique content, we must adapt and evolve.

At PDCA we will always work to be an association built on relationships, shared knowledge, trust and communication – this is our secret sauce. I hope you will help us on this journey, offering constructive feedback and engaging as a leader on local, regional and national level. We are only as strong as our membership.

Here’s to a successful and profitable 2017.

MEMBERSHIP

The PDCA is proud to report that in 2016, 1,376 Painting and Decorating Contract companies belonged to the organization. PDCA saw an addition of 328 New Members in 2016.



- 53 International Contractor Member
- 1160 US Contractor Member
- 98 Union Contractor
- 38 National Associate Member
- 2 National Associate Champion
- 15 National Associate Friend
- 4 National Associate Partner
- 6 Past Member

REVENUES & SPONSORSHIPS



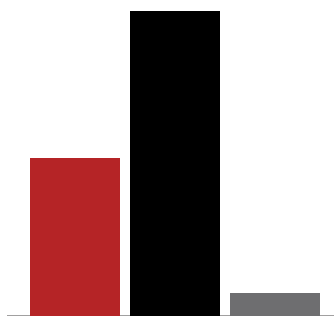
\$662,379

MEMBERSHIP & EVENT

\$398,961

SPONSORSHIPS

EXPENSES



PROGRAM SERVICES: \$338,634

Convention Expenses, Education, Member Benefits

MANAGEMENT & OPERATIONS: \$651,591

Audit, Banking, Payroll, Taxes

GOVERNANCE: \$52,475

Meeting Expenses, Investment, Legal

IN THE COMING YEAR

During the coming year PDCA will working to provide greater value to our members, customers and associates. With an emphasis on education and networking opportunities, PDCA will provide more ways than ever to deliver meaningful content to professionals in the painting trade.

EDUCATION PROGRAMS

- Online training and education programs, delivered weekly
- Webinars and Podcasts
- Facebook Live and In-The-Field demonstrations
- Online Round Table groups
- Programs in a Box
- Painter Certification

These educational segments will provide contractors with tools to become not just more productive and profitable, but to improve quality of life.

MEMBER SERVICES

- Personalized option for onboarding new members
- Identify key needs of each member
- Align them with resources to address their needs.

EXPO 2017 IN SAN DIEGO WAS A SUCCESS

- We saw higher attendance
- Offered new educational sessions

FORUM EVENTS

- Residential Forum will be holding their annual AST conference in Cleveland, Ohio, July 27-28, 2017.
- The Commercial Forum will also be holding their annual conference in Banff, Alberta, Canada September 19-22, 2017.

CHARITABLE OUTREACH

- Increase in charitable outreach efforts
- Encouraging a professional painting career path in the underserved population and communities

We are excited to announce our EXPO 2018 will be held in Galveston Island, Texas February 21-23, 2018. We hope to see you there.



STEVE SKODAK

EXECUTIVE DIRECTOR
PDCA NATIONAL