

## **A look inside PDCA's Advisory Councils And how to get involved with local events**

At PDCA we have a strong focus on helping painting contractors receive the best education possible. One way we do this is by hosting local events all over the country with an array of different topics. At the beginning of 2018 the Advisory Council Model began to take shape.

The PDCA Advisory Council Model includes these services from PDCA National:

- Help with identifying local volunteers willing to serve on the Advisory Council
- Collaboration with Advisory Council to establish and organize annual calendar
- Develop educational programs consistent with contractor needs. Provide consistent marketing messaging
- Provide all financial services including vendor payment, event billing, and sponsorship billing (National sponsorship support of local events)
- Local Advisory Council may fundraise for charitable activities locally by directing gifts to the PDCA Education Foundation
- Help to identify opportunities for PDCA involvement in local industry events
- Provide on the ground volunteers for such education events and social gatherings
- Identify local industry's sponsor interest in supporting the work of PDCA
- Communicate industry happenings in their respective community

One aspect of this new model encourages the staff at PDCA National, local chapters and members to work together to host events in their community. With the help of PDCA National, the North East Council recently hosted the Foreman Excellence Workshop. PDCA National assisted with registration and collecting admissions funds from the event. PDCA National is currently assisting the local PDCA members of Eugene, Oregon for their upcoming event. Executive Director, Steve Skodak will be speaking at this event on the topic of "Generational Shift-The Motivators by Generations".

These events are just a few examples of how the use of the Advisory Council Model can be beneficial to planning your next event.

### **Planning an Event**

Are you interested in getting involved with planning an event in your area or need assistance with creating a calendar of events for your local PDCA community? PDCA is now offering this service to all PDCA members.

You can take the following steps in order to plan an event with National PDCA:

- Contact the PDCA Volunteer Coordinator to begin discussing topics for your local event.
- The Volunteer Coordinator will send you an "Event-prep" document.
- The Volunteer Coordinator will search for a speaker that is qualified to present on your chosen topic.
- The Volunteer Coordinator will help you determine the best time and place for your event.
- The Volunteer Coordinator will set up the registration site and begin accepting admission payments.

- The Volunteer Coordinator will send out event and registration info to local PDCA members.
- The Volunteer Coordinator will provide marketing to help spotlight your event in the local community.
- The Volunteer Coordinator will send a list of attendees to you.
- You will then be ready for a successful local PDCA event!

There may be opportunities to have a sponsor for your event. This may include funds to pay for the event, sponsor giveaways, or have a Sales Representative in attendance. PDCA National partners are Sherwin Williams, Benjamin Moore, 3M, Farrow & Ball, Federated Insurance, PPG, and Rust-Oleum Brands.

For more information about local events, contact Heather Yocum [hyocum@pdca.org](mailto:hyocum@pdca.org)

Heather Yocum is the Volunteer Coordinator for PDCA. PDCA provides training and networking to help painting contractors build better businesses.