

January 2011

Phone: 317-579-5040

Fax: 317-577-4574

Web: www.GIPHCC.com

VENTSTACK

GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.

P.O. Box 937, Fishers, IN 46038

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New Year's Resolutions

1. Work hard to retain customers and instill company loyalty.
2. Invest in advertising and promotion: out-of-sight = out-of-mind.
3. Realize that one way to get the biggest bang for your buck is to take advantage of the perks of belonging to IAPHCC and GIPHCC—the WTHR advertising, meeting topics, and discounts.
4. Participate in GIPHCC and bring a prospective member to meetings. If every single member brings a prospect, we would have approximately new 70 companies to get our message out to. Surely out of that number we'd be able to enroll 11 new members (our 2011 goal). We'd also have given away 140 free lunches (70 to the prospects and 70 to existing members and increased attendance at meetings, both by members and prospects.
5. Make it a goal to attend at least one GIPHCC luncheon meeting this year. The topics have been chosen for their timeliness and usefulness to the membership, but only the same cadre of members is attending.

Word for 2011: Participate

January 19th GIPHCC Luncheon

2615 E. National

11:30 registration

Noon lunch

12:30 Federated Insurance

Topic: Distracted Driver

Cost: \$25 per person

This is a particularly timely topic as evidenced by news spots on tv and upcoming proposed legislation.

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, Jan. 14th to 577-4574 or call Ann at 579-5040 or email her at mabooth@att.net.

.News of Note

WWW.GIPHCC.Com Growth

When 2009 closed, the GIPHCC web site had 81 viewers in the month of December, now the statistics for the month of November 2010 are up to 114 people, who visited the site 136 times. Growth in use of the site and knowledge of its existence has been slow but steady.

Some of you may never use the site, but your information is on the site for others to see. And others do use the site. We have had attendees at meetings to whom we do not send the Ventstack; the only way they could have learned about the meeting is through the web site. Others (customers, not industry members) have gone to the site through WTHR. From there, they are finding individual plumbers to contact and ask their questions of and do business with.

The site has several components: the front page features a Featured Contractor. There is a section with pictures of our activities—the new Associates Award, Eugene as IAPHCC President, our advertising award, the Chapter Excellence Award, our participation in the annual Wheeler Mission coat drive, and our annual golf outing. The Ventstack is available to read, along with back issues. Lists of current contractor and associate members appear, along with the WTHR participants. Our SkyTrak videos are also available for viewing. There is a scrolling banner which lists current news items—new members, meetings etc.

Updates to the format of the website will be discussed in the future; this is a somewhat overlooked component when we think about how we're getting the message out to the public—both within the industry and the public in general.

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.

Thank you to all who contributed to this year's Wheeler Mission Coat Drive. All donations were greatly appreciated.

.Mark your Calendars—2011 Events

Jan. 19—Federated Ins., "Distracted Driver"

Feb. 16—Permits in Marion Co. Permitting Services Section of Indianapolis Dept. of Metropolitan Development. Hands on Session.

May 5—GIPHCC Golf Outing, Dye's Walk

Water Well Pump Installer Licensing Requirements

With the passage of Senate Enrolled Act 356 (SEA 356) by the 2010 Indiana General Assembly, **"a person who installs or repairs water well pumps"** must be licensed by the IDNR beginning in 2011. In addition, SEA 356 requires that a "licensed water well driller or pump installer must complete at least six (6) hours of approved continuing education before December 31 of each even-numbered year for license renewal." SEA 356 became effective July 1, 2010.

The IDNR, Division of Water anticipates that a single license card will be issued that will specify whether an individual is a water well driller, water well pump installer, or both. The annual fee for an original or renewed license (driller, pump installer, or both) is expected to remain at \$100.

Forms are available to apply for the water well pump installer license for individuals currently installing water well pumps (these provisions expire July 1, 2011.) You must provide a Reference Statement with the application.

FLAG: Find the License Attorney General

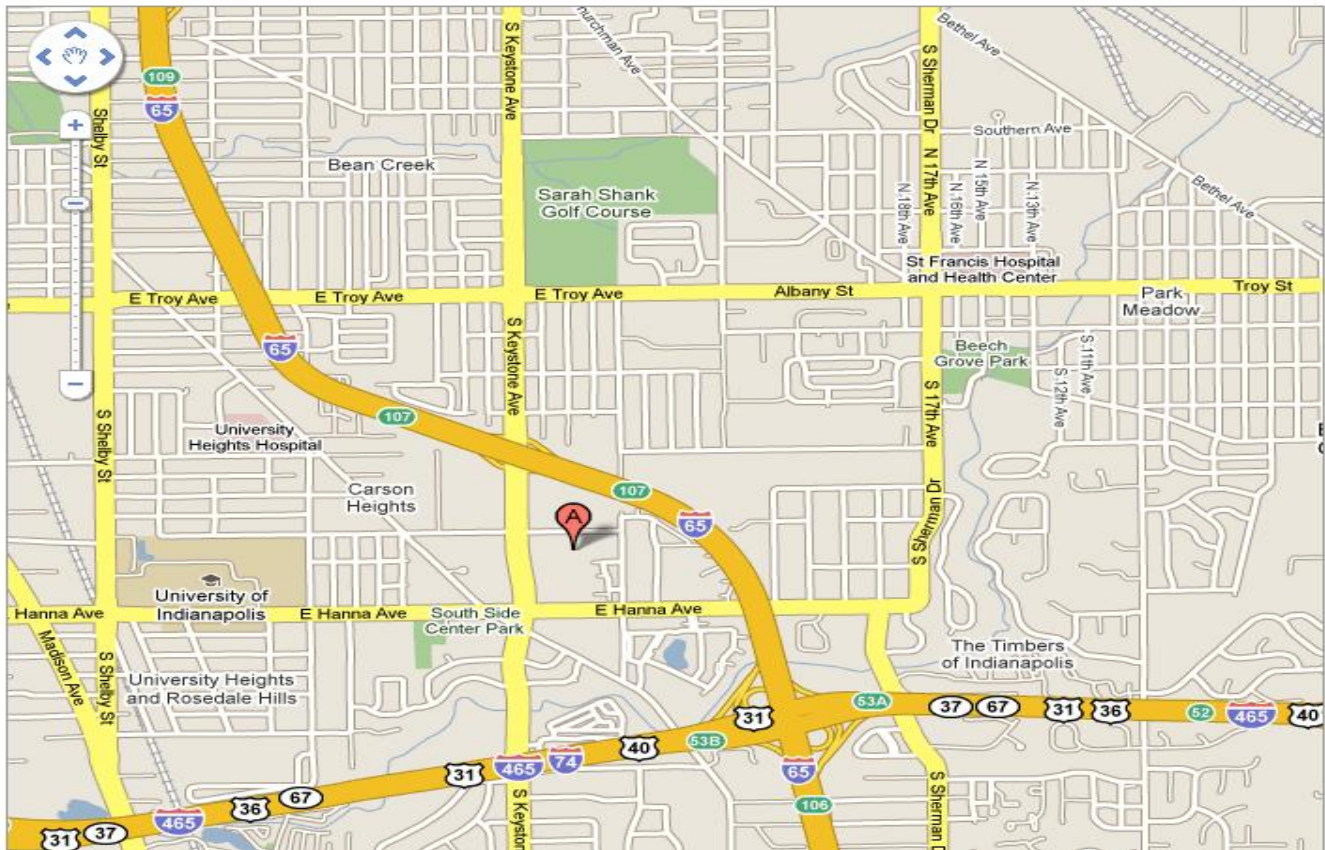
PHCC has initiated the FLAG program (Find the License Attorney General). The program is simple, find an advertisement without a license number or take a picture of a vehicle advertising plumbing without a license number and email or snail mail to the Indiana PHCC office. Brenda will then distribute the infraction across the state. Next, print off on your letterhead the form letter to the Attorney General and a copy of the infraction, along with the official Consumer Complaint form and drop it in the mail. The Attorney General will receive complaint letters from all over the state at one time.

But first be sure that your own ads and trucks comply with the law. Know the law.

The goal is clear; make a stand against unlicensed "plumbers." Be part of the solution. **PARTICIPATE.**

Subliminal Message for January: PARTICIPATE—make a difference.

Google maps Address 2615 National Ave
Indianapolis, IN 46227



RSVP Fax Form for January 19th GIPHCC Luncheon-
Name _____

Company _____

Fax # _____

_____ **Yes, we are attending the Thurs. January 19th 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 14th. 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

January 3, 2011

Dear Friends,

Well, 2010 is in the record books. Was it a good year for you, or one that you are glad to move past? Either way, 2010 taught us all a lot. We need to remember the lessons learned last year and repeat the good and steer clear of the bad. Vow to be better in 2011 as a businessman and as a person. I heard a saying once that has stuck with me...if you will change, everything will change for you.

Let the GIPHCC help you this year and help the GIPHCC by giving feedback on ways we can make the association better, stronger, and more useful.

I hope 2011 will be the best year yet for you.

Happy New Year,

Laura Ciriello-Benedict

GIPHCC President

Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man. ~Benjamin Franklin