



EDUCATIONAL FOUNDATION

EDUCATIONAL FOUNDATION FOCUS

The Health of Your Business: Back to Basics



The economy that we have all been enduring for the last couple of years has made us review the way we run our businesses and how we preserve our cash. I don't care if you are a one truck service company or you have a 150 employees doing new construction, there are several things we can all do.

We must make sure our practices and policies are sound, such as the way we price our work, being timely in getting our invoices out, following up on our collections and most importantly, making sure we do our work correctly the first time. Our project managers and foremen are required to monitor job costs on a constant basis. Each department reviews their financials every month to track results. We preach that safety is our number one priority, quality is number two, with production number three.

We aggressively seek quality work for our estimators to bid, and our project managers are working with

our vendors to get the best (but fair) pricing on our materials. Remember that your vendors are being squeezed by this economy too—expect excellent service only if you pay reasonable prices.

Our firm reviews our schedule of accounts annually to make sure we are getting the most for our dollar. Everything—from our CPA and banking fees, to the cost of our utilities, vending machines, janitorial services and uniform costs—it all gets reviewed. These reviews can find thousands of dollars in annual savings from a few dollars saved here & there each month.

Like most companies, we have cut back on frills, but we view our employees as extended members of our family. Each employee represents a family that is reliant on us to provide them with income and benefits. All of our employees realize that these are difficult times, and we are proud to say that each has stepped up to do their share to support the company.

The most important investment we can make during these times is in the training of ourselves and our employees. Our PHCC Educational Foundation works tirelessly to provide top notch training such as online webinars, the online Contractor Resource Center, Kohler/Foundation seminars, the Essentials of Project Management class and the best apprentice training manuals for the plumbing and HVACR industry you can find anywhere. I encourage you to visit the PHCC National web site and click on the Foundation; you will be amazed how much information is available 24/7.

One last thing—network with your fellow PHCC members. You have approximately 3,500 fellow PHCC members who are willing to help if asked. Come to the National Convention in Las Vegas this October to meet with the best of the best. And remember that they and your Foundation staff are available over the phone or via e-mail. Use these resources and we will all get through these times together.

William P. Jones
Foundation Chairperson

Kohler/Foundation Webinar Lessons

Benchmarking: Are You Winning or Losing in Business?

The Foundation is now delivering free webinars every two weeks to PHCC contractors, thanks to support from Kohler and other industry supporters.

Foundation speaker Michael Bohinc conducted a session on benchmarking in July. "Benchmarking helps you determine where you are, where you are going and how you compare to others," explained Bohinc. "How would you know who won a baseball game if they didn't keep score? The same is true for your business."

Bohinc also pointed out that by "keeping score," it is much easier to see the impact of business adjustments. For example, tracking the rate of converting incoming calls to closed sales can tell you if a limited time discount or another special offer helped to increase your closing rate—and by how much. Without the data, there is no clear way of knowing just how much of a difference in sales the offer made.

Bohinc gave attendees several sources of data they could use to compare their company's information to industry standards. You can find these sources in the recording of the webinar, which is available for free viewing through the **Foundation's Contractor Resource Center** at: www.foundation.phccweb.org.

SkillsUSA Features Top Career and Technical Education Students

The SkillsUSA contest was held in Kansas City, Mo., in June. This annual event featured over 5,600 secondary and post-secondary students competing in 93 trades contests. PHCC—National Association and the PHCC Educational Foundation support the plumbing and HVACR contests each year. The Foundation’s Plumbing Apprentice and Journeyman Training Committee makes up the majority of the SKillsUSA Plumbing Technical Committee, and our members were on hand to set up and help with contest judging. This year 47 students competed in the plumbing contest and honors went to:



The Foundation also has a representative on the SkillsUSA HVACR Technical Committee, who assists with set up and contest judging. This year’s HVACR winners were:

- 1st Place Secondary (tie)**
Ryan Spinden Newark, Del.;
Nicholas Michalenko Northampton, Mass.
- 1st Place Postsecondary**
Alex Swanson Lexington, Mass.
- 2nd Place Secondary**
Richard Carlo Virginia Beach, Va.
- 2nd Place Postsecondary**
Joel Jackson Salt Lake City, Utah
- 3rd Place Secondary**
Steven Oliveira Ansonia, Conn.
- 3rd Place Postsecondary**
Milorad Pudja Sarasota, Fla.

- 1st Place Secondary**
Michael Flores Billerica, Mass.
- 1st Place Postsecondary**
Ryan Gallagher Big Rapids, Mich.
- 2nd Place Secondary**
Darrin Smith Butler, Penn.
- 2nd Place Postsecondary**
Rafael Morales Eden Prairie, Minn.
- 3rd Place Secondary**
Philip Patton Minneapolis, Minn.
- 3rd Place Postsecondary**
Jacob Shafer Dunbar, W. Va.

“I have worked on the Skills USA plumbing competition for 6 years now and I am thoroughly impressed with the quality of students who compete each year. I am also impressed with how polite and congenial the students are. Most students, if not all, make a special effort to say “thanks” (whether they win or not).



The other thing that is impressive is the quality and quantity of the donations we receive each year for the competition itself and the students. All the students walk out of there with an incredible assortment of tools and equipment that they will need in their future jobs. Many thanks to the generous donations of all our suppliers and manufacturers. The industry is in good hands for the future with the kind of potential employees I see every year at this competition.”

Laurie C. Crigler
 VP, L&D Associates, Inc., Aroda, Va.
 Foundation Board Member

Thank You SkillsUSA Committee Members & Sponsors

Committee Members

Technical committee members for this year’s event included:

- Robert Hahn, Chair, Somerset County Vo-Tech School
- Robyn Bucknam, DeWALT Tools
- Philip Campbell, United Association
- Laurie Crigler, L & D Associates, Inc.
- Harold Moret, Copper Development Association
- Dave Parney, Cast Iron Soil Pipe Institute
- Roger Peugeot, Roger the Plumber
- Dale Powell, Copper Development Association
- Ron Shanaver, Milwaukee Electric Tool Co.
- Jamie Simpson, Schaal Heating & Cooling
- Mike Stack, Stack Plumbing
- Mike Steele, Cast Iron Soil Pipe Institute
- Jim Steinle, Atomic Plumbing
- Craig Thompson, Copper Development Association
- James Walls, Cast Iron Soil Pipe Institute
- Gene Wilson, Milwaukee Electric Tool Co.

Sponsors

The event is sponsored by a number of industry leaders, without whose support this endeavor would be impossible:

- BrassCraft Manufacturing Co.
- Cast Iron Soil Pipe Institute
- Charlotte Pipe & Foundry
- Cooper B-Line Industries
- Copper Development Association
- Delta Faucet Co.
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- Sioux Chief Manufacturing Co.,
- Stack Plumbing
- Tyler Pipe
- UA Local #8
- Wolverine Brass

Support the Mission and Join the Party in Las Vegas!

When you register for CONNECT 2010, make sure you also register for the Foundation's first-ever charity Wii event on Friday evening. This will be one party you won't want to miss!

Party Lounge: Every registration supports our educational mission and gets you a license to play at any of the event's video game stations all night long. You say that you're not a video gamer? These games were designed for YOU—easy to learn and outrageous fun in a group! The party will be a shared event with the QSC Reception, allowing you to relax & enjoy a beverage while challenging fellow members at Wii boxing, racing, bowling, golf and other great party games.

Wii Golf Tournament & Wii-Olympics: Feeling competitive? Choose the Wii Golf tournament registration option on the registration form and pick your challenge: Compete in a 9-hole Wii golf tournament, complete with great contests and fantastic prizes OR take your shot at getting the best scores at our different game stations—players with the best total score will win some great prizes!



For more information call 800-533-7694. CONNECT 2010 attendees, exhibitors and all others are welcome to register for the Party Lounge or Tournament. Sponsors for the event include:



Annual Plumbing Apprentice Contest a Highlight of CONNECT 2010

This October in Las Vegas, top apprentices from around the country will demonstrate their skills by roughing in a plumbing system for a residential bathroom from the ground up using cast iron soil pipe, PVC, and copper tubing, and will set a water closet and lavatory. The top 3 winners receive cash and prizes worth more than \$2,000 each. The contest will be held at CONNECT 2010 during the Product & Technology Showcase on Thursday, Oct. 28. For more information on the contest or to register an apprentice, contact Merry Beth Hall at hall@naphcc.org.



Foundation Board Member Spotlight

Skip Pfeiffer

Skip is President of the PHCC—National Association for 2009-2010. He founded Canton Plumbing and Heating Company, Inc. in 1972. Skip was president of PHCC of Mass. in 1996-97 and was named Mass. contractor of the year in 1998.



Frank Maddalon



Frank is President-elect of the PHCC—National Association for 2009-2010.

Frank and Iris Maddalon founded F.R. Maddalon Plumbing and Heating, Inc. in 1977 and became members of the Foundation Board of Governors in 2008. For more than ten years he served as chair of the PHCC Plumbing Apprentice Contest and the SkillsUSA Plumbing Competition.

Frank Monroe

Frank is the PHCC National Secretary for 2009-2010. He founded Monroe Plumbing and Heating Inc. in 1993. Frank was president of PHCC of Mass. in 2005-2006. He is active in a number of charitable organizations including Brother's Keeper, which supplies furniture and food to families in distress.



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