



Welcome to Our First Newsletter

We are launching the first issue of our newsletter *Painting Perspective*. It's purpose is to keep our clients and associates informed on what is happening at Joel Hamberg Painting. We also hope to highlight the trends and developments related to painting and maintaining or improving your properties.

In keeping with our company's continued efforts to be environmentally responsible, we

are printing our newsletter on recycled paper. It will also be available in electronic form on our website at: www.joelhambergpainting.com.

We gladly welcome your comments about this newsletter and also your suggestions for future issues. Please call us at 503-284-3167 or email us at info@joelhambergpainting.com.

Color Trends 2008: *Yellow...Bold and Enlivening*

You may wonder why stores may not carry an item in your favorite color anymore. It's because color is such a major part of fashion; the "in" color this season can be out of style the next. As a result, paint manufacturers are continuously adding new colors to their lines. They also collaborate with designers to come up with trendy color palettes to entice you to buy their paint.

It can be expensive and time consuming to keep your house always looking "trendy". As a result, many people try to play it safe by selecting neutrals. However, you do not have to fear stronger colors. Because we get so many cloudy days in the pacific northwest, brilliant colors tend to become muted. Why not take some risk, perhaps in just one room? Pick a color that will stimulate your senses and make you forget, even if momentarily, about the clouds and rain.

You may ask, "what color should I choose?" How about trying a golden yellow, ICI Paint color 40YY 63 473. ICI Paints, along with their designers, and color experts selected this hue to capture what they call the mood or essence for 2008. Their book, *Color Futures*, explains their choice: "Color psychologists associate yellow with forward thought and communication. People who favor yellow tend to be creative, expansive, inspirational and

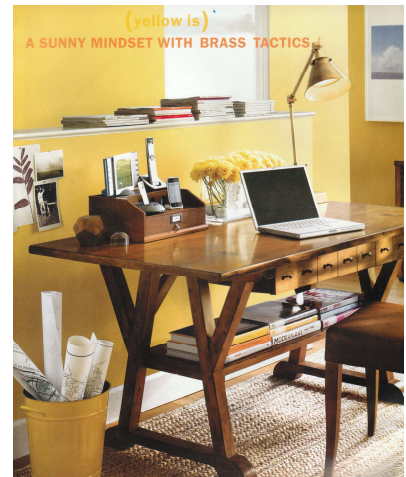
intellectual.

More than any other hue, it has the ability to convey a mood of warmth, sociability and welcome...a happy forward looking color."

Yellow will go well where you need more energy such as a study or breakfast nook.

Some other yellow hues to try:

- ◆ Benjamin Moore: No-nonsense 361
- ◆ Parker Paint: Squint CL 1734D
- ◆ Sherwin Williams: Ceremonial Gold SW 6382



Yellow is Pottery Barn's Spring's go-to color

Inside this issue:

From the President	2
Safety Award	2
Who's Who in the painting industry 2008	2
Case Study: Woodwork Restoration	3
Why hire an accredited contractor?	3
Exterior Environmental Paints	3
Free Paint Inspection	4

Need a painter quick?

Call us and hire a painter-for-a-day. We can usually perform the work the next day or within a week depending on our workload. Most small jobs can be completed in one day. You can paint a room, do some touchups or repair and patch a damaged wall. You provide the paint or we can match and purchase it for you. Payment for painter-for-a-day services are due upon completion. Call us at 503-284-3167.

From the President



Welcome to our first newsletter. We felt a need to communicate with our existing clients and introduce ourselves to new associates.

The painting industry has changed considerably. Since I started over 30 years ago, we have seen new products, new means of application and new types of surfaces to protect and beautify. This has meant continual education and a continued commitment to our

customers. Over the years we have invested much time and money in doing just that. The result: A knowledgeable, safe and progressive staff prepared to handle our customers needs.

I feel that we will meet your needs by the best use of our abilities and products. We will continue to do so in the future as well.

Enjoy this first issue and please let us know what you think.

Sincerely,
Joel Hamberg, President

Safety Award—A Gold Achievement

In February, at the 2008 Painting and Coatings Expo (PACE) in Los Angeles, California, our company was presented with the Painting & Decorating Contractors of America's (PDCA) Safety Achievement Gold Award. This is the highest honor for safety achievement in the work place awarded by PDCA, the only painters & decorators' trade association in North America. We feel proud to be among the five recipients this year.

This award is a culmination of the attitude, effort and commitment by everyone in our company to follow safety procedures while conducting their work. We realize that painting has many hazards so we regularly conduct onsite safety training and inspections with our painters. This keeps them alert as they are reminded of things to watch out for. These meetings also allow opportunity for employees to suggest more efficient and safe ways to perform certain tasks. This award attests to the effectiveness of our safety program.

Included in our safety program is our endeavor to improve on the job air quality for our workers and clients. Our commitment to "green" painting helps us to reach this goal by transitioning to waterborne, low odor and non-toxic products where possible. Our employees have especially appreciated this change. For many years we have been reducing our environmental footprint by: reusing leftover paint, donating them to low income indi-

viduals, properly disposing of unusable paint and recycling paper and plastic in the office.

Today, consumers are definitely more aware of safer and sustainable alternatives as green products are now prevalent in all product categories. Along with government regulation, consumer concern for wise use of the Earth's resources and for air quality is responsible for the growth in the green building industry. It is encouraging to see more of our clients opting for us to use these products on their projects. Indoor air quality cannot be stressed enough for maintaining the better health of all involved including: children, pregnant women, people with medical conditions, pets and our employees.



"This award attests to the effectiveness of our safety program."

Dave Siegner, National PDCA President, presenting the Gold Award to Joel Hamberg

IN THE NEWS: Who's Who in the Painting Industry

Joel Hamberg's expertise in green painting, contribution to educating other painting contractors along with his more than 30 years of painting experience was recognized in American Painting Contractor (APC) magazine's April 2008 issue. This is the magazine's second year in a row selecting top painting contractors throughout the nation based on their accomplishments and contributions to the industry in 10 categories. This year's winners are featured in the article: Who's Who in the painting industry 2008.

Joel was chosen as a top honoree in the full service area. To qualify for this distinction, a contractor had to be nominated. Nominations were made by APC editorial advisory board and editing staff, and various industry experts. An excerpt from his profile reads: "Being a mentor for the newer contractors brings a

joy that is hard to describe. Having accomplished many things over the past 24 years, I have the experience that can enrich our lives and assist others. Our goal is to continue to be there to educate, build relationships, communicate, and to be the problem solvers." You can read his complete profile in the magazine as well as online at www.paintmag.com.

Also included in that issue is the article: "Going Green." Joel is quoted several times in that article along with other industry experts on the advantages and advances in the "green" painting revolution.

Joel appreciates the honor and will continue to stay abreast of developments in the painting industry through education, participation in paint associations, trade conventions and forums.

JOB PROFILE: Woodwork Restoration on Council Crest

A house sits on a corner lot close to the top of Council Crest in Southwest Portland. The charming turn of the 20th century house resounds with the beautiful architectural details common of the houses built at that time period. Neatly manicured landscaping adds to the home's glory attesting to the owner's love and concern for the special property they own.

Fine craftsmanship is also reflected in the home's interior design and materials used. However, the woodwork in the living and dining rooms had been painted over the years hiding the intriguing beauty of the grain on the old-growth wood. What could be done to restore the woodwork to its former splendor?

After a failed attempt by another company to restore the woodwork, we were contacted to make it right. We applied a custom-tinted stain to the stripped wood to match with the existing woodwork. Then multiple glaze coats were applied to give the wood a richer look. A final clear coat protects the restored woodwork with its regained warmth and

charm.

An environmentally friendly waterborne stain and varnish were chosen because the house was occupied during application. Not only are these low-odor compared to conventional oil-based finishes, they give off less toxic vapors called VOCs. This resulted in healthier indoor air for everyone: the residents and our painters.

If you would like to restore or refinish any of your woodwork please contact us at 503-284-3167 for a consultation.



Before : painted woodwork stripped.

After : restored woodwork with an aged patina.

Why Hire an Accredited Contractor?

We went back to school. Because of our desire to improve our company processes and skills to better serve our clients, we enrolled in the PDCA Contractor College. This college is organized by PDCA, a trade association for painting and decorating contractors in North America. It provides a well rounded education in technical and business subjects. The instructors are respected industry leaders with real business experience and a dedication to help contractors achieve success in their own businesses.



Course modules includes: Ethical business practices, up to date paint composition, safety and state-of-the-art materials and equipment. Upon completion of the courses and requirements in February 2007, we became the first PDCA Accredited

painting contractor in Oregon.

To keep this accreditation, we not only have to meet specific continuing education requirements, but also follow strict industry standards and the Accreditation Code of Conduct.

You can be assured that we are committed to providing you with world class service that is backed by our accountability as an accredited contractor.

Up-to-date knowledge and adherence to strict standards and Code of Conduct set by PDCA ensures that every job we do is done right.

NEW PRODUCT: Exterior Paint Goes GREEN

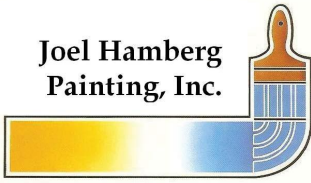
You can now be environmentally responsible with your choice of exterior paint. Yolo Colorhouse, a company "created by artists with nature in mind" has introduced their line of exterior paint. Founded on a clear mission to make a cleaner paint, Yolo Colorhouse paints and primers are Green Seal certified and qualify for LEED points. Their exterior paints, called YOLO Colorhouse Outside, are zero VOC, do not contain ammonia, formaldehyde, ethylene glycol or crystalline silica. It claims to have outperformed premium conventional brands in weather resistance and color retention tests. The reason for this is that the paints are carefully developed and well-tested for fade and performance where it will be used, outdoors in natural sunlight.

Inspired by nature, the colors from their palette work well for the Pacific Northwest. They are designed to harmonize body, trim and accents. You'll find that their color system, developed by designer Virginia Young and artist Janie Lowe, is really user friendly.



Exterior sheens include: velvet flat, satin and semi-gloss. They are available at Kelly Moore stores, Ecohaus (formerly Environmental Building Supplies) and selected independent paint dealers. Check them out online at: www.yolocolorhouse.com.

Joel Hamberg
Painting, Inc.



JOEL HAMBERG PAINTING, INC.

PO Box 30449
Portland, OR 97294-3449

Phone: 503-284-3167
Email: info@joelhambergpainting.com

Your "GREEN" PAINTING CONTRACTOR

We're on the Web
www.joelhambergpainting.com

Free Home Paint Inspection

As the temperature rises and daylight increases, do you find yourself taking walks in your neighborhood?

While walking, you see a house that catches your eye. What is it about that home that is so appealing? The color, architecture or landscaping? You notice that it's being *impeccably maintained*.

As you return home you look a little closer at your house. You notice that moss has developed. Turning your gaze to another area, you see peeling paint that was not there before. Your first thought is, "We need to repaint our house".

That may not necessarily be true. Many times all that is needed is a light pressure washing and giving attention to the problem areas. Due to our demanding Northwest climate, it is important to perform this maintenance regularly. We can simplify your maintenance worries. With more than 25 years of expertise in maintaining homes in the Portland Metro

area, we can help keep your home looking great. This will ensure that minor problems are addressed before they turn into expensive major ones.

Call us for a no cost consultation. We can assess your situation and help you with solutions.

Then as your neighbors take their evening walks they will stop and admire *your home*.



Your home can be a "gem" of the block if properly maintained with regular cleaning and painting.

What's the condition of your house?

Any of the following may indicate a problem:

- Peeling or fading paint
- Unsightly stains
- Moss or fungus growth
- Gaps or cracks