

November 2008

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VENTSTACK

GREATER INDIANAPOLIS

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Special Points of Interest

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www.GIPHCC.com

www.GIPHCC.com adds Featured Contractor

The Featured Contractor aspect of the new web site has been added. Bill Ciriello was chosen as the first contractor to be so designated.

The **September** figures for web site visitors reflect that probably primarily Board Members viewed the site during that month: 37 people accessed the site for 78 visits. There were 209 page views or 2.68 average pages viewed per visit. The average time on the site was 3.28 minutes. Hopefully **October** numbers should reflect that more GIPHCC members have checked out the site. We need to grow these numbers in the coming months.— But it's a start, and the site has received many compliments from those who have taken the time to check it out.

This web site is a natural progression of GIPHCC's activities over the last 10 years, stemming from their original desire to put the GIPHCC logo and mission in the homes and minds of the Indianapolis area public. It began with bumper stickers, progressed to the SkyTrak ads, and has now evolved to the web site.

The web site includes a home page; media presentations—including golf outing pictures, the current Ventstack, and the SkyTrak videos and a background about our involvement with SkyTrak; GIPHCC board member biographies; the listing of GIPHCC contractors; a separate listing of GIPHCC associates (con't p.2, col. 1)

November 19th, Vendors Expo

Primo's South

2615 National Ave.

11am—2pm

Nosh/browse/talk to vendors

Hors d'oeuvres & finger food

Booth set up: 10am, no teardown before 2 pm. No charge for booth space.

This is an opportunity for GIPHCC to show its appreciation for the loyal associate members and for the associates to all show their newest product lines to interested contractors.

Registration (food charge) \$25 per attendee.

Vendors have been required to register by October 31st; would **both vendors and contractors please rsvp their numbers attending by Friday, November, 14th by fax, 577-4574, or call Ann at 579-5040 or email her at mabooth@att.net.**

News of Note

Welcome to new contractor member: Efficient Systems, Sean Smith, 6401 Westhaven Dr., Ste. A-B, Indpls. 46254, phone 293-6510, fax 293-5547.

Welcome to new associate member: The Bath Gallery, Les Mitchell, 3351 W. 96th, Indpls. 46268, phone 872-3740, fax 872-8050.

Thank you to Delta Faucet for hosting the October 2008 Meeting.

November: a Busy GIPHCC Month!!

Wheeler MissionCoat Drive, November 19th.

It's that time of the year! Time to spread cheer and good will to your fellow man. For the past 4 years GIPHCC has, through its own efforts or combined with other charities or GIPHCC members, spearheaded a coat drive for Wheeler Mission and the Indianapolis homeless population which Wheeler Mission serves. Last year GIPHCC and Indianapolis Winnelson were able to donate 90 coats, mittens, and other winter items. Vicki Garrett, Kellie Plumbing, has headed up this worthy endeavor for the past 4 years.

As economic hard times have caused the numbers of the Indianapolis homeless to swell, it is even more important than ever that we reach out to help those in need. Please encourage your employees and families to look for outgrown coats, blankets, gloves, scarves, etc. which would be greatly appreciated by those less fortunate. **Bring these donations to the November 19th Vendors Expo** and bring happiness both to the recipient and to yourselves. Thank you.

Web Site, cont. from p.1, col.1

A featured Contractor; our mission with additional information about our pet causes; and a scroll of pertinent timely information.

There are still a couple of steps to be added—connecting the web links, and adding the monthly Ventstack issues.

Holiday Celebration Still Indefinite

There was not enough response from members wishing to attend the Scottish Rite Madrigal performance and no Masons among respondees. So, that format has been cancelled. Look for future plans to be announced in your November fax.

SKYTRAK Luncheon, November 12

On Wednesday, November 12th, the **call is out for all SkyTrak participants and all those who are interested** in hearing about the program and what it offers to those who take part in the GIPHCC campaign!! Channel 13 is hosting a free luncheon for those who send in the enclosed insert to attend. Zack Pugh will outline where we started from in 2004, where we have gone, and what the goals are for 2009.

The GIPHCC message goes out to 574,021 homes in the Central Indiana area on a daily basis through SkyTrak. 47% of Central Indiana adults watch SkyTrak on a daily basis. 66% are ages 25-54; 39% have an income of \$75,000+. 53% attended college. The ticker portion of SkyTrak features the GIPHCC logo and message 24 hours a day, 625 messages per month; we also employ the I Need to Know feature of SkyTrak.

SkyTrak is one of the most widely recognized ways we have to get the GIPHCC name, logo, and message in front of the Indianapolis public. A core of 10-12 faithful GIPHCC members has kept this message alive for the past 4 years with 3 commercials. These commercials have both a serious message—use a licensed plumber; it's the law—and also a more light-hearted approach to illustrating the point vs. using a handyman who may not be licensed to do plumbing. Our thanks to Citizens Gas and Diversified Sales Group who have paid for the 3 commercials.

SkyTrak, Eugene Schuler's recognizable visage, the new website—these are all ways in which we're attempting to put the GIPHCC name and message in the minds of the Indianapolis public. Please fill out the insert, send it in, and join us on November 12th. Hope to see you then.

Mark Your Calendars!

Nov. 4th Election Day

Nov. 11th Veterans Day

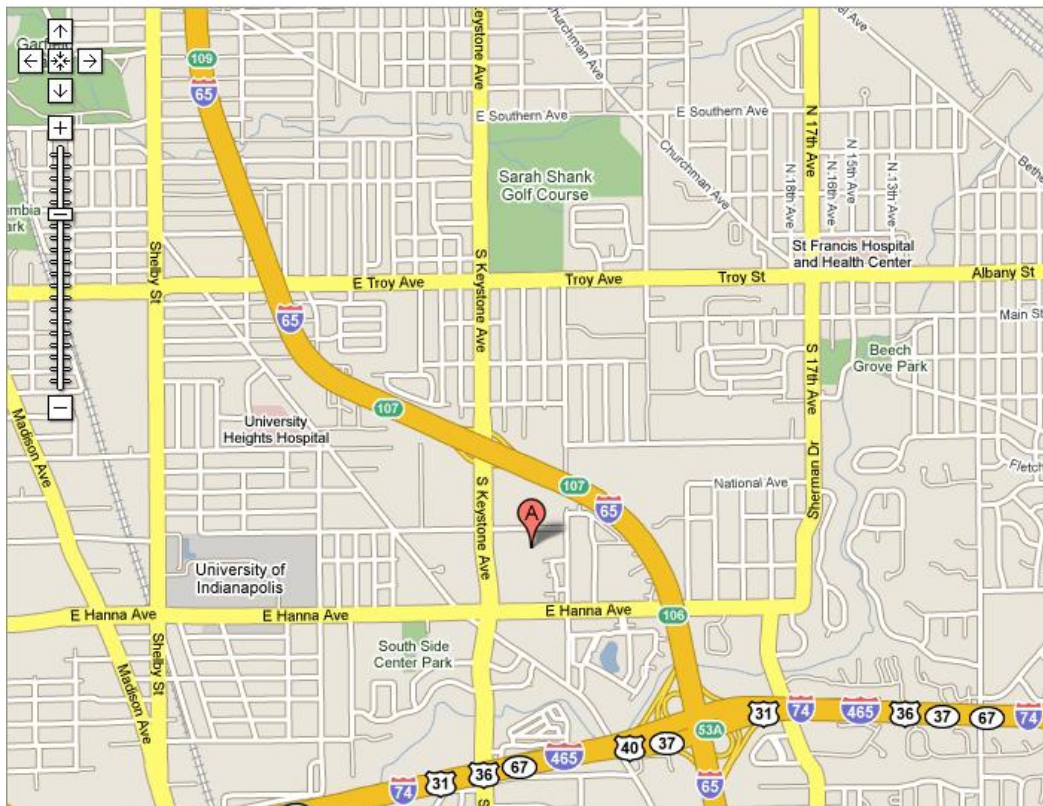
Wed., Nov. 12 SkyTrak free luncheon, Channel 13, 1000 N. Meridian, review our past with SkyTrak and outline plans for the future and 2009. Noon —

Wed., Nov. 19 GIPHCC GIPHCC Vendor Expo, Primo's South, hors d'oeuvres/finger food.

Collection date for coats & blankets for the annual Wheeler Mission Coat Drive.



Address **2615 National Ave**
Indianapolis, IN 46227



RSVP FAX FORM for the November 19th Vendor's Expo Fax 577-4574

Name _____

Company _____

Fax # _____

_____ YES, we are attending the Wednesday, November 19th Vendor's Expo.

Please reserve _____ places.

_____ We are bringing a potential member.

Name _____

_____ No, we are not attending

SkyTrak Informational Luncheon
Wednesday, November 12, 2008
At Channel 13
1000 N. Meridian
12, noon—
No cost

Come hear Zack Pugh explain the unique features of SkyTrak and what it offers your company and GIPHCC. Get your company name before over 574,000 Central Indiana adults on a daily basis! What other advertising can offer you that kind of exposure on an hourly, daily, monthly basis!

GIPHCC has emphasized the message “use a licensed plumber; it’s the law” in its SkyTrak ads for the past 4 years, and the public is getting the message. They are also understanding the need to use a licensed plumber rather than a handyman through the presentation.

Come to this informational meeting to see and hear the exciting news about how SkyTrak can help carry our message and our website identification to the public in the future. We particularly want to invite current participants in the SkyTrak program, those who are interested in participating in 2009, and those who wish to know more about what the program has to offer.

Yes, I would like to attend the SkyTrak Informational Luncheon_____

Company_____

Number attending_____

Please return to **Ann at 577-4574 (fax), 579-5040 (phone) or mabooth@att.net** by Friday, **November 7th**. Thank you.

October 16, 2008

Members and Friends,

Hello again! Doom and gloom. Seems like that is all we have been hearing for the last several months. The economy is in the toilet, (no pun intended) and everyone is concerned about their company's future and their own personal future—and rightly so. It's times like these that organizations like the PHCC can be a huge help in which way to steer your company in the right direction through these troubled times. Use the vast resources available to you as a member to get the information you need to make those tough decisions we all face in our day-to-day running of our companies. Think about it, as a member use these resources to your and your company's advantage. The PHCC: we are here for each other.

Mark Helm

GIPHCC President