



**PAINTING
CONTRACTORS**
ASSOCIATION

3/20/20

From PCA's Chair of the Board, Gina Koert:

It is my pleasure as Chair of the PCA Board to announce the hiring of Nigel Costoloe, past Chair of the Board, as the new Executive Director of the PCA. The Board voted unanimously in favour of this motion, and both Champions (Sherwin Williams and Benjamin Moore) explicitly endorsed the Board's decision. Nigel brings to this role the experience of serving in most every role a PCA member can fill, from Chapter Treasurer, to Council and Forum President, to Director and Chair. He has served at the Board's request in the role of Interim Executive Director since September 2019. The Board and I have full confidence that Nigel's experience with PCA, both as a past Chair, and recently as Interim Executive Director, affords him a unique perspective on PCA's challenges and as well as its unrealized potential. Please take a moment to read his letter below, and join me in welcoming him to his new role with PCA.

From PCA's Executive Director, Nigel Costoloe:

It has been an interesting few months since I took on the role of Interim Executive Director. I've come to recognize both the strengths and the weaknesses that define PCA in its operations, its internal and external perspectives, and its perception in the industry. **I believe in the potential of what PCA is and will be for its members and the industry and have set expectations to match. I bring your attention to the following points that will guide us moving forward:**

POSITIVE

During the leadership transition, staff have continued to perform at a high level, delivering professional content to members and industry partners alike.

- A concerted and intensive marketing push late in 2019 for EXPO saw the highest attendance in 5 years, with 139 first timers attending for the first time (a total of 637 attended).
- Marsha Bass, a 13-year PCA veteran, planned and ran a seamless event from start to finish. She also won the Liddeke Service Award!
- We will start promoting 2021 EXPO in Orlando soon. Don't miss out on the early bird pricing at this [stunning venue](#).

- We are seeing more and more companies bring staff to EXPO. You can expect to see more diversified education in 2020 and at EXPO in 2021 to meet the needs of business managers, estimators, production managers, etc.
- We are launching the fully supported, 15-video Trade Best Practice Series so new, untrained painters can onboard successfully with member companies. Now you can let PCA standardize your training for you!
- We are launching the Business Anatomy video series that profiles member companies who are successfully engaging with PCA's education and training content. The first episode is [linked here](#). If you would like to be considered for a video, please contact Chad Schirmer, our amazing videographer at cschirmer@pcapainted.org.
- Chad also developed a great marketing video members can share with prospective members [linked here](#).
- Content development by Chris Shank and his education team saw social media reach grow an average of 40% in 2019, via Instagram, Facebook, LinkedIn, and email. PCA's podcasts are being played an average of 5,600 times each month, or 67,300 times last year.
- Website visits are up 57% to 77,000 visitors.
- Your Chair, Gina Koert, has been remarkably busy and successful in recruiting significant new Industry Partners to PCA - announcements to follow.
- The Board welcomed 3 new engaged and peerless Directors: Joe Dellafave (Benjamin Moore Associate Director), Nick Slavik, and Annie Newton.
- We also welcomed Jaclyn Alter, PCA's new liaison at Sherwin Williams. She joined us at EXPO in Phoenix and is already a valuable and trusted partner in our effort to develop the Apprenticeship program noted below.

CRITICAL

Membership remains stagnant at 1,248 members despite all of this effort.

- It is imperative that 2020 see a doubling of membership. We are also planning on doubling attendance at EXPO in Orlando next year through targeted membership drives, increased retention of new members, and recruitment of lapsed members.
- Fierce Creative, a St. Louis-based marketing agency, is collaborating with the Champions, Benjamin Moore and Sherwin Williams, to ensure the PCA message of 'building better contractors' reaches all Champion sales reps, store managers, and independent paint store owners.
- Chris Shank and his team have developed a robust Pathways platform designed to keep new and existing members engaged in the learning process.
- Optimization of the PCA website will increase conversion of website visitors.

- Reorganization of previously developed content will be indexed and searchable by topic. If you have a question about how to run your painting business, the answers will soon await you in the PaintED content library.
- PCA Apprenticeship is in development with a spring 2021 roll-out expected. Designed to allow competency-based assessment and training of your painters, this program will formalize every company's promotion and advanced training process. PCA will be seeking Department of Labor approval and endorsement of this program through the DOL Industry Recognized Apprenticeship Program. This endorsement will also allow PCA member companies to bid on government contracts.
- Absent or neglectful leadership: Increasing communication to Forums, Councils, and Chapters, coordinating education efforts, promoting events, and supporting leaders. Or per, Brandon Lewis: the buck stops here, at ncostolloe@pcapainted.org.
- Look for a quarterly 'Update on the PCA' from this office.
- Expanding the AERF Scholarship Fund to include member and industry partner-nominated contractors to attend EXPO or Forum events if they otherwise are unable to afford attendance.

I welcome all feedback from members and industry partners, both positive and critical. We can only improve by acknowledging what we aren't doing well. And in case you were wondering, my own business is now operating without me, thanks to all I have learned from my PCA peers!

My most sincere thanks to the PCA Board and our Champion partners for this opportunity to serve the PCA.

Respectfully,

Nigel Costolloe

Executive Director - PCA National

NATIONAL CHAMPIONS

