



# The Fitting Connection

November 2008



## November Lunch Meeting

### Roundtable Discussion:

In our November meeting we will be discussing several topics: Overhead Control, Local Code Changes & Red Tag Issues, Dealing with Difficult Customers and PHCC Website—Contractor Resources. This should be a very informative program and a great opportunity to network.

### Food Drive

Lee McFarland took 117 pounds of food to the North Dallas Food Bank after the October meeting. We will also be collection non perishable food items at our November Meeting. Please take the opportunity to bring something to the November meeting as we will be collecting more food at that time.

Please call 972-818-1990 or fax 972-818-2105 or e-mail your names to [blochridge@sbcglobal.net](mailto:blochridge@sbcglobal.net) Fax back page is page 16.

PHCC Lunch Meeting

Tuesday

November 18, 2008

Brookhaven Country Club  
3333 Golfing Green Drive  
Dallas, TX

11:30am—1:00 pm

PHCC North Texas

4340 Highlander Drive

Dallas, Texas 75287

972-818-1990

972-818-2105-fax

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



## State Talk from Nancy

HAPPY THANKSGIVING FROM PHCC TEXAS!

Our PHCC Texas Board of Directors and our staff wish you a very happy, bountiful Thanksgiving! We are very thankful for the wonderful members of our North Texas PHCC chapter – the best local chapter in the country!

2008-2009 is an exciting time for PHCC – great opportunities for you, our PHCC member to enhance your business investment in our association. **Take a look.....**

New state apprentice program – right in your area! Thanks to those of you who have enrolled your apprentices in this state-of-the art training. We have had great feedback from both employees and apprentices. **Joe Dan Parson says, “This apprenticeship program provides the quality training that my employees need to become the best plumbers they can be. It’s not that the training is new or some thing that we don’t already know as plumbing professionals..it’s just that as operators, we simply do not have the time or ability to train our employees correctly while we are trying to remain successful and profitable during these challenging times. It’s comforting to know that this program helps me greatly in the developing quality plumbers for the manpower demands of our industry moving forward.” Joe Dan has enrolled two in this program so far (one in our pilot class last spring and one in our upcoming Dec. 15 plumbing 1-A class.)**

There are still openings in the Dec. 15-18 plumbing 1-A class, which will be held at the Construction Education Facility on Royal Lane in Irving –

## State Talk Continued

four days from 7 am – 5pm. Call Nancy at (800) 831-9313 (ext 204) for information or to enroll. Spring class dates are available now, too.

Walk On The Capitol – mark your calendar now! We are hoping to provide a bus or vans to bring some of you to Austin on Jan. 27 for our Walk on The Capitol! We will have a lot of PHCC and construction issues to take to the legislature this session....and the more PHCC members who can join us, the stronger we will be.

State PHCC Texas Convention – **we’re looking for** record attendance this year! The Convention, golf tournament and tabletop exhibits will be held at the Lakeway Resort and Conference Center in Austin June 10-14. **You won’t want to miss this one....plan to bring your family and enjoy all the recreational programs available at this popular resort.. You’ll also enjoy some great educational workshops, speakers, exhibits and networking.** Bring some unique ideas and make some money at the “I’ve Got An Idea” session. You’ll be receiving information on this soon.

MARK YOUR CALENDAR!

2009 PHCC State Convention  
Lakeway Resort, Austin—June 10-13, 2009

WALK ON THE CAPITOL - JANUARY 27, 2009  
COME REPRESENT PHCC TEXAS AT THE CAPITOL  
AND MEET WITH YOUR LEGISLATORS TO DISCUSS  
YOUR BUSINESS CONCERNS!

DETAILS COMING.

News & Information

**Children’s Book Drive**

Leeanne Hay’s (PlumbRight) daughter Gillian goes to Franklin and Marshall College. Gillian’s sorority is collecting new and gently used Children’s Books for the children and the library in Orange, Texas. PHCC North Texas received a “Thank You” note from Gillian for the books we donated.

Education and Networking Opportunities

Online Education - [www.phccweb.org](http://www.phccweb.org);

Nov. 12, 2008

**Building a “Killer” Strategic Plan**

Dec. 10, 2008

Decision Traps and Pitfalls

Jan. 14, 2009

10 Questions Business Owners Should Be Able To Answer

Feb. 11, 2009

The Art of Negotiation

March 19-21

OSC Power Meeting

Daytona Beach, Fla.

April 29-10, 2009

Leadership and Legislative Conference

Arlington, Va.

News & Information Cont.....

Advertising invoices will be going out the first part of December for publication in the 2009 Fitting Connection to those who advertized in 2008. If your company would like to have an ad in the newsletter, please call Barbara at (972) 818-1990. All ads must be in a jpeg format. and will be in color.

Prices for the 2009 Ads:

	1 x	6 months	1 year
Bus. Card	\$25	\$90	\$150
Half Page	50	100	300
Full Page	75	400	600

*Note:* If ads are changed monthly or periodically an administrative fee of \$20.00 will be added each time.

Associate Invoices will be mailed the first part of December by PHCC North Texas.

Contractor Invoices will be mailed by PHCC-Texas and if you pay before December 31st there will be a 5% discount. Payment will go to the PHCC-Texas office in Buda, Texas.

There will not be a newsletter or lunch meeting for the month of December.

Have a safe and happy Thanksgiving! We are blessed to live in the United States of America!!!

## Best Practices

Four Rules of Buying Search Engine Marketing (SEM)

*By Brian Kraff, Market Hardware*

**We all know ‘page one’ of Google is the best real estate on the Internet.** The bad news: premium ranking costs money – it is how Google makes all that money. The good news: Google *is* the yellow pages of the 21<sup>st</sup> Century, and the return on investment it provides P-H-C contractors can be fantastic.

Before you sign with any vendor for Search Engine help – particularly a phone book company – we recommend you tread carefully, ask many questions and keep your guard up. Better yet, follow **Market Hardware’s** *Four Rules of Buying Search Engine Marketing*:

Having a Professional Website is a Must.

**Don’t invest a dime in Search Engine Marketing (SEM) if you do not have a “2009-ready” Web site.** If your Web site is outdated, it simply will not convert ‘clicks’ into leads. RUN AWAY if your salesperson does not give you a thorough critique of your current website – along with recommendations for improvement– before asking for your money!

**Don’t Sign a Long-Term Contract.**

**Six months is long... 12-months is an eternity.** Search engine marketing companies should prove themselves month-to-month with NO CONTRACT commitment, period.

## Best Practices cont.....

Be Wary of Anyone Guaranteeing Success.

SEM campaigns – much like any advertising campaign - can fail for any number of reasons. There is some risk you will have to take. **Guaranteed “clicks” is not a guarantee at all.** Remember, phone call leads matter – **“clicks” do not**

The Results to Your Spending.

**If you can’t track (with certainty) that a phone call is due to your SEM campaign,** you are probably wasting your money. There are foolproof methods to track phone calls that came from clicks. Only work with a company that uses this technology.

*Brian Kraff is CEO and Founder of Market Hardware, Inc., a leader in Web services for P-H-C contractors. Market Hardware offers special discounts to PHCC members. To learn more about how search engines work, or how Search Engine Marketing can help grow your business, visit their website, [www.MarketHardware.com/PPC](http://www.MarketHardware.com/PPC). Or, to ask any Web marketing question, email [Brian@MarketHardware.com](mailto:Brian@MarketHardware.com) or call 888-381-6925*

## Member Benefit – Market Hardware

Market Hardware is the *Preferred Website Marketing Provider* for PHCC. Members receive both a PHCC Discount and 100% money back promise on site development. As a member, you are also entitled to a free competitive analysis of your current Web site, and free search engine marketing **consultation.** **“Starter” Websites are available for just \$445 after your PHCC discount.** Visit [www.phcc.markethardware.com](http://www.phcc.markethardware.com) or call 888-381-6925 to learn more.

## Contractor Profile

Sonny Friedman is the PHCC contractor highlighted for the month of November, 2008. After graduating from the University of Texas in Austin with B.A. degree in 1965 he accepted a summer job at **Consumers Plumbing Company as a plumber's apprentice. That same year, Sonny married his childhood sweetheart, Carolyn Stoller.** He continued working at Consumers and when his draft number came up he joined the USNR. This was when Sonny fell in love with airplanes. He served as an aviation electronics technician and operated equipment on an Antisubmarine Warfare bomber. These bombers located and pursued submarines. This was when Sonny learned to fly.

After leaving active duty in 1967, Sonny was presented with an opportunity to purchase Atlas Plumbing Company from the owner, Phillip Gremm. One of the first things Sonny did, as a new business owner, was join the PHCC. The value gained from his association with our great organization and men like Bernard Levy, Maurice Teter, Bob Chester, and many others that offered to help him with his business proved invaluable. He said that he will never forget his first meeting, when everyone came up and introduced themselves when he was just a 22 year old kid. Bernard Levy probably made the biggest impression. He placed his hand on **Sonny's shoulder and said "Please call me if there is anything that you need and can't find, if you have questions, or if you just want to talk".** That non-competitive, sincere kindness made a lasting impression, and **shaped Sonny's attitude of how he felt; this was the attitude that members of a trade association should have with each other.** Sonny enrolled in the PHCC Trade School and the following year passed the test for his Master license. **In the forty years following, the members of PHCC have been Sonny's mentors and friends.** Not his competitors.

Atlas Plumbing Company is a service and repair business, with an 80:20 mixture of residential and commercial clients. Sonny maintains that Atlas has remained small by intent. Phil Gremm, the previous owner, said **that there is a "Magic Size" for a company to maximize profitability, with a minimum of middle management** personnel and overhead. Atlas currently has five trucks on the road and enjoys a very healthy business in spite of the recent down-turn in the economy.

Over the past forty years, Sonny has served at the local, state, and national levels of PHCC. He is a founding member of the Quality Service Contractors Group of PHCC and served on its board of trustees until 1998.

Sonny has also served on Contractor Advisory Councils for American Standard Plumbing Products, Rheem Water Heaters, and Insinkerator Disposers, and he served three terms on the City of Dallas Plumbing Code Advisory and Appeals Board with his good friend, Charlotte Glass of Love Field Plumbing Co.

Sonny was honored in 1988 by the APHCC of Texas with the Contractor of the Year Award, and was a finalist that same year for the same award from NAPHCC. Sonny says that his experience on the state and national levels of PHCC has allowed him to meet, become friends with, and learn from best contractors in the country. **He says "I owe my business success to my membership in PHCC."**

## Contractor Profile

**Rick Amber, one of Sonny's best friends, founded Challenge Air for Kids and Friends in 1992.** Rick was a Navy fighter pilot, who lost the use of his legs when his F-8 Crusader, returning from his 109th combat mission over Viet Nam, crashed into the back of the carrier. Rick was charismatic and inspirational. Sonny says that he learned more about life, and what is really of value in life, from Rick; more than he learned from his own father. In 1996, just as Rick and the Challenge Air program were beginning to receive national recognition, Rick contracted cancer and passed away in May of 1997. **It was Rick's wish that Challenge Air continue, and Sonny has made it his personal mission to see that the program continues, and that it be a legacy from Rick Amber to the many children in the USA with physical challenges.**

Challenge Air offers motivational, inspirational, and life changing experiences to physically challenged children through aviation. The mission is to motivate these special children to go beyond their perceived limitations; to do the things that they want to do, but did not think possible. To date, Challenge Air has flown over 23,000 children in 26 states. The organization is supported by many wonderful individuals, corporations, and national organizations, including PHCC and QSC.

**Sonny's commitment to Challenge Air has not allowed him to spend the time he used to spend with PHCC, but he says his love for the organization, its members, and the industry has not diminished.**

Sonny and Carolyn have two children and three grandchildren, which he says are probably the best part of life, as every grandparent knows. He has no plans to retire in the immediate future, although he did get his Medicare Card last August. He also said, in jest, that all serious offers will be considered.



## PHCC North Texas Associate Members for 2008

AG Van & Truck Murray Clark	Ferguson Keith Miflin	Rainbow International Jason Schmerse
American Standard Jason Frank	Fire & Flood Repair Ross Morrell	Reliable Chevrolet Cheryl Fulgham
Apex Supply Mike Williams	Hugh Cunningham Hal Haas	SBC Systems Len Woodruff
Atmos Energy Bridget Wallace	Jahns Supply Paul Bradley	Skillful Improvement Ray Dettmer
Braswell & Associates Ken Reinhardt	James Woods AutoPark Brad Roblyer	Sleeper, Sewell Insurance Spencer McClenahan Travis Gibson
Champion Marketing Hunter Gordon	Land Cannon Restoration Scott Pritchett	Spartan Tools Mark Lincoln
Classic Chevrolet Herb Rolph	Leasing Associates Ken Weese	Sprint/Nextel Mary Rankin
ComPAC Trust-TX Jana McLain	Lubrizol Brad Munson	Symmons Industries Morris Watson
Dillard Associates Mike Allen & Mark Boyd	Maxwell Wholesale Supply Lee Sechrist	<b>Teter's Faucet Parts</b> Jack Teter
Drain Doctor Charlie Sareo	MeritCard Gabe Nickens	The Blue Book David Atterholt
Earl Gordon State Farm Ins. Earl Gordon	Moore Supply Tony Fairless	The Steam Team John Kurek
Easter & Sons Supply Ronnie Allen	Morrison Supply Mike Coffman	Trades Masters Todd Beane
Epic Supply Rody Ryon	NIBCO John Seabaugh	Toto USA, INC Brian Nickel
FC Background, LLC Melanie Laird	Pepco Sales Lisa Langham	Westway Sales Charlie Hall
Fastest, Inc. Mark Oxler	PlumbMaster Keith Prichard	Winston Water Cooler Randy Hazzard
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New Green Product Table Tops at October Lunch Meeting

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<b>Downtown Ft. Worth</b> <b>817.336.0451</b>	<b>Waxahachie Utilities</b> <b>972.923.9800</b>	<b>Dallas A/C</b> <b>972.243.8346</b>
<b>Carrollton A/C</b> <b>972.242.0202</b>	<b>Fort Worth A/C</b> <b>817.335.2291</b>	<b>South Ft. Worth</b> <b>817.924.3385</b>

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May 17-18, 2008      June 21-22, 2008  
July 19-20, 2008      August 23-24, 2008  
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November 15-16, 2008      No Class

Location: Alpha Plumbing & Leak Locators  
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Instructor: Howard Scarborough (Lunch is not Included)  
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PHCC North Texas Lunch Meeting

November 18, 2008 11:30—1:00 pm

Brookhaven Country Club  
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Topic: Round Table Discussions

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No I will not be there \_\_\_\_\_

Yes I will be there \_\_\_\_\_

Names \_\_\_\_\_

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Thank you for helping us with this.  
Barbara & Aggie