

January 2010

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# VENTSTACK

GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.

P.O. Box 937, Fishers, IN 46038

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## 2010 GIPHCC Advertising

We had our commercial meeting on January 6th, and here is what we have come up with.

For the past 6 years GIPHCC has had advertising on SkyTrak. Through the 6 years a nucleus of approximately 5 contractors has been constant in their support of the program—**Ciriello Plumbing, Isley Plumbing, Schuler Plumbing, Kellie Plumbing, and P.I.P.E.** Now K2 Plumbing is joining the 2010 advertising effort.

We are currently leaning toward Comcast. Comcast would be nice if we can have the money to make it work for us. We would need a minimum of \$1800 to make this work. **We would be on Channel 13 webpage** (not actual Channel 13), [www.wthr.com](http://www.wthr.com). People are going to this site for a purpose, and we could do 15000 VOD (video on demand). This would give us 15 sec. commercials before you watch a video. You have to see the commercial. So what this would mean is that x amount to the people who own the company and x amount to the PHCC—or all for the companies who are advertising with a PHCC background. Example: 7500 to PHCC and 7500 divided up to the 6 companies: that would be 1250 to each company. This would come out at \$6.25 per 15 sec. Or do 150000: divided into 6 companies—2500 each at \$12.50 for 15 sec. a month. **Con't. p.2, col.1**

## January 20th GIPHCC Luncheon

**At Primo's South**

**2615 National Ave.**

**11:30 Registration'**

**Noon Luncheon**

**12:30 Speaker: Denny Smith**

**Topic: 2010 Market Outlook**

Many of you know Denny's expertise in the industry. Come hear his predictions for the stresses and opportunities presented in 2010 by this changing and challenging economy and what you can do to make your own situation better.

**Cost: \$25 per person**

**Please call Ann at 579-5040 or fax her at 577-4574 by noon Friday, January 15th so that reservations may be confirmed in a timely fashion.**

**Meeting Teaser: Feb. meeting: Nancy Lorenzano, "Sales Training".**

## News of Note—

### 2010 Advertising, con't. from p.1

There is more involved in this. We would have a billboard and a banner. If you watch the new video which would take you to our web site and your own commercial (the participants) would take you to your own web site or the PHCC web site, Come to the January meeting for a more complete explanation by Eugene.

If you wish to be part of this advertising opportunity and **to have your company's name in front of 1/2 million viewing homes on a regular basis**, it is still possible to join in. We really could use another 2 participants for optimum coverage. Either call Eugene Schuler, Schuler Plumbing, 773-4236 or Ann Booth, 579-5040.

**FYI: ARS name change:** ARS Service Express is now officially ARS of Indiana.

### ICC Instructed Building Code Classes

Thanks to Mark Fasel, Fishers Building Inspector, here is a website for the State of Indiana's Department of Homeland Security division of Fire and Building Services that members can go to and apply to attend ICC instructed building code classes. At this location you can find the Non-Code Official application to attend the classes. The classes are typically \$100 per person to attend. This is also a great opportunity to sit with building officials across the state for interaction between the two. Go to <http://www.in.gov/dhs/3170.htm>.

### Professional Service Providers

In the Oct.-Dec. 2009 **Indiana Contractor**, IAPHCC President Greg Brenneman stated, "We are not a commodity. We are professional service providers." He emphasized that IAPHCC has a committee working on ways to improve the image of the industry; IAPHCC is also looking for ways to attract young people into the industry.

One small way that individual plumbing companies can help further the public's view of the industry as smart, educated and professional is to make sure that our individual service representatives are professional in their look—clean uniforms, shoe covers—in their actions—on time, courteous, and responsible. Help them to understand that their actions and comportment reflect not only on your company but on the industry as a whole in the eyes of the public.

### Acetylene Caution

Mark Fasel, Fishers Inspector and GIPHCC board member, forwarded an email with very graphic pictures of an acetylene explosion. A plumber had a leaking acetylene tank in his truck. The tank exploded when he operated the remote door lock; the remote door lock was electrical.

### Mark your Calendars

January 20—Denny Smith, 2010 Market Outlook

February 17—Nancy Lorenzano, Sales Training

March 17—Jewell DeBonis, Legislative Issues

April 21—TBA

May 6—GIPHCC Golf Outing, Dye's Walk

June 16—Indiana Downs

July 22 & 23—State Expo, Belterra

August 18, Sept. 15, Oct. 20—TBA

Nov. 17—Vendors Expo, Wheeler Mission Coat Drive

Dec. 15—Christmas Party, TBA

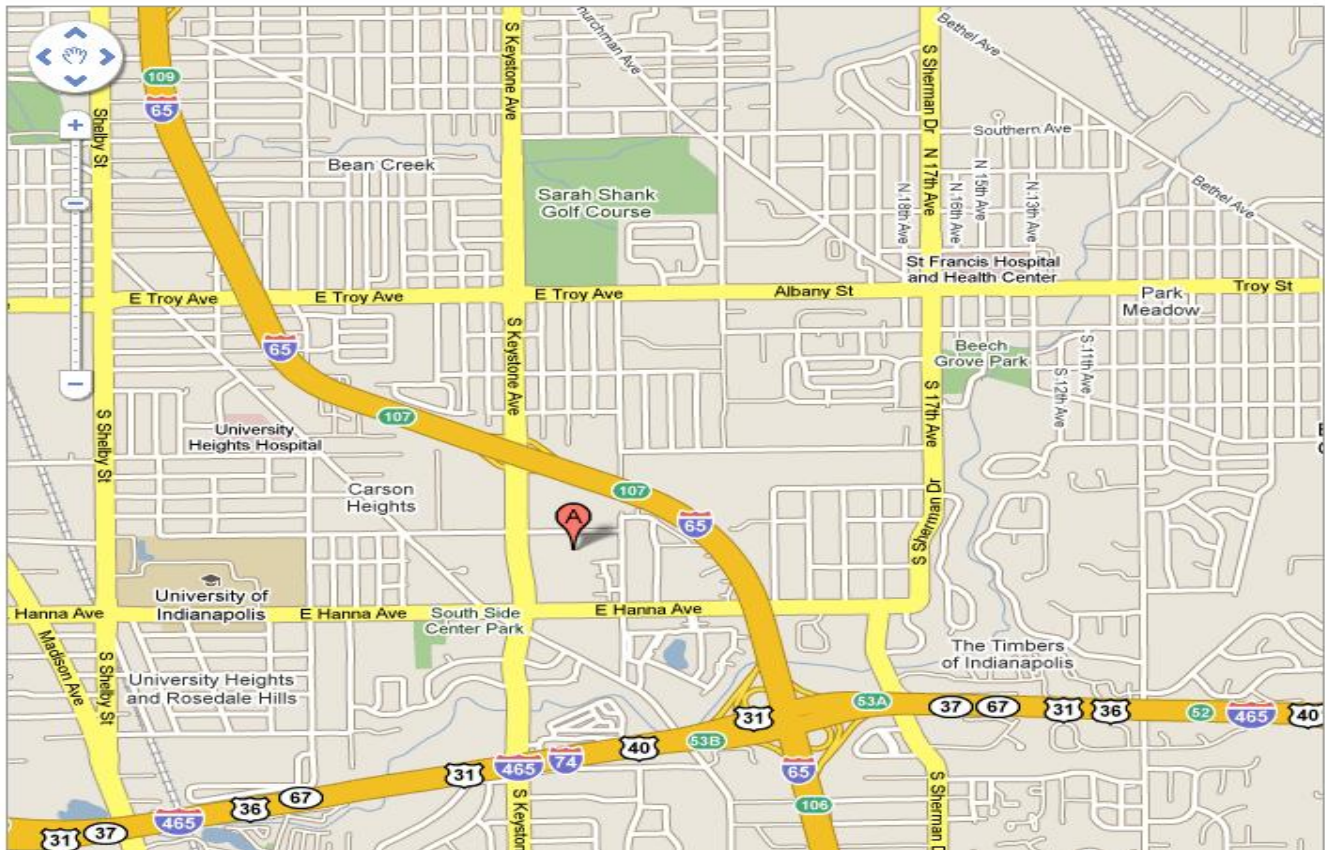
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### FLAG: Find the License, Attorney General

Indiana PHCC continues to look for ways to enforce the licensing law in Indiana. Because the economy continues to be bleak, it has made for the proliferation of the handyman plumber. One strategy the association has developed is the "FLAG" program—Find the Licensed, Attorney General. The idea is to have contractors throughout the state write a letter to the Attorney General on their letterhead and enclose a copy of an ad for a plumber who doesn't have a license number listed. Several contractors will send letters and the hope is to flood the AG's office until something gets done. **The sample letter is added to this issue of the Ventstack—p. 5. Please save, copy, and use.**

Google maps Address 2615 National Ave  
Indianapolis, IN 46227



### RSVP Fax Form for January 20th Luncheon

Name \_\_\_\_\_

Company \_\_\_\_\_

Fax # \_\_\_\_\_

\_\_\_\_\_ Yes, we are attending the Wed., January 20th Luncheon.

Please reserve \_\_\_\_\_ places at \$25 per person.

\_\_\_\_\_ No, we are not attending.

Please respond either by fax 577-4574 or phone Ann at 317-579-5040 or email her at mabooth@att.net no later than noon Friday, January 15th.  
Thank you.

My updated email address is \_\_\_\_\_

**P.I.P.E., Inc.**

P.O. Box 919

Greenwood, IN 46142

Phone: 317/887-8770 Ext. 224

Fax: 317/887-8776

Indiana License Number: 81062831

12/22/09

Friends and Members,

Well, it's the end of a "memorable" year. I think that we all need to look back at '09 and see the struggles as well as the joy that the year threw at us. I hope that the joyous events beat the struggles by a wide margin. Also remember the people whom we have lost this year and remember their families in your hearts. Remember all of the things that you are thankful for as we go into 2010 to help make it a great year. Peace and Happy Holidays to you and your families.

Sincerely,

Mark Helm,

GIPHCC President

Date

Greg Zoeller, Indiana Attorney General

Office of the Indiana Attorney General

Indiana Government Center South

Legal Services Division

302 W. Washington St.

Indianapolis, IN 46204

Dear Attorney General Zoeller:

The State of Indiana, in order to safeguard the life, health and public welfare of its citizens, sees the business of plumbing construction and improvements as a matter affecting the public interest, and mandates any person engaged in the business is required to be licensed. (Indiana Code 25-28.5-1-1) Further IC 25-28.5-1-31 states that a person who acts or advertises as a plumbing contractor or journeyman plumber without first obtaining a license from the commission commits a Class A misdemeanor.

The Indiana Code also requires that the license number of a licensed plumbing contractor must be recognizably displayed in all forms of written and printed advertising for plumbing services and on all vehicles that are used to provide plumbing services. (IC 25-28.5.1-35).

The enclosed (*advertisement, photo*) clearly shows evidence of violation of Indiana law. Unlicensed plumbers can cause contamination of the water supply through improper installation. If the plumbing system is compromised the public health is at risk.

Unlicensed activity leads to non-payment of sales tax, no contributions to social security, unemployment tax, or Medicare. The unlicensed rarely have insurance. They aren't reporting their income and paying their income tax. There is no insurance on the job; no workman's comp and usually no medical insurance. The consumer is paying their taxes, paying for their hospital visits, and paying to send their children to school.

As the state's legal watchdog, I urge you to take appropriate disciplinary action against this company.

Sincerely,

Contractor Name

Contractor License Number

Contractor Company

Plumbing Corporation Number