

the brush up

AUGUST 2009



Cassidy's Comments

It's August already and we are finally getting busy in our Seattle and Eugene markets. Reno is holding its own and we are about to gear up for a good sized job in Dallas, Texas. Portland is in need of more work for our crews. However, be assured the estimators have been beating the streets and underbrush and are providing bids on the edge of scary low. Nevertheless we are just not as busy as we would like to be in the Portland area. We need to remain aggressive and efficient in our performances during these low economic times. We have watched the competition go beyond ridiculously low with bids in the last quarter of 2008 and in the first two quarters of 2009. Now we are starting to see some sign that bid numbers are increasing, some reasonable bidders to compete with and most of the low-ballers are getting bought up and busy with what we consider marginal work at best. Estimators should stay in contact with the owners/general contractors that ate up those low-ball bids in the last several quarters because it's now time for them to perform and Long may have the chance to step in and finish the project that they failed to complete when they run out of money. Production needs to stay on top of everything from soup to nuts. The shoulders of production are broadening as material and sundry costs remain steady for all bidders leaving our only ability to be creative in the lap of production. We have to work safe and make every step and move count. Each of us can and does contribute to our Team success by making sure our daily moves are all forward motion. The efforts of all divisions have not gone unnoticed as we manage our way past this economic down turn.



WINNER

Last month, we asked you to name the front company created by France to supply arms and money to the US during the Revolutionary War. The name was **Hortalez and Company**, organized by Pierre Beaumarchais under the French Foreign Minister Charles Gravier de Vergennes. France and Spain contributed to the plot, unwilling to openly support the revolution before it proved to be a success. Congratulations to **Kevin Ward**, who will receive a gift card to Sports Authority for his masterful knowledge of US History!

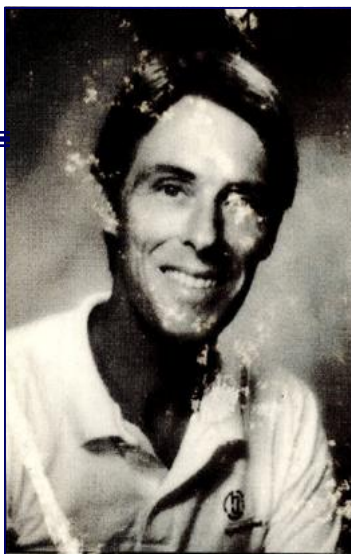
Lynn Jackson

It is 12:45. I'm waiting to hear from Lynn Jackson, again—coordinating a free half hour between a busy Safety Director, a Project Manager/Estimator and myself is not an easy task. Finally, Mike dials Lynn's extension. No answer. I say, "...you dialed 8513, right?" The pause says it all. Wilkinson finally dials the correct extension, and Lynn Jackson's low voice comes over the speaker.

I wonder how a painting contractor from California, with Steely Dan currently rotating in the CD player, came to find himself employed with Long in Portland. I ask Lynn about his book, *Paint Contracting and Estimating Made Easy*, and I quickly learn that being a published author isn't the only surprise the mild mannered Mr. Jackson has up his sleeve.

Lynn earned a Master's Degree in Music Theory and Composition at Chico State. He was offered a job teaching music at a community college, but unfortunately, public funding for the college was cut, and he found himself an unemployed single father. He went to work painting, and quickly taught himself to read blueprints and do some estimating. Lynn thought there should be an easier way for people starting out in painting, and that inspired him to write his book. He's also done a companion training video.

Lynn's involvement with the PDCA led to teaching seminars. In the last fifteen years, he's led seminars in estimating and blueprint reading up and down the west coast. He's also taught community college classes in the Portland area. He's written a software package for estimating called *Bid Easy*. Lynn also assists at times in training sessions for Long with John



Author, teacher, and Chico grad
Lynn Jackson

Fisher. I ask Lynn what he'd be doing with his time if he hadn't become a successful Project Manager with Long, and he shares with me that teaching is his passion.

Recently, Lynn sat for the LEED AP exam to represent Long Painting in the green building movement and scored an impressive 95%. Lynn shares with me the benefit of going green: "We have differentiated ourselves from the competition. Hopefully this will translate into a tangible edge, as sustainable building practices become not only more prevalent, but potentially even prerequisite." Lynn believes we'll see increasing regulation in the construction industry regarding green building, bringing more demand for companies participating in LEED practices.

During the last year, Lynn has attempted to make updates to his book for a new edition, but like all of us, finds time runs short. He's now reading a book he hasn't authored—*The Shack*. He is a part of the Worship Team with his church, playing guitar, and plays at home as well—classical, jazz, blues, rock and original pieces. Lynn says if given the chance, he'd love to jam with Mark Knopfler of Dire Straits. Lynn's faith is evident, and he says if he could invite anyone to his dinner table for an evening, it would be Jesus Christ. He and his wife stay busy at their St. Helens home with their horses, cats, dogs, and chickens, and enjoy gardening. Lynn has two grown daughters, and has grandkids in Texas. His son-in-law is currently serving our country in Iraq.

❖ Cyndi Marks

For More Information

Paint Contracting and Estimating Made Easy, by Lynn Jackson

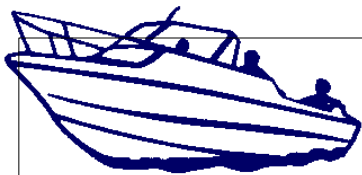
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US Green Building Council

www.usgbc.org

Painting and Decorating Contractors of America

www.pdca.org



Safety @ Home

The hot August weather is a great time to get out and enjoy boating, swimming and water sports. The Pacific Northwest is blessed with an abundance of lakes and waterways. Many of us have grown up "on the water", but it is easy to feel over confident and forget safety basics.

Know the Law In addition to federal boating regulations, make sure you comply with all boating laws in your area. Know licensing requirements and mandatory boating equipment. In Washington and Oregon, you must have passed a boater safety course to operate a boat.

Learn to Swim Everybody on a boat should know how to swim. If your kids can't swim, enroll them in lessons! If you aren't a confident swimmer, take lessons with your children. Never rely on devices such as inner tubes or inflatable rafts to stay afloat.

Wear a Life Jacket It is estimated that annually, over 6,000 people die of drowning, and 88% of those deaths could have been prevented by wearing a life jacket. Be sure to have your children wear a life jacket at all times. All personal watercraft are required to carry a life jacket for each person on board—make sure yours fits snugly and is properly buckled for the best performance.

Watch the Weather Check weather forecasts and warnings before you leave shore. Stay watchful for signs of bad weather.

Don't Mix Alcohol and Boating Never, never, never drink and drive, even in a boat. One third of all boating accidents involve alcohol. Research shows that "boat fatigue" occurs after four hours on the water—exposure to noise, vibration, glare, sun and wind combine to give the effect of intoxication. Combine boat fatigue with alcohol consumption, and you have a recipe for disaster. **DON'T DRINK AND BOAT.**

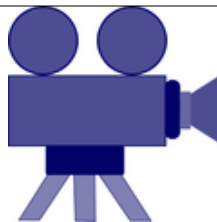
Boating Safety Resources:

www.boat.wa.gov

www.boatwashington.org

www.boatoregon.com

www.uscgboating.org



Mike's Corner Lights! Camera!! ACTION!!!

Reality TV? Come on. Anyone can DO THAT. Having said that, we are soliciting all of you want-to-be directors and producers to put together and submit a 30-second safety video tape depicting your interpretation of Long Painting Company's 2009 mantra "Back to Basics."

Submittal criteria includes:

- Video must be no longer than two minutes in length
- Must be in a common video/audio format (MP3, WAV, etc). Audio is optional
- No animals, humans, or plants are to be injured during the filming
- Judging will be conducted by a panel of in-house "experts"
- All videos will be shown during the General Safety Meeting at each office in October
- The top three videos will be featured on the Long Painting web site for viewing by all

The intent of this contest is to encourage family participation. We encourage you to solicit the ideas and acting abilities of family members to especially include "the little people" in your home. Your safety ideas might start by deciding what "Back to Basics" means to you and your family as pertains to household safety. We encourage creativity, humor, while emphasizing safe work/play practices.

If you have any questions please let me know. We look forward to seeing your videos!

CUT!! That's a wrap.

❖ Mike Wilkinson

The Eugene Business Office has moved!

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Hazard Alert

This article is taken from the Oregon-OSHA web site and is of significant importance to our operations. The article can be viewed

in its entirety at http://www.orosha.org/subjects/hazard_alerts.html.

A Technical Bulletin issued by Chevron about the hazards of filling metal gasoline cans in the back of pickup trucks with plastic bed liners has recently come to our attention.

The Bulletin indicates that several vehicle fires have occurred as a result of customers filling metal portable gasoline cans placed on plastic surfaces. The fires have involved gas cans in the back of pickup trucks with plastic bed liners. The insulating effect of the plastic surface prevents the static charge generated by the gasoline flowing into the gas can from grounding. As static charge builds, it can create a static spark between the gas can and the fuel nozzle. When the spark occurs in the flammable range in the gasoline vapor space near the open mouth of the gas can, a fire can occur.

Recommendations:

1. Do not fill any container while it is inside a vehicle, a vehicle's trunk, pickup bed, or on any surface other than the ground. This includes pickup trucks, sports utility vehicles, vans, and others.
2. Use only an approved container.
3. Remove the approved container from the vehicle and place it on the ground a safe distance away from the vehicle, other customers, and traffic.
4. Keep the nozzle in contact with the can during filling.
5. Never use a latch-open device to fill a portable container.
6. Follow all safety procedures, including no smoking.



❖ Cyndi Marks

WIN

Check out our updated and redesigned website at www.longpainting.com.

Do you have suggestions for web content? We'd love to hear your ideas! Contact Cyndi at cindym@longpainting.com with your suggestions.

Win tickets to the movies and get inspired to shoot an award winning safety video!

Find the answer to this question on Long's website:

How many working hours does Long have on record for the year 2007?

Submit your answer to CindyM@Longpainting.com!