

# Emerging Leaders Program Offers Guidance to Younger PDCA Members

**T**aking a leadership role, either in a business setting or with a trade organization, is often the goal of young professionals as they begin their careers, regardless of the industry. Aspirations of climbing the corporate level at a quick pace and getting that corner office are great goals, but getting started can be challenging. Monday's Emerging Leaders program offered tips and networking resources to younger members of PDCA.

**Dave Scaturro** "This program is vital in helping develop our emerging leaders to reach their full potential," said Dave Scaturro, Alpine Painting. "Often young people have trouble initiating themselves within their companies or PDCA. They typically have the drive to grow but find trouble earning the respect of their peers or don't know how to take their ideas and put an action plan together."

Monday's program included a presen-

tation by Kevin and Brian Nolan, Nolan Painting and Summitt Services, followed by roundtables that placed attendees with industry leaders.

"This program allows contractors to network with other young members who, similar to them, are either just starting out as leaders within their organizations

**Our goal is for attendees to walk away from the session with a personal/business plan they can use the second they get back into the office."**

**—Dave Scaturro**

or stepping out of the field and into an office role," said Scaturro. "Attendees can ask questions to the group in an open, non-competitive arena. Our goal is for attendees to walk away from the session with a personal/business plan they can use the second they get back into the office."

Some of the topics discussed were:

- Succession Planning: harnessing the knowledge and expertise from one generation and growing on that to build a

more successful company. Ways to create buy sell agreements.

- Business Planning: Identifying your SWOT Analysis, creating a marketing plan, organizational development plan and walking away with a Plan of Action.

- Technology in the workplace, new systems that streamline your business.

Scaturro, who has been employed by his family's business, Alpine Painting, since he was 15, recognized there are different challenges that may be encountered when starting out. "Family businesses are especially challenging because past history and emotions enter into the working relationship," he said.



**Esteben Valiente, The Painting Company, Weston, FL, speaks with an exhibitor on Tuesday.**