

Best Practices — Marketing and Cost Cutting Ideas That Work

The following are examples of successful marketing and cost cutting ideas shared through the Quality Service Contractors' (QSC) Dollars for Ideas contest. For more information on educational and networking opportunities available through QSC, visit www.qsc-phcc.org

- **Reward your customers for referrals, submitted by Scott Ziegler, Ray A Shaffer, Inc.**
When a call comes in, we ask how they found our name today. If the client says Jan Smith, we look up Ms. Smith and send a hand written thank you with two \$10 tickets to a movie theater
- **Leave behind a note pad, submitted by Judi Speaks, Heidler, Inc.**
Our technicians provide our customers with "coupon book" at the time of service. The coupon book is a note pad with our company logo at the top and our \$10 coupon on the bottom of each page.
- **Give techs an incentive to save fuel, submitted by Gregg D'Attile, Art Plumbing and A/C**
Give a gift certificate for lunch at a local sandwich shop to the service technician with the lowest average price per gallon on their monthly fuel bill.
- **Reduce loss / theft with tool allowances, submitted by Dusty Cook, Dynamic Plumbing**
Give your technicians a tool allowance of \$10 to \$15 per week instead of furnishing all of their hand tools and/or small power tools. This tactic gives your employees ownership and provides a financial incentive because they keep the money if all their tools are on-hand and in good repair.
- **Odds and End, from the Q-list (QSC's online discussion forum)**
 - > Provide company logo shirts (not uniform shirts) to your employees to wear on their days off
 - > Get to know the local media so they come to you for information and not the local box stores
 - > Place your company signs at the intersections on major streets
 - > Offer on-site discounts to customers who purchase maintenance agreements at the time of service
 - > Place company stickers on bio-charge bottles on septic tanks, incinerators and garbage disposals

Change Orders for Weather Delays Covered in Essentials of Project Management Course

As heavy rain pounded the meeting room's windows in Houston, Texas, attendees of a recent PHCC Educational Foundation's Essentials of Project Management course picked up excellent tips on the proper way to document and submit change order requests for weather delays. For some of the local attendees, this valuable information came as their construction projects faced over a month of delays due to unusually heavy rains and flooding.

The students also learned how to use construction scheduling software as a defensive tool when general contractors try to assign blame for project delays. Other class sections covered how to deal with rising material costs, partnering with suppliers and manufacturers to get the best value and how to avoid signing unfair contracts. The 21 owners, project managers and estimators in attendance spent four days learning management tools designed to boost productivity, slash waste and grow profits on construction projects.

The Essentials of Project Management course is one of several management training sessions offered by the Foundation. The next Essentials course is scheduled for Jan. 5-8 in the Washington, D.C., area. Get more information on the course by visiting <<http://www.foundation.phccweb.org>> or by calling (800) 533-7694. The course is sponsored by American Standard and Trane.

Best Practices —

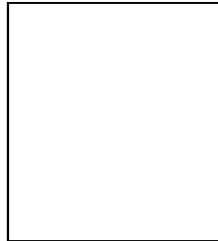
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Nebraska News

1821 Sherwood Cove
Fremont, NE 68025
Phone: 402-721-5149
Fax: 402-727-4047
e-mail: phccne@qwest.net
www.phccne.org

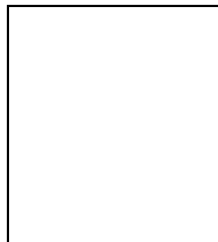
President

Keith Everly
Everly Plumbing & Heating, Inc.
2505 East 23rd South
Fremont, NE 68025
Ph:402-721-6288
Fx: 402-721-2468



Auxiliary President

Sharon Timperley
Jetter's Plumbing, Inc.
230 West County Rd T
Fremont, NE 68025
Ph: 402-721-5695
Fx: 402-721-3013



Charleston's

Member Benefit of the month

Aramark Work Apparel and Uniform Service, Featuring Wearguard Brand Uniforms

PHCC members
receive a 25%
discount on
merchandise that can
be personalized with
the PHCC logo. Call 1-
800-677-6060 or visit



www.weraguard.com/phccmember

Johnstone

National Update

House Passes Bill to Correct FCC Fax Rules

PHCC's effort to protect the use of fax machine communication in normal business operations have paid off. The last week in July, the House passed legislation to pre-empt Federal Communications Commission rules that limit the use to commercial faxes. The Senate Commerce Committee also has approved similar legislation, setting the stage for final action when Congress returns from recess. Before the votes, PHCC actively wrote letters to their members of Congress supporting the Junk Fax Protection Act of 2004 (H.R. 4600 and S. 2603) The bill would allow businesses to continue sending faxes to customers with whom they have an established business relationship.

From Ike Casey. . .

All state and local associations are reminded each year that our national policy does not allow for recording of meetings. The policy reads: **On the Association's legal counsel's advice, there shall be no audio or video recording of any association meetings, unless specifically authorized in writing by the Executive Committee. All votes at Board of Directors and Executive Committee meetings will be recorded in the minutes. The names of those members making motions and seconding motions will not be recorded. This recommendation shall be communicated to all state and local associations on an annual basis.**

Bylaw Amendments for consideration during Annual Business Meeting

This year marks the culmination of a three-year effort to codify the PHCC--National Association's (PHCC) bylaws. This year, the focus of the Bylaws Task Force has been to consider how to distinguish between bylaw amendments and resolutions.

For several years, the PHCC membership has used the resolutions process for making changes to the bylaws; from a parliamentary perspective, this is technically incorrect. Resolutions are statements of strategic policy adopted by the membership; whereas, bylaw amendments change the operating structure of the association.

To illustrate, a resolution might be that "PHCC supports the professionalism of the industry and will encourage policies, such as licensing, that are designed to accomplish such recognition." To contrast, an example of a bylaws amendment would be to add the Bylaws Committee to the list of standing committees of the association. Robert's Rules of Order defines resolutions are "main motions" which can be adopted with a majority vote. Amending the bylaws require a two-thirds vote in the affirmative. Attached for your review are six bylaw amendments that will be considered during the upcoming annual business meeting. A synopsis of each is provided here below:

Proposal #1 - Sponsor - PHCC Board of Directors: Clarifies the purpose or meaning of a resolution, who can sponsor, and the deadlines for submitting resolutions.

Proposal #2 - Sponsor - PHCC Board of Directors: Creates a bylaws committee to review, clarify, and present bylaws amendments to members at the annual meeting.

Proposal #3 - Sponsor - PHCC Board of Directors: Offers procedures for the offering of a bylaws amendment. Proposal #4 - Sponsor - PHCC Board of Directors: Editorial in nature and proposes that reference to members be revised to the singular form.

Proposal #5 - Sponsor - Missouri PHCC: Proposes inclusion of "labor organization" in definition of trade associate.

Proposal #6 - Sponsor - Connecticut PHCC, Maine PHCC, Massachusetts PHCC, Rhode Island PHCC: Allows PHCC Board of Directors to enter into short-term agreements (i.e. pilot programs) with state associations to enable them to become members of the PHCC--National Association. The PHCC Board of Directors respectfully requests that you consider these amendments during your upcoming state/local board meetings in advance of the October 13, 2004. Annual Business meeting in Boston, MA. If you have any questions surrounding the bylaw amendment process, please feel free to call or email me casey@naphcc.org or Lake Coulson at Coulson@naphcc.org.

2004 Voter Registration and Absentee Ballots

PHCC members who are eligible to vote at the annual business meeting, scheduled for October 13 in Boston, must register to vote by **September 13** if they are not attending the full convention. Eligible voters who have registered for the entire convention will automatically be registered to vote at the annual meeting.

Completed absentee ballot forms must be received at the PHCC headquarters by **September 8**. Forms are available at www.phccweb.org

Legislative

As the threat of liability lawsuit increases for plumbing and HVACR contractors, they continue to face diminishing resources for adequate and affordable insurance. PHCC has been working on several initiatives that will help protect its members from frivolous lawsuits.

One such initiative is to address construction tort reform through the possible introduction of industry-specific legislation. During the past several years, legislation has emerged that purports to address asbestos, medical malpractice and other tort reform measures, but so far there has been nothing that speaks to the special concerns of construction contractors.

PHCC has joined forces with a broad-based industry coalition that is working to address tort reform specifically as it relates to the construction community. To facilitate the process, the coalition is commissioning a comprehensive market analysis, which will provide solid evidence of the negative impact that professional and product litigation has on the construction industry.

Lake Coulson, PHCC's vice president of government relations, believes that the study will provide the necessary ammunition to win support for industry-specific legislation on Capitol Hill. PHCC members will also benefit from the study with a more complete understanding of the problems and actions they can take to improve their insurability.

Holmes Supply Ad

For your Reading Pleasure

Lightning Bugs / Older 'n Dirt!!

"Hey Dad," one of my kids asked the other day, "What was your favorite fast food when you were growing up?"

"We didn't have fast food when I was growing up," I informed him. "All the food was slow."

"C'mon, seriously. Where did you eat?"

"It was a place called 'at home,'" I explained. "Grandma cooked every day and when Grandpa got home from work, we sat down together at the dining room table, and if I didn't like what she put on my plate I was allowed to sit there until I did like it."

By this time, the kid was laughing so hard I was afraid he was going to suffer serious internal damage, so I didn't tell him the part about how I had to have permission to leave the table. But here are some other things I would have told him about my childhood if I figured his system could have handled it:

Some parents NEVER owned their own house, wore Levis, set foot on a golf course, traveled out of the country or had a credit card. In their later years they had something called a revolving charge card. The card was good only at Sears Roebuck. Or maybe it was Sears AND Roebuck. Either way, there is no Roebuck anymore. Maybe he died.

My parents never drove me to soccer practice. This was mostly because we never had heard of soccer. I had a bicycle that weighed probably 50 pounds, and only had one speed, (slow). We didn't have a television in our house until I was 11, but my grandparents had one before that. It was, of course, black and white, but they bought a piece of colored plastic to cover the screen. The top third was blue, like the sky, and the bottom third was green, like grass. The middle third was red. It was perfect for programs that had scenes of fire trucks riding across someone's lawn on a sunny day. Some people had a lens taped to the front of the TV to make the picture look larger.

I was 13 before I tasted my first pizza, it was called "pizza pie." When I bit into it, I burned the roof of my mouth and the cheese slid off, swung down, plastered itself against my chin and burned that, too. It's still the best pizza I ever had.

We didn't have a car until I was 15. Before that, the only car in our family was my grandfather's Ford. He called it a "machine."

I never had a telephone in my room. The only phone in the house was in the living room and it was on a party line. Before you could dial, you had to listen and make sure some people you didn't know weren't already using the line.



Milkman

Pizzas were not delivered to our home. But milk was.

All newspapers were delivered by boys and all boys delivered newspapers. I delivered a newspaper, six days a week. It cost 7 cents a paper, of which I got to keep 2 cents. I had to get up at 4 AM every morning. On Saturday, I had to collect the 42 cents from my customers.

My favorite customers were the ones who gave me 50 cents and told me to keep the change. My least favorite customers were the ones who seemed to never be home on collection day.

Movie stars kissed with their mouths shut. At least, they did in the movies. Touching someone else's tongue with yours was called French kissing and they didn't do that in movies. I don't know what they did in French movies. French movies were dirty and we weren't allowed to see them.

If you grew up in a generation before there was fast food, you may want to share some of these memories with your children or grandchildren. Just don't blame me if they bust a gut laughing.

Growing up isn't what it used to be, is it?

Author Unknown

Federated Insurance Article

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MAY I REMIND YOU!!!!!!!!!!!!

New PHCC Member Benefit: Extended Service Agreement Program

The Plumbing-Heating-Cooling Contractors—National Association (PHCC) is pleased to announce a partnership with Equiguard to offer a new member benefit: an extended service agreement program that members can offer to their customers.

“Extended service agreements are an important part of many successful contractor’s business plans,” said PHCC Membership Director Cindy Sheridan. “They provide a significant opportunity for members to maximize service profits and increase customer retention.”

SecureGard was designed exclusively for PHCC members. It is administered by Equiguard and covers any make or model of equipment up to 12 years. Plus, SecureGard is fully transferable to a new equipment owner for a minimal fee.

For more information on SecureGard Extended Service Agreements or to enroll, call 1(800) 886-9363, or visit www.equiguard.com.

Equiguard Inc, established in 1989 is North America’s leading provider of risk management programs to the plumbing and HVAC/R industry.

The PHCC-National Association, formed in 1883, provides legislative advocacy, education and training to 4,000 plumbing, heating and cooling contractors. Members of PHCC have access to a wide variety of services designed to increase their professionalism, grow their business and improve profitability. Go to www.phccweb.org for more information.

PHCC Involvement Committee

We are always looking for new people to help us on the PHCC Board and sub-committees. So we have started the Involvement Committee to help explain what it takes to be actively participating.

Listed are some of the questions I hope to answer through this process. I want to cover most of the aspects of what a member should expect if he or she decides to run for a PHCC office.

Please feel free to contact Stacy or myself if you have any other topics that we should cover through this process.

So watch future issues on this continuing topic.

Who is qualified to hold office?

Are there different qualifications for Zone Director or President?

What qualifications to be a committee member?

How much time is involved?

Do I have to attend every meeting?

What will happen if I don’t make a meeting?

What happens if I make every meeting?

What expenses are expected out of my pocket?

What expenses are expected out of my pocket for each office or appointment?

What expenses are reimbursed?

How and when do I get reimbursed?

What hidden expenses are there?

Such as donations for fund raisers, auctions, buying party items, etc?,

What is expected for supporting or ethics towards your other members

Example-- wholesalers, reps insurance companies?

Thank You,

Matt Weides

Your Involvement Committee chairman

New at ISH North America

There will be several new features at the October 14–16 ISH North America trade show at the Boston Convention and Exhibition Center:

- New ISH North America partner, the Radiant Panel Association, will feature the radiant house, a simulated building structure, constructed on the show floor, in which various radiant heating products are installed during the event.
- Exhibitors will showcase their products in action at a Product Demonstration Area directly on the exhibit hall floor it will allow trade buyers and attendees to see the latest innovations and most popular products in detail.
- ISH North America is bringing back the portion of the innovative SmartHouse showcasing advanced building technology from Europe.
- This year's ISH North America seminar program has increased in both the number of tracks and total number of sessions offered.
- Chartered buses supported by the endorsing association and individual companies are planned to help transport people to the show.



Go to the ISH web site for more details,

<http://www.usa.messefrankfurt.com/shows/northamerica/ishna04/index.htm>

QSC Raises Money for Youth Aviation Program

Quality Service Contractors held a charity golf tournament July 22 in San Francisco, Calif., and raised \$7,680 for an aviation program that benefits physically challenged children and youth.

The golf tournament was sponsored by QSC Industry Partner, Hodes Co., which paid for nearly all the golfing fees. QSC members paid a \$150 registration fee to play. Any money raised went to Challenge Air for Kids & Friends, a not-for-profit Texas-based organization that offers motivational, inspirations and life-changing experiences to physically challenged children and youth through aviation. The money raised will be used toward operating costs associated with putting on "Fly Days" around the U.S.



Besides the tournament registration fees, additional donations were made by the Metro Washington (D.C.) PHCC, the Metro Washington PHCC Auxiliary and Heidler, Inc., Annapolis, Md.

For more information about Challenge Air, go to <http://www.challengeair.com>. A schedule of events and details on how to get involved are included on the Web site.

Golf tournament sponsor Hodes Co. manufactures, assembles, packages, and distributes plumbing products, including brass goods, fittings, chemicals, and tools to plumbing service shops through independent sales distributors nationwide. For more information, go to <http://www.hodesco.com/>

QSC, an enhanced service group of the Plumbing-Heating-Cooling Contractors—National Association, delivers state-of-the-art training programs, products and services for select members of PHCC's service and repair membership. The golf tournament was held as part of the QSC Power Meeting XXI. For more information about QSC: <http://www.qsc-phcc.org/>
