

## WELCOME ROGER PEUGEOT, NEW FOUNDATION CHAIRPERSON

*The Educational Foundation's new chair discusses what he believes will attract the industry's emerging workforce and how the Foundation can build on existing momentum under his leadership.*

Roger Peugeot freely admits he has a “wonderful business” and has been able to raise his family “in a way better than I was raised.” He adds, “If I hadn’t been part of PHCC and tapped into the educational opportunities provided by the Association and Foundation, I wouldn’t be where I am today.”

Today, he’s the president of Roger the Plumber, a flourishing business in Overland Park, Kansas, that his dad started in 1950 and that is now serving fifth-generation customers. He is also the new chairperson of PHCC’s Educational Foundation.

A PHCC member since 1972 and serving on the PHCC Board of Directors when the Foundation was formed 26 years ago, Peugeot confidently says, “It’s the best thing that PHCC has ever done,” explaining that it’s given the Association a firm platform for training and education.

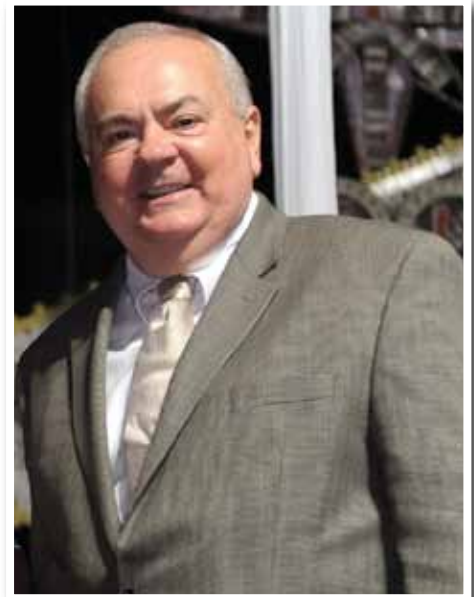
“PHCC gets the members, and they

know the trade; they know how to fix stuff; but they don’t necessarily know how to optimally run a business,” he says, “so we provide the business management education they need...and that moves them forward.”

Roger is especially excited that he’s beginning his chairmanship of the Foundation during what he considers a “very exciting” time in the p-h-c industry and within the Foundation.

### Change is Good

For the Foundation, Peugeot admits that catering to the changes in technology within the p-h-c industry is a top priority. “Heating and air – even plumbing – is a lot more technical than it used to be,” he says. “I never thought I’d be selling and installing so many electrical faucets as I am today!” Furnaces and air conditioners, he adds, “are mostly computerized now, and we’re constantly working to meet



the energy efficient mandates being imposed by the government.”

Roger sees attracting young people to the trade as something that’s only positive. “The new technical aspects of the trade can and should light up today’s youth, who are so quick to embrace new technology” he says. “And the Foundation is in a position to highlight them.”

To meet their needs, Peugeot says



the Foundation will continue “to digitize our apprentice training materials to cater to the new generation of students, so they can download their books and tests.” Thus far, reaction to leveraging technology in those areas has been positive, he adds.

Roger also hopes to build on the momentum of the Foundation’s first HVAC Apprentice Contest at

CONNECT 2013. “It looks like we’ve made a turn in the HVACR arena, and we’re going to continue to develop and grow this contest,” he says, as well as also release digital versions of the Foundation’s four-year HVACR textbook series.

## Funds for the Future

Indeed, Peugeot is motivated by the Foundation’s successful history of fundraising as he assumes his position as chairman of the Foundation. “We have a great 25-year track record,” he says, and we’ve accomplished a lot with the money we’ve raised.”

Going forward, he is dedicated to raising more funds to support the Foundation’s programs. The new chairman would like to increase the number of participants on the Board of Governors, comprised of major contributors to the endowment. “I hope to invite various contractors I know to become a part of the Board of Governors over the next two years,” he says. “It’s a lot easier to ask wholesalers and manufacturers to participate if there’s visible contractor support for the Foundation.”

Finally, Roger wants to establish relationships with “other people just like me – the volunteers. I’m really proud of the great group of volunteers we have, and I want to know them better and acknowledge them.” And of course, he concludes, “I welcome more volunteers involved in the Foundation.”

## Upcoming Foundation Training Opportunities

### HVACR & Mechanical Conference for Education Professionals

March 2-5 in Linthicum, MD

Register: [instructorworkshop.org](http://instructorworkshop.org)

A full slate of sessions relevant to plumbing and HVACR instructors at all levels. Learn more about working with Gen Y, debunk myths surrounding lead-free products and learn about the latest industry tech.

### Essentials of Project Management Course

March 19-22 in Lansdowne, VA

(Near Dulles Intl. Airport)

Register: [phccfoundation.org/essentials](http://phccfoundation.org/essentials)

In this powerful course, owners, PM’s, estimators and lead foremen examine project management from pre-bid to close-out with an eye on cutting wasted time and boosting profits. Contact John Zink at [zink@naphcc.org](mailto:zink@naphcc.org) or call (800) 533-7694 for more information.

## Foundation Webinars

Sponsored by Kohler Company

Register: [phccfoundation.org/webinars](http://phccfoundation.org/webinars)

January 29

### Customer Service Superiority – Differentiate & Dominate

*Bonus: Registrants will receive \$235 in Free Training Resources*

Steve Coscia, Coscia Communications

February 12

### Regulatory Actions: What You Need to Know & How to Comply

Mark Riso, PHCC – National Association

February 26

### 18 Month Industry Outlook: Where Are We Headed & How Long Will Growth Last?

Todd Tomalak, Kohler Company

March 12

### Congrats, You’re a Business Owner! Now What?

Michael Bohinc, Keeping Score, Inc.

# TINDALLS JOIN THE BOARD OF GOVERNORS

The PHCC Educational Foundation proudly acknowledged the generosity of Kevin & Kathy Tindall as new major donors to the Endowment Fund during the Foundation's annual donor reception at the PHCC National Convention in Las Vegas.

"Kevin and Kathy have contributed to the Foundation for many years, from organizing local fundraising events, to serving on our committees and making personal gifts in support of our mission," said Cindy Sheridan, chief operating officer of the PHCC Educational Foundation. "It is wonderful to now have their names on the list of the Foundation's most important supporters."

Kevin is president & owner of Tindall and Ranson Plumbing & Heating. He is an active and well respected leader in the local community and the industry. Kevin has held numerous leadership positions within the PHCC of New Jersey state chapter and the PHCC – National Association. He has testified on Capitol Hill on behalf of small business owners more than once and he currently serves as the PHCC – National Association's President-Elect.

Kathy is a past secretary and president of the PHCC National Auxiliary and a long time fundraiser for the Foundation's Invest in Your Future Campaign. Kathy and Kevin were widely recognized for their local aid efforts

following 2012's Hurricane Sandy, when they delivered critical supplies and sanitation stations to a hard hit New Jersey coastal community.

Kevin and Kathy join other major supporters in promoting the Foundation's mission of developing apprentice, journeyman, and business management training programs for the success of plumbing and HVACR contractors, their employees, and the future of the industry.



## Who Are the Board of Governors?

The PHCC Educational Foundation was established in December 1986 by PHCC members with the goal of helping their fellow contractors be more successful through education and professional training. These contractors believed and still believe that by helping their friends and their competitors, the whole profession benefits.

The Board of Governors is composed of leading contractors, manufacturers and industry affiliates who have made major gifts to the Foundation's endowment fund. Board of Governors members form the core of Foundation committees and are instrumental in shaping the education and training resources offered through the Foundation. The Foundation's Endowment Fund ensures support for industry education for years to come.

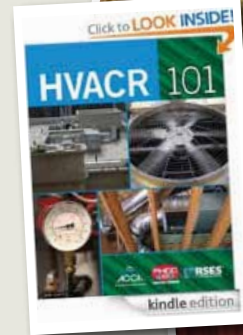
For more information on the Board of Governors and giving levels, please contact Cindy Sheridan at 800-533-7694.



# FOUNDATION IMPACT AT A GLANCE

Here are highlights of our 2013 accomplishments, all made possible through our volunteers' efforts and your contributions:

- Converting our plumbing and HVACR textbooks into e-books.
- Selling out our *Essentials of Project Management* class and providing all course materials electronically.
- Developing & selling out a completely new *Advanced Management Workshop*.
- Launching a mobile version of the Foundation web site.
- Awarding 23 students with \$57,000 in scholarships.
- Offering two regional instructor workshops.
- Supporting the annual *HVACR & Mechanical Conference for Education Professionals*.
- Educating more than 3,000 contractors and employees through our Seminar and Webinar Series.
- Debuting an HVAC contest at CONNECT 2013.
- Coordinating industrywide training for more than 4,100 professionals regarding the Reduction of Lead in Drinking Water Act.
- Welcoming new Board of Governor's members Kevin and Kathy Tindall.
- Achieving our Invest in Your Future Annual Giving Campaign goal for the 14th consecutive year.



## ESSENTIALS OF PROJECT MANAGEMENT COURSE

MARCH 19-22, 2014

Northern Virginia, National Conference Center  
(near Washington Dulles International Airport)

### Play To Win in the Construction Game!

Subcontractor Business Owners • Project Managers • Estimators • Superintendents • Lead Foremen



The construction game has changed—but the best techniques for making a profit have not! Your managers must understand the impact of every decision they make and when to say "No" to unfair demands.

The common sense planning, procedures, and communication skills we cover in the *Essentials* class are your keys to strong productivity and steady profits.

#### Why Play the Game If You're Not Playing to Win?

**PREVIEW** the course at [phccfoundation.org/essentials](http://phccfoundation.org/essentials) then **REGISTER** by calling (800) 533-7694.

#### TOPICS INCLUDE:

- The Power of Pre-Construction Planning
- Your Secret Weapon: Prefabrication
- Partnering with Your Suppliers
- Understanding What's in the Contract
- Knowing When and Why to Say "No"
- Sharing the Plan: Turnover Meetings
- Identifying Lost Time and Delays
- Winning at the Change Order Game
- Using Scheduling to Avoid Delays
- Project Billing and Cash Flow
- Painless Project Close Outs

Course is offered only once a year—seats are filling up fast! **DON'T WAIT!**

# PAYING IT FORWARD

Past PHCC Educational Foundation Chairperson Bill Jones remains committed to (and optimistic about!) the industry that gave him his start.

Before Bill Jones started Raven Mechanical in 1979, he and his wife Patty agreed, “If we couldn’t improve the industry we shouldn’t go in business.”

Indeed, that has been the guiding principle for his professional life ever since. Their commercial plumbing and air conditioning business, now managed by their two sons, continues to thrive in Houston, Texas; Jones and his wife have been members of PHCC since they attended the national convention in New Orleans in 1988; they have been Major donors and Members of the Foundation Board of Governors for nine years; and he recently completed his second two-year term as the Foundation’s chairman. “A huge part of our professional life has been paying back to this industry what we got out of it,” says Jones.

Jones reflects on what fuels his passion for serving the industry:

## On the Future of the P-H-C Workforce...

“I’m more optimistic now than I’ve been in the last 10 years or so about getting additional workers into the industry,” Jones says, suggesting that the soured economy has forced some to rethink higher education and consider trade school. A product of a vocational education himself, Jones adds that an apprenticeship program after he graduated from high school in 1965 gave him the tools he needed to learn the trade. “There has always

been a stigma for people to work with their hands,” he says, “and now they realize they can get formal training in these trades and go out and earn an exceptionally good living.”

While he admits that recruiting people to join this industry is “almost a one-on-one deal” (citing more state and local level efforts), the Foundation, he maintains, is instrumental in providing educational materials to “train people and give them the tools where they can go out and better themselves in this industry and earn a better living.”

## On Giving Back to the Industry...

“There are two kinds of contractors: there’s the contractor that goes into business just to put money into his back pocket; the other is the kind that goes into business to build a business and help build an industry...to truly benefit the employees of his or her company and make this industry better,” says Jones. “And, I don’t know of a better way to do the latter than to

**“There are two kinds of contractors: there’s the contractor that goes into business just to put money into his back pocket; the other is the kind that goes into business to build a business and help build an industry...”**



participate in an organization like [the PHCC Educational Foundation] that makes such a great impact.”

Just this past year, Jones proudly says, the Foundation awarded \$57,000 in scholarships and educated over 7,000 industry professionals. “If you want to have an impact on the industry and be a guiding force in how this industry is going to progress, you have to be part of a group that has like thoughts.”

Jones admits he knew back in 1988 when he joined PHCC that he would dedicate his future to paying it forward. “I don’t know where else an 18-year-old can come out of high school and have the opportunities that were provided to me, which is why [my wife and I] wrote a check to join the Foundation Board of Governors.”

# YOUR CONTRIBUTIONS AT WORK – SCHOLARSHIP WINNERS SAY THANKS!

*“I was very excited to find out I had received a scholarship. I see it as a great privilege and honor to have been selected, and it will greatly help me to fund my college education. I am looking forward to working hard to obtain a Mechanical Engineering degree from Mississippi State. I appreciate what you are doing for young people and would again like to thank you for your generosity.”*

– Boone Smith from Knoxville, Tennessee

*“I am extremely grateful for the generous scholarship you have awarded. It has helped tremendously and I hope to use it to maximize my opportunities and pursue a career that makes a difference in the world. Once again, thank you so much!”*

– Joshua Freund from Spring Branch, Texas

*“Just writing a quick thank you for all your help and time towards the scholarship I received. I can’t thank you enough. On behalf of myself, the company I work for and my family, THANK YOU!”*

– Gerardo Jimenez from San Diego, California



## Past Scholarship Winner Wins Apprentice of the Year

*“It is a great privilege and honor to have been awarded the 2013 Delta Faucet/PHCC Plumbing Apprentice of the Year Award. This award will inspire me to continue to work hard, follow my dreams of becoming a Master plumber and contributing to the plumbing industry. Again, I just wanted to say thank you.”*

– Tyler Arndt from Brooklyn, Wisconsin, 2012 Foundation Scholarship Winner



## 2014 Scholarship Applications

Applications forms for the 2014 scholarships awarded through the Foundation are available now on the Foundation web site. Scholarship awards are made possible by gifts supporting the Foundation scholarship fund and by these generous sponsors:



see what Delta can do™



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For complete eligibility requirements and applications, please visit: [phccfoundation.org/scholarships](http://phccfoundation.org/scholarships).

For assistance, please contact the Foundation staff at (800) 533-7694. Application deadline is **May 1, 2014**.

# APPRENTICE CONTESTS PUT SPOTLIGHT ON FUTURE INDUSTRY LEADERS

You've seen it at the annual PHCC convention. It takes a vast amount of space, a large volunteer base, countless hours of preparation, and totals more than one hundred thousand dollars in industry support to make it happen. This enormous undertaking includes the Foundation's annual plumbing and HVAC apprentice contests.

So why does the Foundation work with the industry to support such an event? There are many reasons. The contests give the PHCC family a great way to promote and highlight the best apprentice programs in the country, as well as an opportunity to spotlight the career path that an apprenticeship opens for a young person to be able to succeed in these very challenging times.

Two of our plumbing apprentice contest committee members may have said it best...

"These contestants are the future of this industry and bringing them to a National Convention and Contest shows them what PHCC is all about, and why it's so important to belong to a group that will look out for their industry and provide benefits that are useful."

– Jim Steinle, Plumbing Contest Chair, Atomic Plumbing in Virginia Beach, Virginia

"We don't often get to show the world how complicated plumbing and HVAC can be and this is the perfect venue for that. Not only does the contest showcase our industry, but it showcases the young people of today who, contrary to what is shown in the news media, can be very committed and dedicated to improving not only themselves, but our industry."

– Laurie Crigler, PHCC National Secretary, L & D Associates, Inc. in Aroda, Virginia



## Keeping on Course – Foundation Updates Strategic Plan

In October, the Foundation Board of Directors reviewed and updated the major goals of the strategic plan. The intention was to ensure that we are focusing the Foundation's resources and initiatives on the ever-changing needs of PHCC members and the industry. The Board approved the following strategic goals:

- Prepare skilled workers and managers for the plumbing-heating-cooling industry through quality educational programs.
- Help attract and prepare the industry's future workforce with initiatives that focus on young talent, current employees, and those seeking to transition to a new career.
- Work with key industry leaders and organizations to enhance the image of the plumbing-heating-cooling profession.
- Make the plumbing-heating-cooling industry more aware of the value that the Foundation delivers through its educational programs.
- Enlist a broad cross-section of contractors and industry partners to participate in Foundation initiatives.
- Continue to expand all levels of financial support for the Foundation.

# 2013 PHCC EDUCATIONAL FOUNDATION SPONSORS AND CONTRIBUTORS



Friends of the Foundation,

Our deepest thanks go out to our volunteers, sponsors and the hundreds of contributors who made our mission possible last year. Your time and gifts put thousands of people in touch with education, training and business tools, and will help us continue to develop new offerings to improve our profession in 2014.

Every gift, regardless of size, has a positive impact and sends a message to our industry's professionals that the Foundation's work is worthy of their investment. On behalf of the Foundation Board of Governors, Board of Directors and staff, thank you for your friendship, loyalty & support.

Roger Peugeot  
Foundation Chairperson



## FOUNDATION BOARD OF GOVERNORS

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### In Memory of Salvador J. "Sal" Giardina -

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### In Memory of James Grasseschi -

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