

## Central Arizona Chapter No. 1

### Letter From the Chapter President

**PDCAZ.ORG** is the website for the Central Arizona Chapter. It has information on issues and functions locally. But the **PDCA.ORG** National website has a wealth of information that applies to your business. Recently Brian Verbraken, Council President (council is Central Arizona chapter & Tucson chapter combined as state), and Melissa Matthews, Executive Administrator, attended a PDCA National mid-year meeting. The important information brought back is a statement of how our industry is changing and National has their pulse on it. Information is knowledge, and knowledge is understanding of how businesses work to be more profitable! The PDCA is a tool of our industry. As contractors we know tools purchased and unused cannot benefit us, pay for themselves or profit our business. Please use this fine tool called PDCA.

Thank you,

Cass Robertson  
President Central Arizona Chapter



### Letter From the Council President

**Wow!** There are some exciting things going on with PDCA and the future looks bright. On the state level, we are planning an April convention on a cruise ship full of fun and education. PDCA National is working very hard to put out some good stuff, such as more standards. There are currently 12 standards available on the website that should be used by everyone. There are many great publications now available as well as estimating/tracking tools such as Pacer. The most exciting new feature of PDCA is the new Contractor's College accreditation program with a large curriculum available. This program will soon be up and running online. I encourage you to go to the website to learn more about it. I would also like to inform everyone that we are blessed with a wonderful National CEO and supporting staff that are working very hard for us. I hope everyone will also try to attend the upcoming PACE convention in January. Get involved! It is fun and rewarding to your business.

Thank you,

Brian Verbraken  
President Arizona Council

### PDCA 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](http://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.pdca.org/pdfs/trial.pdf>

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#### Calendar of events:

- December 17, 2005  
Chapter Holiday Social  
Phoenix, AZ
- Jan 29—Feb 1, 2006  
PACE  
Tampa, FL
- April 21-24, 2006  
Arizona Convention  
3-Night Mexico Cruise
- May 13, 2006  
Spring Golf Tournament  
McCormick Ranch  
Scottsdale, AZ
- September 30, 2006  
Fall Golf Tournament  
StoneRidge  
Prescott Valley, AZ

*Events subject to change*



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National • Council • Chapter  
We are your  
"Partners in Profit"



TAMPA, FLORIDA 2006

Register online at:

[www.pace2006.com](http://www.pace2006.com)

### Arizona PDCA's 2006 State Convention

Join us

April 21-24, 2006 aboard  
The Monarch of the Sea  
A 3-night Mexico cruise.

Get a head start on your  
Contractor College  
education! We are offering  
3 classes that are part of the  
new accreditation program.

Register online at:

[www.pdcaz.org/events/  
conference.html](http://www.pdcaz.org/events/conference.html)



## Member Benefits & Resources

Last quarter we told you about how hard PDCA is working for you at the local level. This quarter we would like to remind members of the many benefits and resources available at the national level.

Many contractors have been members for years but are not aware of the many benefits and resources that are just a click away. We list them here briefly. But we encourage everyone to logon to National's website at [www.pdca.org](http://www.pdca.org) to learn more.

### Discount Programs

- Fuel Expenses
- Payroll Processing
- Debt Collection
- Overnight Shipping
- Car Rental
- Marketing

### Marketing Resources & Materials

- Printing & Direct Mail Solutions
- Marketing Brochures
- Ad Slicks
- Code of Ethics
- Content & Articles
- PDCA Logos

## Educational Growth Opportunities

National's objective is to make PDCA the absolute leader in educational opportunities for painters and decorators. PDCA will strive to present education and training that is:

- "Nuts & Bolts Business" oriented
- Easily accessible
- Immediately transferable to day-to-day circumstances
- Cost effective and efficient

### Business Forms & Signs

- Contract & Employment Forms
- Project & Analysis Forms
- Accident Prevention Signs
- Wet Paint & Project Signs
- Labor Posters

### Leadership Materials

- Program Manuals
- Promotional Brochures
- Operations Manual
- Leadership Forum
- Community Voice
- Useful Forms

### Internet Based Business Support

- PDCA's SESCO HR Source
- Ask SCORE - Business Advice
- All Business - Business Resource
- Member Services
- PDCA Logo Store

### Communications Archive

- Briefer Newsletters
- PDCA's E-tools Newsletters
- PDCA Bylaws
- PDCA Policy
- PDCA Vision & Strategy

### National Associates

- Access Member Vendors
- NA Member Listings
- PACE Information

### PDCA Technical Services

Do you have questions regarding paints and coatings? Preparation, Application, Material Type, Trouble Shooting? Get answers and help now! Exclusively for PDCA Members.

### PDCA Industry Standards

All participants in the architectural, engineering, design, construction, and painting & wall-covering industry benefit from the use and propagation of the PDCA Standards

### Contractor's College

PDCA's Contractor College exists to create a "community of learning" for painting and decorating contractors. It will serve a major component of PDCA's new professional designation, the PDCA Accreditation Program.

based program and eventually evolve into a competency based program.

There is an expectation that accreditation will tie in together with many of the program services that PDCA already provides by structuring a powerful relationship between PDCA business programs and member profitability.

These objectives will be accomplished through PDCA's new accord with PDCA's new education program, Contractor College. This program will be the premier business education program in the industry.

### Accreditation

During the course of the next fiscal year PDCA will develop and execute the creation of an industry Accreditation Program. PDCA accreditation will begin its life as a criterion



## Member Spotlight: A Real Deal Painting

*"If you think you can... or if you think you can't... you are right"*  
Henry Ford

When does a dream become a reality? For us it all began in December 1998 when 'A REAL DEAL PAINTING' officially became a Contractor. After working as a subcontractor for many years, we knew what we really wanted was the opportunity to steer our own course. And so it began, with leap of faith and a strong work ethic, we set out on our own.

Looking back, our biggest fear in December 1998 was that we wouldn't get paid in a timely manner. Fast forward to October 2005 and that is still our fear. Yet, despite the worry of knowing that there are over 50 families counting on the success of this company, a responsibility we take seriously, we have faith that 'A REAL DEAL PAINTING' is up to the challenge.

Through the years, we have continued to stay true to our belief that you must first treat your employees fairly, make customer-service your top priority and be fair and honest with both. Yet we know we've been lucky. We met some great people in this business and in our community, many of whom have helped us grow and develop into the company we are today.

As with any business, it is your people who will make or break you. And we have been blessed to have surrounded ourselves with the best people, who like us, share the same basic philosophy on a job well done. Some of our employees have been with us from the start. I know their wives, their kids... and they know mine. I am proud to be a part of our successful 'REAL DEAL

PAINTING' family. It's a common joke amongst us that a person has to have some type of mental deficit to work for us... and it helps.

Of course there are no guarantees. The environment changes, prices go down, you can't find help, or worse, you can't find work. But through it all, the philosophy stays the same. You have to have a passion for what you're doing. Anything less will show.

It's like I tell my wife all the time... I'm a painter.



*"Through the years, we have continued to stay true to our belief that you must first treat your employees fairly, make customer-service your top priority and be fair and honest with both."*

The Handbook on Painting • Copyright 1932 • National Lead Company

### Quantities of Materials Needed to Make One Gallon of Paint

#### Repainting Outside Wood Soft Paste White-Lead - Priming Coat

Dutch Boy or Carter white-lead	11-1/2 lbs.
Pure linseed oil	8 pints
Pure turpentine	2 pints
Pure drier	2 oz.

Coverage, one coat 700 sq. ft.

## Thank You to Our 2005 Golf Tournament Sponsors!

We would like to take this opportunity to thank the many sponsors that made our 2005 golf tournaments successful. We could not have done it without your support!

3M MASKING SYSTEMS  
A REAL DEAL PAINTING  
AIRE LIBRE INSURANCE  
BENJAMIN MOORE  
BUCKHORN BILLIARDS  
CANYON PAINT  
CARBOLINE COMPANY  
CHAPMAN CHEVROLET  
COLOR WHEEL  
COMPLETE SPRAY SYSTEMS  
DEGUSSA BUILDING SYSTEMS  
DISCOUNT PRINTING

DRIVER ALLIANT INSURANCE  
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DUNN-EDWARDS  
ENVIRO MAX PLUS  
FRAZEE PAINT  
GRACO  
HRH INSURANCE  
ICI PAINTS  
ION SOLUTIONS  
J RUSSEL SMITH INDUSTRIAL SALES  
KELLER WILLIAMS  
LEACH PAINTING  
LODI GARAGE DOOR  
MERIDIAN BANK  
MILNE SCALI INSURANCE  
OPTCO  
PASSEY-BOND CO., INC  
PREMIER IMPRESSIONS  
RENTAL SERVICE CORP

RHODAS WINDOW CLEANING  
SAUERISEN COATINGS  
SHERWIN-WILLIAMS  
SIERRA PACIFIC WINDOWS  
SMITH PAINTING  
SODA STRIPPERS INTERNATIONAL  
SOUTHWEST COAT/TNEMEC  
SPRAYTECH  
SUN DEVIL AUTO  
SUPERIOR ENVIRONMENTAL TEMPE PAINTS  
THE PAINTER'S PLACE  
TITAN SPEEFLO  
TO FIX IT  
UNITED EQUIPMENT RENTALS  
VERBRAKEN & SONS  
VINTAGE MILLWORK, INC  
YAKETY YAK WIRELESS  
ZINSSER



Thank you to McCormick Ranch Golf Club and StoneRidge Golf Club for providing incredible venues for our golfers.





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Your **"Partner in Profit"**

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



### **SAFETY TIP**

#### **"PROTECT YOUR HANDS"**

Your hands may be in danger if you do work that involves repetitive motion as in painting.

#### **ALWAYS...**

- Be alert to hand hazards before an accident can happen.
- Use push-sticks, guards, shields and other safety devices designed for your equipment.
  - Use brushes, not hands, to wipe away debris.
- Inspect equipment and machinery to make sure it's in good operating condition.
- Disconnect power before repairing or cleaning machinery.
  - Use the right personal protective equipment such as gloves, guards, or barrier creams.
- Be sure your gloves are the right type and size for your job.
  - To avoid overuse problems, use tools designed to keep wrists straight.

**NEVER TAKE SHORTCUTS WITH SAFETY PROCEDURES!**



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

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