

Attend The Only National Event Exclusively for P-H-C Contractors – PHCC CONNECT 2009



Can you afford to sit out PHCC CONNECT 2009 and risk being behind the competition? Attending will be the best decision you make this year. Check out these business-building educational opportunities.

GreenPlumbers® Inspection Report Service

More and more home and building owners are requesting professional energy and water efficiency analyses to determine where they can save resources. Become an expert in this growing field in a hands-on workshop that will give you the information, skills and tools to:

- Conduct domestic and commercial water audits
- Identify immediate and future water and energy-saving opportunities
- Calculate potential water, energy and financial savings solutions to help your customers make educated choices
- Demonstrate your knowledge of environmentally efficient products and practices

John Klesaris, Certified Instructor and Owner of John the Plumber

GreenPlumbers® Solar Hot Water

With solar technologies gaining in popularity among consumers, many plumbing contractors are adding this specialty to their service offerings. Find out how to expand into this area in this information-packed seminar that will help you:

- Understand the differences in solar energy systems and the characteristics of solar hot water design and installation
- Learn best practices for design, installation and retro-fit of solar hot water systems
- Advise your customers on solar hot water financial incentives and regulations

Kirk Alter, Certified Instructor, Associate Professor at Purdue University and President of Fast Management, Inc.

Understanding Residential Fire Sprinkler System Design and Installation

The significant market growth sparked by the International Residential Code requirement for residential fire sprinklers, combined with the advantages of multi-purpose systems, presents an incredible opportunity for plumbing contractors over the next decade. Learn about the NFPA 13D standard for installing fire sprinklers in single- and two- family homes, with a focus on the practical application of this standard in new construction. You'll gain a greater knowledge of water supply requirements, layout options, system components and installation best practices for residential fire sprinkler systems.

William Ramsey, III and Jason Drake, Fire Smarts faculty members

Lean, Mean, Green Selling Machine: Commercial

A growing number of corporations are willing to spend the money so they can tell their customers that they are "green." Are you ready to provide and service the plumbing and mechanical systems they are willing to pay for? Come to this session for a review of the latest green technology and marketing techniques for your commercial clients. Kirk Alter will facilitate a discussion with leading experts in the industry on what works (and what doesn't) related to geothermal, rainwater harvesting, greywater

and other applications for your commercial customers who want to "go green." Be prepared to share your experiences in this interactive workshop.

Discussion led by Kirk Alter, Associate Professor at Purdue University and President of Fast Management, Inc.

Lean, Mean, Green Selling Machine: Residential

The green movement has gained traction with residential consumers, and even a slow economy will not stop customers from "going green," if given the right options. Do you know how to ease your customers into choosing services that are planet-friendly and profitable for you? Kirk Alter will facilitate a discussion with leading industry experts on green residential options, how to demonstrate their benefits to homeowners and convincingly close the sale. WaterSense products and how the government stimulus package can help your sales will be covered. Be prepared to share your experiences in this interactive workshop.

Discussion led by Kirk Alter, Associate Professor at Purdue University and President of Fast Management, Inc.

The Future of Comfort and Efficiency

What will the 21st century heating and cooling system look like? Come join Richard Trethewey for his unique perspective on how we do it now (and why) and how we'll keep humans comfortable in the future. For 30 years, Richard has been the heating and plumbing expert on *This Old House*, and has traveled overseas for 20 years as a student of this HVAC challenge.

America uses two times more fuel, per capita, than any other country. The plumbing and heating contractor has helped to determine what systems Americans have in their homes. You are an important part of the future. Come learn about the choices.

Richard Trethewey, Founder and Owner of RST, Inc and a regular on This Old House and its spin-offs Ask This Old House and Inside This Old House

Is Fabrication for You?

Have you thought of setting up a fabrication shop, but are just not sure how to get started? Or are you a fabrication veteran who is interested in learning the latest trends in this process? No matter what knowledge level you have, this interactive seminar will provide the information you need to launch or refine a fab shop that is efficient, productive and profitable. Led by piping industry consultant Robert J. "Bud" Riestenberg, the session will focus on all that is involved in fabrication—from pre-assembly to shipping to the job site. As a bonus, attendees will get behind-the-scenes looks at some progressive fab shops that have innovative processes in place. They'll also be paired with contractors from other regions to share ideas in a "mini-peer group" setting.

Robert J. "Bud" Riestenberg, RJR Holdings of Florida, Inc.

Visit us online at phccweb.org/convention or call (800)533-7694.

PHCC CONNECT 2009 - OCTOBER 21-23
Sheraton New Orleans Hotel

How to Get the Net Profit You Desire

Making a profit is simple: collect more for your services than you spend to provide them. The tricky part is figuring out exactly what it currently costs you to provide those services! Learn how to calculate your break-even costs, how much revenue it takes to support a truck or an employee and why cutting overhead is a tough way to increase profits. You'll get a better understanding of how to make your target profit and a FREE copy of the PHCC Educational Foundation's Understanding Overhead software (\$129 value).

Michael Bohinc, CPA, Keeping Score, Inc.

Industry Panel: Determining Roles for Success

What can contractors expect from the manufacturers as they weather the current economic climate and prepare for the up-turn? It will not be business as usual as manufacturers will be challenged to meet demands with fewer resources than in the past. Tomorrow's p-h-c contractor cannot survive if there are inefficiencies in the supply chain. What is the contractors' role in making sure these inefficiencies do not exist? What is the manufacturers' role to ensure that the contractor has the product needed to complete the job – no matter the size or type? And where does the wholesaler fit in? Come prepared to ask those burning questions that you need answered to be successful in the current and future economy.

The Upsides of Selling in a Down Economy

Selling in a down economy is tough business. People are hesitant to spend money on a service call, and even more reluctant to buy items that would have been an easy sell just a couple of years ago. And when they are ready to buy, they want the cheapest price available, adding more challenges to the sale. How can you make an impression on your customers during these belt-tightening times so that they will choose to do business with you now, as well as later when things get better? Believe it or not, opportunities do exist for larger and longer-term gain in a slow economy. Find out why this negative situation can become a positive. Learn effective and non-traditional sales and management training, techniques and behaviors that are sure-fire approaches to work in trying times.

Robert Sinton, The Training Center for Sales and Business Development

Learning Labs

Following a Product and Technology Showcase and lunch from 9 a.m.-1 p.m., take advantage of a brand new learning lab feature for 2009 offering educational sessions from some of our Industry Partners. Get firsthand exposure to and guidance about products and technologies that can make your business more productive and profitable. For example, InSinkErator will talk about how municipalities are saving money by having food waste sent to their wastewater treatment plant via the food waste disposer. Bradford White will discuss the latest in water heater installation trends. Other learning lab topics are being finalized.

Year-End Tax Planning: How the New Tax Laws Impact You and Your Business

Led by a CPA with a background in our industry, learn about eligible tax credits and how they can help you sell more work and benefit you personally. How will IRS Section 179 deductions impact your business? Are you buying a home in 2009 or 2010? Do you have children going to college? Will you be purchasing a

new car? Find out what tax benefits are available for you. With 2010 just around the corner, Bohinc will wrap up with ideas for year-end tax planning for both you and your business.

Michael Bohinc, CPA, Keeping Score, Inc

Dollars for Ideas

Brought back by popular demand, turn your good business ideas into dollars during this fast-paced idea-generating session.

Also, don't miss...

21st Century America: A New Day in Politics, Culture, and Business

Presented by Stuart Varney, Business and Financial Journalist for FOX News.

An economist educated at the London School of Economics, Varney will address the rapidly shifting domestic and global economic trends, and the implications for p-h-c businesses. The charismatic and candid speaker also will share his thoughts about the current political climate as it relates to economic trends, opportunities and hazards.

Tour of New Orleans Levees and Pumping Station and Global Green Model Home

The Army Corps of Engineers will take us on a tour of the New Orleans levee system, including a stop at one of the massive pumping stations. Find out how the system works and what improvements are being made post-Katrina. Next stop is the model home for The Holy Cross Project, which will ultimately consist of five single-family homes, an 18-unit apartment building and a community center/sustainable design and climate action center. The goal of the project is to achieve LEED Platinum standards, net zero energy and carbon neutral building. See solar panels, high performance design, energy and resource monitoring systems, river turbine possibilities and more. (Space is limited. Pre-registration and additional fee required.)

