



The Fitting Connection

January 2011



PHCC North Texas News

January Meeting

The PHCC North Texas lunch meeting will be held on Tuesday, January 18, 2011 from 11:30—1:00 pm at Brookhaven Country Club. The speaker will be Chief Editor of Lone Star Outdoor News, Bill Miller. He will discuss legislative bills that will affect outdoor interests and other outdoor enthusiasts interests. Bring ideas of stories you would like them to cover.

Journeyman/Tradesman Prep Classes

PHCC North Texas has revamped out Prep Classes. We are now doing a one day prep class. This class will cover shop, rough In and minimal written work. The applicant should have already completed the 40 hours required by the TSPBE before taking this class. The cost for members is \$175 and non-members is \$225. There is an application with dates in this newsletter.

PHCC North Texas/The CompAC Trust of TX Golf Tournament Set

The 12th annual PHCC North Texas Golf Tournament has been scheduled for April 19, 2011 at Coyote Ridge Golf Club, 1640 Hebron Parkway, Carrollton, TX. Sponsors, Teams, Raffle Items and Goodie Bag items are needed. Tony Cox, United Mechanical is the Golf Chairman. You may contact Tony 214-808-0624 or the PHCC office 972-818-1990 if you wish to participate this year.

Barbara's Cruise

Most of you know that I won a cruise last year. I purchased raffle tickets from **Sonny Friedman (Atlas Plumbing) for Prestonwood Rotary's annual Cruise Raffle** benefitting Challenge Air. The year before Wyatt Daniels (Casa View Plumbing) won and did a cruise to Costa Rica. When Sonny sells his tickets this spring I will be buying again!!

We have a wonderful 31 day cruise from Cape Town, South Africa to Singapore on a small Princess Cruise line ship. Bill & I would have gladly stayed on **another 31 day but children wouldn't give me a visa to be gone any longer.** I have included some photos on pages 7 & 8.

January 18, 2011

PHCC Lunch Meeting
Brookhaven Country Club
3333 Golfing Green Drive
Dallas, TX

PHCC North Texas
1911 Timbergrove Circle
Dallas, Texas 75208
972-818-1990
www.phccnorthtexas.org



State Talk From Nancy—November 2011

HAPPY NEW YEAR FROM PHCC TEXAS! WE ALL HOPE AND PLAN FOR A PROSPEROUS 2011!

2011 TEXAS LEGISLATIVE SESSION

This is a legislative year, so PHCC Texas will be spending time at the state Capitol representing your interests. **With the state's huge budget shortfall, (a \$10-\$18 budget deficit is predicted)** it will be difficult to pass legislation, especially if it includes a fiscal note. But we will be watching for bills that might negatively affect our state plumbing and air conditioning license laws, as well as other business interests. We will also be working in conjunction with the Texas Construction Association to pass the Indemnification Bill, which we have tried to pass for a number of sessions. It barely missed passage last session, and we are hopeful that it will pass this time. This important bill would restrict the use of indemnification provisions in contracts. Unfortunately, parliamentary procedures that prevented the passage of the voter identification bill also prevented the passage of other bills, including SB 555, the Indemnification Bill. Voter identification will be another big issue this session, and is supported by most Republicans. Voter ID would require a photo ID when voting, and is opposed by most Democrats, who feel it will disenfranchise elderly and minorities.

Along with the budget problems, redistricting will also take up much of the legislators' time. This is an arduous process that includes the redrawing of legislative and congressional boundaries that reflect changes in population.

We hope you will join us for our very important WALK ON THE CAPITOL ON FEB. 1. We will be visiting legislators that day to educate them on our industry and to encourage them to support issues that are good for us. We are partnering with the Texas Construction on this endeavor, and will be promoting the indemnification legislation. We will begin the day with an Opening Legislative Breakfast at 7:00 am at the Doubletree Hotel at 303 W. 15th St. in Austin. The Walk will begin at 9:30 am. **IF YOU CAN ATTEND, CALL THE PHCC TEXAS OFFICE SO WE CAN REGISTER YOU AND MAKE APPOINTMENTS WITH YOUR LEGISLATORS!**

"Once you attend this event, you will have a brand new understanding of the complexity and importance of the legislative process," says Barry Bankler (Gibson Plumbing, San Antonio), President of PHCC Texas 2011.

LEGISLATORS LISTEN TO A LARGE GROUP OF VOTERS VOICING THE SAME CONCERNS! THE TEXAS LEGISLATURE NEEDS TO HEAR OUR VOICES! JOIN US FEBRUARY 1!

+++

ATTEND THE PHCC TEXAS ROUNDUP!

June 17, 2011

PHCC TEXAS TRAINING FACILITY

145 TRADEMARK DRIVE, BUDA, TEXAS

DETAILS COMING UP!

PHCC Texas President's Message

Fearless Prediction – Looking into the Future

As I write this on December 22, 2010, I'm looking forward to the upcoming year. We have accomplished a great deal these past couple of years. If we knew all of the challenges we would have to overcome, many of us would have thought – **no way**. I know I'm proud of our team at Gibson Plumbing, as I know you are of yours.

Change is in the air, and I think positive changes will be affecting us all. I am known to have opinions on several subjects, and by my count, very accurate (as long as you don't consult with my wife). So here's what I see in the next few years.

- ◆ Aggies will beat LSU in the 2011 Cotton Bowl
- ◆ Texas will gain 237,487 jobs in 2011
- ◆ Texas Housing Starts will grow by 14% in 2011
- ◆ Texas will lead the Nation for the best place for businesses in 2011
- ◆ Dow Jones closes the year at Three Year High 13,391
- ◆ PHCC Texas membership grows by 289 in 2011

Here's the challenge to all of our Texas members - Every member recruits a New Member. Membership is grown from the local chapters up. Our members know the other Plumbing and Heating Shops. Invite these owners to the next TXPHCC event in your area. Introduce them to the other contractors and associate members. These prospective members will see for themselves the value of networking, and having a program worth their time in attending. They will see when they take a professional approach to business, that all companies can grow and be profitable- while still protecting the health and safety of the community. They will enjoy having reduced prices on ALL the education and training, including prep classes, OSHA, all codes, backflow, med gas, and coming soon, residential sprinkler.

We can fight change, and try to cling to the past – or embrace change, and be a creator of the opportunities. We need, and will get new leadership in TXPHCC – this will move our association into the future. Leaders that understand our history, deal with the unknowns, and are willing design a new blueprint to the future.

(continued on page 4)

PHCC Texas President's Message—continued

Fearless Prediction – Looking into the Future—Continued

- ◆ Texas will gain another 271,513 jobs in 2012
- ◆ Texas Housing Starts will grow by 21% in 2012
- ◆ Again, Texas will lead the Nation for the best place for businesses in 2012
- ◆ Republicans gain the Senate in 2012
- ◆ **Aggies will be well, even Aggies can't predict this one**
- ◆ UT will win the 2012 National Championship
- ◆ Dow Jones closes the year at Record High of 14,763
- ◆ Businesses will become more collaborative in 2012
- ◆ Plumbing Companies with their refined niches, networking (maybe at TXPHCC events) with other specialized plumbing companies to market to the general contractors and owners. Margins can improve again.
- ◆ TXPHCC membership grows to 892 in 2012 -Texas now becomes the largest state chapter, overtaking Kentucky. Kentucky set the standard in creating value in membership and Texas has answered that challenge. We see our members staying involved and seeking more. Our Apprenticeship School, exclusively to TXPHCC members, reaches record attendance. **We have more members saving money with Federated Workman's Comp program.** With our highly attended meetings, our local inspectors are attending more meetings to discuss and work with the business owners on code interpretations.
- ◆ Texas continues to lead the country in employment and will gain 338,184 jobs in 2013
- ◆ Texas Housing Starts will grow by 19% in 2013
- ◆ Texas will lead the Nation as usually for the best place for businesses in 2013 – seeing a Trend yet?
- ◆ TXPHCC membership grows to 1,000 members in 2013. As we head into this legislative year in Texas, our association has a voice because we truly represent our industry.

We can fight change, and try to cling to the past – or embrace change, and be a creator of the opportunities. We need, and will get new leadership in TXPHCC – this will move our association into the future. Leaders that understand our history, deal with the unknowns, and are willing design a new blueprint to the future.

5 Things Plumbers Do That Drive Customers Crazy

January 14, 2010

By Adams Hudson

Ever wonder why the most irritated people always call you? Actually it could have less to do with you than it does with the kind of contracting business you're in. (Plus, there's actually good news in the call which we'll cover in a moment.)

Let's be clear: Plumbers get irritated callers because that person is usually: a) very wet or b) very dry. Usually, an untimely breakdown has happened in their plumbing world, and the caller's panic button has been pushed.

From this point, the service you provide can either soothe - or increase - these feelings of panic and irritation. A better understanding of common complaints can help you both. Any reduction or elimination of the following can add thousands of dollars and hundreds of customers to your company, usually for little or no money.

1. Not scheduling the appointment fast enough -

Put yourself in the customer's sometimes-soggy shoes. Maybe they're looking at funky brown drinking water, and call only to hear you might get there a week from Tuesday. The fact is that if you can't provide quick relief, your customer will find it elsewhere. Sorry, nature of the business.

I realize you may have scheduling issues in a busy season. But you must educate customers and offer assurance on what you can do to alleviate their problem. (A CSR training course can work wonders.) Give a specific time, and keep it.

Powerful Technique:

Contractor clients have gotten great results with "emergency solutions" that lock in the customer. From the earlier example, you'd leave behind a company-logoed dispenser of Safe Drinking water, resolving the immediate issue. This buys you time to assess and resolve more permanently. But you may not get to solve anyone's problem if you commit this next error.

2. Not showing up on time or at all -

Chances are, you've got a customer who left work to sit in his drippy home and wait for you. The longer he waits past the appointment window, the more irritated he gets. And since techs aren't often trained in social graces, you've got a recipe for a negative relationship from the start. (Note I didn't say "job"; I said "relationship". Powerful distinction.) **And if you don't show up at all, this "ex" customer will likely be in strangulation mode if they call again,. No matter, his friends and neighbors will get all the updates they can stand. Three options: Either keep the appointment, keep them informed or lose the customer.**

Powerful Technique:

The confirmation call. It takes about 2 minutes to confirm the appointment and/or reschedule if running behind. No one expects you to be 100% punctual, but this is a dramatic improvement beyond the currently low expectations. If the appointment window will be more than 1 hour delayed, give the customer the option to reschedule. This brings to mind another no-no...

3. Not finishing on time -

Your customer perceives that slowness or dawdling is costing him in money (a non-issue with flat-rate) but it still reeks of inefficiency. I recommend abbreviated rapport-building, get to your work, get it done. Then go over the invoice, offer options and upsells to maximize your and the customer's time. Customers want the problem solved and - at that moment - are most receptive to avoiding the problem in the future. One option where most plumbers lack aggressiveness...

Powerful Technique:

Maintenance Agreement programs are very attractive if packaged as time and money-savers. This is the Number 1 upsell (takes 2-6 sentences to close) and can guarantee future sales, referrals, faster sales cycles, and better relationships. **Yet this option will likely go poorly if you're clumsy or are perceived as...**

4. Breaking their stuff.

Who hasn't taken their car into the shop with noise "A" and left - after paying - with noise "B"? This perception also pervades home services. Yet, often with plumbing, it's more than coincidence. For example, if a plumber fixes a low water pressure problem, it may seem like the drains are much slower. Likely they were slow to begin with. A great plumber will note this before he starts, helping eliminate the perception and opening the door to an upsell.

Powerful Technique:

The pre-sell mentioned above is good, along with a list of "Related Problems" on a "Green Sheet". The Green Sheet is something handed to your customer at the beginning of the call, introducing services, expectations, and differences with your company. It's a marketing message and an educational piece that, for example, relates low pressure to dis-integrating pipe which helps eliminate "surprise" stories to homeowners.

However, if you're regularly putting your Size 13 through sheetrock or backing over the begonias and letting the dog out, you've got a discipline problem. Just ask your wife.

5. Not cleaning up -

If you fix the problem, but track mud into the home, you've created another problem. Ideally, when you leave, your customer won't even be able to tell that you were there - except for having fixed the problem. Cleaning the equipment and the surrounding work area is an essential part of good service. Besides, telling your customer the importance of keeping the equipment clean is an open door to discussing the importance of regular service and maintenance agreements. (Another opportunity that many waste.)

Powerful Technique:

Several here: 1) Shoe Covers, 2) Logoed drop cloth, 3) The old part goes in a plastic bag to show the customer, 4) **Wiping up all the spills**, 5) **Valves and tank get company tags and stickers**, 6) **"Emergency Call" Plumbing magnet for the fridge**. Basically, a **"neatness package"**.

All the above are just as fixable as any plumbing problem. Make your entire staff memorize the following: "Don't just fix the plumbing, fix the customer." This is where most contractors create a poor perception that you can trounce.

Want more solutions to these and other plumbing challenges? I'm out of room, but you can get a free 16-page booklet called "How to Get More Plumbing Leads in Less Time" just by asking. Email freephccstuff@hudsonink.com to get your report.

Adams Hudson is president of Hudson, Ink, a creative marketing firm for contractors. Readers can get a copy of the free 16-page report, **"Get More Leads in Less Time" to help you market more effectively**. Fax a polite request on your letterhead to 334-262-1115, or email freephccstuff@hudsonink.com. Call 1-800-489-9099 or visit www.hudsonink.com to subscribe to his free contractor marketing newsletter.

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Contractor Member Application



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WWW.PHCC-TX.ORG

COMPANY INFORMATION

Company Name	
Address	City, St, Zip
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Company Web Address	Master Lic#

CONTACT

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CODE of ETHICS for "Plumbing, Heating, Cooling Contractors"

- To consider our trade worthy as affording us distinct opportunities to serve society.
- To improve ourselves, increase our efficiency and enlarge our service, and by doing so attest our faith in the fundamental principles of life, that we profit most who serve best.
- To realize that we are businessmen and ambitious to succeed; but that we are first ethical men, and wish no success that is not founded on the highest justice and morality.
- To maintain the highest ethical standards of advertising, pricing, selling, installation and service guided by the principles of honesty and integrity.
- To promote the latest technological advances in the design, types and methods of installation of plumbing-heating-cooling systems; using equipment and materials complying with the standards recognized by this industry.
- To enter enthusiastically into the association work—to give us as well as take—and do our part in elevating the industry.
- To support all progressive moves that are being carried out along the lines of trade extension, standardization and sanitation.
- To conduct our affairs that others in our business will find it wise, profitable and conducive to happiness to emulate our example.
- To follow and execute our work in conformity with federal, state, county and city building, safety, energy and water conservation, fire and housing codes; and refusing to be a party to any action that violates these regulations.
- To promote conservation of water and energy to the public we serve through improved, adequate, safe, modern installation of energy efficient equipment.

Do you agree to abide by the above Code of Ethics of this association? (must check one) Yes No

DUES STRUCTURE (SELECT APPLICABLE AMOUNT)

Company Size (in Workforce)	Dues Amount
<input type="checkbox"/> 1-9	\$475
<input type="checkbox"/> 10-24	\$595
<input type="checkbox"/> 25-99	\$750
<input type="checkbox"/> 100+	\$899

ATTENTION:

All members of the National PHCC QSC or CCA programs are required to pay the full yearly dues (\$899).

HONOR STATEMENT ON DUES STRUCTURE: As evidence of my good faith, I hereby affix my signature to affirm the number of workforce employees selected above as the true representation of my "workforce" associated within this membership.

Signature of Applicant:
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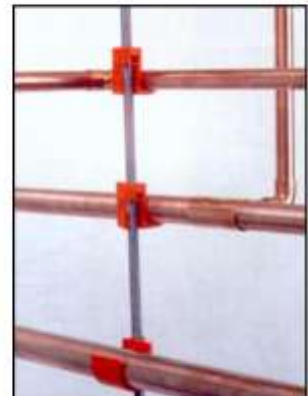
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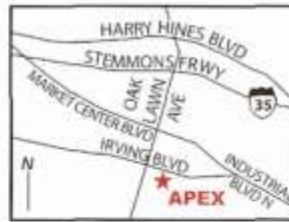
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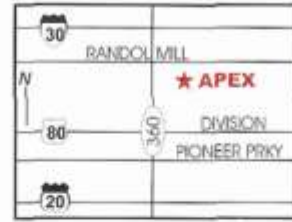
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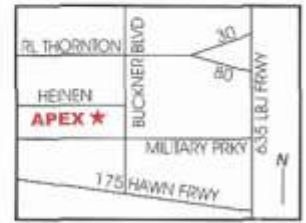
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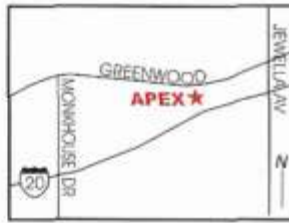
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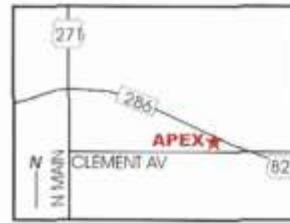
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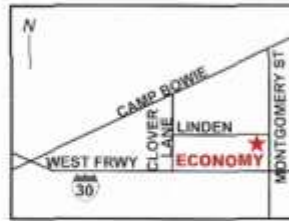
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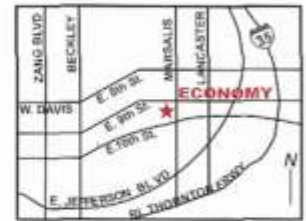
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Sept. 17, 2011

Nov. 19, 2011

Must have 5 enrolled for class to be held

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