



ASSOCIATION UPDATE

WINTER 2013

President's Message:



Overcoming the Challenges Ahead

As I begin the final year of my term as Association President, I can't help but look back at the last four years.

During that time, our Association's members faced an industry crisis that began with the recession. We struggled through some of the worst economic conditions since the Great Depression, a catastrophic downturn in the construction industry and an industry marketplace that forced us to reinvent basic business methods and practices and rethink our business models.

In response to these conditions, the Association reoriented our evaluation of job opportunities, focusing on financing and potential for payment as well as the need to maintain quality and efficiency in an environment that afforded us little to no margin for error. We also negotiated an innovative Collective Bargaining Agreement with our labor partners, which laid the foundation for maintaining our industry in a time of crisis.

Most importantly, the Association redoubled its efforts to support our members. A mark of our success as an organization has been our ability to put competition aside and come together, share best practices and place our interests as an industry above our interests as individual companies.

The challenges we have struggled to overcome continue to haunt our industry. My commitment to you as I begin the final year of my term is to lay the groundwork for our Association's future. Our economy and the marketplace have changed during this crisis, and our industry must continue to evolve and adapt so that we may remain profitable and successful in the years to come.

Sincerely,
Peter Cafiero
President

Executive Director's Message:



Supporting Our Membership

The Association of Master Painters and Decorators of New York, Inc. is, first and foremost, a service organization. This means that the Association exists to provide support to our members. In today's economy and business environment, your success is not just dependent on your ability and skill as a business owner. To thrive, you must be able to navigate a series of challenges and obstacles, and that's where the Association comes in.

Contract interpretation, collective bargaining agreements, legal rules and audit issues are just a few areas that must be addressed by today's business owner. The Association provides support, advocacy, problem-solving and advice on topics including labor management issues, grievances and best practices—perhaps our most important function is to provide support in troubleshooting and solving the problems you face on a daily basis, and all of our services are just a phone call away. We also extend the benefit of marketing and public relations programs to all of our members.

Today, our members must deal with new and complex challenges. Project Labor Agreements, MWBE rules and enforcement and the need for unprecedented levels of regulatory compliance have transformed the marketplace into a landscape full of pitfalls which would have been unheard of in years past.

The Association is here to help you to tackle all of those issues and challenges so that you can do what you do best—take care of business.

Sincerely,
Bruce Ruinsky
Executive Director



The Industry: How Do We Market?

I have been in this industry for 20 years and I can't remember a time when it was as difficult to run a business as it is now; only the best companies are succeeding. Thankfully, the best companies are members of this Association. However, in this challenging industry, each of you needs to leverage your successes and reputations effectively to further distinguish yourselves as top contractors in the market.

How do we do this? The Association has developed a marketing campaign that can be used by each individual member. We have created member spotlights, which focus on specific jobs that our members companies are particularly proud of. We feature these spotlights in our affiliates' newsletters, on our Facebook page and in our own newsletter. The write-up and pictures can also be used on your own website and Facebook page. We are helping members create, improve and update their own Facebook, LinkedIn and company websites. The time for social media is now and each company needs a presence. The Association is here to help you set up your own social media accounts, and use them to market yourselves effectively and improve your visibility in an ever-evolving digital world.

Sincerely,
Jed Coldon, Director of Business Development



Association of Master Painters 187th Annual Convention

The Association of Master Painters & Decorators of New York, Inc. held its 187th Convention at the Rio Mar Resort in Puerto Rico from October 25-28, 2012. Bruce Ruinsky, Executive Director, opened the business meeting by thanking over 180 conference participants for joining the conference. He then introduced Joseph Ramaglia, Business Manager, Secretary and Treasurer of DC9, who highlighted a new campaign, "Build Up New York," which was launched by the members of the Building & Construction Trades Council of Greater New York. The campaign targets owners, developers and financing sources of non-union projects to ensure that union pension funds are not being used for projects that adversely affect the union industry.

The convention speakers included Louis Coletti, President and CEO of the Building Trades Employers' Association, Jack Kittle, Political Director of DC9, Attorney Murray Richman and Sarah Berman, President of The Berman Group.

Later in the conference, the Association held its annual volleyball tournament and dinner dance, providing opportunities for contractors, suppliers and union leaders to network and build relationships. The convention has always been a source of strong personal relationships and this year's conference was another strong success. The Association would like to acknowledge and extend our thanks to painting suppliers Benjamin Moore and Sherwin Williams for their sponsorship and support in making this conference possible.



Post-Sandy Relief Benefit

Hurricane Sandy left heavy damage to the New York City area in its wake, and as our members begin to clean up the damage left behind, unprecedented challenges lay ahead. Many in our industry lost everything, and in an effort to reinforce our strong ties with each other and support those in need, many of our members took part in a Hurricane Sandy Disaster Relief Fundraiser Cocktail Reception, hosted on December 24, 2012 by DC9. Proceeds from the event went directly to helping members and employees to rebuild their lives, and we are appreciative of the efforts of those involved in this worthy cause.



*Cyrus R. Vance, Jr.
New York County District Attorney*

The Association of Master Painters Participates in BTEA's Construction Industry Compliance and Integrity Institute

The BTEA launched its Construction Industry Compliance and Integrity Institute, a resource for compliance issues and a forum for the construction industry and public officials to discuss the current regulatory environment and best practices.

The Institute kicked off with a two-day symposium where members heard from key industry regulators and underwent an intensive curriculum centered on compliance issues and the current regulatory environment. The event was headlined by Manhattan District Attorney Cy Vance, NYC Department of Investigation Commissioner Rose Gill Hearn and the United States Attorney for the Eastern District of New York Loretta Lynch.

Nephcure Fundraising Dinner

The Association's Executive Director, Bruce Ruinsky, served on the event committee for the NephCure Foundation's annual fundraising dinner, "Countdown to a Cure," which was held on November 28, 2012 at Capitale in New York City and raised nearly \$700,000.

The NephCure Foundation is the only organization committed exclusively to supporting research to identify the cause, improve treatment and ultimately find a cure for the potentially debilitating kidney diseases Focal Segmental Glomerulosclerosis Syndrome and Nephrotic Syndrome.

The Nephcure Foundation is particularly important to the Association of Master Painters as one of our members, Michael Levine of L&L Painting Co., Inc., has a son named Matthew who suffers from FSGS. Because of this, the Association has been actively involved in its fundraising and support efforts.



Industry Spotlights



Newport Painting

President and CEO Brendan Murray founded Newport Painting & Restoration in 1970. The company takes pride in its talented craftspeople, installation experts, and contracting professionals that enable it to offer innovative, practical and cost-effective solutions. By combining old-world craftsmanship with modern techniques and the latest innovations in chemistry and technology, Newport Painting & Restoration Co. has continued to live up to their trusted reputation.

From high-rise exteriors to retail store interiors, Newport's portfolio includes some of New York City's most prestigious businesses and institutions. Recent projects include the painting and decoration of the Victoria's Secret Flagship Store on 34th Street, restoration work at the New York Public Library, and painting and fireproofing American Airlines' New Terminal Building at JFK Airport. Whatever the design challenge or architectural need, Newport's experts have a proven track record of delivering superior craftsmanship and finishing services on time and on budget.



Island Painting, Inc.: Citigroup Project

Founded in 1999 by owners Peter Cafiero and Dennis Sgambati, Island Painting, Inc. is one of New York's premier full-service painting companies with a prestigious roster of clients and a reputation for providing innovative and professional painting solutions. Recently, Island Painting completed their part of the remodeling upgrade of Citigroup's offices at 388-390 Greenwich Street in Tribeca. The scope of work included the interior painting and acoustical spraying of existing ceiling tiles, the electrostatic painting of file cabinets, the refinishing of several metal partitions, and the installation of several different wall coverings including acoustical fabric panels. Island Painting was selected due to its proven ability to perform all the different finishes needed for the remodel.



The products needed for the finishes and the wide range of application systems made this project unique—the company used four different types of spray machines, special primers for adhesion, and various techniques to protect adjacent surfaces during the painting process. Because Citigroup's offices were operational during the remodel, the greatest challenge was maintaining a schedule that would not interrupt the corporate tenants while coordinating with other contractors involved in the remodel. Despite these complexities, the company finished the project before its scheduled completion date. The company's long record of giving personal attention to each project, its strong relationships and support from suppliers, and its unflinching commitment to making every scheduled completion date are what ultimately set them apart from the competition.

Association contractors are the most skillful and professional in the industry. Each issue we will be profiling members and projects. To submit a project or profile, please contact Jed Coldon at jcoldon@masterpaintersny.com.

Association of Master Painters Annual Luncheon 2013

The Annual Luncheon was held at the New York Hilton on January 17, 2012. The newly elected Officers and Directors were sworn in at the Luncheon. William C. Thompson, Jr., candidate for Mayor of New York City, served as keynote speaker.



2013 Officers & Directors

- Peter Cafiero
President
- Rad Jelcic
First Vice President
- Dino Erbeli
Second Vice President
- Stuart Feld
Treasurer
- Todd Nugent
Chairman of the Board

Board of Directors

- Arnold Bell
John Caruso
Faisal Almahti
Peter Gisondi
Jerry Haber
Michael Levine
JoAnn Sanchez Miano
Randy Pearlman
Gordon Roth
Peter Silverstein
Neil Singh
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- ◆ Self-priming application with a smooth uniform appearance
- ◆ Available in all colors
- ◆ Meets strict Zero VOC regulations

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Join us on

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2013 Meeting Schedule

Date	Meeting
Wednesday, February 20.....	General Membership
Wednesday, March 20.....	Board of Directors
Wednesday, April 17.....	General Membership
Wednesday, May 22.....	Board of Directors
Wednesday, June 19.....	General Membership
Wednesday, August 21.....	Board of Directors
Wednesday, September 18.....	General Membership
Wednesday, November 20.....	Board of Directors
Thursday, December 19.....	General Membership Election of Board of Directors for 2014

