

December 2008

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Web: www.GIPHCC.com

VENTSTACK

GREATER INDIANAPOLIS

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Rick Lovegrove, Lee Supply

Special Points of Interest

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www.GIPHCC.com

www.GIPHCC.com 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, the Featured Contractor, our mission with information on pet causes, and a scroll of timely information.

The member and associate web page links have finally been activated. This was one of the last steps in the original web site format.

Now discussion is underway with the GIPHCC board about the inclusion of a scrolling banner for associate ads or promotions. Stay tuned for more details on this addition to the web site. Also look for the featured contractor to change soon.

See page 2 for information on linking SkyTrak 2009 with the GIPHCC web site as well.

An Evening at Lucas Oil

Wed., Dec. 17th

5:30-6pm Cocktails

6:00 dinner

7:00 speaker

7:30 tour

Cost: \$40 per person

Bill Benner, Indianapolis Visitors and Convention Bureau, will give a brief presentation on Downtown Indianapolis, Past and Future.

Attendance will be limited to the first 40 people requesting reservations. Please mail your reservation fax to 577-4574 or call Ann at 579-5040 as soon as possible so that reservations for this special night can be finalized.

**Happy Holidays to All and
Happy 2009!**

News of Note

Welcome to our newest contractor, K2

Plumbing, Keith Smith, 6802 W 650 N, Thorn-town, IN 46071, 765-436-7673 (phone), 765-436-7670 (fax), K2plumbing@frontiernet.net (email), <http://www.k2plumbing@frontiernet.net>.

Lee Supply Key-Man Water Conditioner Training Class

On **Wed., December 3rd**, 9am-2pm, (lunch will be provided) at Lee Supply Corp., 6610 Guion Rd., Lee Supply will hold a key-man water Conditioner Training class (WATCO). It will teach the basic water treatment fundamentals, sizing and application, drinking water systems, problem water, salt-free systems, and product marketing.

Please sign up by calling **290-2500 by Mon., Dec. 1st** to reserve your space or **fill in the insert** and fax to 290-2512. Sign up early as space is limited.

Vendors Expo, Year's Best Attended Meeting

The Vendors Expo, held November 19th at Primo's South allowed 36 associates to display their wares and mingle with contractor members. With attendance of over 100 people, there were numerous opportunities to learn about programs which others might not have known about. Numerous favorable comments were heard regarding this first time GIPHCC venture.

Thanks go to Vicki Garrett, Kellie Plumbing, for organizing and overseeing this very successful event.

Mark Your Calendars!

Dec. 17—A Night at Lucas Oil

Dec. 25—Christmass

Jan. 1—New Year's Day

Jan. 14—GIPHCC dinner meeting: please note, this is a week earlier than usual.

Happy Holidays to One and All!

SKYTRAK Luncheon, November 12

The GIPHCC message goes out to 574,021 homes in the Central Indiana area on a daily basis through SkyTrak. SkyTrak has provided IAPHCC with 1,905,934 views and 1,057 clicks. Our videos have been seen 91,319 times and had 275 clicks. Our member ads have appeared on tv 381,000 times. This is fantastic exposure for \$200 a month advertising dollar.

In 2009 our advertising will also appear on "This Old House" at 5:30 am Saturdays and Ron Hazelton's "House Calls." We could also be on Early Sunrise if we get 16 sponsor members. **The very real advantage to us would be putting OUR website and logo (GIPHCC) before the viewers in addition to IAPHCC.** For the past 4 years the SkyTrak spots have featured IAPHCC even though GIPHCC members paid for and supported the project.

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.

A Year in Review: 2008

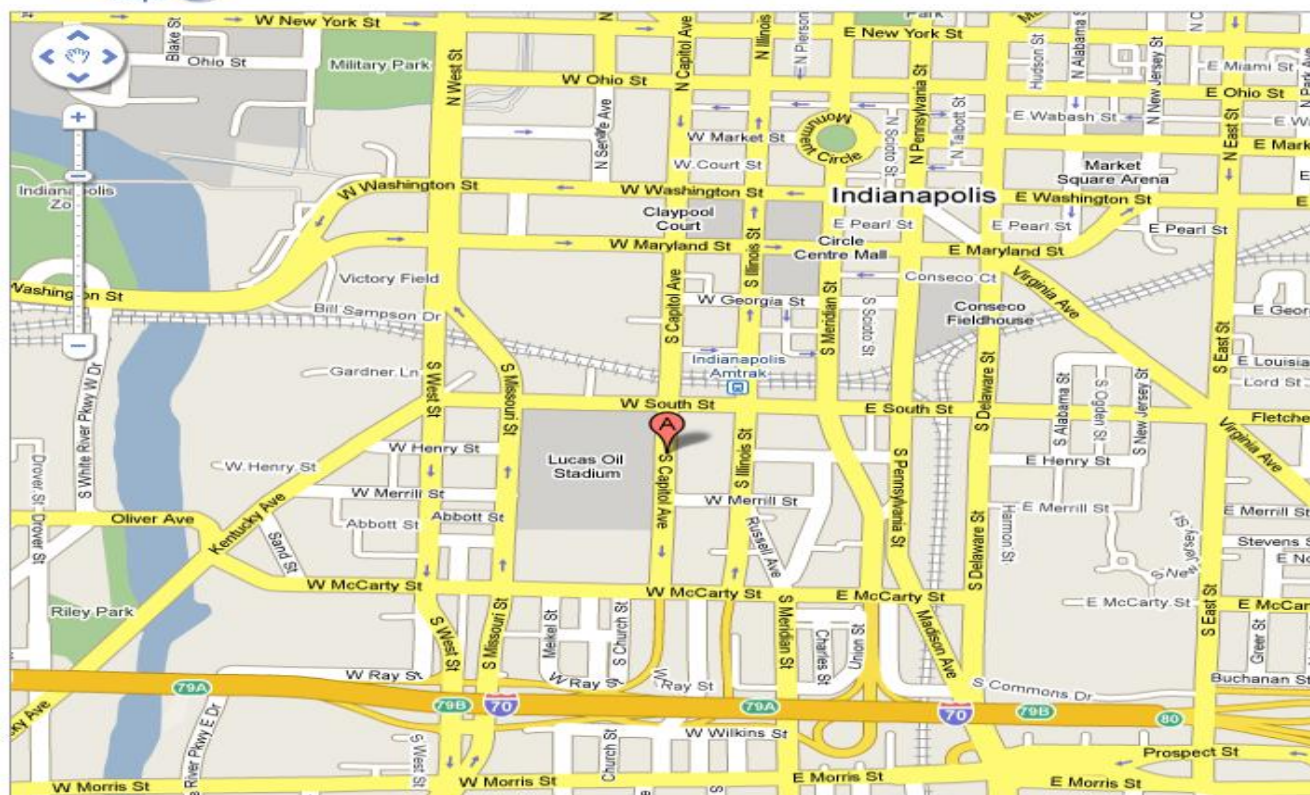
Sometime one is too close to a situation to truly see all its aspects. Although 2008 has been a year of economic crisis, GIPHCC has managed to provide its membership with several opportunities if they were willing to participate.

- **GIPHCC.com**, the local's new web site
- **Vendors Expo**, an attempt to show our associates that we appreciate their support /participation
- **SkyTrak**, entering its 5th year of spotlighting GIPHCC/IAPHCC for the public's awareness
- The annual golf outing which helps support our programs and causes
- Speakers—on credit, Habitat for Humanity, PowerMate, Business Golf, Easy Water, and the list goes on...

We are also recognized by others for our leadership and members (something we sometimes take for granted), Bill Ciriello, Chairman of the IN Plumbing Commission; Brad Isley, Zone 3 Representative on the National; Steve Pfendler, Federated Insurance's Contractor of the Year. We have much to be proud of and thankful for.



Address **500 S Capitol Ave**
Indianapolis, IN 46225



RSVP FAX FORM for the December 17th Lucas Oil Dinner Fax 577-4574

Name _____

Company _____

Fax # _____

_____ YES, we are attending the Wednesday, December 17th Dinner at Lucas Oil.

Please reserve _____ places at \$40 per person.

_____ We are bringing a potential member.

Name _____

_____ No, we are not attending

Please respond either by fax 577-4574 or phone Ann at (317-579-5040 no later than noon Monday, December 8th—sooner would be better. Thank you.

November 13, 2008

SkyTrak 2009 Sponsorship

After the November 12th **SkyTrak** luncheon at Channel 13, we are attempting to determine who is signing up to sponsor the **GIPHCC 2009 SkyTrak ad**. The new ad would additionally help to put our (GIPHCC's) new web site in front of the public. That, in turn, should help to generate interest and potential business when the viewing public wants to know why they should use a licensed plumber and just who is located in the Indianapolis area. For the past 4 years the SkyTrak spots have featured the need to use a licensed plumber and the fact that handymen are not necessarily licensed and therefore a highly risky alternative.

As Zach mentioned, SkyTrak has provided IAPHCC with 1,905,934 views and 1,057 clicks. Our videos have been seen 91,319 times and had 275 clicks. Our member ads have appeared on tv 381,000 times. This is fantastic exposure for your \$200 a month advertising dollar.

In 2009 our advertising will also appear on "This Old House" at 5:30 am Saturdays and Ron Hazelton's "House Calls." We could also be on Early Sunrise if we get 16 sponsor members. The very real advantage to us would be putting **OUR website and logo (GIPHCC)** before the viewers in addition to IAPHCC.

If you agree to be a **SkyTrak 2009 sponsor**, please sign and return this form to Ann at **317-577-4574 (fax)** or **maboath@att.net** by **Wed., December 5th, 2008**.

Name_____

Company_____

Yes, we want to be a SkyTrak sponsor for 2009 at \$200 a month. _____

November 3, 2008

Members and Friends,

By the time you read this the election will be over, and our newly elected government officials will be looking forward to their new jobs. I did something today that I have never done before; I voted early and as I stood in line in front of the courthouse I thought about all of the people whose names were on all of the memorials who gave their lives to protect our rights. The ultimate sacrifice so that we may be free to elect our officials instead of being forced to accept or have decisions made by others without our input. If you didn't vote, shame on you. Don't complain if you didn't put in the effort to make your voice heard. It is our duty as Americans to get involved, to try and make changes, to try and make things better. It is not a right that should be taken lightly. The people whose names are on those memorials didn't. The PHCC is around to help us and our industry. A lot of people get involved to do just that. Don't complain about the decisions that are made if you're not involved. Make your voice heard.

Thanks,

Mark Helm

GIPHCC President