

## MAY 2009 FCA UPDATE

To: FCA Members and Affiliate Executive Directors  
From: Stuart Binstock, CEO  
Re: A recap of the activities and news from the staff of the FCA

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### EXECUTIVE OFFICE

- Most of my activities in the past month, as well as the rest of the staff, have involved two major events—our office move and preparation for FCA’s Annual Council meetings. Regarding the Annual Council (June 17-20 in San Diego, CA), attendance has greatly exceeded our expectations and we look forward to four days of events, including an FCA Board meeting, educational seminars, committee meetings, leadership council and concluding with a meeting of our affiliate executives.
- I, along with Jay Weaver and Tony Darkangelo, held two collective bargaining conference calls with FCA affiliates and members. These conference calls are intended to be for FCA affiliates engaged in negotiations this year and provide best practices for all of the affiliates to share with one another. We have held almost twice as many conference calls this year than we have held in the past and participants have universally praised the format, the ability to exchange information with one another, and the expertise of legal counsel Steve Burton who is an integral part of each one of these conference calls.
- I, along with Jay Weaver and representatives of six FCA affiliates, attended the Campaign for Quality Construction events this past month. IUPAT President James Williams, along with three other union officials from other crafts, spoke to the group on the last day. GP Williams’ remarks were noteworthy in that he was the only official who spoke of a close working relationship with his management counterparts, singling out FCA and FCA Chairman Ed Smith in particular. See further coverage of the event in the Government Relations section of this Update.
- I attended a meeting of construction industry CEOs, held by the Associated General Contractors, on the issue of Green House Gases and Its Impact on the Building Industry. While the issue of climate change generally falls outside of those issues FCA addresses legislatively, we are concerned about how the issue is addressed so that it does not limit opportunities for our members, particularly where there might be significant retrofit projects with utility companies and oil refineries.
- We have been working closely with the LMCI to promote the upcoming Western Regional Roundtable, which will be held on July 14 at the District Council 5 Seattle, Washington training center and the two upcoming Project Management Programs (June 18-20, Oakland, CA and July 9-11, Chicago, IL). To register for these programs, go to [http://www.lmcionline.org/Class\\_Registration/index.htm](http://www.lmcionline.org/Class_Registration/index.htm).
- As most of you should know by now FCA moved at the end of April. Our new contact information is:  
8120 Woodmont Avenue, Suite 520 Bethesda, MD 20814  
301-215-7026 Phone 301-215-7027 Fax

### VICE PRESIDENT ACTIVITIES

#### **Jay Weaver**

- Prospective Affiliate Associations: Membership presentations have been given to the following prospective associations, and discussions continue with them to join FCA: Association of Master Painters and Decorators of Philadelphia, Connecticut Finishing Contractors, and the Industrial Painting Contractors of Philadelphia. Continue to work with 10 other associations to deliver an FCA presentation to their membership.
- Associated Specialty Contractors’ Meeting (May 14): The purpose of this meeting was fivefold: (1) to provide the group’s current financial status; (2) to hold its annual election of officers; (3) to provide an updated status on

the Construction Guidelines, the industry's best practices; (4) to provide an update on our activities with AGC and AIA, particularly the contract documents; and (5) to discuss the activities planned for our November 13-14 AGC and ASA liaison meetings.

- "Workforce Development" Meeting: Hosted by AGC, association attendees at this meeting shared their marketing strategies to attract elementary, middle, and high school students to the construction industry. We also talked about marketing to an older audience, one that begins with the community college and university level.

### **Tony Darkangelo**

- LMCI – Participated as an instructor for the Supervisor Training Program in Gary, Indiana. There were 18 participants with two of them being contractor members of the newly formed affiliate of the Northwest Indiana Finishing Contractors Association.
- DC 26 (Flint, Michigan) – Met with BM/ST Jeff Kelley, and visited the painting contractors in the Lansing area.
- DC 88 (Texas and Oklahoma) – Met with BM/ST Jeff Dobernecki and IUPAT Vice President Ray Sesma in Albuquerque, New Mexico where we had a meeting with the four largest contractors in the area.
- St. Louis Painting and Decorating Foundation: Have received and am reviewing the Painting and Decorating DVDs created by Dan Wienstroer for the industry. We are reviewing these to see how we may partner with Dan's group to get this information and future DVDs to our members.
- Madison Area Finishing Contractors Association (MAFCA): Been providing the MAFCA fund trustees information on their Apprenticeship fund.
- Arizona (Tempe): Met with WWCCA Tempe Arizona chapter members and provided information to the members about the value of FCA at their first membership meeting.

### PRODUCTS AND SERVICES

- Labor Productivity Survey: To date, we have a total of 130 survey responses, broken down as follows: commercial painting [55], industrial painting [37], glazing [8], taping [30], and flooring [0]. These numbers are far short of our goal of 500 submissions (100 from each trade). In order to reach that goal, we have extended the submission period to July 31. We are asking for each contractor to submit a survey for three of their projects: one good, one average, and one bad.
- UPS Freight Discount Update: UPS' experience with other associations is that more aggressive marketing could increase the numbers of contractors who have signed up for the program, so they have asked for a copy of our membership roster to help jointly market the program to our members. This issue is on the agenda for the Board's June 17 meeting.
- FCA members can take advantage of a \$250 discount on any Paint BidTracker package (offer expires June 30, 2009). Visit FCA's Web site for details.

### EDUCATIONAL PROGRAMS

- Brand New Webinar Series Launches in July: Brad Dawson, Managing Director of LTV Dynamics will facilitate the Webinar series for FCA members. The registration fee is \$49/person to attend or members can save 15 percent if all three sessions are purchased at one time for a fee of \$129/person. Visit the FCA Web site to register. First three sessions include:
  - *Positioning Your Business for When the Recession Ends*  
**July 8, 3 p.m. ET**
    - The U.S. economy is, once again, in another recession. A faltering financial industry, a new federal administration and high unemployment all play into our economic insecurities. Businesses are experiencing delayed project starts, slower paying customers and tighter credit restrictions. The first reaction by many has been to batten down the hatches and prepare for the worst.
  - *The Top Ten Questions Every Business Owner Should be Able to Answer...But Probably Can't!*  
**August 12, 3 p.m. ET**

- How many bids are sitting on your desk right now? Are you confident that you will win at least 80 percent of them? Besides a competitive price, what will be necessary to win each job? How can you win the sales war?
  - *Cash is King – What is the Real Value of Your Business?*  
**September 16, 3 p.m. ET**
    - How much cash is in your business right now? Your bank balance may seem like the logical response. But the correct answer looks at the convertibility of all balance sheet items into cash equivalents – what your business would be worth if you liquidated everything. Items such as accounts receivables and payables, fixed assets and debt all factor into the eventual answer.
- LEED v3 training will begin in July.

#### GOVERNMENT RELATIONS

- Produce Web site updates as the Economic Stimulus Package made its way through Congress and into the State coffers. The following sites have information of interest concerning the stimulus money and prospective projects:
  - [www.recovery.gov](http://www.recovery.gov) - this Web site contains a U.S. map that enables you to find stimulus project information by state, county, and city. This source has been identified as the government's watchdog to provide the public with transparency and accountability for every ARRA dollar spent.
  - [www.recovery.org](http://www.recovery.org) - this Web site enables businesses to register and get notified of upcoming economic recovery projects for FREE. It also has a map that enables you to find information on these projects by state, county, and city. The information at times tends to be more detailed and provides more specific contact information for individual projects, a feature that enables you to learn more about the bidding process and criteria.
  - <http://www.reedconstructiondata.com/construction-project-leads/infrastructure> and <http://www.construction.com/stimulus/default.asp> - other Web sites that contain stimulus and shovel-ready project information.
  - [www.dsireusa.org](http://www.dsireusa.org) - this Web site contains comprehensive information on state, local, utility, and federal incentives and policies that promote renewable energy and energy efficiency.
- NJ Workers' Comp—ADR Legislation: To date it has been on hold due to opposition from the attorneys' community.
- Quality Construction Alliance National Legislative Issues Conference (May 11-13): This two day conference prepared its attendees to take the following six issues to Capitol Hill: misclassification of workers as independent contractors, school construction funding, energy initiatives and incentives, three percent withholding repeal, multiemployer long-term pension fund relief, and healthcare reform. We had nine attendees: Terry Graboyes, Chairperson (PA contractor), Owen Smith (CA contractor), Ken Ober (IL contractor), and affiliate executives Ray Fujii, Chris Studebaker, Denise Anderson, Greg Quinn, and Stuart Binstock, and Jay Weaver.
- The Building and Construction Trades Department National Legislative Issues Conference (May 18-20): This three day conference prepared BCTD attendees to take six issues to Capitol Hill (four of these issues were the same as the Quality Construction Alliance's: misclassification of workers as independent contractors, energy policy and climate change, infrastructure with emphasis on stimulus funding and green building initiatives, and healthcare reform. The remaining two, EFCA and H-2B visa reform, were not on QCA's agenda. Of all the issues, EFCA was their centerpiece.

#### COMMUNICATIONS

- The May issue of *LeaderSource* outlined the specific procedure and qualifications for FTI Grants.
- The May issue of *Trustee Update* focused on the National Pension Fund, and what changes mean for contractors.

#### UPCOMING EVENTS

**3 |** May 2009 – Finishing Contractors Association  
8120 Woodmont Avenue, Suite 520  
Bethesda, MD. 20814 phone (301) 215.7026 fax (301) 215.7027

- **FCA's Annual Council '09, June 17-20, Loews Coronado Bay Resort, San Diego, Calif.**
  - **FCA Board of Directors meeting - Wednesday, June 17**
  - **FCA Educational Seminars – Thursday, June 18**
  - **FCA Committee Meetings – Friday, June 19**
  - **Leadership Council meeting – Saturday, June 20 (morning)**
  - **Affiliate Executives' meeting – Saturday, June 20 (afternoon)**
- LMCI Project Management Program – June 18-20, Oakland, Calif.
- LMCI Project Management Program – July 9-11, Chicago, Ill.
- Western U.S. Regional Roundtable – July 14, DC 5 Seattle, Wash. Training Center
- IUPAT National Convention – August 23-28, Las Vegas, Nev.
  - Contractor Day, August 27, 2009
- STP II, Central Region - August 26, Kansas City, Mo.
- STP I, Central Region – August 27-29, Kansas City, Mo.
- Western Canadian Regional Roundtable – September 11, Edmonton, Alberta, CN
- Attorney's Seminar – November 14-16, Caesars Palace, Las Vegas, Nev.
- 2009 Finishing Industry Forum – November 16-19, Caesars Palace, Las Vegas, Nev.