



**PAINTING
CONTRACTORS**
ASSOCIATION

2020 ANNUAL REPORT

MISSION STATEMENT

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

2020-2021 NATIONAL BOARD OF DIRECTORS

Jason Paris, Chair

Nick Slavik, Vice-Chair

Christian Militello, Treasurer

Gina Koert, Past Chair

Belinda Zamora, Associate Director

Joseph Dellafave, Associate Director

Dave Scaturro, Director

Rodrigo Vasconcellos, Director

David Graham, Director

Mike Kelly, Education Foundation Chair

Dave Ryker, Chair, GDC

NATIONAL PCA STAFF

Nigel Costoloe
Executive Director

Marsha Bass
Operations Manager

Chad Schirmer
Creative Director

Sydney Gunderson
Strategic Partnership
& Outreach Manager

Elijah Williams
Content Production Specialist

Prithvi Rakhyani
Digital And Technology Specialist

Erica Green
Content Production Assistant

Verette L Wimberly
Administrative Assistant/Receptionist

Julie Ethan
Education Program Manager

Katie Jacome
Digital Media Specialist



JASON PARIS

2020 PCA CHAIR OF THE BOARD

It is my pleasure to serve PCA as Board Chair for the 2021-22 term. As a member I have benefited greatly from our association and look to pay it forward during my term. While being a member of the PCA, a business owner and entrepreneur, my team and I have used sweat equity to bootstrap the building of Paris Painting into the professional company it is today. I am passionate about the professionalization of painting businesses and this passion is being delivered through a reboot and launch of PCA's Accreditation program. My goal is that, with Board support, the PCA updates our mission to include the professionalization of our trade. You can learn more about my story on PCA's Overdrive platform:

<https://watch.pcapainted.org/videos/paris-painting-path-to-freedom>

I have learned much as a member, more as a director and I am still learning as Chair. My request to every member is to stay open to new experiences, education and possibility. Since I joined, I have noticed our EXPO event has also transformed from an older, predominantly male demographic to an audience made up of a more diverse mix of women, newer, younger and entrepreneurial members and non-members – this bodes well for our association; we are only as strong as each other.

Let me close with an 'ask'; PCA can only improve when members provide us direct feedback. It's great to hear compliments but truthfully, critique is how we best improve and evolve. We are an association that serves you and we want to hear what can be done to best serve you. Your comments help shape the future of the PCA.

Yours truly,

Jason Paris

jparis@pcapainted.org

ASSETS

CURRENT ASSETS

Checking/Savings.....276,293.93

Other Current Assets

1310 Inventory Asset.....18,576.36

1330 AFLAC Credit Receivable.....80.76

1400 Prepaid Expenses.....14,392.96

1500 Intercompany Receivables.....10,867.14

1600 External Assets.....49,562.69

Total Other Current Assets.....93,479.91

Total Current Assets.....369,773.84

FIXED ASSETS

1700 Fixed Assets.....5,474.20

1800 Other Long Term Assets.....430,721.01

Total Fixed Assets.....436,195.21

TOTAL ASSETS.....805,969.05

LIABILITIES & EQUITY

LIABILITIES

Liabilities

Current Liabilities

Accounts Payable

2100 Accounts Payable.....17,612.33

Total Accounts Payable.....17,612.33

Credit Cards

2200 Amex Credit Card -5-01001.....12,412.64

Total Credit Cards.....12,412.64

Other Current Liabilities.....11,638.68

Total Current Liabilities.....41,663.65

Total Liabilities.....41,663.65

EQUITY

3300 Forum Net Assets (External).....33,134.32

3500 Unrestricted Net Assets.....571,523.02

Net Income.....159,648.06

Total Equity.....764,305.40

TOTAL LIABILITIES & EQUITY.....805,969.05

LOOKING BACK ON 2020

2020 started like any other year; our EXPO in Phoenix in March was our best-attended and most successful event ever – we were incredibly fortunate that EXPO snuck in before Covid impacted travel and hospitality, and most importantly, impacted the health and lives of so many.

PCA Champion Benjamin Moore reached out in early April to ask how they could help our members and followed up with a very generous donation that allowed us to pivot all education and energy towards Operation Covid Response.

As Covid's impact grew, so did the generosity of PCA Champion Sherwin Williams – a significant donation to the PCA Education Foundation has been underwriting the cost of our Painter Training video series.

PCA was happy to welcome PPG as a new Premiere level Partner and their Foundation also made a generous grant to our Education Foundation to assist with the development of PCA's Painter Training.

A visit to the Northeast during Covid by our Creative Director Chad Schirmer included filming member companies in action in multiple cities and served as an inspiration during a tumultuous year; [click here](#) for the overview.

The financial reports included here also show the growth of PCA's Education Foundation under Mike Kelly's leadership and past Chair Gina Koert's impressive fundraising; PCA uses these funds solely for the betterment of the industry, through program development and speaker workshops. College scholarships remain available to members and non-members; the EF will be updating bylaws to allow year-round scholarship applications for vocational training as well as college education.

PCA's financial position remains steady; the reduction in the balance sheet simply reflected a more realistic invoicing process; instead of booking following year Champion sponsor income on the balance sheet, PCA now invoices in the appropriate year.

The 2019 Annual Report targeted significant membership growth in 2020; needless to say, this did not happen due to Covid's impact. We settled for 15% growth in new members; attrition of 'first' year members remains an intractable problem but we continue to use creative outreach to reach this at-risk group. We continue to look for ways to address this attrition.

[PCA Overdrive](#), developed in later 2020 and launched 2/15/21, presents video training and education specific to our industry in a Netflix-style format; it includes original content developed by members as well as educational content courtesy of our Industry Partners; free to members, it is also available by monthly subscription to the entire industry of 318,000 painting contractors across the US and Canada.

Due to COVID's impact, 2021 saw the cancellation of [EXPO in Orlando](#) but we'll be there in March 2022 and look forward to seeing you there.

At your service,

Nigel Costolloe, Executive Director



**NIGEL
COSTOLLOE**

EXECUTIVE DIRECTOR
PCA NATIONAL