



# CONNECT 2011

September 21-24 Minneapolis, MN

## Moving Your Business Forward



# CONNECT 2011: Moving Your Business Forward

It's a sure win! Three powerhouses – PHCC, the Construction Contractors' Alliance (CCA) and Quality Service Contractors (QSC) – are teaming up to make CONNECT 2011 bigger and better than ever before with diverse programming certain to give you the edge in this competitive marketplace.

*No other conference offers this quality or quantity of programming for plumbing and HVAC contractors. CONNECT 2011 promises to positively impact your business.* This year's conference schedule is packed with new business-building ideas and tactics that will help you:

- Increase profits.
- Run your business more efficiently.
- Tap into opportunities for new business.
- Learn the latest technologies and trends.
- Improve your management style (especially with a younger, changing workforce!)
- Embrace renewable energy sources, and so much more!

At CONNECT 2011, you'll find the industry's most powerful ideas and profitable network all on one playing field! Plus, score big at the Product & Technology Showcase, where contractors, manufacturers and other vendors exchange ideas about the latest advancements in the p-h-c- industry.

And – while you're in Twins country – join us for their home match-up against the Seattle Mariners, and take advantage of our special "behind-the-scenes" tour of the new Silver LEED-certified Target Field.

It's an incredible line-up of education and networking developed solely for the plumbing and HVAC industry. And, if you're interested in learning more about CCA and QSC, this is the perfect opportunity to check them out in person. Also on deck is special programming for members of PHCC's Union-Affiliated Contractors.

CONNECT 2011 can't be beat! Join us for winning professional development strategies sure to help you score a homerun for your business. We hope to see you there!

## Thank You, CONNECT 2011 Sponsors

### 2011 PHCC Corporate Partners & CONNECT Diamond Sponsors



### Platinum Sponsors



### Gold Sponsors



### Silver Sponsors



**Tuesday, September 20**

8 a.m.-5 p.m. PHCC Board of Directors' Meeting  
(PHCC members are invited to attend)

**Wednesday, September 21**

11 a.m.-6 p.m. Registration Open

6:30 a.m.-  
3 p.m. PHCC Golf Tournament  
(pre-registration required)

8 a.m.-Noon PHCC Educational Foundation Board  
of Directors' Meeting

8:30 a.m.-  
3:30 p.m. Quality Service Contractors (QSC)  
Board of Trustees' Meeting

Noon-5 p.m. Chapter Leadership Lunch & Program –  
*Sponsored by Federated Insurance*  
(pre-registration and tickets required)

1-2:30 p.m. PHCC Auxiliary Special Committee Meetings

1-5 p.m. Construction Contractors' Alliance (CCA)  
Peer Group Problem-Solving Session  
(CCA members only)

2-5 p.m. PHCC Past National Officers' Meeting

3-5 p.m. PHCC Educational Foundation Plumbing  
Apprentice Contest Orientation

3-4:30 p.m. PHCC Auxiliary Board of Directors' Meeting

5-7 p.m. CONNECT 2011 Opening Reception –  
*Sponsored by Bradford White and InSinkErator*  
(Contractors Only until 5:30 p.m.)

7 p.m. Minnesota Twins vs. Seattle Mariners Baseball  
Game (pre-registration and ticket required)

7-9 p.m. PHCC Educational Foundation Plumbing  
Apprentice Contestant Dinner – *Sponsored by*  
*Copper Development Association*

**Thursday, September 22**

7 a.m.-6 p.m. Registration Open

7 a.m.-4 p.m. PHCC Educational Foundation Plumbing  
Apprentice Contest

7-7:45 a.m. Opening Breakfast –  
*Sponsored by Bradford White*

7:45-9 a.m. Keynote Presentation: Leading Change:  
8 Steps to Successful Transformation –  
*Presented by Tom Flick*

9 a.m.-2 p.m. Product and Technology Showcase (lunch included)

9-11 a.m. CCA Business Solutions Session  
(CCA Members Only)

10 a.m.-Noon PHCC Auxiliary Business Meeting

12:30-3:30 p.m. PHCC Auxiliary Luncheon & Silent Auction

2-4 p.m. Plumbing Industry Council Meeting

2-5 p.m. CCA Session: The Energy Bus: 10 Rules to Fuel  
Your Life, Work and Team with Positive Energy.  
*Presented by Jon Gordon* (Open to interested  
new construction contractors)

2-5 p.m. QSC Power Meeting Roundtables  
(QSC Members Only)

2:15-5 p.m. Learning Labs

3-4 p.m. Association Executives Council (AEC) Board  
Meeting (Open to all association executives)

4:30-5:30 p.m. Union-Affiliated Contractors' (UAC)  
Trustee Meeting

5-6:30 p.m. CCA Reception (Open to interested new  
construction contractors)

5-6:30 p.m. QSC Power Meeting Reception  
(QSC Members Only)

5:30-7:30 p.m. UAC Reception  
(pre-registration and ticket required)

5:30-7 p.m. PHCC Educational Foundation Donor Reception  
(By invitation)

7-9 p.m. Past National Officers' Dinner (By invitation)

8-11 p.m. PHCC-PAC Fundraising Event

# CONNECT 2011

**Please note: ALL schedules are preliminary  
and subject to change**

## Friday, September 23

6:45 a.m.-5 p.m.	Registration Open
6:45-7:45 a.m.	Coffee and Conversation/Zone Information Exchange
7:30-9 a.m.	PHCC Educational Foundation Board of Governors' Breakfast (By invitation)
7:30-9 a.m.	PHCC Auxiliary Life Member Breakfast
8-9:15 a.m.	QSC Power Meeting Opening Speaker (Open to ALL CONNECT 2011 attendees) <i>The SuccessMind, Presented by Doug Trenary</i>
8-10 a.m.	PHCC Educational Foundation Plumbing Apprentice Post Contest Review and Tear Down
8-11:45 a.m.	Chapter Executives' Education Session
8-11:45 a.m.	CCA Session (CCA Members Only)
9:30-11:30 a.m.	PHCC Auxiliary Installation and Reception
9:45-11:45 a.m.	Contractor Education Sessions – <i>Sponsored by Kohler Co.</i>
9:45-11:45 a.m.	QSC Power Meeting Education Session (Open to ALL CONNECT 2011 attendees)
10-11:30 a.m.	PHCC Educational Foundation Plumbing Apprentice Contestant Seminar – <i>Sponsored by Legend Valve</i>
Noon-1:30 p.m.	PHCC 2011 Awards Luncheon – <i>Sponsored by InSinkErator</i>
2-4:45 p.m.	Contractor Education Sessions – <i>Sponsored by Kohler Co.</i>
2-4:45 p.m.	QSC Power Meeting Education Sessions (QSC Members Only)
3-4:30 p.m.	PHCC Auxiliary State Officers and Zone Directors Reception
4:45-6:30 p.m.	QSC Reception (Open to ALL attendees interested in QSC)
5:30-7:30 p.m.	PHCC Educational Foundation Charity Party Lounge

## Saturday, September 24

6:30 a.m.-Noon	Registration Open
7:15-8:45 a.m.	PHCC Annual Business Meeting and Voting for Vice President
9 a.m.-Noon	Contractor Education Sessions – <i>Sponsored by Kohler Co.</i>
9 a.m.-Noon	QSC Power Meeting Education Sessions (QSC Members Only)
9 a.m.-Noon	Chapter Executives Education Session
9:30-10:30 a.m.	Auxiliary New Board Orientation (By invitation)
10:30-11:30 a.m.	Auxiliary Post Convention Board Meeting
Noon-1:15 p.m.	Lunch on your own
1:15-3:45 p.m.	Tour of Target Field ( <i>tickets required</i> )
Noon-2 p.m.	PHCC New Board Orientation (By invitation)
1:15-3:30 p.m.	QSC Power Meeting Education Sessions (QSC Members Only)
1:30-3:30 p.m.	Contractor Education Sessions – <i>Sponsored by Kohler Co.</i>
2:30-3:30 p.m.	PHCC Post-Convention Board of Directors' Meeting
3:45-4:45 p.m.	QSC Power Meeting Closing Speaker (Open to ALL CONNECT 2011 attendees) <i>Uncrapify Your Life!, Presented by Jeff Havens</i>
6-7:30 p.m.	PHCC Officer Installation and Closing Reception – <i>Sponsored by Federated Insurance</i>

CONNECT 2011 is a paper-lite event.

Electronic handouts will be available during and after the convention.

100+ exhibitors will fill the Product & Technology Showcase to help you solve your toughest business challenges.

Choose from over 20 education programs to help you re-imagine business success.



## Wednesday, September 21

6:30 a.m.-3 p.m. (Tee Time 8 a.m.) – **Golf Tournament**  
 Hosted by PHCC of Minnesota and the P-H-C Manufacturer  
 Reps Club of Minnesota

Get ready to tee off Wednesday morning! Players will enjoy an exciting day of golf, prizes and networking as we join with local p-h-c industry players for their annual tournament. A portion of the proceeds for this event will be donated to the PHCC Educational Foundation and Challenge Air for Kids.

Registration includes greens fees, cart, transportation from the Minneapolis Hilton, food and post-tournament awards reception. For more information, call the PHCC of Minnesota office at (763) 569-0891. CONNECT 2011 attendees, exhibitors and all others are welcome to register for this event. *Pre-registration is required.*



Noon-5 p.m. – **Chapter Leadership  
 Program & Lunch**  
 Sponsored by Federated Insurance



Join your fellow state and local Chapter leaders for a special program designed to help you enhance your leadership skills and strengthen your chapter.

The session will concentrate on engaging members at all levels of the association and communicating the value that PHCC membership brings to plumbing, heating and cooling contractors.

You'll also receive the tools, information and more importantly the networking support you need to meet the challenges of PHCC chapter leadership.

Who Should Attend: Chapter Officers and State and Local Executive Directors. *There is no charge, but pre-registration is required.*

11 a.m.-6 p.m. – **Registration Open**

## continued Wednesday, September 21

5-7 p.m. – **CONNECT 2011 Opening  
 Reception** Sponsored by Bradford  
 White and InSinkErator



Join your sponsors for a kick-off of your CONNECT 2011 experience in Minneapolis. (Contractors-only until 5:30 p.m.)

7 p.m. – **Minnesota Twins vs. Seattle Mariners**

Spectacular and intimate... breathtaking views... dazzling amenities... and a staggering array of special features! Those are just a few things you can find in your experience at Target Field, the new world-class home of Minnesota Twins Territory. Come on out to the ball park with PHCC, and be sure to keep your eyes on the Jumbotron during the 4th inning for a special surprise! Special PHCC discount rate of \$21. *Pre-registration and ticket required.*



## Thursday, September 22

7 a.m.-6 p.m. – **Registration Open**

7 a.m.-4:30 p.m. – **PHCC Educational  
 Foundation Plumbing Apprentice Contest**



Watch the next generation of plumbing contractors demonstrate their knowledge and skills. Contestant registration deadline is July 15, 2011.

For more information, contact Merry Beth Hall at (800)533-7694 or hall@naphcc.org. *Major sponsors: Copper Development Association, Delta, RIDGID and Viega.*

7-7:45 a.m. – **Bradford White  
 Breakfast**



Join Bradford White for a deluxe continental breakfast prior to the keynote speaker. Be sure to pick up a complimentary souvenir mug to add to your collection!

continued **Thursday, September 22**

7:45-9 a.m. – **OPENING GENERAL SESSION**

**“Leading Change: 8 Steps to Successful Transformation”** *Sponsored by Viega*

Motivator Tom Flick will provide valuable advice on how to effectively lead change in your business and life. A well-known training consultant and former NFL quarterback, Flick will help p-h-c business owners learn how to effectively lead themselves and others through change to fully realize opportunities and avoid hazards.



9 a.m.-2 p.m. – **Product and Technology Showcase and Lunch**

The Product and Technology Showcase isn't just another industry trade show. Attending this event is a strategic investment in the growth of your company. The showcase provides an intimate setting where contractors, manufacturers, and other vendors learn and exchange ideas about products, technologies and advancements in the p-h-c industry. Experience the best opportunity all year for networking and learning combined into one event!



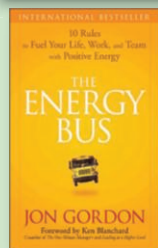
2:15-5 p.m. – **Learning Labs**

Following the Product and Technology Showcase, Industry Partners will offer valuable educational sessions. Get firsthand exposure to and guidance about products and technologies that can make your business more productive and profitable.

2-5 p.m. – **CCA Session** (Open to ALL interested new construction contractors)

**“The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team with Positive Energy”**

Based on his international best-selling book, *The Energy Bus*, Jon Gordon will present a powerful roadmap to overcome common life and work obstacles and bring out the best in yourself and your team. Whether you are looking to build a positive culture, energize and engage your team, or enhance your productivity and performance, this talk will help you create more success and enjoy the ride of your life.



2-5 p.m. – **QSC Power Meeting Roundtables** (QSC Members Only)

Discuss the “hot topics” of the service and repair market, sharing ideas and lessons learned with contractors from across the country.

continued **Thursday, September 22**

5-6:30 p.m. – **QSC Reception**

QSC members will enjoy beverages, snacks and camaraderie.



5-6:30 p.m. – **CCA Reception** (Open to ALL interested new construction contractors)

The “Energy Bus” excitement will carry on to an evening reception with more networking for contractors and spouses. Talk one-on-one with CCA members about similar challenges and solutions, and learn about CCA at the same time.



5:30-7 p.m. – **PHCC Educational Foundation Donor Reception**

A chance for Foundation supporters to catch up with colleagues. *(By invitation only)*

5:30-7:30 p.m. – **Union-Affiliated Contractors' Reception**

This event is a must-attend for anyone interested in the success of the signatory sector of the industry. UAC guests can expect to build relationships with some of their industry's key leaders. *Pre-registration and ticket required.*



8-11 p.m. – **PHCC-PAC Fundraising Event**

**Crazy Keys Dueling Pianos**

Take two pianos, two talented performers, requests and interaction from



you – and enjoy this fantastic evening! Come prepared to have fun and to raise money for a great cause. Join your fellow contractors to help PHCC flex its legislative muscle. Political Action Committee funds raised will go to incumbents and candidates who are pro-business and support the PHCC agenda. We can make a difference in the 2012 election, but we need your help! A signed prior approval form is required to attend. *(The form is available in advance or at the registration desk.)*

**Friday, September 23**

6 a.m.-5 p.m. – **Registration Open**

6:45-7:45 a.m. – **Coffee and Conversation/Zone Information Exchange**

Learn important information about issues on the Sept. 24 PHCC Annual Business Meeting agenda while enjoying coffee and pastries. This is the perfect opportunity to discuss ideas with your zone director that you would like PHCC to consider. There will be plenty of time to network with other contractors, as well.



continued **Friday, September 23**

8-9:15 a.m. – **The SUCCESSMIND**

*QSC Power Meeting Opening Speaker*  
(Open to ALL CONNECT 2011 attendees)  
*Sponsored by Quality Service Contractors*

Confused by all the approaches to “success?” Is it all about just money? Or power? Whatever your goals, there is a distinct way high achievers play the game of life – they possess what Doug Trenary calls a SuccessMind.

You can, too! The SuccessMind on Offense teaches you how to advance your success while fluidly shifting to defense when necessary to protect it.



## Education Sessions

*Sponsored by Kohler Co.*

9:45-11:45 a.m.

*QSC Power Meeting Education Session*  
(Open to ALL CONNECT 2011 attendees)

### **Small Business Financial Accountability**

Get a clear picture of the entire structure of financial accountability for a company – the “do’s and don’ts” of small business. Then dig deeper into the chart of accounts for a company general ledger. Find out how to analyze the income statement or Profit & Loss Statement; the balance sheet accounts; and cash flow statement (and why you need it).

*Gary Elekes, EPL Residential*

### **Water and Energy Connection**

Professional water and energy audits can be a new source of revenue – but they must be done effectively. Are you including all the costs and all the benefits? Can you answer your customers’ payback questions? This session will explain the important link between water and energy savings, giving you the knowledge to expand successfully into this new market.

*Eddie Wilcut, Caroma*

### **Serious About Service**

This session, specifically geared to signatory contractors, will explore the complicated yet potentially lucrative “service” arena. Service work is not an easy business to enter during a downturn (or any other time). Yet those willing to take this market seriously by knowing what to charge; being ready to serve, preserving and growing a customer base; and applying effective staffing, training and incentive procedures can survive and thrive in this market. Find out if you are up to the challenge.

*Robert Melko, Bishop Plumbing and UAC Chairman*

continued **Friday, September 23**

Noon-1:30 p.m.

### **PHCC 2011 Awards Luncheon**

*Sponsored by InSinkErator*



Join PHCC – National Association, the PHCC Educational Foundation, the PHCC – National Auxiliary and the Association Executives Council for another entertaining luncheon while we recognize outstanding achievement of the association’s best for 2011.

## Education Sessions

*Sponsored by Kohler Co.*

2-3:15 p.m.

### **Mobile Devices Improve Project Management & Profitability**

Plumbing, heating, and cooling contractors can manage projects more efficiently and profitably using the latest mobile devices (eg., iPad) and construction management software. With convenient access to up-to-date project documents and data, whether on the road or at a job site, project managers can execute projects for optimal profitability, while saving time, controlling costs, and responding to issues quickly.

*Karl Rajotte, Maxwell Systems*

### **Adding Solar Thermal to Your Business**

Rising fuel costs, stricter emission standards and government incentives are some of the reasons for the recent push toward renewable energy sources like solar energy. This presentation will cover how to make solar thermal systems a part of the traditional plumbing and heating contractors’ business model. This will include a look at solar thermal technology, the sales process, financial feasibility analysis, and case studies.

*Ross Trethewey, TE2 Engineering*

### **Improving Your Leadership and Management Style**

It is well documented that the boss’s leadership style is based on their personality. What are the major leadership challenges you face and what can you do about them? Do you procrastinate? Do you avoid confrontation? Is it difficult to provide candid performance feedback? Do you dominate and control others? What’s the relationship between your personal “wiring,” memory, emotional control, and stress tolerance? Learn why what you do is connected to who you are – and discuss ways to manage your leadership style.

*Randy Cheloha, Ph.D., Cheloha Consulting Group*

continued **Friday, September 23**

3:30-4:45 p.m.

### Next Generation: Policies and Possibilities in a World of Cleaner Energy and Water

A wide range of proposed and potential regulations will have a dramatic impact on the p-h-c industry and its customers. These regulations will come from an alphabet soup of federal regulators – EPA, FERC, NERC, CFTC and DoE, among others. There are a wide range of non-regulatory issues driving changes in the industry, including fuel prices, food prices and technological changes. This session will look down the road and focus on some of the big picture changes that will impact our industry and your business.

*Kirk Alter, Fast Management, Inc.*

### Getting the Most Out of Hydronic Heating Systems

The true efficiency of a hydronic system involves looking at the entire system. This presentation will go beyond the world of AFUE and heating source efficiencies to examine the effect of distribution and emitter efficiencies. Electronic Commutated (EC) Motor pumping technology and low water temperature design will be emphasized.

*Ross Trethewey, TE2 Engineering*

### Managing the Younger, Changing Workforce

Connecting with and motivating younger generations, including Gen X and Gen Y, is not easy. They're in constant touch via cell phone, texting, Facebook, and Twitter. Do they think differently about loyalty, advancement, and what they want from work? How can owners and managers inspire and motivate these younger employees? What can be done to ensure they are engaged and involved? Learn how to make your workforce more productive, experience less turnover and make a greater contribution to business profitability.

*Randy Cheloha, Ph.D., Cheloha Consulting Group*

4:45-6:30 p.m. – **Quality Service Contractors**

**Reception** Discover what makes QSC contractors the “Best of the Best.”  
(Open to anyone interested in QSC)



5:30-7:30 p.m. – **Party Lounge**

*Benefiting the PHCC Educational Foundation*

The hit event from last year's convention returns! Start your evening with a party while showing support for industry education. All are welcome to relax and enjoy a beverage while catching up with friends. Those who register can join in the fun by challenging fellow members at big screen video games, a Texas Hold 'em poker tournament and other games. Registration gets you a license to play at any of the event's gaming stations all night. CONNECT 2011 attendees, exhibitors and all others are welcome to register.



## Saturday, September 24

6:30 a.m.-Noon – **Registration Open**

7:15-8:45 a.m. – **PHCC Annual Business Meeting and Voting for Vice President**

## Education Sessions

*Sponsored by Kohler Co.*

9-10:30 a.m.

### Selling in the New Normal!

The game has changed and we are experiencing a long-term shift in economic behaviors. Companies that continue to rely on the same old methods to make money will be left behind by the contractors who embrace new ideas and methods of selling in “The New Normal.” In this session learn how to sell water and energy conservation and other work based on customer cost reductions and a proactive approach. When you can prove to the customer that you're the expert and that the services you can provide will save them more than not hiring you, how can they say no?

*Kirk Alter, Fast Management, Inc.*

### Grow Your Profits – Home Warranty Opportunities

Are you missing a golden opportunity to grow your business and add profits to the bottom line? Learn from a PHCC member company with over \$3 million in annual revenue from home warranty work how to implement best practices in securing those contracts, avoiding pitfalls, increasing your customer base, smoothing demand, and optimizing profits in this segment.

*Alan Givens and Linda Couch, Parrish Services*



*continued* **Saturday, September 24**

### **The Price is Right! Calculating YOUR Costs, Profit & Pricing**

Learn how to calculate company costs and employee productivity to determine your breakeven price for work. We'll discuss how to properly calculate profit (mark-up vs. margin methods) and how to arrive at a solid billable hour price that is based on real numbers.

*Michael Bohinc, CPA, Keeping Score, Inc.*

10:45 a.m.-Noon

### **A \$64 Billion Opportunity**

A \$64 Billion market that is waiting for your products and services, the Mature Market, offers great opportunities for those in the know. In this session, learn how to tap into the needs of this large, fast growing, and wealthy market with bathroom solutions focused on safe, accessible, and Aging in Place design. A Certified Aging in Place Specialist (CAPS) will provide an overview of the opportunity, relevant market research, accessibility needs by user, product solutions, and design considerations catering specifically to this market. Relatively untapped, this market is an ideal opportunity to help grow your sales and expand your business.

*Kalpesh Nanji, American Standard Brands*

### **We're Engaged! But Will It Last?**

Social media is not about marketing to a customer; it is about engaging a community. They are out there talking about you. Are you listening? A panel of contractors will discuss how they jumped into the social media world, what lessons they've learned and how they built a new kind of brand love for their companies.

*Contractor panel facilitated by Brenda A. Dant, CAE, Executive Director, Indiana PHCC*

### **Green Plumbing Codes = Business Opportunities**

Green codes offer contractors a great opportunity to expand their businesses. In this session you'll get an overview of the high efficiency plumbing fixtures required by the IAP.M.O Green Plumbing and Mechanical Code Supplement and learn how to use the High Efficiency (HE) fixtures requirements to increase business opportunities.

*Doug Kirk, IAPMO*

Noon-1:15 p.m. – **Lunch on Your Own**

### **1:15-3:45 p.m. – Behind-the-Scenes Tour of the New LEED-Certified Target Field**

Experience the magnificence of the Target Field, the "greenest" ballpark ever built in America, on this private behind-the-scenes tour that includes areas typically restricted only to Twins' players and staff. The tour will focus on water sustainability and energy use reduction efforts, such as a custom-designed rainwater recycling system that irrigates and cleans the stadium *continued*

*continued* **Saturday, September 24**

seats and a captured waste energy system that heats most of the ballpark's indoor spaces and playing field.

*Cost is \$25 per person and pre-registration is required.*

## **Education Sessions**

*Sponsored by Kohler Co.*

1:30-3:30 p.m.

### **Take Control of Your Future: Retirement Financial Planning**

With retirement planning, time is money – so you had better start planning now! We'll explore how to calculate your projected retirement expenses, determine what you need to save to achieve your goals and figure out what type of plan is best for you and your company.

*Michael Bohinc, CPA, Keeping Score, Inc.*

### **The Plumber's Guide to Residential Fire Sprinklers**

While the debate regarding the mandatory installation of residential sprinklers continues, their eventual inclusion into all new homes is inevitable. Find out the current status of where residential fire sprinkler systems are required, the adoption of state contractor licensing requirements, and the developments expected during the next year. Don't miss this opportunity to learn about this fast-developing new market.

*Russ Leavitt, Telgian Corporation*

3:45-4:45 p.m. – **CLOSING GENERAL SESSION**

### **Uncrapify Your Life!**

(Open to ALL CONNECT 2011 attendees)

*Sponsored by Quality Service Contractors*

Uncrapify Your Life! is an entertaining study of exactly what not to do. Audiences will be "encouraged" to criticize others and outsource blame before Jeff Havens brings it all home with a more serious discussion about proper communication, customer service and accountability practices. You'll learn how to avoid negative and unproductive situations, as well as proven strategies to take your business operations to the next level.

*Jeff Havens*



### **6-7:30 p.m. – PHCC Officer Installation and Closing Reception**

*Sponsored by Federated Insurance*



Join us in celebrating the installation of our national PHCC officers and the closing of another great CONNECT event with fabulous food, friends and entertainment!

## PHCC Auxiliary Schedule

We have a fabulous program planned for Minneapolis and invite you to join us there.

The Auxiliary consists of women and men with the purpose of "working in partnership with the plumbing, heating and cooling industry through cooperation, communication and education."

The PHCC Auxiliary continues to work for you! We look forward to seeing you in Minneapolis!



### Wednesday, September 21

1-2:30 p.m. – PHCC Auxiliary Special Committee Meetings

3-4:30 p.m. – PHCC Auxiliary Board of Directors' Meeting

5-7 p.m. – CONNECT 2011 Opening Reception  
Sponsored by Bradford White and InSinkErator



### Thursday, September 22

7 a.m.-4:30 p.m. – PHCC Educational Foundation  
Plumbing Apprentice Contest



7-7:45 a.m. – Bradford White Breakfast



7:45-9 a.m. – Opening Session

**Leading Change: 8 Steps to Successful Transformation**

*Presented by Tom Flick*  
*Sponsored by Viega*



9 a.m.-2 p.m. – CONNECT 2011 Product and Technology Showcase

10 a.m.-Noon – PHCC Auxiliary Business Meeting

12:30-3:30 p.m. – PHCC Auxiliary Luncheon and Silent Auction

The Auxiliary is planning a fabulous luncheon event for those who are Auxiliary members and invited guests. Join us for an entertaining and relaxing afternoon with an opportunity to bid on a wide variety of silent auction items.

8-11 p.m. – PHCC-PAC Fundraising Event

### Friday, September 23

7:30-9 a.m. – PHCC Auxiliary Life Member Breakfast  
*Sponsored by LA-CO Industries*

9:30-11:30 a.m. – PHCC Auxiliary Installation and Reception

Noon-1:30 p.m. – PHCC 2011 Awards Luncheon  
*Sponsored by InSinkErator*



3-4:30 p.m. – PHCC Auxiliary State Officers and Zone Directors Reception  
*Sponsored by Brasscraft*

5:30-7:30 p.m. – PHCC Educational Foundation Party Lounge



### Saturday, September 24

9:30-10:30 a.m. – PHCC Auxiliary Board and Committee Orientation (By invitation)

10:30-11:30 a.m. – PHCC Auxiliary Post Convention Board Meeting

3:45-4:45 p.m. – QSC Closing Speaker (Open to ALL attendees)  
**Uncrapify Your Life!** *Presented by Jeff Havens*

6-7:30 p.m. – PHCC Officer Installation and Closing Reception  
*Sponsored by Federated Insurance*



Minneapolis at Night

## Programs for State and Local Chapter Executives

The Association Executives Council (AEC) of PHCC is an “association within an association.” Its members are the paid staff of local, state and regional PHCC-National Association affiliated associations.



The group provides the same networking and educational opportunities that contractor members get from PHCC at the local, state and national levels. It emphasizes promotion of professionalism within the executive director association and within the industry as a whole.

### Wednesday, September 21

#### Noon-5 p.m. – Chapter Leadership Lunch & Program

*Sponsored by Federated Insurance*



Join your fellow state and local Chapter leaders for a special program designed to help you enhance your leadership skills and strengthen your chapter.

The session will concentrate on engaging members at all levels of the association and communicating the value that PHCC membership brings to plumbing, heating and cooling contractors. You'll also receive the tools, information and more importantly the networking support you need to meet the challenges of PHCC chapter leadership.

**Who Should Attend:** Chapter Officers and State and Local Executive Directors *There is no charge, but pre-registration is required.*

### Thursday, September 22

3-4 p.m. – **AEC Board Meeting** (all chapter execs are invited)

### Friday, September 23

8-11:45 a.m. – **AEC Education Session**

### Saturday, September 24

9-11:45 a.m. – **AEC Education Session**

## Union-Affiliated Contractors



**Program Highlights:** The Union-Affiliated Contractors (UAC), a PHCC enhanced service group, is composed of signatory contractors, association executives and representatives of the United Association (UA) who meet regularly to address the special needs and concerns of the union-employing contractors. The UAC will feature special programming during CONNECT 2011.

### Thursday, September 22

2-4 p.m. **Plumbing Council Meeting**

4:30-5:30 p.m. **UAC Trustee Meeting**

5:30-7:30 p.m. **UAC Reception**

UAC members and guests will mingle to discuss signatory contractor issues and hear important updates from United Association officials. Open to non-UAC members interested in learning more about the organization. *Pre-registration and ticket required.*

### Friday, September 23

9:45-11:45 a.m. **Serious About Service**

This session, specifically geared to signatory contractors, will explore the complicated yet potentially lucrative “service” arena. Service work is not an easy business to enter during a downturn (or any other time). Yet those willing to take this market seriously by knowing what to charge; being ready to serve, preserving and growing a customer base; and applying effective staffing, training and incentive procedures can survive and thrive in this market. Find out if you are up to the challenge.

*Robert Melko, Bishop Plumbing and UAC Chairman*

Mark your calendars for  
**CONNECT**  
**2012**

**Oct. 3-5, 2012**

**Philadelphia Marriott  
Philadelphia, Pa.**





# Quality Service Contractors' Power Meeting XXXV

*Building a Firm Foundation...  
Using Your Financials to Prosper*

## Program Highlights

This second year of Quality Service Contractors' partnership with a CONNECT event offers an even stronger line-up than last year! "Building a Firm Foundation...Using Your Financials to Prosper" will be the primary focus of the two-day meeting. There also will be motivational guidance on how to use your defense/offense "Success Minds" and adopt a positive philosophy of "Never Give Up!" Check out the highlights below. Many events are open to PHCC members interested in learning more about QSC. We'd love to have you! QSC members are eligible to attend all CONNECT 2011 events, as well.

### Wednesday, Sept. 21

5-7 p.m. **CONNECT 2011 Opening Reception**

7 p.m. **Minnesota Twins vs. Seattle Mariners Baseball Game** (optional)

### Thursday, Sept. 22

7-7:45 a.m. **CONNECT 2011 Bradford White Breakfast**

7:45-9 a.m. **CONNECT 2011 Keynote:** "Leading Change: 8 Steps to Successful Transformation." Tom Flick

9 a.m.-2 p.m. **Product & Technology Showcase**

2-5 p.m. **QSC Roundtables:** Delve into the "hot topics" of the service and repair market, sharing ideas and lessons learned with contractors from across the country.

5-6:30 p.m. **QSC Reception:** Wind down with beverages, snacks and camaraderie.

### Friday, Sept 23

8-9:15 a.m. **QSC Power Meeting Opening Speaker** *Doug Trenary* (Open to ALL CONNECT 2011 attendees)  
**The SUCCESSMIND:** Confused by all the approaches to "success?" Is it all about just money? Or power? Whatever your goals, there is a distinct way high achievers play the game of life—they possess what Doug Trenary calls a SuccessMind. You can, too! The SuccessMind on Offense teaches you how to advance your success while fluidly shifting to defense when necessary to protect it.

9:45-11:45 a.m. **Small Business Financial Accountability** *Gary Elekes, EPL Residential* (Open to ALL CONNECT 2011 attendees)  
Get a clear picture of the entire structure of financial accountability for a company – the "do's and don'ts" of small business. Then dig deeper into the chart of accounts for a company general ledger. Find out how to analyze the income statement or Profit & Loss Statement; the balance sheet accounts; and cash flow statement (and why you need it).

Noon-1:30 p.m. **Awards Luncheon Sponsored by InSinkErator**

*continued* **Friday, Sept 23****2-4:45 p.m. Segmenting and Interpreting Your Financials** *Gary Elekes, EPL Residential*

Learn how to break down an income statement into business segments to properly evaluate operations and performance. Discover the tools and accounting methods needed. Become familiar with the various segments in the plumbing and HVAC businesses, and introduce the use of benchmarking, or Key Performance Indicators. Learn how benchmarking can help your business operate more effectively.

**5-6:30 p.m. QSC Reception** (Open to anyone interested in QSC)

Network in a relaxed atmosphere following a day of focused learning. Talk with QSC members one-on-one to learn more about the many ways membership in QSC can benefit your business.

**Saturday, Sept 24****7:15-8:45 a.m. PHCC Annual Business Meeting and Voting for Vice President****7:30-8:30 a.m. QSC Continental Breakfast****8:30 a.m.-Noon Budgeting and Pricing for Success** *Gary Elekes, EPL Residential*

Budgeting is just not for big companies! Learn the importance of timeliness and evaluation in the reporting system, and how processes can be improved. Topics include: setting service prices, managing flat rate or time and material properly, pricing renovations, establishing standards and discounting policy. Find out how to establish the Divisor (multiplier/Markup/Divisor) and gross profit per man day methods, and finish with dual overhead pricing. Then you can choose the best fit for your company.

**Noon-1:15 p.m. QSC Lunch****1:15-3:30 pm Building a Growth Plan** *Gary Elekes, EPL Residential*

Explore the importance of understanding the financial aspects of growing a company. Know how much capital it takes and how to prioritize choices while growing a small business. Get valuable advice on the best ways to acquire a company in your market. Find out the merits of the "Tuck In" acquisition of customer databases.

**3:45-4:45 p.m. CLOSING GENERAL SESSION: Uncrapify Your Life!** *Jeff Havens* (Open to ALL CONNECT 2011 attendees)

Uncrapify Your Life! is an entertaining study of exactly what not to do. Audiences will be "encouraged" to criticize others and outsource blame before Jeff Havens brings it all home with a more serious discussion about proper communication, customer service and accountability practices. You'll learn how to avoid negative and unproductive situations, as well as proven strategies to take your business operations to the next level.

**6-7:30 p.m. PHCC Officer Installation and Closing Reception** *Sponsored by Federated Insurance*

Be sure to attend to see the "changing of the guard" of PHCC officers, including the installation of two QSC members: Keith Bienvenu as PHCC President and Doug Santoro as secretary. Enjoy food and entertainment in a festive environment.

**Is QSC for You?**

Quality Service Contractors offers members across North America with business management services and state-of-the-art training to enhance their image and to enable them to better serve the needs of their clients. **QSC offers a continually expanding inventory of education and training programs, products and services. Semi-annual Power Meetings, a business management coach, Webinars, daily Q-list e-mail discussions, online customer service training and more are available to members.**

**For more information about QSC, visit [www.qsc-phcc.org](http://www.qsc-phcc.org), or call (800)533-7694. Or, check us out in Minneapolis at any of the "open" events listed above.**



# Construction Contractors' Alliance Meeting

## Creating Positive Energy

**Program Highlights:** The Construction Contractors' Alliance is pleased to hold its semiannual meeting in conjunction with CONNECT 2011. The Alliance Meeting offers a "Creating Positive Energy" program of speakers, roundtables and manufacturer/vendor interaction. New construction contractors who are not members of CCA are invited to attend the Sept. 22 afternoon program and reception listed below. Here is a sampling of what is planned:



### Wednesday, Sept. 21

#### 1 p.m.-5 p.m. – CCA Peer Group Problem-Solving

In peer group settings, CCA members will present challenges, topics, or issues they have, and receive feedback or suggestions from the group, all in a non-competitive environment.

#### 5-7 p.m. – CONNECT 2011 Opening Reception

#### 7 p.m. – CCA Group Dinners

### Thursday, September 22

#### 7-7:45 a.m. – CONNECT 2011 Bradford White Breakfast

7:45-9 a.m. – **CONNECT 2011 Keynote: "Leading Change: 8 Steps to Successful Transformation."** *Tom Flick*

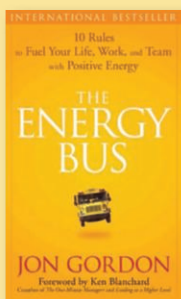
#### 9-11 a.m. – CCA Business Solutions

Whether it's branching out into something new, developing joint ventures or refining business operations, CCA members will share ideas on how to come out of a construction downturn stronger than ever. They'll brainstorm to see what the "Next Big Thing" is they can offer that their competitors do not.

#### 11 a.m.-2 p.m. – CONNECT 2011 Product & Technology Showcase

#### 2-4 p.m. – "The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team with Positive Energy" *Jon Gordon*

Based on his international best-selling book, *The Energy Bus*, Jon Gordon will present a powerful roadmap to overcome common life and work obstacles and bring out the best in yourself and your team. This talk will help you create more success and enjoy the ride of your life. Open to interested new construction contractors.



#### 5-6:30 p.m. – CCA Reception

The "Energy Bus" excitement will carry on to an evening reception with more networking for contractors and spouses. *Interested new construction contractors invited.*

#### 7 p.m. – CCA Group Dinners

### Friday, September 23

#### 8-9 a.m. – CCA Breakfast and Membership Meeting

9 a.m.-Noon – **"Changes in the Supply Chain and How They Affect New Construction Contractors" – CCA Educational Session and Wrap-up.** *The remainder of the CONNECT 2011 programming is available to all CCA registrants once the Alliance Meeting ends.*

### Interested in CCA?

Construction Contractors' Alliance members **enhance the profitability and professionalism of their businesses through education and networking opportunities.** CCA offers two in-person meetings a year, specialized employees for CCA employees, webinars on relevant topics, an e-mail discussion list and tours of member companies.

CCA is looking for fellow plumbing and mechanical new construction contractors to join our group. If you'd like to know more about what CCA offers, and even meet in person in Minneapolis, contact (800)533-7694 or e-mail [perham@naphcc.org](mailto:perham@naphcc.org).

**About Jon Gordon:** Jon Gordon has helped people, organizations and companies to overcome negativity and create their success. He and his books have been featured on CNN, NBC's *Today Show* and in *Forbes*, *Fast Company*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. His principles have been put to the test by NFL coaches and teams, hospitals, Fortune 500 Companies and countless leaders in business, healthcare and education. Jon is a graduate of Cornell University and holds a master's in teaching from Emory University.



**REGISTRANT INFORMATION**

COMPANY \_\_\_\_\_

REGISTRANT 1	BADGE NAME
--------------	------------

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ CELL \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS (TO SEND CONFIRMATION) \_\_\_\_\_

REGISTRANT 2 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE) \_\_\_\_\_ E-MAIL \_\_\_\_\_

REGISTRANT 3 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE) \_\_\_\_\_ E-MAIL \_\_\_\_\_

REGISTRANT 4 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE) \_\_\_\_\_ E-MAIL \_\_\_\_\_

FEES	QTY	By July 31	After August 1	=	TOTAL
Full Member Registrant	_____	\$495	\$595	=	_____
Second Registrant <i>from same company</i>	_____	\$445	\$545	=	_____
Third, Fourth, etc. <i>Registrant from same company</i>	_____	\$395	\$495	=	_____
QSC Member	_____	\$395	\$495	=	_____
CCA Member	_____	\$395	\$395	=	_____
Non - Member Registrant	_____	\$595	\$695	=	_____
PHCC Association Manager	_____	\$395	\$495	=	_____
PHCC Auxiliary Member (non-contractors)	_____	\$275	\$375	=	_____
Spouse / Full Program	_____	\$295	\$395	=	_____
Golf Tournament (Wed am)	_____	\$175	\$175	=	_____
Minnesota Twins Game (Wed pm)	_____	\$21	\$21	=	_____
PHCC "PAC" Event (Thur - single)	_____	\$100	\$100	=	_____
PHCC "PAC" Event (Thur- couple)	_____	\$175	\$175	=	_____
UAC Reception (Thur)	_____	\$100	\$100	=	_____
Foundation Party Lounge (Fri)	_____	\$40	\$60	=	_____
Target Field Stadium Tour (Sat)	_____	\$25	\$25	=	_____
Chapter Leadership Program and Lunch	_____	NO CHARGE		=	_____
Special Promo Code	_____			=	_____
			<b>TOTAL</b>	=	_____

**PAYMENT** *All payments in U.S. dollars and on a U.S. Bank*

CHECK (Make payable to PHCC)      OR       Charge my CREDIT CARD:     VISA     MC     AMEX

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



**PHCC CONNECT 2011**  
**Sept. 21 – 24, 2011**  
**Hilton • Minneapolis, MN**

**Deadline to Register: September 1, 2011**

**Early Bird Discount:** Save \$100 per attendee by registering before **July 31, 2011**

**Drawing:** Register before **June 31, 2011** to be entered into a drawing to receive your hotel stay at the Hilton Minneapolis (valid up to 4 nights room and tax) complimentary during PHCC CONNECT 2011.

**How to Register:**

**Mail:** PHCC CONNECT 2011  
 PO BOX 6808  
 180 S. Washington Street  
 Falls Church, VA 22046

**Fax:** (703) 237-7442

**Web:** [phccweb.org/connect](http://phccweb.org/connect)

**Questions/Assistance:**  
 (800) 533-7694

**PHCC Eligibility Policy**  
 CONNECT 2011 is open to all p-h-c contractors, spouses and employees. Meeting registration is only open to associate members/ industry partners who exhibit. PHCC reserves the right to refuse ineligible registrations.

**Registration Information:**  
**CANCELLATIONS** must be received (in writing) by September 1, 2011. After September 1, 2011, a 50% processing fee will be charged. No badges will be mailed in advance. All badges will be distributed on-site. On-Site Registrations will be assessed a \$30 handling fee.

**My Primary Business is:**

Service & Repair       New Construction

Residential             Commercial/Industrial

REGISTER BY JULY 31  
**SAVE \$100**

**Hotel deadline: Aug. 29.**  
**Please see the back page**  
**for instructions on**  
**how to reserve a room.**



180 S. Washington Street  
Falls Church, VA 22046

Presorted Standard  
US Postage  
PAID  
Timonium, MD  
Permit No. 90

**PHCC CONNECT 2011**  
**September 21-24, 2011**  
**Hilton Minneapolis**



*More Minneapolis information is available at [www.phccweb.org/connect](http://www.phccweb.org/connect)*

In Minneapolis, you'll find all the attractions, events and excitement of a major metropolitan area, without the hassles. Known as the City of Lakes, it's one of the few cities in the country where nature and city life coexist harmoniously. This fresh, clean and surprisingly cosmopolitan city offers museums, theaters, music and dancing, tours and fabulous shopping.

**Look at all Minneapolis has to offer!**

PHCC preferred rates will be available until **August 29, 2011**, or until the group block is sold out, whichever comes first. You may make reservations at [www.phccweb.org/connect](http://www.phccweb.org/connect) or by calling the hotel directly at (888) 933-5363. All rates are subject to state and local taxes. *Single/Double: \$165. Executive Level: \$195. Junior Suite: \$210. Are you driving to Minneapolis? Self-parking is available for only \$13 per day!*

Located in the heart of downtown Minneapolis, the upscale Hilton Minneapolis hotel is the perfect venue for PHCC CONNECT 2011. This 25-story hotel offers a range of in-house amenities and is ideally situated to access the city's top attractions. The Hilton is in walking distance to Nicollet Mall, Orchestra Hall, Target Field (Minnesota Twins Basebal), Metrodome, Target Center and Walker Art Center. Also nearby is the Light Rail accessing the airport and Mall of America, and much more.

**Hilton Minneapolis**  
1001 Marquette Avenue South  
Minneapolis, Minnesota 55403-2440  
Tel: 1-612-376-1000 | Fax: 1-612-397-4875  
You may make reservations online at [www.phccweb.org/connect](http://www.phccweb.org/connect), or by calling the hotel directly at 1(888)933-5363.

**PHCC Headquarters Hotel:**