



**PAINTING
CONTRACTORS
ASSOCIATION**

A GUIDE TO ESTABLISH A PCA PAINTERS 'GATHERING' GROUP



WHAT ARE GROUPS?

No meeting minutes. No dues. Just informal gatherings of local business owners and craftspeople to **connect, share ideas, and grow together.**

Ethos

Coop-pertition: cooperation and competition together. Our only competition is our ability to execute our business plans. **We all do better when we all do better!**

GETTING STARTED

These groups usually start with 1-4 people taking initiative and doing the following:

- Create a **Facebook** group
- Create a **logo**
- Pick a **name** (e.g. Minnesota = Gathering of MN Painters or GoMP)
- **Invite people** you know from your area to the Facebook group

YOUR FIRST EVENT

1. **Frequency:** typically 4x per year
2. **Format:** 2 hours - either 11AM-1PM or 3PM-5PM on Thursdays or Fridays are best attended.
3. **Location:** contact local suppliers/vendors and see if they have a meeting space available, or if they'd underwrite a meeting space at a restaurant, etc.
4. **Food:** local suppliers/vendors can underwrite the cost of a meal for your group.
5. **Sample Agenda:**
 - a. **Introductions:** include name, company name, and professional wins from the recent quarter.
 - b. **Underwriter:** give your underwriter a few minutes to address the group.
 - c. **Member driven content:** pick 2-3 topics and have members do a short presentation. Then open the group up to Q&A and shared experiences.

BEST ADVICE FOR OTHER 'GATHERING' GROUPS

Don't overthink it. Just start. There is a huge unmet need for camaraderie in our industry.

Contact the **PCA National Office** at **314.514.7322** or email support@pcapainted.org to establish and register a PCA Painters 'Gathering' Group in your area!