

## Central Arizona Chapter No. 1

### Letter From the Chapter President

Greeting to all Contractors!

I hope our industry is treating you well and that you're all prospering in your businesses. At the PACE Convention in Dallas this past February, I met painting contractors from all over the nation; some running large companies and some were one-to-two-man shops, and those in between - all mixing together. I met many more fine people and the networking was great. Quite a few of us from different states are already in contact with each other to exchange ideas for our respective chapters and to help each other, and therefore, our industry, improve. I hope to meet all of you who are not yet members of PDCA. So, if you'd like to attend one of our chapter meetings as my guest, please give me a call at (602) 618-7482 or e-mail me at [mowrypainting@cox.net](mailto:mowrypainting@cox.net).

Hoping to hear from you,  
Ed Mowry, President  
PDCA Central Arizona Chapter No. 1



### Introduction to COPs

PDCA announces a NEW service to members that empowers contractors, as business owners, to specify performance methods and procedures for residential painting and decorating.

The Craftsmanship Operating Procedures (COPs), as the new service will be known, are "powered by" the PDCA Craftsmanship Forum. Each COP is a detailed description of the optimal means of finish-to-completion for specifically identifiable paint functions both inside and outside of the home. The COPs place emphasis on the key aspects of the successful completion of paintwork in a craftsman-like manner. Among the components of each COP are:

- Craftsman means and methods to complete work.
- Materials & supplies, tools & equipment, safety & appearance are identified for each COP as well as definitions of terms where applicable.
- Linkage to PDCA Industry Standards and to literary resources for further illustrative and instructional detail.

The Craftsmanship Forum has already created 20 COPs. The Forum plans to produce a minimum of 20 COPs each year until every aspect of interior and exterior residential painting has been documented.

COPs will be available individually or as a set for purchase. The COPs are structured in such a manner as to permit contractors to customize the content to fit their individualized company identity and market niche.

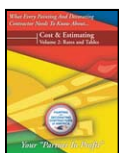
Taken together, the COPs form a method for contractor owners to specifically define and inform employees, and even customers, of the specific means and methods for functions to be performed on a given project. This approach can form an integral part of a company's quality assurance program.

For more information visit [www.pdcamasterpainter.com](http://www.pdcamasterpainter.com)

### PDCA Publications Highlight

#### PDCA Estimating Guide Volume I, Practices and Procedures

This brand new fully revised edition is the "how to" manual for estimating painting and related work.



#### PDCA Estimating Guide Volume II- Rates and Tables

This is a must for all contractors bidding painting and related work. Production rates for surface protection, surface preparation, painting, gypsum board finishing, wallcovering, caulking, and decorative painting included.

Member Price: \$89/each  
Nonmember Price \$150/each

Don't miss the free conference call on March 30, 2007—How to use the PDCA Cost & Estimating Guides Volume I & II. RSVP to [lrwin@pdca.org](mailto:lrwin@pdca.org). Include your name, company, phone, email and conference.

*This book and others in the series are available on the PDCA Online Store [www.pdca.org/PDCAstore.htm](http://www.pdca.org/PDCAstore.htm)*

#### Inside this issue:

Chapter President Letter	1
Introduction to COPs	1
PDCA Publications Highlight	1
Never Stop Recruiting the People You Work With—SESCO	2
Training Program Modules Open	2
Safety Topic	2
Member Spotlight	3
Council President Letter	3

#### Calendar of events:

- March 13, 2007  
Chapter Meeting
- March 17, 2007  
Charity Event
- March 30, 2007  
Conference Call  
How to use the PDCA Cost & Estimating Guides Volume I & II—1pm PST
- April 4, 11, 18 & 25, 2007  
PACER Webinar  
Learn about PDCA's Estimating Software—10am PST
- April 10, 2007  
Chapter Meeting
- April 13-16, 2007  
State Conference at Sea
- May 8, 2007  
Chapter Meeting
- May 19, 2007  
Spring Golf Tournament



# Central Arizona Chapter No. 1

## PDCA's QUICK TIPS SALES GUIDE—PART 4

### Establishing Value

You may wish to ask them to read through your portfolio, as you begin to estimate the job.

Some key questions:

- When we talked on the phone you mentioned quality was a priority. Is this still the case?
  - Is a company with an outstanding reputation like ours of tremendous importance to you?
- We will provide you with a very fair and competitive price, but we probably won't be the lowest if you are looking at alternative contractors. Is our quality and service still more important to you than having the lowest quote?

Next newsletter...  
Overcoming Objections



### 2007 Spring Golf Tournament

May 19, 2007  
McCormick Ranch,  
Scottsdale

The proceeds from our golf tournaments help support our Chapter's efforts to improve our industry through programs such as our training program. The proceeds also enable us to give back to our community through charity projects and the Bill Lunsford Scholarship Fund.

Please help us by becoming a sponsor.

- Lunch Sponsor \$2500
- Drink Cart Sponsor \$300
- Hole Sponsor \$175
- Foursomes \$400

Signup forms available at:  
[www.pdcz.org](http://www.pdcz.org)

## Never Stop Recruiting The People You Work With

Courtesy of SESCO Management Consultants

The best managers realize that they are in the "people" business – even if they have nothing to do with hiring and managing employees. That's because they know that if they want to retain employees, they have to constantly recruit them. Use these tips to help you develop a recruiting mindset:

**Put employees' needs to work.** In order to recruit your employees, you first have to understand their needs and motivations. Why do your employees do what they do? What drives them? What are their

basic needs? Put these elements to work in your recruiting efforts.

**Match interests with work that needs to be done.** Don't try to jam your workers into jobs that don't suit them – just because you need the work to get done. Find perfect fits, and watch turnover disappear.

**Judge people on their best days.** Many managers do the opposite: They pass out judgment based on an employee's worst day. If you believe in your employees, they will be more likely to stick around when they get another job offer – and your

best employees will get another job offer.

**Recruit from all departments.** Are there people in other areas of the company whose abilities you could use? Always be on the lookout for talent and ideas from all parts of the organization.

**Never use guilt to motivate people.** This tactic may work in the short-term, but it will eventually drive people out of your organization.



## Training Program—Individual Modules Now Open

Both Level 1 and Level 2 training programs are underway. We have filled our core enrollment of full time students and can now accept enrollment for individual modules.

Individual modules are available at \$8 per credit hour. Module descriptions, dates, times and locations are available on our website at [www.pdcz.org/training](http://www.pdcz.org/training).

Enrollment forms are also available online.

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

## Safety—Injuries from Slips, Trips & Falls - Part I

Based on 2006 reports provided by SCF of Arizona, Slips, Trips & Falls are the primary loss exposure for our members. This year we will attempt to reduce losses by bringing in safety experts at chapter meetings and providing related safety articles in our newsletters.

Falls are of two basic types: elevated falls and same-level falls. Same-level falls are most frequent, but elevated falls are more severe.

- Same-Level Falls: high frequency--low severity
- Elevated Falls: lower frequency--high severity

### SAME-LEVEL FALLS

Same-level falls are generally slips or trips. Injury results when the individual hits a walking or working surface or strikes some other object during the fall.

Over 60 percent of elevated falls are from less than 10 feet.

Slips are primarily caused by a slippery surface and compounded by wearing the wrong footwear. Providing dry walking and working surfaces and slip-resistant footwear is the answer to slips and their resultant falls and injuries. American Safety Shoe will speak in more depth about proper footwear at our August 14th chapter meeting.

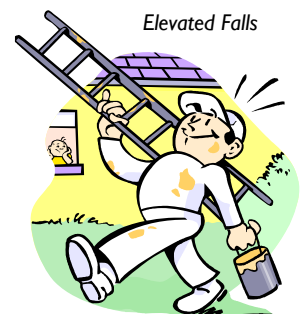
Proper housekeeping in work and walking areas can contribute to safety and the prevention of falls. Not only is it important to maintain a safe working environment and walking surface, these areas must also be kept free of obstacles which can cause slips and trips.

Adequate lighting to ensure proper vision is also important in

the prevention of slips and falls. Moving from light to dark areas, or vice versa, can cause temporary vision problems that might be just enough to cause a person to slip on an oil spill or trip over a misplaced object.

Carrying an oversized object can also obstruct one's vision and result in a slip or a trip. This is a particularly serious problem on stairs.

Next newsletter...





## Member Spotlight—Arizona Repaint Specialists

My name is Jim Schriener with Arizona Repaint Specialists. I am the new editor of our local newsletter, filling the spot vacated by new President Ed Mowry. I will be working closely with Melissa to continue the high standards that have been set and push the envelope to raise the bar even higher.

I started in the painting business out of High School because I needed a job. The year was 1979. My starting wage was \$5.00 per hour, and I was happy to get it. The company was BJ's Painting out of Wichita, KS. To my surprise and chagrin, painting rapidly became hard, detailed oriented work. Most of it turned out to be, well, not painting. It was instead "clean this, mask that, sand this, caulk or spackle that and hurry up about it." It was all about preparation, and I wondered if I would ever actually paint anything. I soon realized it would be a number of years before I could call myself a painter.

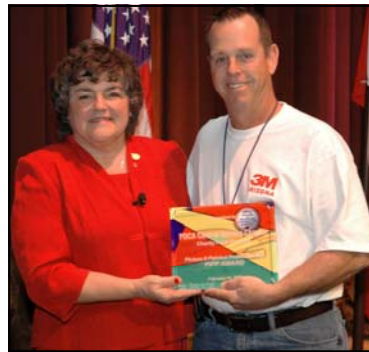
A few years later, my older brother was successfully operating his own painting business. By this time, I had gained more experience and began to work for him. He then moved his business to Arizona and was quite successful. A few months later I came to Arizona. Painting was still hard and tedious work, so I decided there had to be a quicker path to the money mountain.

In search of fame and fortune, I ventured out to uncharted waters of virtually any business that promised great returns. The experiences helped round my understanding of people and business, but didn't bring fame or fortune. I usually returned to painting, working for my brother. Eventually I realized there was no gold paved road, and painting was my destiny.

In 1994, I made the decision to focus my energy, experience and talents on developing the most professional, comprehensive and

trustworthy painting service in Arizona. I soon found out that, much to my surprise, it was easier to say than do! I knew the only way to accomplish a reputation of excellence would be with consistency and longevity. Thirteen years later I've seen many painting contractors come and go - usually because they focused their efforts on price competition vs. quality performance.

I joined PDCA in 2002 to help shine the light on many issues I was having with the industry. I have learned much since joining. (STILL ISSUES) However, the more I learn, the more I realize I need to learn. There are a lot of people in this Chapter who are a lot smarter than me. No man is an island! We can all learn from each other in one way or another. So, whether you are a long time member or a new member, get involved and you will grow in many ways.



Cass Robertson accepts PIPP Award on behalf of the Central Arizona Chapter No. 1

on all the major TV stations nationwide. I will keep you abreast of dates, times, etc.

I would like to congratulate our local Chapter for winning the PIPP award for the St. Mary's Food Bank Charity Project. Thank you to all who made themselves available to work and to those who set it all up and especially to our Associate Members for their consistent contributions and donations. We could not do it without you.

Thank you for giving me the privilege to represent you at our national convention. I was proud to hear so many wonderful comments about the success of our chapter and all the many wonderful programs we have available. I was quick to point out that the hard work and passion of our members and our Execu-

tive Director Melissa Matthews was key. I have taken my responsibilities as Council President and National Board Member seriously and am working diligently on your behalf. We still have much work to be done. So, please help by sharing PDCA with others, come to monthly meetings and ASK what you can do for PDCA. Don't quit. Its easy to quit. But, diligence pays great gains to not only our character but our bottom line as well. See you at our next monthly meeting.

**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 Report

*Brad Ghaster, Council President*

The 2007 Pace Convention held in Dallas Texas had a great turn out and was full of great classes and a huge Expo. I was pretty much worn out from all the meetings, classes and discussions. I am sorry to say the new proposed changes were voted down. Change can be a very difficult thing for many people. We as a Council and Chapter will be addressing our Executive Committee with our recommendations and encouragement to hopefully accommodate a middle ground resolution.

Some exciting changes were made however. The New DECO magazine was unveiled. DECO will be our own industry magazine and it is a WOW kind of look. Also, I am excited to tell you there will be a several spot TV show promoting PDCA



*Distinguish Yourself*

### 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](mailto:admin@pdcaz.com)

Your **"Partner in Profit"**

**We're on the web!**  
**[www.pdcaz.org](http://www.pdcaz.org)**

## Congratulations! Central Arizona Chapter No. 1



**Winners of the 2007 PIPP Award  
for the charity paint project at  
St. Mary's Food Bank**



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

4391 EAST MARSHALL COURT  
GILBERT, AZ 85297