

## Central Arizona Chapter No. 1

### Letter From the Chapter President

When I took the Presidency in 2004, the Central AZ Chapter was at the end of an era with the retirement of Bill Lunsford as our Executive Director.

With the unknown on the horizon we weren't quite sure of our direction. But with the commitment and dedication from our core group of people, we are entering 2006 as The New Generation of the PDCA.

We are focused and dedicated to improving our industry here in Arizona. Creating a standard that will be the bench mark for all painting contractors. With the creation of an apprenticeship program, it will insure the next generation of painter/contractors in the 6th, soon to be 5th, largest city in our country.

My wife Donna and I owe much to the painting industry and the PDCA. Serving on the board has been an honor and a privilege. It was an opportunity to give back for all that we have received.

It's been a lot of fun and the relationships I've built with other contractors couldn't have been made any other way. All I can say is if you're not yet a member, please become one and share in the benefits of this great organization called PDCA.

Sincerely,

Cass Robertson, Past-President  
Central Arizona Chapter



### Oh No! Paint Prices Going Up Again

By Darrell F. May, Smith Painting

Have you heard paint prices are going up again? FEAR SETS IN. Now you have to tell your builders and customers that you have to raise your prices. Oh no! They will not accept them. They will tell me that this is out of line. They are going to put the projects out for rebid. Someone else will come in cheaper. I won't have any work for my crews. My business will go out of business. Sounds all too familiar don't you think?

Well I say it is good to see prices go up and it is about time. For years I've said that no paint should be available for less than \$15.00 per gallon. Then we would have a quality product that would do what it should do and that is cover the wall and touch up after it has been applied. It is time to get away from worrying about low prices and sell quality and service. All too often, we only think price can get us a job. For years, we have demanded from our suppliers to give us cheaper and cheaper products to try to stay competitive. Has it worked? I say emphatically NO! We are doing work today for less money than we were 15 years ago. "Cheap" and "quality" cannot work in the same sentence. Everything that is made cheaper actually costs more because you have to use more of the product. It takes more time to apply and it will not last as long. Therefore, I say lets work on providing VALUE for the customer. Let your customers know that you are a quality company that provides them a quality product at a fair price. You are a company that is here for the long haul. You do not want a job. You are wanting to build a relationship that will Last. REPEAT business is the best business. Nothing is better than LOYALTY from your customers.

(Continued on page 3)

#### Inside this issue:

<i>Industry News: Paint Prices Going Up Again</i>	1
<i>2006 Charity Event St. Mary's Food Bank</i>	2
<i>2006 Arizona Council State Conference</i>	2
<i>2006 Spring &amp; Fall Golf Tournaments</i>	2
<i>Painters Apprenticeship Program Begins</i>	2
<i>Member Spotlight</i>	3
<i>Safety Tip: Falls &amp; Ladder Safety</i>	3

#### Calendar of events:

- January 29, 2006 - February 1, 2006  
PACE 2006
- February 18, 2006  
Charity Project  
St. Mary's Food Bank
- April 21-24, 2006  
State Conference
- May 13, 2006  
Spring Golf Tournament
- September 30, 2006  
Fall Golf Tournament

Events subject to change



# Central Arizona Chapter No. 1



## 2006 Central Arizona Chapter #1 Charity Event

**FEBRUARY 18TH**  
**St. Mary's Food Bank**

This year the local PDCA and friends will gather together to paint the St. Mary's Food Bank building located at 2831 N 31st Avenue in Phoenix.

By volunteering our services, we will save the St. Mary's Food Bank an estimated \$40,000 and enable them to provide another 280,000 meals for those in need!

This is a HUGE undertaking! We need everyone's help.

Even if you are not a PDCA member, we encourage you to participate in this very important project.

Visit <http://www.pdca.org/events/charity.html> for more information and to sign up.

## 2006 Arizona Council State Conference

**APRIL 21ST-24TH**  
**3-Night Mexico Cruise**

Our 2006 State Convention will be held aboard the Royal Caribbean. Join us for a 3-night

Mexico cruise departing from Los Angeles. This year we are offering courses from PDCA's new Contractor College! Take all 3 classes and earn credit towards PDCA's Ac-

creditation Program.

Visit <http://www.pdca.org/events/conference.html> for more information.



## 2006 Spring & Fall Golf Tournaments

**MAY 13TH**  
**McCormick Ranch**  
**in Scottsdale**

putt prizes. We will also have our 50/50 and a grand prize drawings. After golf enjoy a cookout while we hand out prizes!

friends to a relaxing day of golf.

**SEPTEMBER 30TH**  
**StoneRidge**  
**in Prescott Valley**

There will be longest drive, closest to the pin and longest

Sponsorship spots are available. This is a great opportunity to advertise your business and treat your clients and

Visit <http://www.pdca.org/events/golftournament.html> for more information and to sign up for sponsorship and four-somes.

## Painters Apprenticeship Program Begins

**JANUARY 17TH**  
**Classes Begin**

Sponsored by the Arizona Builders Alliance in partnership with the PDCA, the first class of our Painters Apprenticeship Program starts January 17th at Gateway Community College.

• This is a three-year work/study program—Two nights a week for three hours each night

• After three years students receive their federally accredited journeyman certificate & card that will be good anywhere in the United States, union or non-union.

• Typical beginning wages are \$8 to \$11 per hour with journeyman wages from \$30,000 to \$40,000 per year

• In conjunction with the partnership between the ABA & GCC, students will receive 30 credit hours for their appren-

tice training classes.

• After three years, they will have 450 hours of classroom education, 6000 hours of "on-the-job".

Visit <http://www.pdca.org/apprenticeship/index.html> for more information.

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

**2006**

**President**  
Monte Cates

**President Elect**  
Ed Mowry

**Vice President**  
Brad Ghaster

**Treasurer**  
Steve Kammer

**Executive Secretary**  
Melissa Matthews

**Past President**  
Cass Robertson

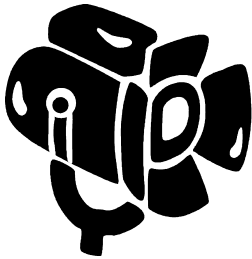
**Board Members**  
Robin Asher  
Tim Crout  
Albert DeAnda  
Scott Gilbert  
Russ Hickman  
Jay Lickus  
Jim Schrinier



## Member Spotlight

By Ed Mowry, Editor

Normally, this spot is reserved for highlighting a different contractor in each issue of our



PDCA newsletter. But this issue, we're taking the opportunity to let contractors know that you needn't wait to be invited. We welcome any PDCA-member contractor to voluntarily submit your article highlighting your company. Let us know who you are and what you're about.

Although you must be a PDCA member to be highlighted, for

contractors who are not yet involved with the PDCA, we'd love to have you join us in supporting our industry and each other. The networking among the fine members we have is, alone, well worth the membership.

Looking forward to receiving volunteered articles and more new members, we wish you all your best year in 2006!

### Join a Forum Today!

PDCA offers Forums to fit all painting business types.

- Residential Forum
- Commercial Forum
- Industrial Forum
- Craftsmanship Forum
- Decorative Alliance Forum

To join a PDCA Forum call 1-800-332-7322

## Safety Tip: Falls & Ladder Safety

Next to traffic collisions, falls kill more people than any other kind of accident.

Nearly 6,000 people die each year as a result of falls. Falls can become costly accidents when you consider the suffering, medical expenses, lost wages and lost production.

### Avoid Falls. . .

You can prevent falls by being aware of your environment and by removing potential

hazards when you see them.

- Ensure lighting is sufficient in the area.
- Avoid "makeshift" step stools like boxes or furniture. Use a stepladder.
- Lower yourself gently from high areas such as flatbeds or work stages. Never jump.

### Follow these tips to prevent ladder falls...

- Ensure the ladder is in good condition and has safety feet.

- Always face the ladder.
- Remember the 4-to-1 rule. For each four feet of height, set the base out one foot.
- Do not carry anything in your hands while you climb the ladder. Hoist what you need.
- Move the ladder if an item is out of your reach. Keep your body centered so your belt buckle is between side rails.



*When it comes to preventing falls, your state of mind in approaching a situation can make the difference. Falls occur because people don't expect them. The more you anticipate and guard against falls, the fewer you'll have.*

## Oh No! Paint Prices Going Up Again, cont.

(Continued from page 1)

Remember that the framers, plumbers, electricians, mechanical, cabinet companies, flooring, stucco, and concrete companies have their prices go up too. What do they do? They just pass it along when it comes. It is called the cost of doing business. We all get the same price increase and we all have a right and an obligation to make a fair profit from our services. This is called a Return on Investment. Do you see the builder worrying about their

prices to the customers? NO. Why not? Because they call it appreciation or increased VALUE. When you have low supply and high demand it causes the price to go up. The builders raise their prices every time they need to keep their margins and stay profitable and they have had record years. Why? Because they pay attention to the details. So don't worry about the price. Just pay attention to the details and have a profitable and Happy New Year.

PRICES WILL GO UP AGAIN NEXT YEAR. WILL YOU BE HAPPY OR SAD? Only you can make that decision. As for me, I say this is a GREAT time to be in business.



**EDITOR**  
Ed Mowry  
P: 602-866-7606  
F: 602-866-6326  
E: mowrypainting@cox.net

**ASSOCIATE EDITOR**  
Melissa Matthews  
P: 480-988-3786  
F: 480-988-6511  
E: newsletter@pdcaz.org

*Please contact the editor if you are interested in advertising space.*



## Central Arizona Chapter No. 1

Mailing Address:  
4391 East Marshall Court  
Gilbert, AZ 85297

Phone: 480.988.3786  
Fax: 480.988.6511  
E-mail: admin@pdcaz.com

**Your "Partner in Profit"**

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



## 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 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>



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

4391 EAST MARSHALL COURT  
GILBERT, AZ 85297