

Central Arizona Chapter No. 1

Letter From the Chapter President

Thanks to our officers and committee members for their dedication and hard work while taking the time from their busy schedules. You've done a great job - and it's just the wrap-up of the first quarter of 2007! More new members have joined up with us, and we welcome you all! My vision is that we help you in your business as well as you helping our PDCA chapter to grow and be even more productive which, in turn, promotes and improves our painting industry in Arizona.

Ed Mowry, President
PDCA Central Arizona Chapter No. 1



2007 PDCA Charity Event

On Saturday March 17, 2007 the local PDCA and friends gathered together to paint the Boys & Girls Club of Scottsdale at 10515 East Lakeview Drive, Scottsdale, AZ 85258.

We would like to extend a thank you to all the members that brought volunteers and a special thanks goes out to the vendors that generously donated both materials and time...

- ICI Paints
- Frazee Paints
- Arizona Hi-Lift
- 3M
- Dunn-Edwards
- Sherwin-Williams
- Tempe Paint Centers



Small Business Enemy No. 1: STRESS

Excerpts from article in Priority Jan/Feb 2007—Chris Freeburn

Stress is a fact of daily life, especially for small business owners. Starting your own company and managing its growth forces you to deal with a myriad of never-ending problems, make quick decisions, smooth over employee interactions, and deal with sometimes contentious customers, suppliers, and business partners—not to mention bankers and insurance companies. Even worse, most small



business owners must face these challenges essentially

alone, with little or no support system to assist them.

Small business owners need to be acutely aware of not only their own levels of stress, but their employees' too. Allowing work-related stress to get out of control can have a highly deleterious effect on both you and your business.

The costs to American business are indeed astonishing. The National Safety Council estimates that US companies lose between \$200-\$300 billion a year due to absenteeism, tardiness, burnout, decreased productivity, worker's compensation claims, increased employee turnover, and medical insurance costs resulting from employee-related stress.

Workers most often cited common-sense reasons for their stress: excessively heavy workloads, tight deadlines, last minute projects, and an interfering or overbearing boss.

What steps should you take to deal with stress before it becomes a costly problem for you or your business?

- Better Time Management
- Deal with Employee Conflicts
- Organize the Office
- Delegating Responsibility
- Put Down the Coffee
- Avoid Unrealistic Expectations
- Get Away From Work
- Reduce Distractions
- Stay Healthy
- Join the PDCA—A support system for the paint contractor. You don't have to face these challenges alone!

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Calendar of events:

- May 8, 2007
Chapter Meeting
- May 19, 2007
Spring Golf Tournament
- June 12, 2007
Chapter Meeting
- July 10, 2007
Chapter Meeting
- July 14, 2007
Baseball Game
- August 14, 2007
Chapter Meeting
- August 17-18, 2007
PDCA Mid-Year St. Louis, MO
- September 1, 2007
PDCAZ Mid-Year
- September 11, 2007
Chapter Meeting



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PDCA's QUICK TIPS SALES GUIDE—PART 5

Overcoming Objections

In any sales situation, prospective customers are always going to give you a reason for saying no. In most situations, customers do not want to say yes at the first meeting. As a result, they provide objections.

Think of overturning objections as "interweaving" it into your normal presentation. Make it part of your presentation. Continually restate the customer's needs and objectives and remind them of what they said was a priority. For example, they stated that quality was more important than price. Remind them that they said that. You will then find less need, if any, to overcome objections. In theory by using this process you are pre-closing at every stage.

Usually, the stated objection might not be the real one. So it's import to "overcome" these objections gracefully as you give your presentation. Objections are a really clever opportunity for you to discuss your service differentiation and why you are the best choice for the work.

An example might be price, the number one objection. Consider the following as a way to overcome the price objection.

"Oh, I agree with you. At first glance the price does look high. But it also reflects the quality of the material that we use and the fact that we take extra precautions to protect plantings around the house. Actually, when you consider those and some other things we are doing you will find this is a very good price. Quite often your home is your biggest investment and restoring and maintaining its appearance also is a good investment."

Next newsletter...
The Close



JANUARY 27-30, 2008
LA CONVENTION CENTER
LOS ANGELES, CA

Why are Your Employees Not Coming to Work?

Courtesy of SESCO Management Consultants—Joel Cullum

One-third of all absences are unscheduled, according to a CCH survey. Although personal illness remains the most frequently reported reason for unscheduled absences (35%),



that accounts for only one-third of all unscheduled absences. That means that two out of every three unexpect-

edly absent employees are not physically ill.

So, why are the 65% of non-ill employees absent? In 2006, 24% of unscheduled absences were the result of family issues (up from 21% in 2005), while 18% were the result of personal needs (18% in 2005 as well). The remaining unscheduled absences resulted from stress/burnout, 12% (also the same in 2005), and entitlement mentality, 11% (down from 14% in 2005).

With unscheduled absences trending upward this decade, companies need to understand why employees are calling in at the last minute and what impact this has on other employees, productivity and the bottom line. Employers that take the time to gather this information will find themselves more able to assess both the hard and hidden costs of absenteeism effectively and to better implement policies and practices such as a PTO program to hold employees accountable.

PDCA Publications Highlight—Model Contract

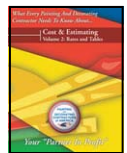
PDCA offers brand new benefit to members...a Model Contract specific to residential painting and decorating.

The Model Contract is available to all PDCA members at no cost. Another valuable service as

part of PDCA membership. Available in the 'Business Support Systems' section of the PDCA Members Only area.

Also visit PDCA's website to access the only complete list of licensing/registration require-

ments in all 50 United States (with links to each state's licensing website). Many state laws require that a "contract" be presented to Owners.



Safety—Injuries from Slips, Trips & Falls - Part 2

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

In our last newsletter we looked at Same-Level Falls. In this issue we address...



ELEVATED FALLS: Falls from Ladders

The materials from which ladders are constructed have advantages and disadvantages in weight, durability, flexibility, conductivity, and strength. The intended use of the ladder should determine the type purchased.

A ladder should be long enough so that when it rests against the upper support the user can work with waist no higher than the top rung of the ladder or above the rung at which the siderails are resting against the upper support. This means that the top three rungs of a straight ladder, or the top two steps of a step-ladder, should never be used for the feet.

The lower ends of the siderails should be equipped with slip-resistant pads, particularly if the ladder is to be used on hard surfaces. The same is true for the upper ends of the siderails if

they are to rest against a surface.

Ladders should be inspected before use: check for cracks, loose rungs, splinters, and sharp edges.

The rungs and siderails of ladders must be kept free of oil, grease, and mud; they should be kept dry.

A frequent cause of ladder-related injuries is attempting to reach too far left or right. When working on a ladder, the person's belt buckle should never extend beyond the siderails. Reaching further can cause the ladder to slide in the opposite direction.

Workers should have both hands free to hold the ladder's siderails, not the rungs, when climbing or descending. Small tools may be carried in a tool belt, not in the hands; but a better choice is to raise tools and supplies with a rope.



Member Spotlight—Robertson Int/Ext Painting



My painting career started on the big Island of Hawaii, Kona in 1979

working with mostly oil base materials at the time. Moving back to California in the summer of 1982, I worked in the Bay Area thru 1985. Doing mostly custom and repaints. The industry was changing, along with the materials that were being used.

In the winter of 1986 I moved to the Phoenix area along with my fiancée Donna. I started doing New Residential, learning the meaning of "production". The market was lean in those days and the work had to be done right the first time.

Donna and I started our family in 1987 with the birth of our first daughter Bryanne. To keep Donna at home with the baby I started doing side jobs to supplement our income. I continued to learn about our industry and business. In 1989 our second

daughter Danielle was born. It was tough to make ends meet so in 1993 we decided to start our own business. In 1995 we obtained our license and went out on our own. In 1996 we celebrated the birth of our third daughter Lauren.

I admit having no education in business. We struggled for five years. That's where PDCA came in. We became members in 2001. I didn't make many of the meetings at first, making the excuse "I didn't have time". Finally I made the commitment and started making the meetings regularly.

From the PDCA programs I learned a great deal about estimating, management, and how a painting business is to be ran. Building relationships with other PDCA contractors, I learned they were there to help rather than compete. Donna and I never looked back. Business has gotten better and—the main thing—it became more profitable each consecutive year.

I've served on the PDCA board

of directors, became a chair, then President of Central Arizona Chapter No. 1 in 2004 and then again in 2005. Currently I'm serving PDCA as Vice President of the Arizona Council.

For you contractors that don't belong to the PDCA, please join and get involved. There will be no regrets. The time and money you invest will be a small price compared to what you get in return. It's more a Family than an association, and it's a lot of fun. With our industry continually changing, networking with the PDCA and observing their standards will give you the edge in a competitive market. Knowledge is power...the power to increase profits.

Donna and I will always be PDCA members which will guarantee a strong and profitable business for us. We're looking forward to growing and continuing our relationship with our PDCA Family.

Regards,
Cass & Donna Robertson
PDCA Member

Board of Directors for the Central Az Chapter No. 1



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Arizona Council Report

Brad Ghaster, Council President

Thank you to all who attended our recent State PDCA Convention. And a great big THANK YOU to you members, board members, associates/sponsors and Melissa Matthews for all the hard work, time and resources given to make our convention a wonderful experience for us all.

This year's keynote speaker was Gene Blanton., former Marine sergeant, business owner and sought after national speaker. Gene's presentation on "How the Marines Build Leaders" was not only highly informative and helpful to us but was quite humorous as well. I believe we all will be better leaders of our families, businesses and community for having heard Mr. Blanton.

Modern Masters' presentation of their products and capabilities by Joe Saenz was also a great benefit to understand their product line and the opportunity in the marketplace to apply them. The addition of such services to our business looks to be quite a profitable "Niche".....

Thank you also to our National PDCA President Dave Siegner and his wife Maureen for taking time out to join us on the cruise. Another example of how much PDCA really cares for us as members and are willing to show it.



PDCA President Dave Siegner installs the 2007-2008 Arizona Council Board at the April 14th Induction Ceremony aboard the Monarch of the Seas.

The time we had together and the opportunity to talk to one another and have fun makes me personally feel very close to all who attended. Thank you for the privilege to serve as Council President for another year. But, thank you most of all for the love you express to me and my family. I am proud to be a part of our paint family called PDCA.



Distinguish Yourself

EDITOR

Jim Schrinier
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”



HEY TUCSON PAINTING CONTRACTORS!

ARE YOU DIFFERENT THAN YOUR COMPETITION?

ARE YOU TRAINING PROFESSIONAL WORKERS?

ARE YOU USING THE LATEST JOB COSTING AND
ESTIMATING PROGRAMS?

ARE YOU SAFETY COMPLIANT?

ARE YOU **PROFITABLE**?

ARE YOU A MEMBER OF THE PDCA?????

AS A MEMBER YOU WILL BE ABLE TO ANSWER **YES** TO
ALL OF THESE QUESTIONS

It is time we work together to improve our industry and
our reputation as painters.

PDCA will help you achieve your goals.

IF YOU WANT TO BE RECOGNIZED AS A TRUE PAINTING PROFESSIONAL AND
ARE IN BUSINESS FOR THE LONG HAUL, YOU OWE IT TO YOURSELF TO TAKE
ADVANTAGE OF THE 6 MONTH FREE TRIAL MEMBERSHIP.

I am more than willing to discuss the benefits of PDCA with you and what
PDCA has done for me.

Brad Ghaster, Arizona Council President
brad@ghasterpaintinginc.com



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

4391 EAST MARSHALL COURT
GILBERT, AZ 85297