



# The Fitting Connection

January 2009



## January Lunch Meeting

2009 is here! To start off the new year we have planned a program about **marketing your business**. **Andrew Szabo** is “**The Marketing Chef**”. He is a marketing author, speaker, strategist, commentator, entrepreneur and consultant who is reinventing the way people view the marketing process by creating a splash of new ingredients, combinations, and flavors that result in a tantalizingly fresh marketing recipe. He is also the creator of **IRRESISTIBLE MARKETING**—a strategic process that makes your product service offering enticing, alluring, and instantly referable.

PHCC Lunch Meeting

Tuesday

January 20, 2009

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)

Andrew has served as Chief Marketing Officer of a Fortune 100 subsidiary, **strategist and Business Development Director for the world’s largest direct marketing agency** as well as working in boutique and specialized agencies. He has marketed many differing sectors whether they were hi-tech, low-tech or no-tech, Andrew is also the founder of Marketing Symphony, a strategic marketing firm based in Dallas, Texas.

Andrew was awarded a BA in Economics, magna cum laude, from the University of Wales at Swansea in the UK . He holds an Advanced Communicator Bronze designation with Toastmasters International, is a Certified Guerrilla Marketing Coach and a charter member of the Association of Coaching

We will also have our installation of Officers and New Board for 2009. It is important that all the incoming board be in attendance.



**PLUMBING-HEATING-COOLING  
CONTRACTORS ASSOCIATION**

The fax back form is page 18, It will be extremely helpful if you can fill this out and fax it back. You may also e-mail or call in you reply. Thank you for all your help.

## State Talk from Nancy Jan. 2009

PHCC Texas wishes all of you a very Happy and Prosperous New Year!

**GET INVOLVED IN 2009!** A great New Year's Resolution would be for you to join us for the Walk on the Capitol in Austin on January 27. PHCC Texas members will meet that morning for a briefing on our legislative issues before we meet with our legislators at the state capitol.

What do we want to accomplish this legislative session?

We want to exempt plumbers, HVAC contractors and electricians from the "3rd Day Right of Refusal" law. This was originally designed to protect the consumer from door to door salesman, but it can be interpreted to apply to you...we **NEED TO PROTECT YOU FROM THAT!**

**We want to pass a law that will allow a plumber's apprentice to apply up to 1,000 hours of classroom training as a credit toward his Tradesman or Journeyman License. Any plumber's apprentices who have been enrolled in an approved training program would be eligible, as well as apprentices who have completed an associate of applied science degree in a plumbing technology program. WE NEED TO GET QUALIFIED APPRENTICES IN OUR INDUSTRY and this would be great incentive for apprentices and for employees to train their apprentices.**

## State Talk Continued

We have a license clean-up bill that will clearly define the role of the responsible Master Plumber, something which has never been done.

We need to restructure the new margin tax, which is a huge burden to the small business owner. We are partnering with ACCA, NFIB and other groups to make this happen.

As you can see, we have a lot of work to do, and **we can't do it without your help. Legislators must hear from you, their constituents, so they know what you want them to do and why.**

**Sign up for the walk today! You'll be glad you are part of this critical legislative process!**

**MARK YOUR CALENDAR!**  
2009 PHCC State Convention  
Lakeway Resort, Austin—June 10-13, 2009

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.**

## News & Information

The PHCC North Texas Meeting will be changing **some this year**. Our yearly "Inspectors Forum" is moving to May. Our March meeting will be the 2nd Tuesday of March, March 10th. The March meeting will be held at CEF. More details will be coming for this event.

### PHCC North Texas Meetings & Events:

|                            |             |
|----------------------------|-------------|
| January Lunch Meeting      | January 20  |
| February Lunch Meeting     | February 17 |
| <b>Texas Hold'em Party</b> | February 20 |
| March Lunch Meeting        | March 10    |
| April—no lunch Meeting     | April 21    |
| April Golf Tournament      | April 21    |
| May Lunch Meeting          |             |
| <b>Inspector's Forum</b>   | May 19      |

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If you are interested in carpooling to the Austin Walk on the Capitol please give us a call and we will see if we can find a group interested in sharing a ride to this event.  
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Advertising invoices went 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.

## Welcome New Members

Steven Simpson  
Rainbow International Restoration & Cleaning;  
Southern Tarrant County & Grand Prairie  
2203 Webb Lynn Ste C  
Arlington, TX 76002  
(817) 480-5699  
(817) 466-9426-fax

Si McCurdy  
Matt McCurdy  
Trade Source, Inc.  
6380 LBJ Freeway, Ste 183  
Dallas, TX 75240  
(972) 386-0033  
(972) 386-4060-fax

## Message from Barbara

I wish to express my thanks for all your calls, good wishes, prayers and especially your understanding during the last five weeks. As you may know my husband, Bill, had two strokes during the first week of December. This happened the day before we were to go on a two week cruise from Rome. Thank God we were still home. There is no better care anywhere than here in the US. He **probably wouldn't have made it if we had been** anywhere else.

He came home on January 7th from rehab. He still has a long way to go and I hope that you will continue to be understanding, if your e-mails or phone calls are a little slow in being returned. Aggie has been wonderful to help keep things going.

Thank you,  
Barbara

## Associate of the Month

No, this is not a myth! MeritCard Solutions can provide your business with a simple hassle-free payment processing answer. As credit card use in the Metroplex and nationwide is on the rise, there is a growing need for service based processing to ensure you maximize your businesses earning potential.

There are several ways for credit cards to be taken by merchants today. You can authorize payment via terminal, POS, online gateway, shopping carts, middleware, and phone capture. Often times you do not have to change the way you are currently doing business, to begin saving money, MeritCard has offered to all members of the PHCC a free consultation, to prove that our merchant services are not to be beat!

## Associate cont.

MeritCard will take a consultative approach to your payment needs. We offer round the clock service, and have the largest network in the world as our back end settlement. Working with First Data allows our clients to have access to the best pricing in the industry. All of our systems are PCI Compliant, and are tailored to meet the exact needs of your business.

As the preferred payment processor for the PHCC of North Texas, MeritCard can provide you with unbeatable service, low percentages and a complete solution for your payment needs! Contact Gabe Nickens at 214-939-0500, to get your free consultation.



**W**e understand that as a business owner you have a number of issues to deal with on a daily basis; we're business owners too! But your credit card acceptance and card processing should be a seamless part of what you do. With over 60 years of combined experience on our side, we want to help you secure a competitive processing rate with unparalleled service. Let MeritCard help your business run smoothly, as a partner that can support you now and as you grow into the future.

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-  Service - Reliable 24 hour Customer Service
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## Contractor Profile— Incoming PHCC North Texas President

Lee McFarland is from Longview, Texas and is a third generation Texan. His Grandmother and her parents traveled **across Texas by covered wagon to eventually establish a small cotton farm in West Texas in the 1800's. Lee attended Kilgore Junior College and graduated from the University of Texas with a finance degree in 1976. After 20 years in banking, including lending to small businesses and contractors, he was introduced in 1995 to Ron Herndon who is a Master Plumber with a specialty in leak locating and repairs. Ron was based in Corpus Christi and had a joint ventured with a Houston leak locating/repair fir. He agreed to a joint venture for a Dallas operations and introduced Lee to an extensive customer base.**

Lee opened Herndon McFarland Plumbing in 1995 with 2 employees and Ron Herndon sent plumbers to Dallas for **6 months to train personnel hired locally. Ton's son-in-law eventually moved to Dallas and assisted in expanding the capacity of the Dallas operations including adding directional boring to compliment the repair operations. Swimming pool leak locating was added shortly thereafter allowing an expansion of the customer base. Pipe bursting is the latest addition of technology to provide a new avenue of revenue growth.**

Lee bought out the other ownership interest in 2000 under a previously arranged buy sell agreement. Herndon McFarland Plumbing currently has eight plumbers including two master plumbers and a three man labor crew for **larger excavations. Lee's wife, Sally, handles the bookkeeping for the company.**

The majority of revenues are derived from residential leak locating and repairs with approximately 15% revenues from commercial repairs and tenant finish out.

Delivering quality service at a competitive price is stressed by Lee at staff meeting and thru everyday decisions. Continuing to retain customers and find new avenues to attract new customers remain high priorities in this difficult business climate.

The relationships established through PHCC have proven invaluable when needing outside input. Our participation **with PHCC has given our employees a sense of working in a 'community' of professionals interested in furthering our professional training and protecting our trade through Legislative efforts. Involvement with PHCC has definitely made Herndon McFarland Plumbing a better place to work.**



## PHCC North Texas Associate Members for 2008

AG Van & Truck  
Murray Clark

Earl Gordon State Farm Ins.  
Earl Gordon

Land Cannon Restoration  
Scott Pritchett

American Standard  
Jason Frank

Easter & Sons Supply  
Ronnie Allen

Leasing Associates  
Ken Weese

Apex Supply  
Mike Williams  
Don McDonald

Epic Supply  
Rody Ryon

Lubrizol  
Brad Munson

Atmos Energy  
Bridget Wallace  
Ronnie Frazier

FC Background, LLC  
Melanie Laird

Maxwell Wholesale Supply  
Lee Sechrist

Braswell & Associates  
Ken Reinhardt

Fastest, Inc.  
Mark Oxler

MeritCard  
Gabe Nickens

Champion Marketing  
Hunter Gordon

Federated Insurance  
Adam Beck

Moore Supply  
Tony Fairless

Classic Chevrolet  
Herb Rolph

Ferguson  
Keith Miflin

Morrison Supply  
Mike Coffman

ComPAC Trust-TX  
Jana McLain

Fire & Flood Repair  
Ross Morrell

NIBCO  
John Seabaugh

Compusource, Corp  
Len Woodruff  
Mark Sandburg

Hugh Cunningham  
Hal Haas

Pepco Sales  
Bob Fitzgerald

Dillard Associates  
Mike Allen  
Mark Boyd

Jahns Supply  
Paul Bradley  
Ken Pittman

PlumbMaster  
Keith Prichard

Drain Doctor  
Charlie Sareo

James Woods AutoPark  
Brad Roblyer

PrePaid Legal  
Rob Vest

ProStar Marketing  
Jack Stringer & Mark Stokes

PHCC North Texas Associate Members for 2008

Rainbow International  
Red Oak  
Jason Schmerse

Rainbow International  
South Tarrant County  
Steven Simpson

Reliable Chevrolet  
Cheryl Fulgham

Skillful Improvement  
Ray Dettmer

Sleeper, Sewell Insurance  
Spencer McClenahan  
Travis Gibson

Spartan Tools  
Mark Lincoln

Symmons Industries  
Morris Watson

**Teter's Faucet Parts**  
Jack Teter

The Blue Book  
David Atterholt

The Steam Team  
John Kurek

Trades Masters  
Todd Beane

TradeSource  
Si McCurdy  
Matt McCurdy

Toto USA, INC  
Brian Nickel

Westway Sales  
Charlie Hall

Winston Water Cooler  
Randy Hazzard



November Round Table discussion



## ATTEND THE APHCC-TEXAS AND THE TEXAS CONSTRUCTION ASSOCIATION

81st Texas Legislative Session  
PAC Roundup & Walk on the Capitol



**Save This Date !!  
Jan. 26-27  
Registration Form  
& Details to Follow**

### **PAC Roundup**

January 26, 2009 - Monday

4:00 - 9:00 p.m.

Location to be announced

### **Walk on the Capitol**

January 27, 2009 - Tuesday

Breakfast & Legislative Briefing 7:00 - 9:00 a.m.

APHCC-TX and TCA's Walk on the Capitol

9:30 a.m. - 4:00 p.m.

Only with a "HERD" of participation  
*will the*

**Voice of the Texas Subcontractor**  
be heard during the upcoming  
81st Texas Legislative Session



APHCC-Texas and TCA have been successful over the past five Legislative Sessions, but our new legislative goals will require a lot of help from all of you!

**We hope you actively participate in the legislative efforts for the  
81st<sup>n</sup> Texas Legislative Session.**

**WE NEED A "HERD" TO BE HEARD !!!**

**SEE YOU THERE!**



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November Round Table Discussions

# MORRISON

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|--|--|--|
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| <b>Plano</b><br><b>972.309.0521</b>              | <b>Waxahachie</b><br><b>469.280.0004</b>           | <b>Burleson</b><br><b>817.295.2253</b>         |
| <b>Downtown Ft. Worth</b><br><b>817.336.0451</b> | <b>Waxahachie Utilities</b><br><b>972.923.9800</b> | <b>Dallas A/C</b><br><b>972.243.8346</b>       |
| <b>Carrollton A/C</b><br><b>972.242.0202</b>     | <b>Fort Worth A/C</b><br><b>817.335.2291</b>       | <b>South Ft. Worth</b><br><b>817.924.3385</b>  |

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Arlington, TX 76001  
817-557-1177  
817-784-9913-fax

Haslet  
2475 W. Blue Mound Rd.  
Haslet, TX 76052  
817-546-0452  
817-546-0457-fax

Waxahachie  
3500 S. H-35 E  
Waxahachie, TX 75165  
469-517-0600  
469-517-0604-fax

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3336 May Street  
Fort Worth, TX 76110  
817-546-0790  
817-546-0791-fax

Rockwall  
5336 Rochelle Dr.  
Rockwall, TX 75087  
972-772-9880  
972-722-9881-fax

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Repair Parts  
Fittings & Tools*



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Sec./Treasurer Gary Seiferd/SPC Mech. Past President: Tony Cox/United Mech.

CONTRACTOR BOARD MEMBERS

Tommy Thompson/ACIS  
Howard Scarborough/ Alpha Plumbing  
Jimmie Dale/ Baker Brothers  
Fran McCann/Polk Mech.

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Mike Allen/ Dillard Associates  
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November Round Table Discussion

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November Round Tables



PHCC of North Texas  
**Texas Hold'em Casino Party**



**SPONSORship FORM**



Friday, February 20, 2009  
Addison Conference Center

15650 Addison Road, Addison, TX

Every year PHCC North Texas has two Fund Raising Events

**The Texas Hold'em Party is the first Event for 2009**

If you would like to help Sponsor this Event Please Return this form  
to the PHCC North Texas Office

(Sponsorship includes listing in the newsletter, web site & signage at  
the event)

**Sponsorship—\$225.00**

Company Name\_\_\_\_\_

Phone #\_\_\_\_\_ Fax\_\_\_\_\_

Mail check to: PHCC of North Texas For Info:

4340 Highlander Drive 972-818-1990

Dallas, TX 75287 Fax: 972-818-2105

Charge Card Type\_\_\_\_\_ Check\_\_\_\_\_

Number\_\_\_\_\_ Exp\_\_\_\_\_

Signature\_\_\_\_\_

PHCC of North Texas  
**Texas Hold'em Casino Party**

*no Limit*



Friday, February 20, 2009  
Addison Conference Center  
15650 Addison Road, Addison, TX

Player Name (\$60.00)\_\_\_\_\_

Spectator Name (\$20.00)\_\_\_\_\_

Company Name\_\_\_\_\_

Phone # \_\_\_\_\_ Fax \_\_\_\_\_

Mail check to: PHCC of North Texas For Info:  
4340 Highlander Drive 972-818-1990  
Dallas, TX 75287 Fax: 972-818-2105

Charge Card Type\_\_\_\_\_

Number \_\_\_\_\_ Exp \_\_\_\_\_

Signature\_\_\_\_\_

Limited to First 80 paid players

Dinner - 6:00 - 7:00 pm      Poker starts at 7:00 pm SHARP -

No one will be seated after play has started - Must be Paid in Advanced

# JOURNEYMAN/TRADESMAN PREP COURSE

Presented by Plumbing Heating Cooling Contractors North Texas

Dates: *(Please circle date of your choice)*  
January 10-11, 2009                      Feb. 21-22, 2009  
March 21-22, 2009                      April 18-19, 2009  
May 16-17, 2009                      June 13-14, 2009                      July 18-19, 2009

Location: Alpha Plumbing & Leak Locators  
10931 Dennis Road (N. on Dennis from Royal Lane)  
Dallas, TX 75229

Instructor: Howard Scarborough (Lunch is not Included)  
Time: 8:00 - 5:00 pm Each Day  
Cost: \$295.00—Member  
\$395.00—Non Member

CREDIT CARD , CASH, MONEY ORDER—NO PERSONAL CHECKS  
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Plumbing • Heating • Cooling  
Contractors Association

PHCC North Texas/4340 Highlander Dr./Dallas, TX. 75287

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Plumbing • Heating • Cooling  
Contractors Association

Fax Back to: 972-818-2105

PHCC North Texas Lunch Meeting

January 20, 2009

11:30—1:00 pm

Brookhaven Country Club

3333 Golfing Green Drive

Dallas, TX

Speaker: The Marketing Chef: Andrew Szabo

**PHCC North Texas**  
**4340 Highlander Dr.**  
**Dallas, TX 75287**

**972-818-1990**  
**972-818-2105-fax**

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

Email:  
[blochridge@sbcglobal.net](mailto:blochridge@sbcglobal.net)

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

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

Names\_\_\_\_\_

Company:\_\_\_\_\_

Thank you for helping us with this.

Barbara & Aggie