

SOLVING THE PROBLEM OF FINDING QUALIFIED EMPLOYEES

PHCC member Sam Dowdy has his pick of qualified techhires for the next three years – here's how he did it.



“The plumbing trade has been very good to me and I’m trying to give back in every way I can. A couple of years ago, my sons took over the daily operations of our plumbing companies. I committed to solving the burning question that every contractor in the U.S. is asking... ‘How do I find qualified employees?’ I told my sons that if they would focus on management, I would solve this problem for our business.

Over the years, I would take every opportunity to visit my local schools and talk about the plumbing industry. I would do “Career days” from elementary to high schools. My presentations would explain the benefits of making a career in the plumbing industry. I would talk about the important role plumbers fill in our society and how we protect the health of nation. This built a trust in the community and with the local school districts. One of these schools even built

an early work program with my company to allow students to get out of school early and work in the afternoon. This was a perfect match for us and the students. I get reports from the Superintendent and counsellor as to how well the students are doing and how this program even helped with improving grades.

Changing the Educational System

In Texas, PHCC helped with getting a House Bill passed that brought technical training opportunities back into the public schools. This changed my conversations with the Superintendents at the schools dramatically – it removed any reason for them not to offer career and technical education back into their schools. I brought industry partners like PHCC and manufacturers into these conversations. I stood before School Boards and brought statistics about how much we needed young people to

get into the trades. I showed the trends for future job openings and how our profession is going more high tech.

In one of these meetings, my local school superintendent brought in representatives from Texas State Technical College and we began talking about building a CO-OP between the local schools, TSTC and the industry. We were able to put together an amazing opportunity for the kids and the industry. Now, for the first time in history, kids can start taking plumbing classes as early as the 11th grade in the Texas public school system. The students not only get high school credits, but also college credits towards a degree and most importantly...the hours spent in class count toward hours required to get a license.

Easy Access to Qualified Employees

Because of our work at the Texas legislative house and at the schools, kids in Texas who begin working at a plumbing job in the summer of their junior year before starting plumbing classes at TSTC can be within eight months of hitting their Tradesman Plumbing license requirements upon graduation.



Now we are working hard on approval for those students to graduate with a Tradesman License in hand if they meet certain requirements. Imagine that recruiting conversation versus telling a recent high school grad that now they must take four more years of apprentice classes to get their license!

“Can you imagine having easy access to qualified employees, anytime you need to hire? We have them lined up for the next three years to enter our company workforce.”

Then all I have to do is make sure our company has in place the perfect system for development and a work environment that they will not want to leave. The worse that can happen is that they leave to my competition and then I figure that I have just given back to the industry by making it better.

Issuing the Challenge

I would challenge us as PHCC members to lead the charge by getting involved locally. Work with your schools and share what you know. Be proud of what you do for a living. Find community projects that involve plumbing and make them happen.

We are asking industry partners to join with us to develop a recruiting video that would show what a career in plumbing looks like in the 21st century. This video would be a great recruiting tool for us to take to career days and job fairs to help with raising the image of the plumber.



Recruiting cannot be done with just one tool; there must be a multifaceted effort using every tool in our bag. This process begins by changing the image of a plumber and works into everything we do in business and life – it's who and what we are... be proud to be a plumber!”

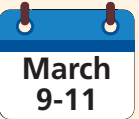
Sam Dowdy, Sr.
S&D Plumbing in Taylor, Texas

Read more about Sam's workforce recruitment efforts here:
<http://bit.ly/1B5Tv32>

Upcoming Foundation Training Opportunities

HVACR & Mechanical Conference for Education Professionals Linthicum, MD

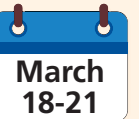
Register: instructorworkshop.org



A full slate of sessions relevant to plumbing and HVACR instructors at all levels. Learn more about working with Gens Y and Z, the next generation refrigerants, and learn about the latest industry tech.

Essentials of Project Mgt Course Lansdowne, VA

- March 2015 Class is Sold Out -
phccfoundation.org/essentials



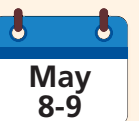
Contact John Zink at zink@naphcc.org or call (800) 533-7694 for info on other offerings.

Creating Super Foremen!

Nashua, NH

Sponsored and Hosted by Viega

Register: phccfoundation.org/essentials



Project foremen need to be much more than just a talented journeyman who knows how to “go fast.” The foreman is the first line of management in the company, and must become the quarterback to lead the field team to victory. Contact John Zink at zink@naphcc.org or call (800) 533-7694 for more information.

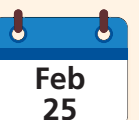
Foundation Webinars

Sponsored by Kohler Company

Register: phccfoundation.org/webinars

The New Essentials of Project Management – Move Faster!

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Give Them Something to Talk About - Using Online Reviews to Double Your Business

Susan Roberts Frew, Sunshine Plumbing, Heating and Air



Are You Bringing Home More than the Bacon?

Bev Potts, PHCC of Illinois



STEVEN AND ANN RIVERS JOIN THE BOARD OF GOVERNORS



The PHCC Educational Foundation proudly welcomed Steven and Ann Rivers as new major donors to the Endowment Fund during the Foundation's annual donor reception at the PHCC National Convention in New Orleans. The

Foundation Board of Governors is composed of leading contractors, manufacturers, and other industry partners who are major contributors to the Foundation. They are responsible for guiding the development of industry education and training programs for contractors and their employees.

"We are so happy to have Steve and Ann join our board of governors," said Roger Peugeot, Chairperson of the PHCC Educational Foundation. "These two have a genuine passion for helping others. Through their commitment to

the Educational Foundation, Steve and Ann will be able to continue putting that passion to work creating educational programs for today's and tomorrow's contractors."

Steve is president & owner of Rivers Plumbing, Heating & Air. He has been a PHCC member for nearly 30 years and has held numerous leadership positions within his local PHCC chapter, as well as the PHCC of California state chapter and the PHCC—National Association. At the PHCC CONNECT 2014 event in New Orleans, he concluded his term as the PHCC—National Association President. Ann is a past president of the PHCC National Auxiliary.

The couple's belief in helping their community does not end with association work. A segment of highway has been adopted by the company through the Adopt-A-Highway program. Ann can often be found at church helping to feed the homeless, and during the Christmas season it is a tradition for Steve and Ann to help pass out presents at the VA Children's Hospital as Santa & Mrs. Claus.

The PHCC Educational Foundation proudly welcomes Steve and Ann Rivers as they join other major supporters in promoting the Foundation's educational mission.

Kohler Company and NIBCO INC. Named as Recipients of Chairman's Award For Loyal Commitment to Industry Education

During PHCC CONNECT 2014 in New Orleans, the Foundation recognized the continued commitment of two corporate supporters – Kohler Company and NIBCO INC. – with its first-ever Chairman's Award.

Kohler Company has been supporting the PHCC Educational Foundation since its pledge to the Foundation's Endowment Fund in 1989. The company also has brought critical business management training to contractors and their employees by supporting the Foundation's webinar and seminar series, which have reached almost 24,000 industry professionals. Furthermore, Kohler is passionate about supporting the next generation of skilled workers, sponsoring and donating materials to both the SkillsUSA plumbing contest and PHCC Educational Foundation's own Plumbing Apprentice Contest, held each year at CONNECT.

Likewise, NIBCO INC., was a key visionary behind the formation of the Foundation more than 25 years ago. The manufacturer been a long-time supporter of PHCC's Plumbing Apprentice Contest, and was the first to step up as a sponsor for the Foundation's HVAC Apprentice Contest. Additionally, NIBCO provides matching contributions to the Foundation's annual Invest in Your Future Campaign.

The Foundation is proud to recognize Kohler and NIBCO with the Chairman's Award for these partners who have been with us from the beginning and continue to be strong supporters of the Foundation's mission.



IT'S NEVER TOO LATE... TO MAKE A FIRST-PLACE IMPRESSION!

The Foundation's HVAC Apprentice Contest winner advances his second-chance career with a bundle of tools and a boost of confidence.



"If you believe in second chances, that's Leroy's story," says Don Jenkins, service manager at Shapiro & Duncan in Rockville, Maryland. Leroy Friend is a junior-level HVACR technician at the company, a fourth-year apprentice, and the winner of the PHCC Educational Foundation's 2014 HVAC Apprentice Contest, held during the CONNECT conference in New Orleans in October. This is not the first chapter of his story, however.

A Second-Chance Career

Friend's career actually began in the West Virginia coal mines, where he worked for 18 years before deciding "I've had enough; I want to do something else," he says. Turning that "something else" toward the HVACR industry happened when the air conditioner in his home broke and he ended up helping the technician he hired to repair it. "Watching this guy working on the AC, I just knew that was something I wanted to do. I thought I would like it ... and I do. I really like it."

While the HVACR work is drastically different from coal mining, Jenkins credits Friend's positive attitude and strong work ethic to his earlier career. "You can throw Leroy into just about any situation, and he'll come out of it with a smile on his face!" says Jenkins. "He never complains."

Coming off nearly two decades in coal

mining, Friend carries a high level of maturity and seriousness to his new job, according to Jenkins "Right away, he gains a lot more respect with both his peers and our customers," Jenkins says. "He's very humble, open and honest. He communicates well, and he's super detail-oriented." With that commitment to excellence, Friend's second-chance career in commercial HVACR work is strong at Shapiro & Duncan, where he already has established his own clients, performing both routine preventative maintenance and service calls.

A First-Place Win

When it came to entering the Foundation's Apprentice Contest last year, Friend needed a little nudging from Jenkins, who had asked him to compete and represent the company. "I was apprehensive at first," says Friend, "but I went ahead and did it ... and I'm glad I did." The hands-on contest featured the nation's top ten HVAC apprentices, who demonstrated their knowledge and skill in six events: brazing, refrigerant recovery, a written test, wiring, troubleshooting, and taking readings on a package unit.

"I prepared by practicing brazing, did lots of reading, and looked through notes I took at school." That preparation paid off, as Friend placed first among his peers.

A Lifetime of Confidence

For Friend, the contest experience proved that "if you try real hard and study for something, you can do it." He adds: **"I came back with tons of confidence ... that's helped me a lot with my job."**

What's also tremendously helping Friend in his work is the generous prize package he brought home from the contest. Among the state-of-art tools – valued at nearly \$5,000 – are refrigeration gauges, hand

tools, a drill, an infrared thermometer, a gas detection kit, a multimeter, and a camera with a telescopic head that Friend uses to look into heat exchanges.

Jenkins adds that tools like these are a "win-win" for the suppliers donating the prizes and for the technicians using them. "Knowledge is great, but it's only as good as the tools that you use," he says, adding that manufacturers are constantly coming out with "newer stuff that's faster and easier to use." Education and hands-on exposure among the workforce is critical. Jenkins certainly has confidence that Friend's new, name-brand products are giving him a winning edge. "With his new tools and what he already had on his truck," says Jenkins, "there's really nothing he can't do."



The contest experience at PHCC's CONNECT not only provides apprentices like Friend with new tools and boosted confidence, but it also helps these industry newcomers build connections. Targeted seminars and peer-to-peer networking expose them to new strategies, the latest technologies and products available, and industry partners. When Friend reflects on this opportunity – and on his second-chance career so far – he shares only one regret: **"I wish I would have done this so much earlier in life."**

Reaching New Audiences through Ferguson PRO Plus™

Contractors participating in Ferguson's PRO Plus customer loyalty program have some new special discount options available to them starting this year. Several Foundation publications, including the Overhead & Profit Calculator and Labor Calculator software programs, are now available at a reduced price to contractors enrolled in the PRO Plus program. Discounts on some association meeting registration fees are also available, but in all cases the Ferguson customers are invited to join PHCC to get the best pricing available only to PHCC members.

PRO Plus customers earn points for their Ferguson purchases that can be redeemed for prizes and merchandise. Thanks to our new partnership, Ferguson is adding the ability for customers to contribute their

PRO Plus points in support of the PHCC Educational Foundation. Look for information on how to support the Foundation's mission through this new avenue in an upcoming issue of our e-newsletter *Focus Flash*.



Your Contributions at Work – Scholarship Winners Say Thanks!

Last year, the Foundation awarded 23 students with scholarships valued at \$60,000. Here are just a few of the thank you notes we received from those winners.



"I just wanted to take the time to say thank you from the bottom of my heart! I am truly grateful for the scholarship and for the opportunity to be successful in this industry. Thank you!"

– Isaiah Maher, Apprentice at Plumbing Plus in Poway, CA

"I would like to thank you for choosing me for a scholarship. Being a single father, trying to do what I can to raise my son and take care of him, this scholarship is going to help me out like you wouldn't believe. Words can't describe the gratitude I have. It makes me smile knowing that there are still people



out there willing to help, and I couldn't do this without them."

– David Haight, Apprentice at Steg Plumbing, Indianapolis, IN



"My sincerest thanks for choosing me as a 2014 scholarship recipient. This award is helping live my dream of attending Rochester Institute of Technology, a prestigious engineering school. It is a challenge to be in a male dominated field, but I know it will push me to be the very best I can be! Your support of aspiring students is extremely generous and I hope all recipients are as grateful as I am."

– Anna Powers, Freshman at RIT in Rochester, NY

2015 Scholarship Applications

Applications forms for the 2015 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.

For assistance, please contact the Foundation staff at (800) 533-7694. **Application deadline is May 1, 2015.**

FOUNDATION IMPACT AT A GLANCE

2014 was an incredible year for the Foundation. Here are highlights of our accomplishments, all made possible through our volunteers' efforts and your contributions in support of our educational mission.

Apprentice and Journeyman Training and Workforce Development

- Helped **31 of the nation's top apprentices demonstrate their skills and compete for national honors** at the contests held during CONNECT 2014.
- Helped over 100 secondary and post-secondary students compete in the **SkillsUSA plumbing and HVACR contests**.
- Sent a team of young professionals to compete in the **Worldskills Water Innovation Challenge**, where they created innovative solutions for water and sanitation issues in Nepal and Bangladesh.
- Customized our **E-Learning Apprentice Training** courses to meet state requirements.
- Supported the annual **HVACR & Mechanical Instructor Workshop for Education Professionals**, reaching more than 150 technical and community college instructors.
- Presented **\$60,000 in scholarships to 23 students** entering the p-h-c industry.
- Hosted a focus group of contractors, manufacturers and educators to learn more about how the industry can work together to meet the **workforce challenge** and shared the findings with the joint PHCC and Foundation Task Force on Workforce.



Business Management Education and Training

- Embarked on a groundbreaking process to update and revamp the **Essentials of Project Management** course.
- Brought **quality business management training to over 2,000 contractors and their employees** through our partnership with chapters, the PHCC enhanced service groups, and our semi-monthly webinar series.
- Hosted **17 project managers and business owners in an Advanced Management class**, where they discussed topics selected via an online survey.
- Published 12 issues of the **HR Personnel e.bulletin** on topics ranging from firing done right to supervising a multicultural workforce.
- **Developed 25 highly rated educational seminars** at CONNECT 2014 filling over 800 seats.
- Launched a **new Foundation YouTube channel** that received over 5,400 views. The most popular video was our webinar on the new water heater regulations that go into effect in April of 2015.



With your leadership and support, we look forward to further successes in 2015!

2014-2015 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 2015.

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



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– Craig & Kathy Lewis

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