

## Central Arizona Chapter No. 1

### Letter From the Chapter President

This year has been the biggest, most active, informative, helpful, and finest for the PDCA's Central Arizona Chapter #1 and everyone I know that has participated over the last few years. I want to take this time to thank everyone for pulling together and making our PDCA chapter the greatest I have known it to be, and to also let everyone know of the upcoming events, as we get closer to the end of the year.

This year's Training Program was kicked off with great success, and it's not over yet. We will still have some events coming up soon to start getting enrollment filled for next year's courses. We also have our annual Holiday Party coming our way. Everyone check our website to try and get a special deal for early reservations.

Some of the upcoming events for the new year include PACE 2007, our State Conference Cruise, and our Annual Charity Project. As this year's President I want to let everyone know that we are closing the year strong and starting next year stronger.

Thank You,  
Monty Cates, President  
Central Arizona Chapter



### Member Spotlight: Mickey Smith - 1943-2006



On October 16, 2006, the painting industry in Arizona, Nevada, and California lost an icon: Michael Carrol Smith, 62, passed away after

a long illness. Congestive heart failure, diabetes, & emphysema finally took their toll. "Mickey" came to Arizona with his father, Carrol, mother, Lois, and brother Gary in the late 1940's. Mickey bought Carrol Smith Painting from his dad in the mid 1960s. With his wife, Linda, he built Smith Painting Inc. to a \$13 million enterprise that at times had over 100 painters on the payroll, working primarily on new housing.

The Central Arizona Chapter #1 and Arizona Council PDCA will remember Mickey for his enthusiastic leadership at most state and local levels. He was also active in the Western Conference of PDCA Councils and served as the National PDCA Director of the Treasury.

During the 1980s the newly built homes in Arizona and other parts of the Southwest were experiencing serious efflorescence problems after painting. The Arizona Registrar of Contractors (ROC) had adopted the position that the efflorescence was a paint problem. This determination by the ROC seriously and adversely affected most painting contractors of new housing and they were forced to

repair or lose their licenses.

Mickey believed these decisions were unfair. He challenged the Chapter and the Council to set the record straight, financing the defense of several complaint hearings and ultimately winning in favor of painting contractors in Arizona. As part of his effort, he assembled a team of forensic consultants; architects, and attorneys to develop an Arizona Standard with industry participation, standards that were later adopted by National PDCA and became a part of our national Technical Papers.

PDCA has lost a real friend.

God touched Mickey, and he slept.

Bill Lunsford

### PDCAz Holiday Party - December 9th

Join us for an evening of dinner, music and dancing with a live DJ!

Guests can also reserve a room at the Hilton that evening for only \$99.

Event details and signup form available on our website at: [www.pdcaz.org/events/social.html](http://www.pdcaz.org/events/social.html)

**DATE:** December 9, 2006  
**LOCATION:** Hilton Phoenix East/Mesa  
**TIME:** Happy Hour 5:30-6:30pm; Party 6:30pm - 11:30pm  
**COST:** \$40 Per Person if RSVP by 11/22/06; \$45 Per Person if RSVP received after 11/22/06.



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#### Calendar of events:

- November 14, 2006 Chapter Meeting
- November 24, 2006 PACE Convention Conference Call
- November 29, 2006 New Member Orientation Conference Call
- December 9, 2006 Chapter Holiday Party
- December 29, 2006 2006 Round Table Conference Call
- January 9, 2007 Chapter Meeting
- January 16, 2007 Training Program Event
- February 11-14, 2007 PACE, Dallas Tx
- April 13-16, 2007 State Conference at Sea
- May 19, 2007 Spring Golf Tournament



## Central Arizona Chapter No. 1

### PDCA's QUICK TIPS SALES GUIDE—PART 2

#### First Impressions Count

You never get a second chance to make a first impression.

- Dress professionally for the visit to the home.
- Be on time or a few minutes early.
- Be confident, smile and always greet the homeowner with a firm handshake.
- Ask if they would like you to take your shoes off or just do it.
- Compliment them on their home and look for items within the home to give you clues to their likes and lifestyle.
- Be cognizant of their personality traits to see if your sales presentation needs to be modified.

Next newsletter...  
Establishing Need

### Central AZ Chapter No. 1 Committee Chairs

#### Budget

Scott Gilbert

#### Bylaws

Roger Adams

#### Community Service

Cass Robertson

#### Golf

Darrell May

#### Legislative/ROC

Robin Asher

#### Marketing/Publication

Ed Mowry

#### Membership/Mentoring

Cass Robertson

#### Scholarship

Roger Adams

#### Safety

Monty Cates

#### Social

Russ Hickman

#### Training/Education

Tim Crout

## State Conference at Sea - April 13-16, 2007

### Join the Arizona Council's... Conference at Sea

We are returning to Royal Caribbean's Monarch of the Sea. Join us for another fun-filled 3-night Mexico cruise!



#### FEES:

Registration fees are based on double occupancy.

Inside Cabin - \$1029  
Ocean View Cabin - \$1089  
Junior Suite - \$1659

Please call the PDCAz office at (480) 988-3786 to register 3rd and 4th guests, single occupancy and non-members.

Included in Fee: Cabin, port taxes, meals, gratuities and seminar fees.

#### DEPOSIT SCHEDULE:

- 50% due with registration.
- Balance due 12/01/06

#### REGISTRATION DEAD-

LINE : December 1, 2006

**TRAVEL OPTIONS:** A block of rooms have been reserved for members wanting to stay overnight at the Crown Plaza Hotel on Thursday, April 12th. Mem-

bers will need to book and pay for their own room by calling the hotel reservation line at (888) 890-9888. Make sure to reference the "PDCA" group.

The following options are available (rates based on double occupancy)

- Park and sail...\$169 plus tax
- Fly and sail...\$219 plus tax
- Pre-cruise hotel room only...\$119 plus tax

Visit our website for more details and registration form.

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

\* PASSPORTS REQUIRED \*

## Arizona Council President Report

Brad Ghaster, Council President

Greetings PDCA Family and Friends! I would first like to offer my deepest respect and sympathy for Mickey Smith and family. Mickey was a true painting professional and always had time for us guys coming up to talk paint and PDCA. I believe he was a good example of a "Quality, Successful Painting Contractor". Please join me in praying God's best for his family.

Thank you to the sponsors and committee people who made our Prescott Valley Golf Outing a success and great fun. Thank you also to Melissa Matthews our executive administrator for her faithful, consistent hard work for us. I was happy to be on the

3rd place team, thanks to my son's long ball hitting and one of my customers putting...I was good at cheering and encouraging.

I would like to encourage/ask you contractors to support our Apprenticeship Program by enrolling a person or two you have high hopes for as a long term investment for your company. If you care about the quality standard of painters and the future of our profession, you will do your part by supporting this program. If we don't, who will? We are foolish to complain about the status of things and not be willing to do something about making our industry better. Maybe as an owner you can

attend the class. Maybe we will learn something new or it may stimulate our thinking about improving our businesses. We do not want this program to fail. It sends a terrible message to our industry as a whole and us as members. I enrolled two men and I have seen an improvement not only in their skills but more importantly their attitude and commitment to our profession. This is what we need. We want people who want to be a painting professional, not an attitude of "I paint because its easy to get into," or "I can't do anything else". By enrolling a person you believe in, sends a huge message to them that you not only believe in them but have their future in mind. A Win-Win Deal.

## Bill Lunsford - PDCA Scholarship Fund

The Bill Lunsford Scholarship Fund was created in FY2000 to honor Bill Lunsford on the occasion of his seventieth birthday to celebrate his fifty-two years in the painting industry: thirty-two years service to the Central Arizona Chapter; Arizona Council and Western Conference of the Painting and Decorating Contractors of America. A

teacher, Bill advocated that education makes a difference and this fund can be a tool to help with that difference.

The Trustee's of the Bill Lunsford - PDCA Scholarship Fund have voted to award up to \$2,500 in scholarship grants to be awarded to eligible deserving applicants selected by Fund's

Trustees. Eligibility rules and application procedures are available on our website at [www.pdca.org/scholarshipfund/index.html](http://www.pdca.org/scholarshipfund/index.html).

The Fund's Trustees will receive nominations postmarked no later than December 31, 2006 for awards distributed in 2007.



## Training Program Update & Event Notice

We are near the end of our first level of classes. The students have given positive reviews of the courses and they are eager to move on to the next level.

Many improvements are being considered to make the next series of courses even better, including adding a Spanish translator and condensing some of the modules for improved efficiency.

To celebrate the success our first level, promote awareness and encourage participation, the PDCAz will sponsor a catered event and all paint contractors are invited. **You won't want to miss this one!**

**DATE:** January 16, 2007

**TIME:** 3:00pm—6:00pm

**LOCATION:** Mesa Convention Center

Come learn what this training program is all about and how it can impact your business.

### TESTIMONIAL

"The PDCA Training Program has offered a solid foundation of theory, principles and interactive learning of successful painting techniques and application. Students are given the opportunity to gain new skills, through reinforced dynamic classroom instruction by Ken Staude of Crout & Heller Painting Services, Inc. Mistakes in the field are costly, so students come to class with a serious work ethic to learn the material presented to them weekly. There's a sense of camaraderie in the classroom, which has increased our produc-

tivity, and knowledge of the trade. Whether we're learning about OSHA safety, proper preparation and finishing of a substrate, or in a lab spraying with an airless or hvlp, it's all about learning to achieve the best possible result when on the job!

The class has, by far exceeded my expectations, and I would highly recommend participation in this educational program to any painter or company owner in the Painting business!"

Diane Ricker,  
DITON Painting, LLC

More testimonials online at  
[www.pdcnaz.org/training/index.html](http://www.pdcnaz.org/training/index.html)

**Board of Directors for the Central Az Chapter No. 1**



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## Affordable Health, Medical & Dental Benefits — Anyone Can Qualify



**Q: I cannot afford major medical for my family, myself or my employees. Are there any options that are affordable?**

**A:** There is now a very affordable option (\$59.95 for an entire family, \$49.95 for a single person). You will receive a comprehensive health, medical and dental benefits package with savings up to 50%. Anyone can qualify. This plan is ideal for individuals and families as well as small businesses. Anyone can afford this plan. This healthcare benefit package offers hospital, doctor,

prescription, dental, vision, and chiropractic savings with over 400,000 providers nationwide, including names like Sears, JC Penneys, Eyemasters, Pearle Vision, Wal-Mart, Walgreens and CVS. Also, since this discount plan is not insurance, there are no preexisting condition exclusions or limitations, no deductibles, no claim forms and no waiting periods. Even pregnancy, heart problems, diabetics, cancer or individuals with any type of medical history can qualify. Cosmetic surgery included: such as eyelifts, face-lifts and liposuction. We also offer a plan lim-

ited to Dental, Prescription, Vision and Chiropractic benefits with savings up to 80% for just \$11.95 for a single person and \$19.95 for an entire family. Membership fees are guaranteed to stay the same for two years and your satisfaction is 100% guaranteed. And because this program is being presented by Arizona Council, the organization will receive proceeds from every enrollment! To enroll in this comprehensive healthcare plan, please call (480) 988-3786 today. Must have debit/checking account or credit card.



## 2006 Fall Golf Tournament Appreciation

We would like to thank the following sponsors of our 2006 Fall Golf Tournament.

**GOLD SPONSOR**  
ICI Paints

**SILVER SPONSORS**  
Southwest Coatings  
Superior Environmental

### BRONZE SPONSORS

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Vintage Millworks

**PAGE PACE**  
**2007**  
Feb 11-14 2007 Dallas, Texas  
Dallas Convention Center

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## Trial Membership Program

*"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 or Training 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>

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



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

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