

## Central Arizona Chapter No. 1

July-August 2008

Volume 4, Issue 4

### A Message From Chapter President Tim Crout

Whew! We have made it mid-way through the year. Thanks for being a big part of YOUR PDCA Chapter.

It is easy to mark the accolades that we have achieved so far this year. It also would be easy to discuss what hasn't worked. The important thing is that we are still working together towards the greater growth of our Chapter and our personal growth.

A good friend and member has so eloquently put to me that we need to "stop and smell the roses". As busy as we all are,

working twice as hard for half as long, it is easy to forget what we should be happy and proud of. We need to take a minute and be thankful for those around us and for what we have achieved thus far.

We also cannot forget that there is life after work. We have to take a moment for ourselves, as difficult as it may seem. You have to take the time to "smell the roses" and enjoy those around you.

We have a lot of this year left to work towards our goals. When

we all work together, we all benefit.

Don't hesitate to contact any of your board or committee members to help you with any questions that you may have. And continue to look for our monthly programs as we move in to the back half of the year.

Thank you for your continued support and please remember to take time for yourself!



### Increase in Federal Minimum Wage July 24th

Legislation passed by the U. S. Congress in 2007 mandated increases in the federal minimum wage in three incremental

steps. The current minimum wage is \$5.85 per hour. Effective July 24, 2008 the federal minimum wage will be \$6.55 per

hour. After another year, the federal minimum wage will increase to \$7.25 per hour effective July 24, 2009.

### PDCA Standards Updates

#### PDCA STANDARDS ARE NOW AVAILABLE TO THE WORLD!

PDCA Standards are now available to anyone who registers with the PDCA web site. The registration form will help PDCA collect information on those accessing the PDCA Standards. Once the form is completed and submitted, visitors are taken to the webpage where the Standards can be accessed. Visit the link below to test drive the new addition: [www.pdca.org/Standards](http://www.pdca.org/Standards)



#### 2 STANDARDS ENTER 45 DAY COMMENT PERIOD

##### New Standard "Recommended Protocol for Documenting Extra Work to a Contract"

The Painting and Decorating Contractors of America (PDCA) is pleased to present standard PI8-08 to the PDCA membership and public for consideration. The new standard is titled, "Recommended Protocol for Documenting Extra Work to a Contract." The purpose of this standard is to define criteria for the documentation of extra work to a contract for painting and decorating.

##### Revised Standard for "Wallcovering Removal in Preparation for Painting"

The Painting and Decorating Contractors of America (PDCA)

is presenting the revised PI6-07 standard to the PDCA membership and public for consideration. The revised standard is titled, "Wallcovering Removal in Preparation for Painting."

In order to be valid industry standards must undergo careful scrutiny by the entire PDCA membership and public. As a matter of policy all proposed standards and major revisions to existing standards are required to be open for comments forty-five (45) days prior to consideration by PDCA.

The comment period is designed to afford you every opportunity to make your opinions known. When the comment period closes August 11, 2008, PDCA will consider this standard for adoption. Your comments are of critical importance!

### CALENDAR OR EVENTS

- August 12, 2008  
Chapter Meeting
- August 15-16, 2008  
Residential Form's AST 9
- August 22-23, 2008  
National Mid-Year Meeting
- September 9, 2008  
Chapter Meeting
- September 27, 2008  
Fall Golf Tournament
- October 14, 2008  
Chapter Meeting
- November 11, 2008  
Chapter Meeting
- December 6, 2008  
Holiday Party & Induction Ceremony

To Do:

For a list of upcoming training classes please visit our website at [www.pdcaz.org](http://www.pdcaz.org)

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Announcement!



# Central Arizona Chapter No. 1

## WHEN ADVERTISING, APPEAL TO SENSES

You don't need to be a big company to make a big impact in advertising. But you do need to be smart about how to catch people's attention—and that means taking advantage of what matters most to people: their five senses. Studies show that when a consumer recalls more than one sensory impression that a product or brand has conveyed, brand loyalty hovers around 60%. Look for opportunities to think outside the box for initiatives that incorporate some creativity.

## A Message From Council President Cass Robertson

With summer in full swing it's not only the thermometer going up. The cost to do business has risen from previous years. Decisions made now can make or break a paint company.

I hope our members make full use of the resources offered by the PDCA. Sometimes it's the small things, the attention to detail, a bit of information, etc. that makes a difference in our businesses. That's why it's important to utilize PDCA literature.

Also the more we network as contractors, the better the understanding we have of our industry. It's a team effort and we need to work together.

Speaking of that, the PDCA newsletter has really brought our state together. All licensed paint contractors get a copy and people respond. Please read it all the way through so not to miss any of the good information.

The Southern Arizona Chapter will make their decision on location for the 2009 state convention at our mid-year meeting on July 19th. All PDCA members are invited to this annual convention.

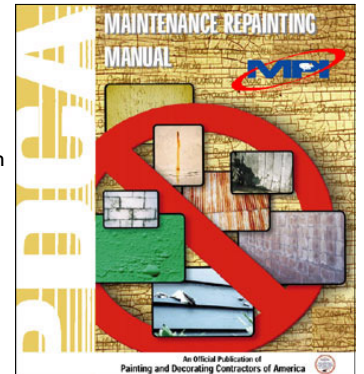
Please join us to learn, participate and celebrate our industry and the PDCA next year.

## PDCA Publication Highlight

### Maintenance Repainting Manual

The PDCA/MPI Maintenance Repainting Manual goes beyond your typical specification manual to include a section of paint problem

identifiers, an assessment section to aid in the determination of the recommended surface preparation, and a section of surface preparation standards. Use of this manual encourages the highest painting standards.



Member Price \$125  
Non-member Price \$150

To order visit  
[www.pdca.org/PDCAstore.htm](http://www.pdca.org/PDCAstore.htm)

Keep your company a step ahead. Implement the Maintenance Repainting Manual recommendations into your business for every repaint project you consider.

## Cover Your Head

There is a reason why people are required to wear hard hats in certain work situations. But not all hard hats are made equal. They come in different categories and employers should know which is which to keep their employees safe.

**Class C** – Provides lightweight comfort and impact protection but offers no electrical hazard protection.

The three classes of hard hats are:

Most hard hats come with adjustable headbands so the wearer can adjust the hat and provide sufficient clearance between the shell and the suspension system for ventilation and distribution of an impact. A properly fitting hard hat should not bind, slip, fall off or irritate the skin.

**Class A** – Provides impact and penetration resistance and voltage protection up to 2,200 volts.

**Class B** – Provides the highest level of protection against electrical hazards (up to 20,000 volts) and protection from impact and penetration hazards caused by flying or falling objects.

Hard hats should be inspected every day to ensure that neither the shell nor the suspension system has holes, cracks, tears or other damage that might compromise its protective value.



SCFAZ 2008 2nd Qtr Newsletter

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*Kevin Nolan  
President-Nolan Painting  
Partner-Nolan Consulting Group  
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## Choosing the Right Caulk

Most professional painters get it – to best guarantee a quality paint job it is absolutely essential to follow the four steps highlighted in the schematic below. Picking the right product and doing the necessary surface preparation are essential. And so is picking the right application tools to complete the job. But how many of you pay attention to picking the optimum caulk to ensure the best looking and most durable finish.

Choosing the right caulk is one of the most important decisions you can make. Properly applied, this simple-looking product helps protect the entire home from moisture damage, all the while increasing its energy efficiency. While exterior caulking helps keep the outside air where it belongs, it also keeps in costly heat and air conditioning.

Although certain caulks are formulated for specific applications, a top quality, water-based all-acrylic or siliconized acrylic caulk will perform well almost anywhere.

The acrylic polymer in these products enables them to adhere



tightly to most surfaces, so they have excellent durability both inside and outside the home. They also are very flexible, which permits them to tolerate some movement without cracking, thereby maintaining a watertight and airtight seal over time.

Top quality water-based all-acrylic and siliconized acrylic caulks also are formulated to have excellent resistance to dirt pickup and mildew. They have low odor, are paintable and are easy to apply.

Then there is the question of appearance.

Few homeowners ever notice their caulk until it becomes soiled or full of mildew. When it does, they realize how caulk can make or break the aesthetics of a bath, kitchen, family room, or the exterior of their house.

Top quality all-acrylic and siliconized acrylic caulks are specially formulated to maintain an attractive appearance even after years of service. They are resistant to dirt and mildew. They are

bright white or clear and remain so over time. And, unlike silicone caulks, they can be painted with all types of paint.

What about Caulks for Specific applications?

New acrylic caulks formulated for special applications have advantages over general purpose caulks:

- On areas where you need "invisible joints" such as crown moldings, choose an acrylic caulk labeled Acrylic Urethane "No Shiners".
- To reduce spider-web cracking of a paint film over the caulked area – frequently observed on window and door frames – choose an acrylic caulk labeled Paintable in 30 minutes.

Courtesy of The Rohm and Haas Paint Quality Institute  
<http://www.paintquality.com>



## DID YOU KNOW?

The PDCA Training Program is Expanding Their Curriculum to Include Management and Administrative Courses

By Randy Fornoff, Chairperson

Welcome to another Arizona summer. I hope the drought of moisture and work has not been overwhelming.

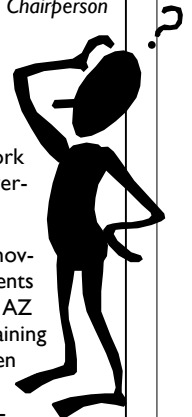
The drought of novice painter students for the Central AZ Chapter #1's Training Program has been great. We have decided to postpone the apprentice program until fall.

In the meantime, we would like to offer you, your management team, and your field supervisors classes for their personal and management improvements.

See the training survey online at [www.pdcnaz.org/training/survey.html](http://www.pdcnaz.org/training/survey.html) for a list of possible subjects such as:

- How to Up-sell Services
- Financially Focused Quality
- Safety Programs & Requirements
- One Minute Manager
- 7 Habits of Highly Successful People
- Effective Time Management.

Our effective teachers are ready to present any subject you desire for your staff. Please let us know how we can help.



## Smart and Strong: Sherlock Wide Boy Hulk

Wooster, OH—To achieve the perfect balance of brains and muscle, the Wide Boy frame has been redesigned and renamed the Sherlock® Wide Boy™ Hulk™. In addition to incredible strength, the upgrade makes this adjustable 18-inch frame even more reliable and easy to use, with no increase in price!

Instead of wing nuts, two heavy-duty cam levers easily hold the frame arms. This eliminates any loose parts that might be misplaced. Made of durable plastic with some built-in lubrication properties, the levers maintain performance over time. To unlock the arms, use your thumb to lift both levers all the way up.

Slide the arms to the desired width and insert the roller. Then push the levers down flat to lock the arms in place. Like the previous design, the Hulk features rigid tubular steel arms and a durable, fiberglass-reinforced nylon body. It works with all 12- to 18-inch rollers and still weighs less than one pound. Great for walls, ceilings, and floors, the frame has reinforced threads and is Sherlock GT® pole compatible.

No radioactive accident here, just careful engineering and the latest technology. The Sherlock Wide Boy Hulk is available at all traditional paint and

decorating centers, hardware stores, paint sundry distributors or retailers, and home centers. Approximate retail price remains \$29.99 USD. Ask for catalog number BR047-18".



## Clever Solution?

If your answer is "yes", you need to enroll in the PDCA Training Program!



## Natural Safety Lessons for Record Setting Heat



June 2008 News Release

Temperatures in Arizona are breaking records. During the past week, Arizona set record high minimum temperatures of 88 degrees on days where the highs peaked above 110. And during the past weekend, 17 people were treated for dehydration in Gila Bend alone.

In extreme heat it is important to hydrate, avoid strenuous activity during the hottest part of the day and guard against heat related illnesses.

To protect against these record temperatures, important lessons can be learned from our natural surroundings, especially for workers who must be outside. For example, the saguaro cactus absorbs enough rain water, to, at times, be comprised of 90 percent water; and the desert road-runner protects it self from the heat by reducing its activity by half during a summer day.

For all things, hydration is an important first step. In the heat, thirst can diminish while an average worker can produce up to three gallons of sweat. To offset this, the National Institute of Occupational Health and Safety (NIOSH) suggests that workers drink five to seven ounces of fluids every 15 to 20 minutes,

whether thirsty or not and avoid drinking caffeine or alcohol, which aids dehydration.

"It's easy to be involved in an activity outside and not realize you're becoming dehydrated," says Claudia Baker, Loss Control Manager at SCF Arizona.

"Rather than wait for warning signs, plan ahead and drink plenty of fluids on a regular basis."

Equally important as hydration, is to avoid strenuous activity during the hottest part of the day and always protect yourself from the heat. "Slow down," says the Red Cross on their website, "if you must do strenuous activity, do it during the coolest part of the day, which is usually in the morning between 4:00 a.m. and 7:00 a.m."

While active outdoors, wear lightweight and light colored clothing since from them the sun's heat is easily reflected. Wearing a hat or using an umbrella adds additional protection.

Beyond protection and hydration though, it is important to recognize that heat illnesses can occur despite the best preparation, and knowing their symptoms is essential. Heat illnesses come on in stages and begin with cramps, which can be very painful.

According to the Red Cross the signs of the next, more serious stage of heat-related illness, called heat exhaustion, include:

- Cool, moist, pale skin (the skin may be red right after physical activity)
- Headache
- Dizziness and weakness or exhaustion
- Nausea

And the signs of a late-stage heat illness, called heat stroke, include:

- Vomiting
- Decreased alertness or loss of consciousness
- High body temperature (sometimes as high as 105 degrees Fahrenheit)
- Continued moist skin or the victim may stop sweating and the skin may be red, hot and dry.
- Rapid, weak pulse
- Rapid, shallow breathing

So while we don't have the ability to store fluids like a cactus, or to always avoid activity during the day like a roadrunner, we can strive to stay hydrated, protect ourselves from the heat and guard against the danger and symptoms of heat related illnesses.

For additional information on heat safety, contact an SCF Arizona Loss Control Consultant at (602) 631.2000.



**The Power of Paint & Coatings**  
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## Southern Arizona Chapter Report

The Tucson Chapter is having our regular meetings at El Parador Restaurant on the 2<sup>nd</sup> Tuesday of the month at 6:00 PM.

Last month we had an OSHA compliance officer talk about OSHA violations that they have sighted recently. He talked about what we needed to do to make sure we were in compliance with

OSHA rules. We had a great turn out for this meeting.

We will be having an attorney at our July meeting, discussing lien rights, prompt pay rights, contracts. He will answer any questions that you may have concerning these subjects. This will be a great meeting to attend. Free legal advice.

We will also be discussing where to have next year's state council convention. Be there to let us know where you want to have the convention.

Just a reminder that there will be no meeting in August as many of us will be taking vacation. See you all in September!



## Member Spotlight—Zagar Paint & Manufacturing

Having started and sold other businesses, I realized that when I started R.R. Zagar Painting in May of 1996, a lot of things would have to fall in place for it to be successful.

I am sure that we all realize that available cash is a must, enabling you to build your customer base and still meet payroll. In 1996 my payroll consisted of 1 employee and myself. Of course, I did not draw a pay.

The first job we did we rented a pump from Irvs Rental. The next step was to establish our credit lines so we would always have access to product.

It was while ordering paint, that another important step was introduced to me. I noticed a sign that said PDCA, and listed some of the more prominent painting contractors in Tucson. Hoping that eventually I would be bidding against this list, I

wanted to know not only what was the PDCA, but how I could become a part of this organization

When I attended my first meeting, I felt at ease with the contractors in attendance and was a little awed by what they had accomplished. Would they accept a newcomer, and would I be able to extract knowledge that would help me grow. The an-

swer was yes on both counts. The camaraderie we have and the knowledge that we have shared, and continuous education from our guest speakers, makes this decision one of the best I made in the building of my business.

In 2004 we changed the name to the current, Zagar Paint & Manufacturing, Inc. I currently am in my 2nd year as the Southern Arizona Chapter's President, and very much enjoy the kinship developed from my first meeting. Together we have accomplished many things, and donated monies to the community from our golf tournaments. We also instituted an Apprenticeship Program, have enjoyed traveling together, and are still learning from each other at every monthly meeting.

How do you explain the importance of the decision I made so many years ago, to a prospective member? Unfortunately, I do not have an answer. But when I look at the character and the abilities of my peers involved in the PDCA, I am constantly assured that this decision was an integral part of my growth. 11 years, 33 employees and a pride of building a successful business from scratch.

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## 3M™ SandBlaster™ High Performance Abrasives lighten your load—in more ways than one.

By John Coleman

If you've never tried SandBlaster™ Abrasives you're in for a surprise. A unique coating technology coupled with a high performance mineral gives SandBlaster products an abrasive edge. Not only do they cut three times faster and last three times longer than 3M conventional sponges or sheets of the same grit, but also they're clog resistant, which can help you reduce your workload.

SandBlaster abrasives can be used on a wide variety of sur-

faces including paint, wood, dry-wall and metal. Use SandBlaster abrasives on semi-gloss and gloss finishes and you'll experience a fast cut and it won't "roly-poly." SandBlaster abrasives will powder the coating that is being sanded! And, because the mineral screening is very exact, wild scratches are virtually eliminated

SandBlaster products are available in sanding pads and sanding sponges, which are washable, or in sheet form, with grits ranging from 36 to 400. Packages are color coded to make it easier to select the right abrasive for any

project. But just in case you still have questions about the products or a specific application, please don't hesitate to give me a call at 480-216-0671 and receive a free sample.



### 2008

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## Central Arizona Chapter No. 1

### NEW RULE ON RENOVATION, REPAIR AND PAINTING FINAL RULE REQUIRING CONTRACTOR CERTIFICATION PUBLISHED



Common renovation activities like sanding, cutting, and demolition can create hazardous lead dust and chips by disturbing lead-based paint, which can be harmful to adults and children.

To protect against this risk, on March 31, 2008, EPA issued a rule requiring the use of lead-safe practices (79 pp, 847K) and other actions aimed at preventing lead poisoning. Under the rule, beginning in April 2010, contractors performing renovation, repair and painting projects that disturb lead-based paint in homes, child care facilities, and schools built before 1978 must be certified and must follow specific work practices to prevent lead contamination.

## Companies Need to Assess Policies on No-Match Letters Following Ninth Circuit Ruling

Julie Pace, David Selden, and Heidi Nunn-Gilman

Employers need to carefully evaluate their policies related to Social Security Administration (SSA) no-match letters, which indicate discrepancies between employees' reported Social Security numbers and those in the SSA database. On June 16, the U.S. Court of Appeals for the Ninth Circuit reinstated 33 employees who had been terminated after their employer received a "no-match" letter from the Social Security Administration. The no-match letters indicated that there were discrepancies between the SSA database

and the employees' names and Social Security numbers as reported by the company on its W-2 forms.

The Ninth Circuit also held that "constructive knowledge" of immigration status under the Immigration Reform and Control Act (IRCA) must be narrowly interpreted. A no-match letter was itself insufficient to provide the employer with constructive knowledge that an individual was not authorized to work in the United States. Employers are required to have "positive information" providing notice that an employee lacks authorization to work in the United States.

This decision should cause all companies to re-evaluate their procedures in dealing with no-match letters to ensure that the procedure adopted complies with the law.



The Labor, Employment & Immigration Group at Ballard Spahr can assist you to establish immigration compliance procedures, including responding to no-match letters. For more information, contact Julie Pace at 602.798.5475 or Shereen Chen at 856.761.3475.

## PDCA Passport Highlight



Market Hardware is the market leader of web sites providers for painters and decorators and other specialty contractors.

Market Hardware also specializes in web marketing campaigns for PDCA members. They sell web marketing to contractors who are building or renovating

their websites and are looking for a "Do It for Me" solution.

PDCA Members receive a \$100 discount off a customized website package from Market Hardware.

Visit: <http://pdca.markethardware.com> or call Jim Short (Market Hardware's PDCA team

leader) at (888)-381-6925 or email him at [jim@markethardware.com](mailto:jim@markethardware.com) to learn how you can take advantage of this 90 Day Money Back Guarantee.

PDCA Passport is Your Portal to a More Profitable Business. For more Passport resources visit <http://www.pdca.org/passport/passport1.htm>.



### Fall Golf Tournament

Saturday September 27, 2008  
StoneRidge Golf Course

Sign-up online today at  
[www.pdcaaz.org/events/2008fallgolf.pdf](http://www.pdcaaz.org/events/2008fallgolf.pdf)



## Tips Every Contractor Should Know

### GETTING THE JOB DONE

Standing out as a contractor in your industry isn't easy. Here are some quick tips to get you the job.

#### Get Legit

Even if your state doesn't require contractors to be licensed, bonded and insured, doing so will instill trust in your clients. Knowing that you care enough about your business to be official goes a long way to getting the job.

#### Get a Website

Don't overlook the importance of a website. Whether you do commercial or residential work, someone will be checking up on you to see how professional you are. A website can help potential clients learn what services you offer and hear from other satisfied customers.

#### Get a Budget

Remember: there will always be a competitor who spends more on marketing than you, so it's important to create a marketing budget and plan.

Next Newsletter:  
*Grow Your Business with a Loan*

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## Can Green Coatings Deliver Quality and Performance?

Green is now main stream! And not surprisingly we continue to witness the greening of the coating industry. More stringent regulations which reduced the amount of VOC's (Volatile Organic Compounds) permitted in paints, resulted in reducing emissions of potentially hazardous materials in the environment. The premise is that reducing VOC's lead to improved air quality. In principle, reducing VOC's in paints minimizes health hazards by reducing airborne pollutants; and furthermore, reducing VOC's even reduces global warming as some pollutants could lead to the green house effect. As a result, typical (waterbased) architectural wall paint delivers approximately 4 times less emissions today than a comparable paint a decade ago.

Today the market place is a buzz with much more than compliant coatings. That is, coatings claims are going well beyond low VOC regulatory limits. Today we see a broad spectrum of technologies promising "green solutions". We see some positioning of coatings from renewable resources. We see some effort for considering cradle to grave concepts and some renewed efforts around recycling and recycle content in paints (including packaging). At the same time we see a consumer, who on the one hand is more eager to use these green products, while on the other hand is skeptical – they do not believe that the greener products deliver performance comparable to the older conventional products.

In this newsletter, we take a snapshot of a few of the green technologies being used today in Coatings. In particular, we focus on the bookends, milk paint (derived from natural products) and high quality low VOC products (based on synthetic resins).

**Milk Paint:** This is an older technology that is experiencing some renewed interest as con-

sumers look for green solutions. Implicit here is the fact that this is based on a non-petroleum natural resource. The coating is distributed as a powder and is mixed with water and other concentrates (including polymeric adhesion boosters) prior to use. The finished product has to be refrigerated after mixing. Milk paints are for interior use only. We had difficulty getting a smooth consistency upon mixing. And similarly, the paints exhibited poor application properties (brushing and rolling).

When diluted, however, they provided a unique finish on wood.

We believe this technology has a fit for authentic restoration, particularly as a stain, but saw very limited utility in broad wall applications.

### Other "Green" Options:

**Soy Ester Paints:** We see this technology in specialty "green" stores. In this paint system a portion of the resin (from petroleum feedstock) is substituted with a renewable soy-based resin or additive. We will report on more recent product introductions in the future. Since this technology is based on an oil, yellowing could be a concern. And we continue to see a limited offering in terms of gloss and sheen levels.

**100% Acrylic (low to 0 VOC) Paints:** To better understand VOC's in paints visit <http://www.specialchem4coatings.com/tc/acrylic/index.aspx?id=environment>. 100% Acrylic technology remains the most high performing, reliable, versatile and proven technology for low VOC residential and commercial markets. The latest technologies provide not only low VOC's but exceptional durability, washability (stain and scrub resistance), and ease of application. Many



manufacturers have come forward with specific recommendations on the latter – ease of applications. With lower levels of carrier solvent, workability and brush clogging can prove more problematic. A couple of prudent steps will ensure a quality paint job:

A. Touch-up and repair problem areas after paint is dry. That is, reduce the tendency to fix defects in wet paint.

B. Use care to keep the paint on applicators (brush and even sprayer) open. Many leading paint professional preserve their wet-edge on brushes by leaving them submerged in water or wet paint during breaks or interruptions.

For additional information on the performance and application properties of 100% acrylic paints, visit <http://www.paintquality.com/contractor/newsletters/contNL0307.html> and <http://www.paintquality.com/contractor/newsletters/contNL0807.html>

Using 100% Acrylic low VOC coatings, your painting projects will last longer and need less frequent repainting – making them an excellent "green" choice.

Courtesy of The Rohm and Haas Paint Quality Institute <http://www.paintquality.com>



### Subcontractor Registration Required

All subcontractors engaged in dust-generating operations\* at a site that is subject to a Maricopa County dust control permit must register with Maricopa County Air Quality Department (MCAQD) and pay an annual fee of \$50.00. Registration begins on June 2, 2008. Existing subcontractors have from June 2 through July 31, 2008 to register and remain in compliance with MCAQD. For more information, visit the MCAQD Subcontractor Registration website at: <http://www.maricopa.gov/aq/divisions/compliance/dust/Default.aspx> or call (602) 506-6010.

\*Dust-generating operations include: land clearing, maintenance, land cleanup, earth-moving, weed abatement, excavating, construction, demolition, bulk material handling, storage/transporting operations, etc.



The Residential Forum's AST 9 August 15 - 16 Sheraton City Center Hotel in St. Louis, MO.

Registration forms available at [www.pdcaresidentialforum.org](http://www.pdcaresidentialforum.org)



# Central Arizona Chapter No. 1

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