

Central Arizona Chapter No. 1

Letter From Chapter President Ed Mowry

It's that time of year again. Summer vacations are over, our kids and grandkids are back in school again, and, not only is it time for teaching them to better themselves, but, also our employees. Helping our employees better themselves, in turn, better our businesses.

Tim Crout and others have worked very hard and put in a

lot of time developing our training program, trying to accommodate the needs and desires of the various contractors. As we all know, you cannot please everyone all of the time, so, we're attempting to please most of the people most of the time.

I think we've come up with a training program that will suit most needs, bringing Level I back

to the basics and Level II for the more advanced. I'm very excited about our progress and it's going to take the help of all members and non-members to bring our industry up to a standard we can all be familiar with and proud of.

We teach our children to grow. Now let's teach our employees - for the benefit of all of us.

Member Spotlight: Johnson Brothers Painting

In 1980 my three brothers and I decided to leave the Adirondack Mountains of upstate New York and start a new company in the warmer climate of the southwestern United States.

As we crossed the United States heading for Phoenix, we stopped in Tucson. After growing up in a small town, we thought the size and potential work availability here was just what we were looking for—not too big, not too small.

Now, 27 years later, I'm the only brother still in Tucson managing

my 15 to 20 people company. Our painting experience back east was mainly in commercial painting. We feel comfortable specializing in new and repaint work, wall covering and floor coatings.



We have been in the PDCA since 1985. I have held all the offices of both the local chapter and state council. I have found that it's not

just the information I get from National that is important to me, but also the comradery I have with my fellow PDCA paint contractors. I can ask them questions about any problems I have, and can ask to borrow or lend help when needed.

I believe being a PDCA member has allowed me to manage a more knowledgeable and profitable company and think that every painting contractor should take an active role in making our (the painting industry) organization be the best in the business.

Board Approves New PDCA Industry Standard

One of the most important roles PDCA plays in the paint and coatings industry is in the area of Industry Standards development. At the last Mid-Year Board of Director's meeting held in St. Louis the Board approved a new PDCA Industry Standard - PI6-07 "Wallcovering Removal in Preparation for Painting",

The purpose of this standard is to assign responsibilities to the various entities involved when wallcovering is removed by an entity other than the Painting and Decorating Contractor in preparation for painting.

PDCA is committed to education and training, and great emphasis is placed on understanding the importance of how to use each Industry Standard. PDCA will also encourage the use of PDCA Industry Standards in all contractor work. By implementing Industry Standards, both in contracts and in practical application, a clear differentiation is created between a professional contractor and all others. Using these Industry Standards serves the interests of consumer and contractors alike.

PDCA now boasts 16 Industry

Standards and all are available for download on the PDCA Member's Only area at www.pdca.org.

The Standards Binder is a must for all painting contractors, architects, design pros, and general contractors. The binder includes the recently updated printed version and electronic version on CD Rom, Guidelines for a Successful Construction Project, and the New MPI Glossary of Paint Terms Manual, all in a PDCA three ring binder for easy access. (You may order the binder at www.pdca.org or call Publications at 800-332-7322.)

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Calendar of events:

- September 27, 2007
Basic Marketing (All Market Segments)
- September 29, 2007
Fall Golf Tournament
- October 9, 2007
Chapter Meeting
- October 13, 2007
TPL1 Basic Safety
- October 20, 2007
TPL2 Basic Employability
- October 27, 2007
TPL1 Prep
- November 3, 2007
TPL2 Intro to Construction Math
- November 10, 2007
TPL1 Careers in the Painting Trade
- November 13, 2007
Chapter Meeting
- November 17, 2007
TPL2 Intro to Blueprints
- December 1, 2007
TPL1 Masking
- December 8, 2007
TPL2 Identifying Surface/Substrate Materials & Conditions
- December 15, 2007
Holiday Party & Induction Ceremony



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We would like to thank the following sponsors of our 2007 Fall Golf Tournament.

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H&E Equipment
J Russell Smith Spray Equipment
OPTCO Painting
RSC Equipment Rental
RNS Distribution
Sauereisen Coatings
Sherwin-Williams
Smith Painting Custom Homes
Titan Tool
ToFixIt.com
Vintage Millworks



PDCA's QUICK TIPS SALES GUIDE—PART 7

Follow Up

Call the customer on the evening of the 2nd day following your first visit or by the 3rd day.

If they went with someone else, ask them what motivated their decision.

Ask them if they have any questions or concerns about your company. If not close the deal and set a specific time and as soon as possible to collect the signed paperwork.

Ask for referrals!

Next newsletter...
Quick List Summary

New paint finishing system from 3M drastically reduces labor and solvent costs.

by John Coleman

Imagine being able to produce cleaner jobs, save on solvent and gun cleaning time, improve operator efficiency, and spray from any angle—even upside down. It's not only possible, it's easy to do with the 3M™ PPS™ Paint Preparation System.

This unique system seamlessly replaces the traditional aluminum cup system on your existing HVLP or gravity-feed equipment. A disposable liner/lid system is placed in a reusable 3M PPS plastic mixing cup. Pour or mix the coating in the liner, attach the lid with a built-in filter, screw the collar on the cup, attach the spray gun and go. As filtered paint or coating is dispensed, the bag collapses, allowing the spray

gun to function at any angle. This closed system prevents outside contamination. Liner bags and filter lids are disposable, so color change-outs are extremely fast and only the spray gun and adapter need to be cleaned. This results not only in reduced time in cleaning solvents, but also in less operator exposure to solvents and a reduction in VOCs.

When Smith Painting in Phoenix converted to the 3M PPS Paint Preparation System they realized a 40% labor savings, not including the savings in solvent and coatings. To find out how you can achieve powerful results like these call me at 480-216-0671 for a free demo.

The 3M™ PPS™ System is avail-

able from your favorite paint supply chain or distributor.



Spray from any angle and reduce labor and solvent costs with the new 3M™ PPS™ Paint Preparation System.

Letter From Council President Brad Ghaster

On August 16th your representatives, including myself, went to St. Louis for our National Mid-Year Board of Director's meeting. It's always an exciting yet nervous time for me. There are a lot of topics discussed and decisions made often with strong feelings and opinions. Fortunately, this year the meetings went very well with a spirit of unity experienced by all.

Our National spotlight TV show is set to start filming in September and should air in October. Stay tuned for more details.

A new committee was formed and funds approved to begin a campaign to work on our much needed industry image. Building on the premise that not just anyone can paint and to be a professional painter you need to be trained and educated. Not only do we know more, but we look like pro's from our trucks to our over all appearance. We are not the stereotypical painter.

Additional monies were approved to improve our website functionality. As we all know it's

the way to find out anything. You will be able to utilize the site not only for your education but for your business promotion as well. Find-A-Pro will be a major focus.

Promoting PDCA to other trade organizations with an emphasis on educating the public about PDCA and who we are was music to my ears. We should all promote PDCA to our contacts and customers. In fact, I sometimes won't bid projects unless other PDCA paint companies are the other bidders. It's a good way to know our customers will truly get a trained, caring professional who's not a low-baller.

Immigration, labor shortages, training programs and what we can and need to do about it was a main topic and will continue to be. I.M.A.G.E. is a means to verify the validity or your employee's SSN. In the next 90 day enforcement may begin to those who knowingly hire illegally.

Promoting our industry to votech schools and high school

seniors as a career path is also needed. We all can work toward recruiting those looking for a great way to make a living and learn a trade.

Another exciting program is the Product Stewardship Initiative which is working on solutions to our ever-growing leftover paint problem.

As JFK said "ask not what PDCA can do for you but, what can you do for PDCA". How about starting with coming out to our monthly meetings each second Tuesday of the month. See ya there!

Safety Tip!



Don't wait until you are thirsty to start hydration. Drink water frequently and avoid caffeinated beverages. The body can lose up to a gallon of water an hour through perspiration. During extreme heat conditions if you are working outside you should wear loose fitting clothing, and take frequent breaks.

Department of Homeland Security Issues Important Guidance on "No-Match" Letters



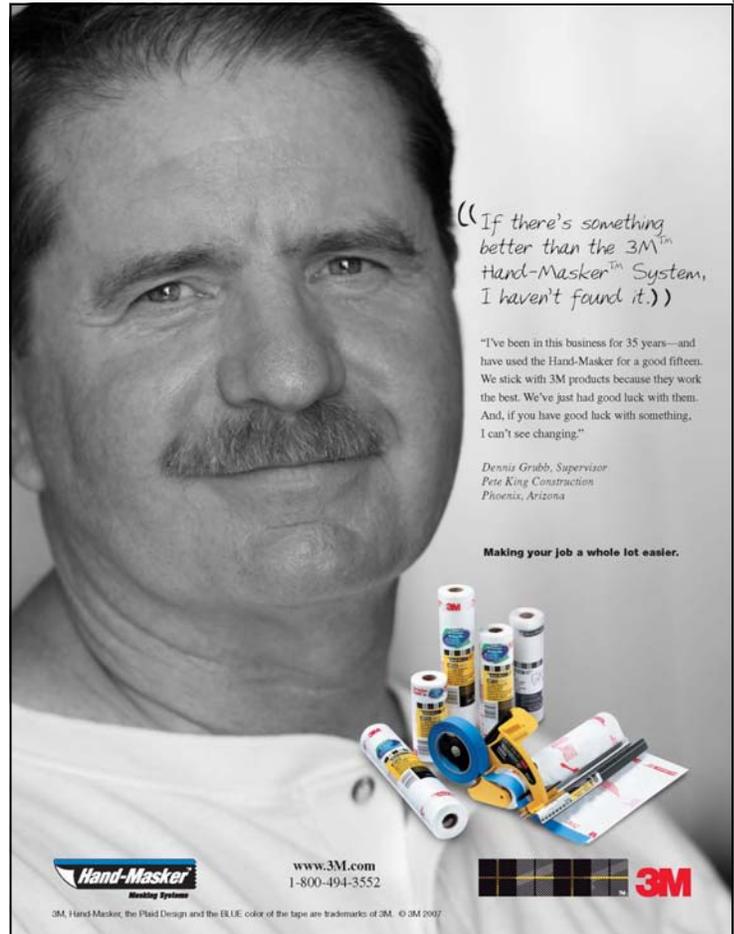
Each year employers send millions of W-2 forms to the Social Security Administration (SSA) in which the combination of an employee's name and social security number (SSN) does not match SSA records. In this case, the SSA sends a "Employer Correction Request" letter that informs the employer of the mismatch. This letter is commonly referred to as a "no-match" letter. There can be many causes for a no-match, including clerical error and name changes. One potential cause, however, may be submission of information for an alien who is not authorized to work in the United States or who may be using a false SSN or a SSN assigned to another person.

On August 10, 2007 the U.S. Department of Homeland Security (DHS) announced its final "no-match" regulations related to the unlawful hiring or continued hiring of undocumented workers. The regulations describe the legal obligations of an employer under the Immigration Reform and Control Act of 1986 (IRCA) when receiving a "no-match" letter from the SSA or a letter regarding employment verification forms from the DHS. The final regulation also describes "safe harbor" procedures that the employer can follow in response to receiving such letters to avoid allegations from the DHS that the employer had knowledge that the employee referred to in letter was not authorized to work in the United States. The intent of the regulation is to make it more difficult for illegal aliens to use a fraudulent Social Security number to get a job and to help employers take appropriate action to protect themselves.

An employer should take reasonable steps to resolve a "no-match" and should apply the steps uniformly to all employees listed in a SSA letter. Immigration and Customs Enforcement

(ICE) considers the following to be reasonable steps if the employer:

- 1) Promptly (no later than 30 days) checks its records to ensure that the mismatch was not the result of an error on the part of the employer;
- 2) If this does not resolve the problem, asks the employee to confirm the accuracy of the employer's records;
- 3) If necessary, asks the employee to resolve the issue with the Social Security Administration. The employer should inform the employee that he or she has 90 days from the date the employer received the "no-match" letter to resolve the matter with the SSA (explaining that the resolution of the mismatch could take time);
- 4) If able to successfully resolve the mismatch, the employer should also ensure that all of the instructions in the SSA letter have been followed. The employer also should verify that the error has been corrected by using the Social Security Number Verification Service administered by the SSA and retain a record of the date and time of verification.
- 5) If none of the foregoing measures resolves the matter within 90 days of receipt of the "no-match" letter, the employer should complete, within three days, a new I-9 Form as if the employee in question were newly hired, except that no document may be used to verify the employee's authorization for work that uses the questionable SSN. Additionally, the employee must present a document that contains a photograph in order to establish identity or both identity and employment authorization. The new Form I-9 will be retained for the same period as the original Form I-9. The date of hire for employment purposes is still the same date, even though the safe harbor procedure requires that the



employer complete a new Form I-9, using the same procedures as if the employee were newly hired.

If you cannot confirm that the employee is authorized to work following the above procedures, you risk liability for violating the law by continuing to knowingly employ unauthorized workers. In other words, the individual's employment should be terminated at this point.

If you become aware of information that an employee is unauthorized to work, you should take reasonable steps to investigate the matter. If the employee informs you that he or she provided fraudulent identification and the employee is not work-authorized, employment must cease immediately. Otherwise, you may face sanctions for continuing to knowingly employ unauthorized workers.

Do not ignore "no-match" letters. The punishment for ignoring no-match letters and becoming entangled in an investigation by ICE can be substantial. The fine for an employer on the first offense is \$2,200, with increasing fines for subsequent offenses. Some employers have already faced criminal prosecution for systemic violations of the immigration laws.

This regulation and its "safe harbor" provisions become effective in mid-September, 2007.

PDCA has partnered with SESCO to provide members help with Human Resource issues. SESCO provides a number of services to our members free of charge, and other services at discounted rates. The most frequent response we've heard from our members using the free SESCO services is "I can't believe this service is free!"



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Training Classes Now on Saturdays!

At our August Chapter meeting members expressed concerns about committing employees to weekday classes. To meet the needs of these members we have decided to hold Training Program classes on Saturdays this semester. If successful, we will continue with this schedule.

We will also open up classes to non-members as one of our goals is to improve the industry in Arizona by training qualified painters.

Cost per class:
 \$50 PDCA Chapter Members
 \$75 PDCA Council Members
 \$100 Non-Members

Registration:
 Registration forms must be received one week prior to the start of class. A class may be cancelled if minimum enrollment is not met.

Faxed completed forms to our local office at (480) 988-6511.

Location:
 Level 1 classes will be held at:
 Dunn Edwards Paints
 1872 E Broadway Rd
 Tempe, AZ 85282

Level 2 classes will be held at:
 ICI Paints
 725 S Madison
 Tempe, AZ 85281

Training Program Registration Form

Faxed completed forms to our local office at (480) 988-6511.



Company Information

Name: _____
 Address: _____
 City: _____ AZ Zip: _____

Payment Information

Credit Card No: _____
 Expiration Date: ____ / ____ Sec. Code: _____
 Name on card: _____
 Signature: _____

Contact Information

Name: _____
 Email: _____
 Phone: (_____) _____ - _____
 Fax: (_____) _____ - _____

Student Information

Please include the first and last names of all students being enrolled.

1: _____
 2: _____

Below is a listing of upcoming classes.* Please check the classes you are enrolling student(s) in.

LEVEL 1

- ___ **Basic Safety • October 13, 2007**
 Provides comprehensive overview of the safety and procedures for working on construction sites with a focus on the painting trade. Discusses the causes and results of accidents, company policies, OSHA regulations, common jobsite hazards, protective equipment and HAZMAT.
- ___ **Prep • October 27, 2007**
 Protecting adjacent surfaces, molding, trim and drywall prep. Caulking and puttying. Common tools and products used for these applications.
- ___ **Careers in the Painting Trade • November 10, 2007**
 Presents a brief history of the painting trade, career opportunities from apprenticeship/helper to management, including productivity, appearance, personal hygiene and dependability.
- ___ **Masking • December 1, 2007**
 Safely preparing areas for drops, plastic, paper, masking film, basic protection (includes presentation by 3M). Proper use of hand maskers and new products and tools.

LEVEL 2

- ___ **Basic Employability • October 20, 2007**
 Identifies the roles of individuals and companies in the construction industry. Introduces trainees to critical thinking and problem solving skills and computer systems and their industry applications.
- ___ **Intro to Construction • November 3, 2007**
 Reviews basic mathematical functions such as adding, subtracting, dividing, and multiplying whole numbers, fractions, and decimals, and explains their applications to the construction trades.
- ___ **Intro to Blueprints • November 17, 2007**
 Familiarizes trainees with basic blueprint terms, components and symbols. Explains the different types of blueprint drawings (civil, architectural, structural, mechanical, plumbing/piping, and electrical) and instructs trainees on how to interpret and use drawing dimensions.
- ___ **Identifying Surf/Subst Materials & Conditions • December 8, 2007**
 Covers how to identify types of surfaces used in construction including wood, metal, masonry/concrete, plaster/drywall and synthetic substrates. Also discussed how to identify new, aged, or previously coated surface conditions of substrates

Total Due

___ # of Students x ___ # of Classes x ___ Rate (\$50 Chapter Member; \$75 Council Member; \$100 Non-Member) = \$ _____ Total Due

* Our entire curriculum will be offered on a rotating schedule. Please visit <http://www.pdcz.org/training/index.html> for a full list of classes, descriptions and expected training dates. Dates may change to accommodate the addition of new classes or to repeat high demand classes. Is there a class you would like to see in the next series? Email us at admin@pdcz.org.



Associate Spotlight: Complete Spray Equipment

Complete Spray Systems is a family owned business entering its 5th year serving the professional painting contractors. I would like to introduce myself, Jerry Lucas/Owner. I have been in the paint related business for 32 years, retiring from Dunn Edwards with experience in management and sales. My business partner and wife, Peggy, retired with AT&T after 30 years working in sales and customer service. During my 32 years in the industry, the painting contractors always had the same issues; finding a reliable airless repair shop in the East Valley with a quick turnaround and people who were truly interested in their customers. At this point the vision seemed so clear that we decided to start our own business, Complete Spray Systems. We knew we had to start with the perfect location and were lucky enough to find it right off the US60 and Mesa Drive. It was both fun and exciting to get our new business off the ground. Leo, our first employee (A Master Mechanic), and I did the building improvements and organized the shop. Peggy set up the office spending many long hours with the computers,

software and inventory. Our focus would be to have great customer service at a reasonable price with sound technical advice in all facets of spray equipment. As we grew, we added our son Scott who immediately became a valuable asset and is now directing the day to day operations. Not long after, our daughter Keri started working part-time for us becoming the secret weapon in our Marketing and Sales Department. Rock is a recognizable name a lot of you contractors will know from his many years in the airless repair business. He joined us in our second year and there is not a better hydraulics technician or nicer guy in town. Complete Spray is blessed with an extremely dedicated team that always goes the extra mile for our customers.

Complete Spray services every manufacturer of airless sprayers, texture machines, pressure washers, and is the warranty center for most of them. We stock a wide variety of accessories, everything from spray poles, tips and hoses to pressure washer accessories. Another important part of our commit-

ment to our customers is free on-site training with your painters on proper maintenance and use of your equipment. We track all of your equipment repairs by serial number to help you manage equipment costs. Rental equipment is also available while your pumps are being repaired. Our rental department offers gas sprayers, electric sprayers, and pressure washers.

We have been a member of the PDCA since we began. The relationships we have made with the association members have been quite rewarding both personally and professionally. We are proud to support the painting industry.

Please make it a point to stop by and take a look at our shop. You will be greeted in a friendly manner by our staff and shop dog, Maggie. Our address is 1420 N. Hobson Street in Gilbert. Our hours are 7am to 4pm, Monday through Friday. We can be reached at 480-464-5780. We would love the opportunity to earn your business.

Visit us online at:
www.completespraysystems.com

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

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