

September 2010

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VENTSTACK

GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.

P.O. Box 937, Fishers, IN 46038

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- Special Points of Interest
- Truck Advertising
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Moveable, Overt Advertising

As part of the FLAG program of reporting unlicensed plumbers to the Attorney General, licensed plumbers need to be sure that their own trucks clearly include their plumbing license number.

While you're checking out your truck, realize that it is a very visible advertising tool for your company. Other inexpensive reminders which can help "brand" your message would be to have the "Use a Licensed Plumber; It's the Law" bumper sticker on the truck. Some of you also have PHCC license plates which would further enhance the message to the public.

In the Minnesota Contractor August 2010 issue, they also included in their article, "Quick Tips—Company Vehicles" some good reminders. The truck is seen by a captive audience.

Your truck design creates awareness and helps people remember the company name. Bold colors have maximum visibility; use reflective paint for nighttime visibility. Keep the message simple—logo, company name, phone number, unique aspect. Display the PHCC logo.

The truck should be neat and clean—both inside and outside.

Over the life of the truck, this is low cost, highly effective advertising.

Sept. 15 GIPHCC Luncheon Meeting 11:30 registration

Primo's South, 2615 National Ave.

12:00 luncheon

12:30 speaker, Paul Raclawski, Glentronics

Topic: Continuing Education

The topic covers the latest products and sales techniques available in sump pumps—energy efficient primary sump pumps and self-monitoring/customer notification switching systems. Product details and installation tips for battery backup and combination primary/backup pumps will also be covered.

Cost: \$25 per person

As part of our recruitment incentive, any prospective new members and the member contractor/associate who brings them to the meeting will have their lunch paid for by the GIPHCC. Help us get our message out!

Fax your reservations no later than Friday, Sept. 10th to 577-4574 or call Ann at 579-5040 or email her at mabooth@att.net.

.News of Note

Welcome new Contractor Member: White River Mechanical, Inc., Beverly Working, 2815 E. 62nd St., Ste 150, P.O. Box 20777, Indpls. 46220, phone 253-7730, fax 253-3504, bworking@whiterivermech.com.

Welcome new Associate Member: Steamatic of Indianapolis, Ken Jennings, 8759 Castle Park Dr., Indianapolis, 46256, phone 849-7500, fax 841-7522, email steamatic@ameritech.net.

Recruitment Incentive: Don't forget: if you bring a prospective new member, either contractor or associate, to the luncheon meeting, both your lunch and the prospective member's lunch will be paid for by GIPHCC. Let's get new members joining and involved. It's a win/win for all.

3rd Annual Vendors Expo, Nov. 17th

The 3rd annual Vendors Expo will be held November 17th at Primo's South. This is an event to allow Associates to display their products to contractors and other associates in a relaxed setting. So, mark your calendars accordingly. The sign up sheet/fax is included in this Ventstack.,

Good, Simple Business Tips

Again, stealing from one's peers, Kevin Campana, Executive Director of the Minnesota Contractor, included some helpful reminders in his August 2010 article, "Loving Your Plumber."

- The plumber arrived on time.
- He was considerate—shoe covers, tarps, etc.
- He gave good advice—explained what needed to be fixed. He didn't talk down to the customer or use highly technical vocabulary.
- He cut him a deal—gave a discount on part of the work.
- Left things better than he found them.
- Left his business card.
- He followed up—mailed a short questionnaire.

.Mark your Calendars—2010 Events

Sept. 15—Paul Raclawski, Glentronics, Battery back up sump pump systems

November 17th Vendors Expo, Wheeler Mission Coat Drive

Dec. 15—Christmas Party, TBA

Check out the Stop HD Fundraising Page

Laura Ciriello Benedict has a fund-raising page on the internet now to stop Huntington's Disease, a degenerative brain disorder which results in the loss of both mental capability and physical control. As many of you know, Laura's best friend Karie Irwin's mother died of Huntington's and both Karie and Laura are involved in numerous fund-raisers to stop this horrible disease. Check out this page.

Designated Risk Management Seminar

Federated Insurance will be offering a "Designated Risk Management Seminar" on Sept. 21, from 9am-5pm, at the Renaissance Hotel, Carmel. The cost will be \$40, and the seminar is limited to 30 participants. Contact Brenda Dant, IAPHCC, 575-9292, if you're interested in attending.

New Associate Appreciation Award

GIPHCC is very appreciative of its loyal associate members. The board has decided to present a new award similar to the Contractor of the Year award. It will be the Associates Award (Esprit de Corps). Given for enthusiasm, devotion, and zealous regard for the honor of the group. The criteria for the award include the following: must have been a past or present member of GIPHCC for at least 3 years, show dedication to the industry, substantial contribution to/participation in/promotion of GIPHCC, and be approved by the Board of Directors.

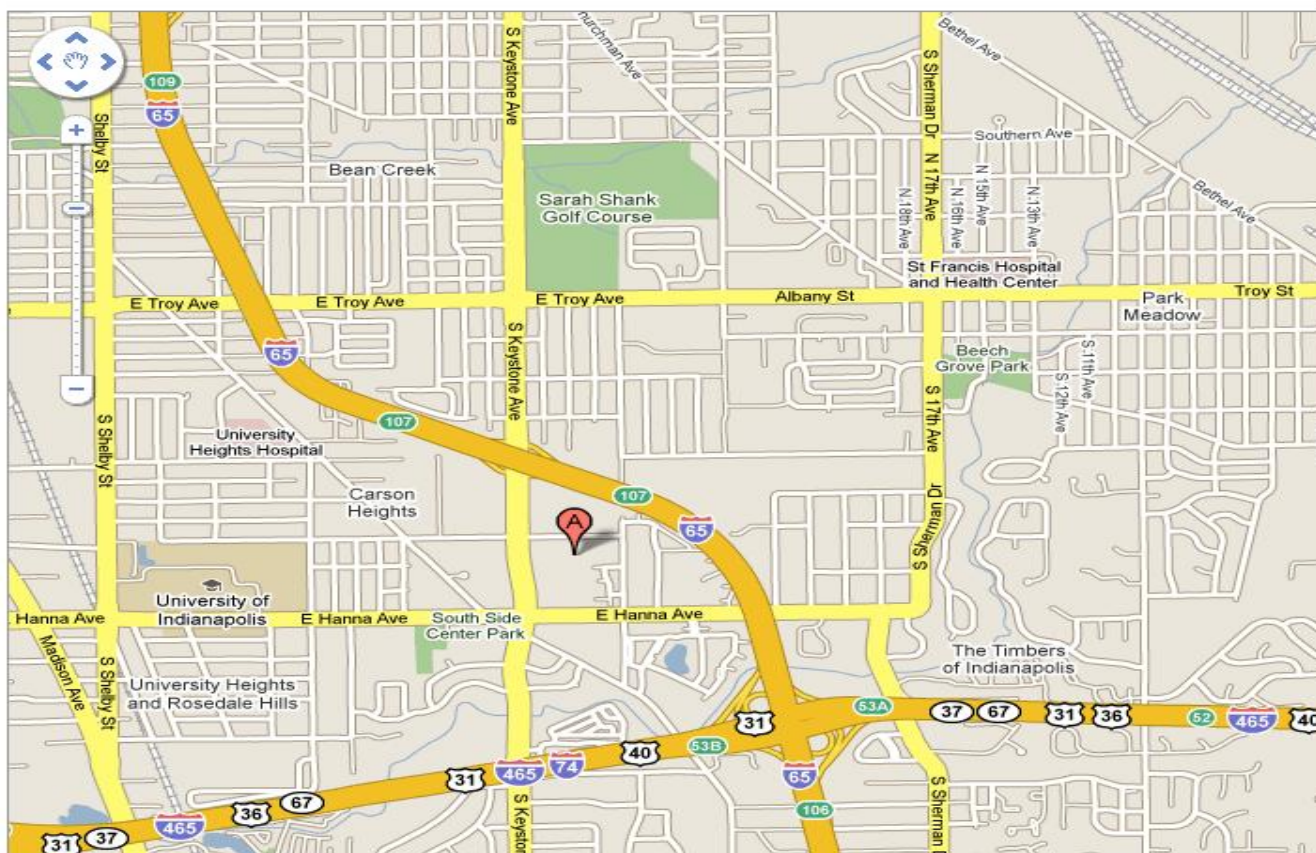
The first class of inductees will be determined at the next GIPHCC board meeting and plaques will be presented to the recipients at the Vendors Expo, November 17th. These honorees and one guest will be admitted to the Expo free of charge. After 2010, the award will be given to one associate per year.

We look forward to honoring these associates and acknowledging all their contributions to GIPHCC and the industry.

Wheeler Mission Coat Drive, Nov. 17th

Start collecting coats, blankets, sleeping bags etc. for the 7th annual Wheeler Mission Coat Drive. Never has this project been more important for Indianapolis' homeless. Last year's collection numbers were down. Please start saving for this event now; coats will be collected Nov. 17, Vendors Expo.

Google maps Address 2615 National Ave
Indianapolis, IN 46227



RSVP Fax Form for Sept. 15th Luncheon-
Name _____

Company _____

Fax # _____

_____ Yes, we are attending the Wed., Sept. 15th 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, Sept. 10th. Thank you.

My updated email address is _____

Ciriello Plumbing Co., Inc.

P.O. Box 468

Beech Grove, IN 46107

License # CO 19700125

(317) 787-5391

August 24, 2010

Dear Friends:

Well, summer is over, and school has started. Where does the time go? If you are like me, you just did not get to your entire "To Do" list before summer's end. I wish I had more time and more help. That is also true in business. Let the PHCC be that extra help for you. Take advantage of our monthly meetings to learn something new, to discuss that problem that is driving you crazy with your peers, and to ask our associate members to show you the latest products that will help your business prosper. Attend the National webinars, the Indiana PHCC seminars and the GIPHCC training classes. Make it a point to attend the Indiana PHCC convention. All of these tools are waiting for you!

You are just one person, but with the force of the PHCC behind you, you can do the work of many.

Wishing You the Best,

Laura Ciriello-Benedict

PHCC President

We are still masters of our fate.

We are still captains of our souls.

Winston Churchill



CALLING ALL VENDORS!

If you have a product or service to offer
Plumbing or Heating Contractors, come to the

GIPHCC 3rd Annual Vendor Fair

“Doing Business with GIPHCC Members”

Primo's Banquet Hall

Wednesday, November 17, 2010

11:00 AM – 2:00 PM



Register for a Booth. Show off your product or service! Booth cost - \$50.00.

Booth Price includes one skirted table and one lunch ticket.

Additional vendor attendees: \$25.00 second person, \$20.00 third person, \$15.00 all additional.

CONTRACTOR ATTENDEES: \$25.00 FIRST PERSON, \$20.00 SECOND, \$15.00 ALL ADDITIONAL

Name _____ Booth (Y) _____ (N) _____ Phone # _____

Company _____ Number of total attendees _____

BOOTH AND ATTENDEE REGISTRATION DEADLINE: 11/13/2010

FAX TO ANN BOOTH: 317-377-4574