

Letter From the Chapter President

"What can the PDCA do for me?" Is the most commonly asked question addressed to PDCA members. The answer: There are increased profits, yes, but there is so much more. There are intangible benefits related to participation with PDCA Central AZ Chapter. In the time that I have belonged to the chapter I have become a completely different contractor, a better one. My knowledge and skills as a businessman and contractor has increased exponentially thanks to the PDCA. Also, it has helped better me as a businessman, contractor, estimator, administrator, employer, and citizen.

The key to this change is participation in the PDCA. Only time, effort, and commitment to the Chapter made a difference in my personal business. Like any task, results are a direct reflection of time and effort put into the endeavor. The bottom line is, I have more contacts, more work, and the best profit margin ever since I've been in business. There it is 'more money'. The reason we are in business. Way more money than the national chapter dues, man-hours involved in belonging to the chapter.

For those who are in for the long run in a very competitive business market, small things can make a big difference. The knowledge provided by the PDCA can give you an edge in business that keeps you ahead of NON-PDCA Contractors. Money is not the only issue in business; it's also about survival. When things go wrong its nice to have a support group of other contractors that can provide information to help through those troubled times. And the PDCA is an excellent place that provides that.

Our organization has gone through major changes in the past few years. We've restructured our way of thinking and are moving forward with a positive mindset. This is the new and improved PDCA. We are addressing many new issues that can directly reflect on your personal business. I invite you to be a part of this exciting change.

A great American president once said "Ask not what your country can do for you, but ask what you can do for your country". So as the chapter president I ask all PDCA members and prospects: Ask not what the PDCA can do for you, But what can you do for the PDCA. Only you can help make the PDCA a stronger and better organization.

Thank you,

Cass Robertson
President Central Arizona Chapter



New Trial Membership Program

Now you can "try it before you buy it"! Sign up today for a no-obligation trial membership.

- Trial membership is for a period of 6 months.
- During the trial period your National, Council and Chapter dues will be waived.
- Trial membership includes access to the Member's Only section of www.pdca.org and a listing on "Find A Pro".
- Trial membership does not allow participation in PDCA Insurance Programs.
- Trial membership does not allow the use of PDCA logo for your business.

Trial membership applications are available at <http://www.pdcaz.org/pdfs/trial.pdf>

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Calendar of events:

- July 23, 2005
Arizona Council
Mid-Year Meeting
- August 2005
Chapter Picnic
- September 13, 2005
Chapter Meeting
Topic—Profits
- October 1, 2005
Fall Golf Tournament
- October 11, 2005
Chapter Meeting
Topic—New Products
- November 8, 2005
Chapter Meeting
Topic—Forecasting the Industry

Events subject to change



Central Arizona Chapter No. 1



"We still have a lot of work ahead of us. We need everyone's participation to succeed."

Why We Are Your "Partner in Profit"

Your local PDCA chapter is working hard to improve conditions in Arizona so that all licensed contractors can benefit.

Passing Legislation

Are you tired of competing against unlicensed contractors and those that hire illegal workers? Do you feel the burden when DES awards unemployment benefits to ineligible workers? Do you feel like contractors are overtaxed? We are working with a local advocate to get these issues heard by the State Legislature.

Marketing Program

Members know the importance of using licensed contractors that follow PDCA standards. Unfortunately, the consumer does not. It is our goal in the next year to implement a marketing campaign that will educate consumers on the importance of quality so they can avoid the pitfalls of using unlicensed contractors that cut corners to improve their bottom line. We want consumers to look for the PDCA logo as a sign they can trust.

Apprenticeship Program

Most paint contractors face the same employee issues regardless of their size. It is hard to find qualified painters. We are so busy we don't have time to train them properly. Maybe you have a good crew but need some extra hands for a big job. Our goal is to help address these needs with an apprenticeship program modeled after a successful program in New Mexico.

We still have a lot of work ahead of us. We need everyone's participation to succeed.

*Please contact
Brian Verbraken if
you have any issues
you would like
presented at the
National Mid-Year
Board Meeting.*

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Arizona Council Report

My name is Brian Verbraken and I am the Arizona Council President and your National Board Member for PDCA.

It gives me great pleasure to write this letter for our first newsletter in years. We all work in the painting industry and feel the same challenges every day. Through PDCA we are able to come together and help each other out.

Our Local Chapter and Council are working very hard at bringing PDCA back to full form and not only make it a well-known trade name but a household name. To do so we need to continue to grow and participate.

My job will be to keep you informed on all National and State business. There is an Arizona Council meeting on

July 23rd. I encourage all to attend as this meeting is Arizona's way of being a voice at National. On August 19th I will be attending National's Mid-Year Board Meeting with a full report to follow.

I am excited about the direction that PDCA is going. But any association is only as good as its members so please participate!



Technical Corner: What Color Is Your "Green Building"?

Robert Wendoll
Director of Environmental Affairs
Dunn-Edwards Corporation

You may have heard talk about "green buildings" - don't assume that means buildings painted green. A building that is "green" in this sense can come in any size, shape, and - yes - color. According to the U.S. Green Building Council (a

leading organization that promotes "green" design and construction), a "green building" is one that is environmentally responsible, economically profitable, and a healthy place to live and work. "Green" design and construction practices aim to reduce or eliminate negative impacts of buildings on the environment and occupants in five broad areas: (1) sustainable

site planning; (2) safeguarding water and water efficiency; (3) energy efficiency and renewable energy; (4) conservation of materials and resources; and (5) indoor environmental quality.

To provide a systematic way of rating the overall environmental performance of buildings, the U.S. Green Building



Member Spotlight: Crout & Heller

Ken Staude

With a lot of enthusiasm and the courage to set out on their own, Crout & Heller was born in April 2002. Tim Crout and Bruce Heller started a painting company in the Phoenix area and I was one of the first to see it all happen. You see, being a general manager at a local paint supplier allowed me to get to know some of the most intriguing young business owners I have ever met.

The way I see it, Tim and Bruce had taken everything they had and *drove* it into a dream with unbelievable confidence. Of course, it did not hurt to have one of the most successful leaders in town, "Allen Kaufman from Opt Co Painting" as a mentor! A basic philosophy was then launched; the correct mix of people that would surround them "Brett Miller, Brodie Scott & Jim Coles" as superintendents, "Patty Keefer, Ana Herrera, Lorraine Fowler, Joy Crout and Lucy James" as office support / customer service. "Mike Cordovana" an investor, helping the team with office and managerial skills that were

needed along the way and the teams thought that they too could be a recognized front runner if they always told themselves to "never say quit!"

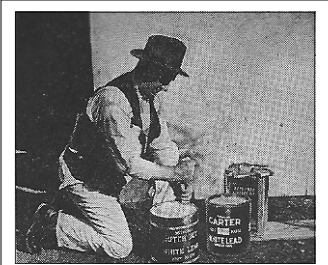
The company had to gain more knowledge learning how to stay in control of this fast growing animal. They sought help from the Maricopa Community College's "CAP" program, the Better Business Bureau and also joined partnership with the PDCA. Crout & Heller's team began to flourish! Today the team possesses a full seven person service department, 20 vehicles that meet the road daily and offices in Glendale, Gilbert and Maricopa.

As I watched the company grow, I felt excited for them and marveled at the unbelievable attitudes they possessed even while under great scrutiny and stress. They always seem to have enough left at the end of the day to take care of those around them, make time for their families, all the while continuing to grow the company into the leader it is today.

I could not stand it anymore! I had always worked for large corporations but was not able to get what Crout & Heller was giving to their associates, "a home." After seeing the success that was generated, I knew it was because of the way they treated one another and I had to be a part of it. Now I share my story from an inside view of Crout & Heller and hope to meet all its standards and challenges as well as Tim and Bruce have thus far.

Well I can say that a lot of successful business stories end by sharing a boastful profit number hoping for an "awe" at the end, but I tell you what has been successful in the past will be what is successful in the future; stories about people not money!

It feels good to be home!



1, 2, 3—and it's paint!

- (1) Give the soft paste a few quick stirs to mix in whatever free oil is on top of lead.
- (2) Pour the soft paste into a mixing tub or pail.
- (3) Thin to paint by stirring in linseed oil, turpentine and drier.

*The Handbook on Painting
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National Lead Company*

Jan 29 - Feb 1, 2008 Tampa Convention Center
2006
PACE
 Paint and Coatings Expo
TAMPA

Technical Corner, cont.

Council developed its LEED (Leadership in Energy and Environmental Design) Program. LEED is a system for evaluating different aspects of a building, and rating the building according to how many points it can earn out of a potential total of 69 points, which are divided among the five areas mentioned above. In the area of Indoor Environmental Quality,

one point is available for use of low-emitting paints and coatings that meet Green Seal Standard GS-11. This standard includes some minimal performance requirements, chemical ingredient restrictions, and VOC content limitations. For interior flat coatings, the VOC limit is 50 grams per liter; interior non-flat coatings are limited to 150 grams per liter. No

points are given for exterior coatings.

For more information, visit the U.S. Green Building Council website at: www.usgbc.org and the Green Seal website at [www. green Seal.org](http://www.green Seal.org).





Central Arizona Chapter No. 1

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Your **"Partner in Profit"**

We're on the web!
www.pdcaz.org



SAFETY TIP

"BE AWARE"

Whether big or small, accidents usually happen due to distractions. It could be on the job site or away from work. If the accident you prevent is not yours it may be the person working around you. Try to concentrate and focus on the job at hand, and always "be aware" of your surroundings.



Painting and Decorating Contractors of America
Central Arizona Chapter No. 1

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