FCA Update

March 2011 Issue | 8120 Woodmont Avenue | Suite 520 | Bethesda, MD 20814
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Executive Office

Traveling Brings the Need for Recognition

After spending many hours talking to members around the United States and Canada about National FCA, it is clear that, moving forward, we need to continue to recognize each of the finishing trades, both collectively and individually.

This past month, the National FCA Board of Directors discussed how we could do more to recognize our individual trades without minimizing the importance of one national united voice. Our mission is clear: increase market share through relationships with our industry partners. Partnering is vital to our existence and there may be no bigger partnership than that created by our founding fathers when they united the finishing trades as the Finishing Contractors Association.

National FCA (serving the U.S. and Canada) has always been, and should remain, one organization comprising six trade groups, each with a voice through their individual trade advisory committees. To recognize the importance of each of the contractor groups, National FCA will now recognize each trade group on our letterhead, website, and all other materials as National Commercial Painting and Wallcovering Contractors, National Drywall Finishing Contractors, National Floor Covering Contractors, National Glazing Contractors, National Industrial Painting Contractors, and National Sign and Display Contractors.

We are better equipped to serve our members than an association that represents only one trade. Utilizing the ability to unite for the common interest, while still addressing individual trade issues, is a hammer that we cannot lose.

The Second Best Place to Be Can Be the FIRST!

There is no place like home, but you can't always be at home! The next best place to be is the National FCA 2011 Annual Council, which takes place June 14-18, in Chicago, IL. While home may be your first choice, your attendance at the Annual Council – created by your peers as the only forum where contractors come together to network and to drive their industry forward – is important for the future of our industry.

We are working hard to make this year's Annual Council better than ever. Kicking off this year's event will be author Jono Bacon, providing insight on the opportunity to re-focus the industry and empower construction providers to work together in areas of common interest, while continuing to compete in other areas of value. Bacon is an award-winning community manager and author of *The Art of Community* by O'Reilly. He is the founder of the annual Community Leadership Summit, which brings together community leaders from around the world. Bacon has extensive commercial and corporate community growth and management experience, having worked with Deutsche Bank, Microsoft, IBM, Dyson, Oracle, the UK Government and more. Formerly, he worked as a journalist, authoring four books and publishing more than 300 articles across 12 publications.

Don't wait; help us provide the best use of your time. Register today to attend the Annual Council!

Standards Board Acknowledges Coalition Work

National FCA continues to work with the Campaign for Quality Construction (CQC), which is made up of six union trade organizations focused on the Financial Accounting Standards Board (FASB) project (715-80) intended to enhance disclosure for employers participating in multi-employer plans.

On March 31, 2011, Leslie F. Seidman, Chairman of FASB, sent communication to the CQC Construction Industry

Coalition expressing "… my sincere appreciation" for helping to improve financial reporting (click here to read the letter in its entirety).

We have a long way to go, however this effort, headed up by National FCA Eastern Regional Vice President Bob Weaver, is being recognized.

Providing Contractor Perspective
Contractors and affiliate leaders from around the U.S. and Canada are stepping up to provide a contractor's perspective in presenting the LMCI Supervisory Training Program (STP). Ray Fujii (PDCA of Hawaii), Carl Biggs (Harry L. Murphy, Inc.), David Johnson (Floortrends, Inc.), Rick Vandergraft (FCA of Illinois), Don Gerken (AGMA of St. Louis), and Al Deatherage (FCA of Chicago), will attend the LMCI's Train the Trainer course in Hanover, MD, on May 16–20, Upon completion of this course, contractors are asked to help present the STP training throughout the U.S. and Canada. The LMCI pays the trainers' expenses along with compensation for their time when presenting STP. If you are interested in joining these contractors, please contact your National FCA Vice President.

Florida Brings Rays of Hope
The National FCA leadership recently met with the IUPAT leadership during the annual joint partnership meeting. Many excellent issues were discussed including manpower, pronto forms, new opportunities with the Indian Nations and how we can continue to work together to move our industry forward. IUPAT General President James Williams discussed how to use of national agreements as a beneficial tool for contractors. It was suggested that Executive Assistant to the General President Bill Courtien can be available to provide education to the contractors on the national agreements.

National FCA Provides New Resource
National FCA is excited to announce a new resource available to members. National FCA Board member Terry Webb and Richard Conly of AGMA of Philadelphia suggested that it would be helpful to have a place to store and access documents online, and we agreed. We created a File Transfer Protocol (FTP) website for our members to upload and share their documents on our server.

If you would like to know more, or are interested in utilizing this new service, please email Jeremy Fitch at jfitch@finishingcontractors.org.

Vice President Activities

Market Share
National FCA participated in a series of meetings with James Williams Jr., Regional Organizing Director of the IUPAT and Business Development Director at Finishing Trades Network, local organizing directors, affiliates, contractors and industry leaders, in the New York City, New Jersey, and Philadelphia areas, to discuss an IUPAT market share improvement pilot program. It is a new approach to promote our contractors to the industry end users under a new brand called the Finishing Trades Network. The concept is to offer the Finishing Trades Network as a core solution to the construction industry by promoting the value of the services provided by our contractors, instead of just selling union labor.

Progress so far:

- The IUPAT hired a marketing and sales coach, Greg Cleary, to provide sales training and marketing advice for this program. Mr. Cleary has worked with the IUPAT on the Flooring program out west.
- Identified 330-plus end users in the tri-state area with whom they do not currently work – which are essentially non-union. (commercial property managers, industrial end users, developers, builders, school systems, water and energy plants)
- Campaign will run in three-month cycles
- Focus on three core trades paint, drywall, architectural metal and glass
- Initial contact with a soft-sell approach: three-touch mailing program designed to achieve market exposure
- Phone call follow-up by the local sales team to set up face-to-face meetings
- Initial meetings with business prospects using a soft-sell approach, to develop a relationship and complete a needs analysis to better understand their challenges and identify potential solutions

- Once an opportunity is identified, the lead and key information will be passed onto the participating contractor group
- Developed a “group” called Finishing Trades Network on the business networking site LinkedIn that potentially can be used for network updates and communications
- They have asked the contractors in the pilot program area to pass on any leads (work that we have never obtained or have lost to our non-union competition) that their sales team can run through the sales process and follow-up to develop opportunities.

This program is in the early stages. It is an ongoing process and will most likely take months to develop and refine (continuous process improvement)

It is yet to be determined is how this program will evolve. Through the process, needs analysis and positioning of the sales presentation to offer the “Brand” (contractor base) as a core solution, opportunities will be identified that will require a strong collaborative effort between labor and management. We know and agree that we must be within the ballpark from a total bid perspective to be competitive. We must identify those opportunities that require alternative work rules, pricing or conditions to be competitive and work together on a strategy to recapture that work.

Interior System Guide
In a collaborative effort with Darin Coats and Ben Duterte of the Technical Services Information Bureau, and Bob Cusumano, Coatings Consultant to the PDCA, National FCA held a conference call to discuss updates and lay out a strategy for the interior system guide a combined drywall and paint standard. The "Interior System Guide" is designed to provide clarify and assist in understanding the different levels of interior gypsum wallboard finishes, applications of primers, sealers, paints and general information about wallcovering. The group will finalize its working draft over the 90 days. Once the working draft is complete, the group will distribute it to the National FCA Drywall and Commercial Painting Advisory Committees for consideration and review.

Quality Construction Alliance (QCA) National Legislative Conference
National FCA met with our coalition partners (QCA) to finalize details regarding our upcoming National Legislative Conference, May 9-11, in Washington, D.C. The conference provides our contractors and affiliates a unique and valuable opportunity to meet directly with Congressional members and their staffs. This year, our contractors are faced with some of the greatest challenges and opportunities of their time. We believe that taking congressional action now could have a greater impact on their business than at any other time in recent history, and it is critical that we are all part of the process. The mornings will showcase speakers and plenary panels to provide key information on various issues that are important to our industry. The afternoons are dedicated to meeting Congressional members and staff to discuss the legislative issues that directly affect our industry and your business.

It was announced that Katty Kay – Washington correspondent for *BBC World News America* – will be the keynote speaker for the National Legislative Conference. Ms. Kay is known around the globe as the co-presenter of *BBC World News* bulletins and Washington correspondent for *BBC World News America*. Her wit and charm have led her to become a regular guest commentator on NBC’s *Meet the Press* and *The Chris Matthews Show*.

New Jersey Glass and Metal Contractors Association
National FCA was invited by the New Jersey Glass and Metal Contractors Association to present an update to their contractor members on the “Finishing Trades Network” pilot program, the upcoming National Legislative Conference in May and the National FCA Annual Council meeting in June. The Finishing Trades Network update sparked some great conversation among the contractors. The discussion identified some strong potential opportunities, as well as, some potential challenges, that may need to be considered for further discussion in the future. Additionally, it led to some great outside-the-box thinking that could, in time, turn market challenges into opportunities.

National Strength
National FCA has been working to identify potential affiliate members in the Western Region that can add both value and strength to our organization. National FCA is also working to cultivate stronger relationships with its existing contractor members. Affiliate and potential Affiliate members provide value to the industry and are important when cultivating relationships both locally and nationally.

National Floor Covering Contractors Consider Pathway to Prosperity

The National Floor Covering Contractors Advisory Committee, lead by Chairman Kevin Sutherland, met last month to finalize its mission – to advance, educate and promote their shared business model to the benefit of all members. The Committee also discussed the opportunity for the industry to leverage the information written in the *Pathway to Prosperity* report, by Harvard University, which examines the involvement of trades in high school classroom curriculum. Click here for more information on *Pathway to Prosperity*.

Upcoming Events

- National FCA Trustee Conference Call – April 27, 2 p.m. EDT
- National FCA CBA Conference Call – April 28, 2011, 10 a.m. EDT
- Quality Construction Alliance: National Legislative Conference
- National FCA 2011 Annual Council – June 14-18, 2011, Chicago, IL
- National FCA Trustee Conference Call – July 27, 2011, 2 p.m. EDT