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"When trust, craftsmanship and professionalism matter most!"

Local Painting Contractor Receives National Distinguished Service Award

On January 28, 2008, Mario Guertin, President of Painting in Partnership, Inc. received the Liddeke Distinguished Service Award, offered annually by the Painting and Decorating Contractors of America (PDCA). The award is named for Mr. Richard Liddeke, a former President of PDCA, who passed away in 2007. Mr. Liddeke was known for his vision, generosity and selfless service to PDCA. The award is given to honor a member whose service and work on behalf of the organization is so recognized.

Mario Guertin is the founder of two PDCA entities – the Schaumburg Chapter and the Lincoln State Council. These organizations were formed to help create a sharing and learning community for painting contractors in Illinois. These groups are still thriving organizations today. Guertin also authored a *White Paper on the Portrayal of Painting in Media and Advertising*, which was adopted by PDCA. Its goal is to raise awareness of craftsmanship in the painting industry.

Guertin is also the founder and President of PDCA's Craftsmanship Forum, a group devoted to the advancement of craftsmanship within the painting industry. One of the projects Guertin spearheaded is the development of Craftsmanship Operating Procedures (COPs) to be adopted and used by painting contractors around the country in the training of their field personnel. This also led PDCA to create a new award for "Craftsman of the Year." This award is now given annually to six outstanding painters who consistently perform as true craftsmen.

Guertin had this to say about receiving this award: "I have found that, in the service of others, you discover who you are, and when you involve yourself in a community, you can positively impact the lives of others. My involvement in PDCA has meant the world to me."