

Questionnaire for potential IDAL b.o.d.

Cindy Porter

Background Q's

Employment History: I've been in the painting and decorating industry for over 40 years and self employed for 35. I wear 'multiple hats', so to speak, and have done everything from hands on painting, designing and executing finishes, to planning and ordering materials, customer service, sales, marketing, and necessary administrative duties to keep my business running.

Education History: I served an IBPAT apprenticeship early on and received my journeyman certificate; and studied art for a couple years at a community college. I have taken several professional decorative painting workshops over the years, as well as many day classes at events like our convention, and some private art instruction from local artists.

Committees: Yes, I have been on a few committees, all short term and finished when the event was completed. Church decorating committee for special functions; Church Christmas plays, set decorator; my son's high school musical, set decoration committee; used to belong to a local chapter of PDCA, was on committee to bring a trade show to our region.

Officer of organization? I was but it short lived. At one time I was involved in the second attempt to get an IDAL group formed in our area. I served as VP while it was around. The first group was formed with a mentor from out of state ,and seemed to be going strong, but soon fizzled out after she left.

Business strengths; My strengths are in my craft, the process, and finishing my projects, not necessarily in the management of my business. That is the least favorite part of my work. I do persevere and get things accomplished.

Brief personal history; I grew up along the front range in Colorado. A year after graduating high school I entered the painter/decorator trade as an apprentice and

was employed by other contractors for about 6 years. I felt that new construction wasn't satisfying my artistic yearnings, so as a college student I thought I could support myself by working weekends as a freelance paperhanger, so that's what I did. When summer came along, I went to full time, and found myself so busy that I decided to make it official and started my own decorating services. In the late 80's faux finishes were becoming in vogue, so I took several professional workshops and made the switch to exclusively offering decorative finishes.

I married 'later in life' and raised a son later in life as well! He is grown now, and my husband and I will be celebrating 25 years this year.

Time to serve on IDAL b.o.d? Yes, currently my lifestyle and commitments would allow. Now is the perfect time for me to be involved with this organization.

Qualifications I think are important: Ability to get along with others; Willingness to work- to get task at hand accomplished; Experience in the field; Administrative capabilities I think are important traits.

Personality/character traits? I get along well with people and am an encourager. I'm rather humble and can (and prefer) to take instruction so I know I'm doing tasks the correct way when learning something new. I'm not afraid to just jump in and get things done wherever needed, this is intuitive to me. I have honesty and integrity in business dealings and keep things confidential.

Skills, Talents, Experience? Having run a business of one for 35 years I have ability to have multiple things on my brain at once and am geared to "git-r- dun". I usually can sense when things are getting off-topic in meetings and try to "reel em' back" without being rude (can be challenging but doable). I enjoy behind the scenes operations at events and coordinating with and helping people meet their needs/goals. I've been to a few IDAL conventions and other's workshop events, so I'm a little bit familiar with the inner workings and what it takes to set up these functions. Perhaps that is where I would be of most value- but I'm always willing to learn or consider another role.

Three Q's to ask membership: Just that! A) How can we better serve you as a member? B) How do you hope to benefit by being a member of IDAL? C) How can we help you succeed in your goals? Then hopefully in time these same

questions could be reversed. How can I serve IDAL? How can I benefit IDAL? How can I help IDAL succeed? (OH! By being on the board!)

Goals in the next 3 years? A) I would like to see improvement in marketing for the membership B) Help get professionals decorative painting opportunities (paying Jobs- projects). C) increase membership of those in the biz. D) restore the image of the trade as skilled artists/craftsmen, rather than an “anyone can smooch paint” image. I would love to hear and discuss/ gather info/ and brainstorm with others on how to achieve some of these ideas.

Issues Resolved? By no means am I trying to be a gatekeeper, but there is only one thing I can think of that bothers me. That is that IDAL is open to anyone, including novices. While one day classes are perfect for pros because they're experienced, hobbyists can learn a smidgeon of a technique from a single day class and pass it off as professional level to their clients. Because the general public has no clue about poor quality workmanship, they hire the hobbyist anyway. This does interfere with those who are genuinely in the business and can be detrimental to their ability to compete, and to sustain a living at it. So I suppose stressing the importance of further education and higher levels of training is the answer- which is good news for those in the business of teaching!

To me IDAL means: Growing by getting to know other like- minded creatives; Learning helps keep me current with new techniques, products and available teaching workshops; Spending time with others in the biz is inspiring and it rekindles my passion for painting; I see the volunteer opportunities as a way to give back to the industry that has helped me sustain a living for all these years.