



The Fitting Connection

October 2009



New Product Table Tops—Free Lunch for Contractors!

PHCC North Texas October lunch meeting will be a mini Trade Show. All **Contractors who attend will get a “free Lunch”**. Don't miss this informative meeting.

Those participating in the Table Top Show are:

Ferguson
Dilliards
Winston Water Cooler
Epic Supply
Champion Marketing
Morrison Supply
Enterprise Leasing
Environmental Products of Texas
Pepco Sales
Symmons
ProStar Marketing
Compusource

PHCC Lunch Meeting

October 20, 2009

Brookhaven Country Club

3333 Golfing Green Drive

Dallas, TX 75287

11:30—1:00 pm

PHCC North Texas

4340 Highlander Drive

Dallas, Texas 75287

972-818-1990

972-818-2105-fax

www.phccnorthtexas.org

Please don't forget to use the fax back page (17) to let me know that you plan to attend. Please invite any Contractor that hasn't been attending or who hasn't been to a meeting to join us.

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PHCC North Texas Members Assist the American Red Cross

LeaAnn Layne, disaster volunteer with the American Red Cross in Fort Worth, contacted PHCC North Texas in September about the removal of four gas space heaters in their Disaster Relief Warehouse. Three of the heaters needed to be removed because the heaters were literally in the pallet racks (fire hazard). We sent out an e-mail requesting help. Lee McFarland, Herndon McFarland, volunteered two workers and Gayle Curtis, Curtis Mechanical, volunteered their scissor lift. After the heaters were removed LeeAnn wrote, *“Thank you so much for helping us by removing those defunct space heaters. David and Gustavo did a great job breaking down those huge metal beasts. It really frees up much needed space in our small warehouse. When we have a disaster relief operation underway every square inch is critical to us being able to fit four more pallets of cots or blankets is very important.”*

This was a very generous gift by two of our PHCC North Texas Members to the American Red Cross. The American Red Cross serves Americans during times of disaster.



The Keys to Online Marketing

GET FOUND

(The following online marketing tips are from a recent PHCC Webinar, which was presented by Ben Rubenstein of YODLE. For more information visit www.yodle.com)

Get Online! - **Don't be the last person to get online.** If your customers & competitors are there, you NEED to be there.

Step One: What Makes a Good Website?

- ◆ **Answer customers' questions quickly**—Services, Hours, Locations served, etc.
- ◆ Avoid clutter—Clean, clear and professional design. Make the site intuitive & easy to use.
- ◆ Dedicated landing pages for each service
- ◆ Easy to use navigation—If people are confused, they will leave, have an easy way to get back to the home page.
- ◆ Compelling content with clear calls to action—**Answer the question, "what's in it for me?"** Use headlines, sub headlines, and bullets to make reading easier.
- ◆ Fast loading site—people hate waiting.
- ◆ No mistakes (typos, broken links, spelling) - Makes your company appear unprofessional. Careless with your site, careless with your work.
- ◆ Third Party accreditations, awards, testimonials—Builds trust and generates more selling power. Example : PHCC, BBB, etc.
- ◆ **VERY IMPORTANT:** Clear Calls to Action—Phone number big/bold. Contact forms—simple and on multiple pages. Promotions—Example: Free Consultation, 10% off for new customers.

Get Found continued

Step Two: Target the Right Customers

- ◆ **WHERE** are they looking? Target specific geographic areas/affluent neighborhoods.
- ◆ **WHO** are the best customers to target? Focus your ad dollars on people searching for your highest margin services (i.e. tankless water heaters.) Not all clicks are created equal—more specific keywords have a higher chance of turning into phone calls.
- ◆ **WHAT** are they actually looking for? Keywords and terminology are extremely important.

Step Three: Get Customers in the Door!

- ◆ Promotions and selling points in ad-copy and on the website are important. Customers may look at multiple businesses—set yourself apart!

◆ *Reprinted with Permission from the PHCC National Association Chapter Bulletin, September 2009*

Fall Webinar Series

PHCC's increasingly popular online seminars are free to members this fall. The upcoming slate offers a range of topics including online marketing, green technologies, emerging markets and EPA requirements. For detailed descriptions and to register for the Webinars, visit **PHCC's Web site**, www.phccweb.org, click on Meetings and Events, Online Training, Business Management Education.

State Talk by Nancy - October

Nancy Jones, Executive Director PHCC Texas

Fall—a time for change—and not just the leaves! As the hot weather slowly goes away, we look forward to cool days and new changes. Are you ready to make some changes in your personal goals, as well as your business goals? Now is the time!

If you're a PHCC member, you know there are some great benefits to your membership. Not only do you get 20% off on all our classes and products, but you have access to programs that save you lots of dollars in your business. A good example is our PHCC Workers Comp Trust, offered by First Cardinal of Texas. PHCC and ACCA joined forces about 5 years ago to offer this program, and it saves members thousands of dollars! Doug Turner (Doug Turner Plumbing—SugarLand), our 2009 PHCC Texas President, says that his first year in the program he saved enough to cover 3 years of PHCC dues!

PHCC Texas represents you at the Texas Legislature! Your 2008-2009 President, Ken Boen testified on your behalf at numerous committee hearings this last session. Because of his efforts, our lobbyist Curtis Fuelberg, his staff and you, our member, we passed all three bills this session—a unique and exciting accomplishment! This was our most successful legislative session in many years and we are proud of the relationship we have developed at the Capitol. You can **read about the legislative bills under “Texas Legislative News” in this issue.** We thank you for your great support and urge you to contribute to our PAC when you receive the request from our PAC Committee.

And how about our PHCC Apprenticeship Training Program? **This training is the best you'll find anywhere** and your apprentices only attend class 4 days every quarter. Now that there are new laws mandating apprenticeship training in order to qualify for a Tradesman or Journeyman license, this training is a MUST!

State Talk Continued

Not only will your apprentice be trained the right way with this high quality training, but he will be able to take his Tradesman or Journeyman license much sooner since he will have his Board Approved apprenticeship certification. The next Apprenticeship 1-A class will be held Nov. 9-12 at the Construction Education Foundation in Irving, where all the apprentice classes are held. This state of the art facility, along with our great apprentice instructors, Frank Morgan and Bill White, is the perfect training site for our program. Sign up today!

Green Plumbing is gaining more attention everyday! PHCC Texas has had two Green Plumbing classes and will schedule more around the state. You will want your company to go green and some projects even require that you do so. You can get your employees certified as Green Plumbers and you can get your company licensed as a Green Plumbing Company. Call us for more information.

PHCC is all about training..We offer mandatory Plumbing and HVAC Continuing Education Classes each month all over the state, as well as Journeyman/Tradesman license prep classes, Master license prep classes, Medical Gas Certification classes and Backflow Certification classes. Our education brochure is mailed out every six months to every licensed plumber and HVAC contractor **in Texas, so if you don't receive yours, give us a call.** The next brochure will be mailed out in early November with our January - June 2010 classes. This brochure will also include class dates for the new 24 and 48 hour training for apprentices who need to prequalify for their license exams. This brochure will also include class dates for the new 24 and 48 hour training for apprentices who need to prequalify for their license exams. The training will include code and OSHA training. For more information, call our office at (800) 831-9313 (ext. 204).

Have a Prosperous Fall and Holiday Season!

Texas Legislative Update4

Plumbing Industry Changes

- ◆ A Journeyman plumber who wants to take his Master's exam must have been a Journeyman plumber for 4 years, unless he's attended an approved Apprenticeship Training Program. If he has, he only has to wait one year to take the exam. (Went into effect Sept.1)
- ◆ A Plumber's Apprentice who wants to take his Tradesman license exam must take a 24 hour training course approved by the Plumbing Board, in addition to his requirement of 4,000 hours working under the direct supervision of a journeyman or master plumber. This course will include Continuing Education course credit, a 10 hour OSHA class and code training from the International Residential Code.
- ◆ There training courses will be offered by PHCC and other providers—details will be announced soon. These will go into effect early in 2010.
- ◆ A Plumber's Apprentice who has completed a DOL or Board-approved Apprenticeship Training Program may apply up to 500 hours of his classroom training toward the required Tradesman or Journeyman exam hours.
- ◆ A Plumber's Apprentice who receives an associate of applied science degree from an approved plumbing technology program may qualify to take his Journeyman or Tradesman examination. The Plumbing Board will determine how many OJT hours will be required.
- ◆ A Drain Cleaner, Drain Cleaner-Restricted or Residential Utility Installer must take six hours of a Board approved Plumbing Continuing Education program.
- ◆ A new endorsement was approved which would authorize a Journeyman or Master Plumber to install multipurpose residential fire sprinklers. This requires completion of a training course approved by the Board, and passage of an exam administered by the Board. Details of this training program will be announced this fall.

Continued

- ◆ Municipalities and other political subdivision must accept permit applications, permit fees and issue permits by phone, fax or email.
- ◆ Municipalities and other political subdivisions which require persons to register before performing plumbing work, may not require a person to pay a plumbing registration fee or administrative fee. The plumbing contractor must register electronically or in person.
- ◆ Municipalities and other political subdivisions which require drawings of proposed plumbing work must specify how the drawings must be submitted.
- ◆ Municipalities and other political subdivisions which require plumbing permits must verify through the Board's internet website, or by contacting the board by telephone, that the plumbing contractor has a certificate of insurance on file with the Board.
- ◆ If the boundaries of a municipality and another political subdivision overlap, only the affected municipality may perform a plumbing inspection and collect a permit fee.
- ◆ After Jan. 1, 2009, a municipality may not enact an ordinance, bylaw, order, building code or rule requiring the installation of a multipurpose residential fire protection sprinkler system or any other fire sprinkler protection system in a new or existing one-or-two family dwelling.
- ◆ Plumbing, HVAC and electrical contractors are exempt from the "3rd Day right of Refusal Law" if the transaction involving the good or service is initiated by the consumer. This law does not apply to a transaction that involves a breach of express warranty or a negligent installation in violation to a building code applicable to the good or service sold to the consumer.



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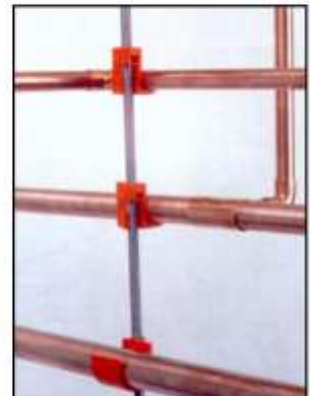
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Heath Care Reform Debate Continues

PHCC has taken the position that High Efficiency Toilets (HETs), with a 1.28 gpf rather than a 1.6 gpf, will cause problems with drain line carry and should not be required by regulation until adequate drain line research has been completed. Its **position paper specifically states, “At this time there are concerns that America’s existing infrastructure cannot handle the water efficient products being considered. Testing and analysis should be performed for both residential and commercial systems before mandates for high efficiency toilets or other ultra-low water consumption products are adopted.”**

In order to make the case that more research is necessary on HETs (1.28 gpf or less) before they are ready for mass distribution, we need to have documented evidence of specific situations in which HETs are not working effectively.

PHCC co-founded the Plumbing Efficiency Research Coalition (PERC) to conduct computer, laboratory and field research on the effect of low-flow toilets on drain line carry. This study will begin once funding is secured. In the interim, we **need assistance from PHCC’s state and local association** to collect real-world examples of blockages that have occurred due to reduced water flow.

Input from a broad spectrum of the PHCC membership would go a long way toward addressing the real concern with HETs. Please ask your members who have experience with HET installations to provide the following information to PHCC—National by e-mail to casey@naphcc.org or fax to (703) 237-7442 as soon as possible

Continued

1. Was the installation of the HET (1.28 gpf or less) commercial , residential or both?
2. On a scale of 1 to 5 (with 1 being least satisfied or 5 being most satisfied,) how satisfied were you with the installation process of the HET (1.28 gpf or less)?
3. On a scale of 1-5 (with 1 being least satisfied and 5 being most satisfied,) how satisfied was the customer with the performance of the HET (1.28gpf or less)?
4. How many low flow toilets have you (or your company) installed in the last twelve months?
5. How many times in the last 12 months have you had to unclog a drain line that you think was caused because there was not enough flow from a low-flow toilet?

Reprinted with Permission from the PHCC National Association Chapter Bulletin, September 2009

Fitting Connection Ad Rates

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

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.

2009—PHCC North Texas Associate Members

AG Van & Truck Murray Clark	Fuelman DFW Julie Handley	Reliable Chevrolet Cheryl Fulgham
Apex Supply Mike Williams & Don McDonald	Hugh Cunningham Hal Haas	Skillful Improvement Ray Dettmer
Atmos Energy Bridget Wallace & Ronnie Frazier	Jahns Supply Paul Bradley & Ken Pittman	Sleeper, Sewell Insurance Spencer McClenahan & Travis Gibson
Braswell & Associates Ken Reinhardt	Land Cannon Restoration Scott Pritchett	Southwest Foundation Carol Anders
Champion Marketing Hunter Gordon	Leasing Associates Ken Weese	Spartan Tool Mark Lincoln
Classic Chevrolet Herb Rolph	L L Roberts Group Jim Tyler & L. J. Roberts	Staff One, Inc. Clifford Clegg
Compusource, Corp Len Woodruff & Mark Sandburg	Lubrizol Bryan Hutton & Jim Price	Sunstate Equipment Cary Stone & John Sheehan
Dillard Associates Mike Allen & Dave Campbell	MEMCO Casey Wenzel	Symmons Industries Morris Watson
Drain Doctor Charlie Sarao	MeritCard Gabe Nickens	Teter's Faucet Parts Jack Teter
Enterprise Fleet Management Dannielle Martinez & Chris Hubble	Moore Supply Tony Fairless	The Blue Book David Atterholt
Epic Supply Rody Ryon	Morrison Supply Mike Coffman	The Steam Team John Kurek
Exxon Mobil Fleet Sales Leesa Patterson	NIBCO John Seabaugh	Toto, USA Brian Nickel
FC Background Melanie Laird	Pepco Sales Steve Good	Trade Source Si McCurdy
Fasest, Inc. Mark Oxler	PlumbMaster Keith Prichard	Viega, LLC. Jaime Gomez & David Randall
Federated Insurance Adam Beck	PrePaid Legal Elsom Eldridge	Westway Sales Charlie Hall
Ferguson Enterprises Marc Cleere & Bill Jenkins	ProStar Marketing Jack Stringer & Mark Stokes	Winston Water Cooler Randy Hazzard
First Cardinal Raeshel Parker	Rainbow Int. S. Tarrant Co. Steven Simpson	



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- Crawl Space Drying
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2:00pm-Midnight
\$5.00 per ticket
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Proceeds Benefit Mary's House
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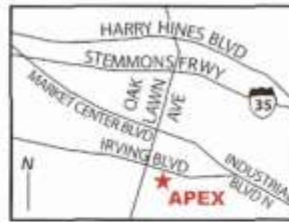
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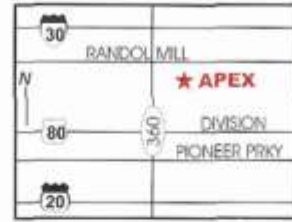
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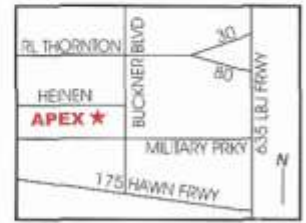
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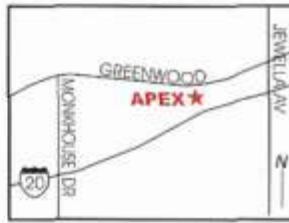
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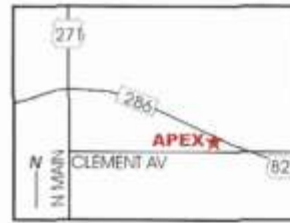
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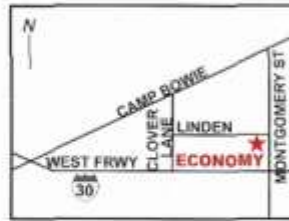
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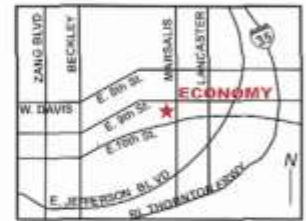
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Time: 5:00 PM – 8:00 PM

Tuition: \$300

Materials: TBA (approx. \$60)

Location: DFW Education Center

1401 N Royal Lane Irving 75063

This course is designed to help the participant gain a clear idea of what to expect and how to prepare for the General Educational Development (GED) examination. It is a guide to understanding the kinds of questions to expect on the 5 tests of the exam. The course is self-paced, so that attendees who study and prepare extensively will advance through the material at a rapid rate. There will also be ample time for participants who need more review of material.

Course objectives are to give the students a fair and reasonable explanation of testing procedures, scoring information and useful test-taking hints. There are 3 full-length practice tests that will give participants an understanding of what to expect in order to take the tests and pass the GED exam.

**Call 972-574-5200
for more information**

REGISTRATION INFORMATION (All information is required)

Name:	Company:
Social Security Number:	Company Address:
Date of Birth: Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	Company City/State/Zip:
Home Address:	Work Phone: ()
Home City/State/Zip:	Work Fax: ()
Home Phone: ()	Cell Phone: ()
Email:	Date Today:
Ethnicity: <input type="checkbox"/> White, Non Hispanic <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Black, Non Hispanic <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Hispanic/Mexican American <input type="checkbox"/> Other (specify)	

Method of Payment:

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Company Authorized Signature _____	Date _____
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Card #: _____ Exp. Date: _____	Cardholder Signature: _____

By signing this registration form, you agree to the registration, payment, book/materials returns, and course drop policies as they are stated in the CEF Catalog. If you have any questions please don't hesitate to contact our office.

Please return registration form along with your payment to: Construction Education Foundation, Inc.
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JOURNEYMAN/TRADESMAN PREP COURSE

Presented by Plumbing Heating Cooling Contractors North Texas

www.phccnorthtexas.org

Dates: *(Please circle date of your choice)*

May 16-17, 2009

June 13-14, 2009

July 18-19, 2009

August 8-9, 2009

Sept. 19-20, 2009

October 17-18, 2009

November 21-22, 2009

December—no class

Location: ARS Rescue Rooter

2411 Minnis Drive

Haltom City, TX 76117

Instructor: Howard Scarborough (Lunch is not Included)

Time: 8:00 - 5:00 pm Each Day

Cost: \$295.00—Member

\$395.00—Non Member

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Contractors Association

PHCC North Texas
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PHCC North Texas Lunch Meeting

October 20, 2009

11:30—1:00 pm

Location:

Brookhaven Country Club

3333 Golfing Green Drive

Dallas, TX

Program: New Product Table Tops

No I will not be there ____

Yes I will be there _____

Names_____

Company:_____

Thank you for helping us with this.

Barbara & Aggie