



Dallas Chapter PDCA – Newsletter June, 2007 - 2nd Quarter

# Annual Business Meeting Held in Corpus Christi



Dallas Chapter

While Dallas was flooding, the sun was shining in Corpus Christi as the board of directors meeting and annual business meeting of the Texas Council PDCA was held at the Bayfront Omni Hotel on Friday, June 15, 2007.

Agenda items included induction of the 2007/08 Texas Council officers, a memorial service, and discussion on the future of the Texas Council PDCA.

New council officers are President, Carolyn Barten-Schnurr, Inc.; Vice President, Tom Pugal – TeKo Industries; Sec/Treasurer, Liz Dykes-American Wallcovering; Immed. Past President, Doug Harms, American Electrostatic Painting; and National PDCA Board Representative, Ed Travis-L.E. Travis & Sons, Inc.

A special memorial service was held to honor the memory of two PDCA members who passed away in 2007 – Leroy Troung with Sundance Painting from

the Dallas Chapter and Ed Travis, Jr. of L.E. Travis & Sons from the San Antonio Chapter

Richard Bruns reported that Governor Perry was expected to sign the contingent pay bill by the following Sunday (which he did sign), however, the indemnification bill was stalled.

The major topic of discussion was the future of the Texas Council and the education seminars. Those held in Dallas have been poorly attended and those in Houston and Austin were successful thanks to the major efforts of Monty Jay with Sherwin-Williams and Pete Sinclair of ICI.

Several members expressed their frustration with the lack of forward movement with the state council and local chapters. The same issues are being discussed now that were being discussed years ago – specifically new members. It was suggested that perhaps more effort needs to be

Put into taking care of current members, rather than just increasing our numbers. Ed Travis suggested holding contractor forums that will be for members only, where members share specific information, on specific topics, concerning how they operate a successful painting company. This would be taking networking among members to an entirely different level. Each person attending the meeting agreed to provide three forum topics. The list was compiled and sent to Dallas Chapter members with a request to indicate their top three topics of interest. Those results were forwarded to the Texas Council Board of Directors.

The first of these contractor forums is being planned for October and more specific information will be coming from the Texas Council office as soon as the details are available.

**Save the Date**  
Next Regular Meeting:  
**Tuesday, August 28, 2007**  
11:30 a.m. – 1:00p.m.  
Holiday Inn Select-North Dallas  
**ALL ARE WELCOME!**

Dallas Chapter PDCA Officers  
President – John Zimmerer, Jonsco, Inc.  
Vice President – Geoffrey Sanford, American Wallcovering, Inc.  
Associate V.P. – Chris Ploetz, Sherwin Williams Co.  
Secretary/Treasurer – Liz Dykes, American Wallcovering, Inc.

# Minimum Wage Increase for Summer 2007

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On May 25, President bush signed legislation that included increasing the federal minimum wage for the first time since 1997. The Fair Minimum Wage Act of 2007 increases the federal minimum wage in three steps as follows:

\$5.85 per hour effective July 24, 2007

\$6.55 per hour effective July 24, 2008

\$7.25 per hour effective July 24, 2009

The US Department of Labor website includes posters that can be printed (free of charge) and displayed at your business as required by law. The updated posters should be available in July.

<http://www.dol.gov/elaws/asp/posters/posters.htm>

## Margin Tax on Business in Texas

Both articles on this page were submitted by Amy Holmes, CPA

The Texas Franchise Tax is being replaced by the Margin Tax beginning January 1, 2008. Previously businesses operating as corporations or limited liability companies were the only ones that were subject to the Texas Franchise Tax. With the new Margin Tax all business entities with statutory liability protection will now be subject to the tax. That leaves only sole proprietorships, general partnerships directly owned entirely by natural persons and passive entities that are not subject to the new tax.

If the business total revenue is less than \$300,000 or the tax due is less than \$1,000 the business will owe no tax. But the report must be filed, even if no tax is due.

Each business that is a part of an affiliated group engaged in a

unitary business must file a combined report instead of individual business reports. This is a new form of reporting for Texas. All members must compute the margin tax using the same method.

There are three methods of calculating the margin tax. The first is total revenue less cost of goods sold. The second is total revenue less compensation and employee benefits. The third is total revenue less 30%. The least of the three resulting calculations is used as the margin base. An apportionment factor is used for Texas sales in relation to the entire revenue of the business entity. Then the tax applied the percentage of Texas sales on the margin base. The tax rate is .5% for wholesalers and retailers and 1% for all other taxable entities

The bottom line will be an increase in the amount of tax collected by the State of Texas with more businesses now subject to the tax. The Texas Comptroller's office is in the process of defining the calculations and more information will be forthcoming regarding exactly what is included in the "cost of goods sold" and the "compensation and employee benefits" calculations. The only ones in favor of this new tax seem to be the lawmakers. We'll see how it affects business in Texas and we can expect more revisions to this new Margin Tax. Stay tuned....

# Harms Ends Term as State President

Greetings Everyone,

I would like to thank everyone for the support given to me while I was Texas Council President. It has been quite a ride in an ever-changing organization as this one is. I hope all of you will continue to help and support PDCA.

I would especially like to thank Liz Dykes for all her time and effort with the PDCA. She has been a great asset to me with the organization and personal issues.

PDCA has been a great avenue for Eva and myself to grow our business and to be part of making a better industry

The friendships that have been made through being a member of PDCA are friendships for life. I wouldn't replace them for anything.

As most of you are aware Eva and I no longer work for Electro Painters (Indiana Corporation). We have started our own business American Electrostatic Painting, Inc. We are in the process of being HUB certified, and look forward to continuing our business relationships with you. Thanks for all the encouragement from the membership. I think along with the new business Eva & I will be spending a relaxing time on our Harley Davidson Ultra Classic. We plan on riding from Dallas to Knoxville, TN in August this year along with Dana Childress & his wife (Wright Industries in Houston).

Good luck in business to all and keep focused on your goals.

Get involved with PDCA if you really want to see what it can do for you and your company.

S. Doug Harms

Past President Texas Council

## **Dave & Busters**

**Tuesday, July 24<sup>th</sup>**

**4:00 p.m. - 7:00 p.m.**

**Just food and fun!**

**\$25/per person**

## 2007/2008 Scholarships Awarded

The Dallas Chapter PDCA Scholarship committee met at the offices of American Wallcovering, Inc. to make their 2007 scholarship selections from six very qualified applicants.

The following three students were awarded a \$1,000 scholarship for the upcoming 2007/2008 school year:

**Alison Lambert**, University of Oklahoma – sponsored by Naylor Commercial Interiors.

**Tyler May**, Texas A&M University – sponsored by Benjamin-Moore Co.

**Michelle Ward**, Baylor University – sponsored by R. L. Harkins, Inc.

Decisions to award scholarship are not taken lightly by the scholarship committee. Scores were very close for all the applicants.

Other applicants included Kayleigh Batchelor, sponsored by American Wallcovering, Inc.; Rachel Brownjohn, sponsored by R.L. Harkins, Inc.; and Stephanie Zimmerer, sponsored by Jonsco, Inc.

Scholarship are awarded based on a point system that considers applicant grades, field of study, recommendation letters, and a personal essay. Each committee member receives a score sheet and “grades” the application prior to the committee meeting.

Scores are then totaled and awarded to those students who scored the highest. The scholarship committee made several recommendations regarding changes to the application process and scoring system. Those changes will be made on future applications.

Special thanks to the scholarship committee this year: Frank Farris (Chairman, F & D Painting), Patrick Jorski, (BASF), Mark Girouard (Sherwin-Williams), Kris Holloway (Tri-Kes), and Liz Dykes (American Wallcovering)

To be a part of the 2008/2009 committee contact Jeff Sanford, 214/421-2584.

# PDCA's Accreditation Program



**Mission and Purpose:** PDCA will become the premier education and information organization for the entire paint and coatings profession and industry.

**The Future of Contractor College:** PDCA's Contractor College will become the lightning rod to propel contractors to the next stage of development through business education.

## What is Contractor College?

- A place among professional contractors to share information and expertise
- A pathway to better business practices through quality education
- A differentiator between professionals and amateurs

## What is Accreditation?

Every professional trade has a designation – now so does Painting and Decorating Industry!

- It will be the means for the public to identify a quality contractor from those who are not
- Informs consumers what business follow a code of ethics and specific business practices
- Creates a tangible way for companies to demonstrate excellence in company management, as well as a passion for continuing education
- Strengthen the link between education, good business practice and profitability

## Benefits of Contractor College:

- Education is available how, when and where you want it – PACE, online, through Councils, Chapters, Forums and local educational events
- Accomplishments are acknowledged through the Accreditation designation
- Receive certificates upon completion of courses as well as a diploma after receiving full Accreditation – adds value to the educational experience and creates milestones of accomplishment
- Marketing pieces promoting your companies Accreditation designation
- Truck and office stickers, magnets and patches for clothing

## Privileges of Accreditation:

- Special *invitation only* events at PACE
- A high quality marketing initiative directed towards consumers
- Special articles and features in painting publications spotlighting Accredited contractors

## Contractor College not only benefits individual contractors but the profession as a whole as well.

### How?

- Enhanced image of the industry
- Public recognition for knowledge and expertise
- Creation of a body of knowledge that will help define the profession
- Strengthens relationships with National Associates on an educational level and develops strategic relationships in the process

## Overall Goal of the Program:

- PDCA's Contractor College strives to create a professional standing for painting and decorating contractors through progressive business education
- PDCA's Contractor College strives to constantly improve teaching, learning and human development in a diverse, rapidly changing and increasingly technological environment
- PDCA's Contractor College strives to provide relevant, timely, accessible and reasonably priced business education for painting and decorating contractors
- PDCA's Contractor College strives to instill in painting and decorating contractors the highest principles of ethics and customer orientation
- PDCA's Contractor College strives to inform all consumers about the relationship between business education and practices, product and service satisfaction

## How to Become Accredited:

The steps to enrolling in the Accreditation process include completing an application and providing PDCA with business documents, a small task for an enormous reward! The following documents are required along with the application:

- Copies of Insurance Certificates
- Company Mission Statement
- A Sample Business Proposal
- Federal and/or State Tax ID Numbers
- A Signed Code of Ethics
- Two (2) Completed Affidavits

Once you have been accepted into the program, the next step is to take the necessary courses. The requirements are 18 credits in 18 months from the day of acceptance into the program. As a PDCA member two (2) credits can be waived, which then make the requirements 16 credits in 18 months.

**Note:** Enrollees can begin taking courses prior to submitting all of the above documents. These documents will need to be submitted prior to recognition of Accreditation status.

## The curriculum:

The curriculum has been divided into four (4) main sections

- Business Practices & Procedures
- Practical Business Techniques & Applications
- The Technology of the Industry and Profession
- Electives

The curriculum has been carefully structured to fulfill two important objectives:

- To be all encompassing of the conduct of business for painting and decorating contractors
- To accommodate individualized and customized approaches in the event that only certain portions of the curriculum are needed to fulfill individual business needs

**The Instructors:** Contractor College has selected an elite group of seasoned and knowledgeable instructors to be a part of its program. The instructors have years of experience in their field and facilitate courses ranging from sales and marketing to cost and estimating. Contractor College instructors are invited to various Council, Chapter and Forum events to lead information filled seminars and courses.

## The Cost:

- Enrollment fee - \$399.00 (members), \$499.00 (non-members)
- Cost of On-line courses - \$49.00 class (members), \$69.00 class (non-members)
- Cost of On-line tests - \$25.00 test (members), \$45.00 test (non-member)
- Cost for courses through local, regional and national events vary



## DALLAS CHAPTER

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## Rosters? What rosters?

Many of you are probably wondering what has happened to our annual roster. Well..... let's just blame it on a healthy construction market! In other words, I have just been too busy. Then there was that thing with the college graduation!

However, I am starting to put things together and hopefully it will be ready by our August meeting. Due to the tremendous amount of work involved, there is a good possibility that we will be returning to a bi-annual roster, so this one will do us through 2008. So if you want advertising in this issue, let me know ASAP, and get your artwork to me FAST!

*Liz*

We're On The Web

[www.pdcadallas.org](http://www.pdcadallas.org)



**LONE STAR PARK**  
at Grand Prairie®  
A MAGNA ENTERTAINMENT VENUE

Mark your calendars for the 2007 Christmas Party. Due to the HUGE success of last year's party, we are returning to Lone Star Park. Ticket information will be available soon, but mark your calendars for Saturday, December 1<sup>st</sup>.

## Associate News

**KELLY-MOORE**  
**PAINTS™**  
*The Painter's Paint Store*

Kelly-Moore has a new store opening on August 3<sup>rd</sup> @ 3702 Lakeview Parkway in Rowlett, Texas.

Our **Paintstock** event this year will be on Wednesday, August 8<sup>th</sup> @ the Ranger's Ballpark in Arlington and will start @ 4pm. Come see us & be sure to go to the game right after.

Ashlea Wynne joins the TRI-KES Wallcovering Source sales team in Ft Worth. Contact info - 972.484.8120 or 800.200.8120

Bradley Duchac joins the Zolatone sales team in Dallas. Information on Zolatone contact TRI-KES Wallcovering Source at 972.484.8120 or 800.200.8120

***Do you have events upcoming in October, November or December?***

Include your news here for the 3<sup>rd</sup> quarter newsletter.

- Upcoming pro shows
- New personnel
- Special events

# Dallas Chapter PDCA Spring Golf Tournament



Great fun and excitement at Texas Star Golf Course!

The clouds vanished and it was a beautiful day for sponsors, members, and guests playing 18 holes of golf.



Congratulations go out to the winners!



- LONGEST DRIVE-team 4-Gary Farrell 195yds
- CLOSEST TO PIN -team 14-Duane Barnett
- THIRD PLACE w(60) team 1-Scott Presley, Kraig Hopkins, Mike Withrow, Blewett Gardner
- SECOND PLACE w(59) team 9-Charles James, R&S, Bovis Lehd, Rick Underwood,
- FIRST PLACE w(57) team 3-Cameron Gratton, Eric Franklin, Scott Jenkins, Greg Attuberry

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## Dallas Chapter Fall Golf Tournament



Thursday, September 20, 2007

**Sponsors Needed!**

Special recognition will be given to all sponsors and door prize donators.

Sponsor a hole on the course for a total cost of \$100.00.

Every golfer in the tournament will pass by your company's sign.

Sponsors will be recognized through out the day event.

Contact Jerry Faughtenberry for more information – 469/766-9826

### Hole in One – Shootout for a BMW Z4 2

Four Player Team only, to be drawn from registered group at end of day. Four Player Team contestant each is eligible to win the hole-n-one prize. One shot each player, No mulligans.