

Central Arizona Chapter No. 1

Letter From the Chapter President

This new year of 2007 brings new changes and challenges. In fact, I'm one of the changes. I'm honored to be your chapter president this year. 2006 was a GREAT year under the presidency of Monte Cates. Maybe the biggest challenge for me now is to oversee an even better year in 2007 - and that's my goal!

We welcomed a good number of new members and intend to welcome more this year. We are the third largest chapter in the country and one of my goals is to be the largest before 2007 is over. We really don't need many more members to do this so let's welcome a bunch more. LET'S BREAK THE BARRIER & BE THE LARGEST!!! - and then just keep on going!

As well as welcoming more new members this year, let's welcome more new ideas!

Wishing you all your BEST YEAR YET!

Ed Mowry, President
PDCA Central Arizona Chapter No. 1



PDCA Training Expo 2007

January 16, 2007
3:00pm – 6:00pm
Mesa Convention Center

The goal of the program: *Improving Our Industry Through Education*. The goal of this event: To promote this training program and kick off the 2007 school year!

The paint professionals that attended enjoyed snacks, beverages

and giveaways while visiting with their favorite vendors.

Special attractions included a real ASE stock car by Team MCR Racing and a special appearance by Eric Bischoff, author of "Controversy Creates Cash".

Ken Staude and Tim Crout presented information about the training program: A comprehensive training program, operated

by the PDCA, specifically designed to give you and your employees the best source of education, and a powerful return on your investment.

We would like to extend a thank you to the vendors that participated and helped make this event a success:

- 3M
- Color Wheel
- Complete Spray Equipment
- Dunn-Edwards
- Frazee
- ICI Paints
- Mauer Knoll Evans
- Tempe Paint Centers
- Small Business Dev. Center
- Sunlife Paint
- Wooster



2007 Training Program Begins—Enroll Today

LEVEL 1

80 Hours • 16 Weeks
Tuition: \$525
Level Begins: 03/13/07
Days: Tuesday & Thursday
Time: 6:00am-8:30am
Classroom Location: TBA
Lab Location: 5051 S Warner Rd, Apache Junction

LEVEL 2

110 Hours • 22 Weeks
Tuition: \$575
Level Begins: 02/05/07
Days: Monday & Wednesday
Time: 6:00am-8:30am
Classroom Location: 131 W Julie Dr, Tempe

Individual classes are available at \$8 per credit hour. We will not accept enrollment for individual courses until the core enrollment of 10 full course students is reached.

You must be at least a trial member to enroll students.

Inside this issue:

<i>Chapter President Letter</i>	1
<i>PDCA Training Expo</i>	1
<i>2007 Training Program Begins</i>	1
<i>What Employers Can Expect in 2007</i>	2
<i>Safety— How Committed Are You?</i>	2
<i>State Conference Speakers Announced</i>	2
<i>Member Spotlight</i>	3
<i>Council President Letter</i>	3
<i>Holiday Party Recap</i>	3

Calendar of events:

- February 11-14, 2007
PACE, Dallas Tx
- February 13, 2007
Chapter Meeting
- March 13, 2007
Chapter Meeting
- April 10, 2007
Chapter Meeting
- April 13-16, 2007
State Conference at Sea
- May 8, 2007
Chapter Meeting
- May 19, 2007
Spring Golf Tournament
- June 12, 2007
Chapter Meeting
- July 10, 2007
Chapter Meeting



Central Arizona Chapter No. 1

PDCA's QUICK TIPS SALES GUIDE—PART 3

Establishing Need

Ask them qualifying questions:

- Where is the room you would like us to work on?
- Point out other quality finishes in their home, so they know what they can expect from you.
- Ask them for color and paint selection if not already decided.
- Don't be afraid to make recommendations.
 - Insure you are clear on the scope of work required and time-frame.
- Offer additional services. Ask about other rooms, other finishes, and other products to enhance the room etc.

Restate the customer's needs and objectives.

Next newsletter...
Establishing Value

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

Jim Schrinier

Membership/Mentoring

Cass Robertson

Scholarship

Allen Kauffman

Safety

Monty Cates

Social

Russ Hickman

Training/Education

Tim Crout

What Employers Can Expect in 2007 & Beyond

Courtesy of SESCO Management Consultants

The federal **minimum wage** is almost certain to increase in 2007. The minimum wage has remained at \$5.15 an hour for nearly ten years. Several states increased their minimum wage in 2006, and the new Democratic leadership in Congress has stated that an increase in the federal minimum wage is a priority issue.

Employment Verification.

Any new bill that strengthens interior enforcement of U.S. immigration laws is likely to include increased sanctions on employers and a new electronic employment verification system.

Employer **health costs** will rise about 8% in 2007. Although steep, this is lower than in previous years. The trend is for employers to move to consumer-driven health plans. Employee

benefit communication programs are increasing to ensure employers receive the benefit of providing expensive benefits.

Salary increases in 2007 are projected to be 3.5% for salaried exempt employees, 3.5% for nonexempt employees, and 3.8% for executives.



Safety—How Committed Are You?

Excerpt from article by Larry Oman, President PrevCom International

Commitment to safety is not a black or white issue as some folks might want it to be. I prefer to look at commitment in terms of percentages. There are some who are 1% committed and others that are 60% and 80%. In every workforce, we are faced with variable levels of safety commitment. That variation becomes a problem when nothing is being done to move everyone toward a higher level of commitment. It's even worse when the one who needs to demonstrate a high commitment doesn't understand how they are perceived.

Not knowing what to do and/or not understanding that what you are doing isn't really making a

difference and is wasteful to an organization. For example, safety meetings are held but with little or no impact. Safety teams meet and seem to accomplish nothing except take up space, time and resources. Safety procedures are written but not followed. If commitment really makes a difference, where should our focus be?

In my 25 years of leading companies from great failures to success in safety, I have learned that it is what you know that makes a difference. Improving safety doesn't mean you need to fire people to set an example. People don't need a good swift kick in the butt to get their attention. Our employees need leaders that keep transforming to higher levels of commitment. The process of transformation is

what gives leaders the edge over those that never change. How committed are you? What are you doing to transform? Do you sense the need to learn more or need some fresh ideas?

In February, the professionals at PrevCom International will be holding a short half day seminar designed to give you one of the best perspectives of safety today and provide some improvement strategies that make a difference. The program will also focus on leadership development and safety commitment. Please join us at the Embassy Suites, on February 20, 2007, in Tempe, Arizona. To find out more information go to PrevCom's web page at:

www.prevcominternational.com

State Conference Speakers Announced

Joe Saenz of Modern Masters. Modern Masters has taken a leadership role in the Decorative Painting market by offering new and innovative products. As a result, they are now recognized as the number 1 supplier of high-end, specialty water base paint products in the world. The products are currently available in over 4,000 retail stores in the United States, Canada, Australia, Portugal, Spain and France. High profile properties around the world have been adorned with specialty

paint finishes created by Modern Masters. To name a few, the *Kodak Theatre* in Hollywood, *Buckingham Palace* in the U.K., *Plaza Hotel* in NY, *Disney Resorts and Theme Parks* worldwide and most recently, *Disneyland's Sleeping Beauty Castle*, which underwent its first face-lift to commemorate the parks 50th anniversary.

Gene E Blanton of Semper Fidelis. Gene E. Blanton is not just a "speaker". Gene is a leader who speaks. You will be

able to tell the difference. At the age of 19, when most people are just discovering the meaning of responsibility, Gene was a Sergeant in the United States Marine Corps, having received four meritorious promotions for his leadership abilities. Gene is the former host of the Entrepreneurial Spirit Radio Program and a much sought after speaker, who delights audiences worldwide with his message of principle-based entrepreneurship and ethical leadership.



Member Spotlight—Abracadabra Painting

Eric and Sandra LaBute incorporated Abracadabra Inc., a painting company, in a small town in Idaho in 1992. We are still in business 15 years later. We incorporated Abracadabra Painting Inc. in Arizona in 1995. It is licensed and bonded in Arizona, and has been growing steadily ever since. We are very happy to be in Arizona doing business primarily in Scottsdale and Paradise Valley.

Eric has developed many con-

tacts in custom home residential, and light commercial painting. His product knowledge, technical and marketing skills, keen sense of color, and personal touches with the clients has brought in new business and helped maintain repeat business.

Abracadabra Painting Inc. was named one of the best painting businesses in Scottsdale by satisfied customers of Desert Foot-hills magazine in 2003.

Abracadabra Painting Inc. specializes in large custom homes, garage floors, Venetian plaster, faux finishes, and colorization for all projects.



Board of Directors for the Central Az Chapter No. 1



President
Ed Mowry

President Elect
Tim Crout

Vice President
Albert DeAnda

Treasurer
Scott Gilbert

Executive Secretary
Melissa Matthews

Past President
Monte Cates

Board Members
Robin Asher
Brad Ghaster
Russ Hickman
Steve Kammer
Eric LaBute
Jay Lickus
Jim Schriener

Arizona Council President Report

Brad Ghaster, Council President

I hope everyone has had a wonderful Christmas Holiday with your family and friends. Did you make any New Year resolutions? I hope one of them is your involvement with PDCA. Life can seem to pull us in so many directions at times and our time becomes more and more valuable. So where and what we spend our time on is either adding to or taking away from the quality of our lives. Time you invest in PDCA will produce great gain, not only in wisdom and friendships but directly to your bottom line.

The recent Training Expo went really well, was very informative and a successful event with 7 new members. Thank you to

everyone who participated and especially our vendors. I am excited to have a similar Training Expo in the future for the West Side Companies. Please put one person in the program. It will benefit you and our industry.

Also our State convention April 13-16 Sea Cruise is a must do. We will have an outstanding guest speaker, Author and National speaker Gene Blanton. Gene is a retired Marine military officer and will be speaking on leadership. Modern Masters will be giving hands on demonstrations of their vast product line as well.

Do you want to get and keep good help? Consider offering them benefits such as the Ameriplan Dental and Health plan as seen on our web site at

PDCAZ.ORG. For \$12 to \$20 per month you can offer or have a payroll deduct for Dental care and for \$50 to \$60 per month, Health insurance. The most affordable health care available. The great thing about offering benefits as opposed to a raise in hourly pay is, it's not only necessary for a family and shows you really care about your employees well being but, its a tax deductible. I recently had some medical issues and if I would not have had insurance it could have been catastrophic financially for me.

I would like to wish everyone a Happy and Prosperous New Year. Please be safe and remember "whatever your willing to give in life is what you will receive in your life".

Holiday Party—2007 Chapter Board Welcomed

On December 9, 2006 we met at the Hilton Phoenix East/Mesa and enjoyed an evening of dinner and dancing.

The party began with an awards ceremony. Award recipients included Monty Cates of OPTCO Paints who was given a plaque in honor of his service as 2006 Chapter President. Dewey Adams of Adams Painting was honored with the Bill Lunsford Award.

The awards ceremony was followed by the installation of officers to the board.

Congratulations to all the award winners and our new 2007 chapter board members!



EDITOR

Jim Schriener
P: 480-834-7199
F: 480-834-8633
E: arspecialist@qwest.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 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**

4391 EAST MARSHALL COURT
GILBERT, AZ 85297