

**February 2011**

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# VENTSTACK

**GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.**

**P.O. Box 937, Fishers, IN 46038**

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## Recruitment

**Recruitment:** "the strengthening or supplying with new men or troops, to provide with what is needed to correct or prevent exhaustion."

Some New Year's Resolutions come from need for survival. Last month we discussed resolutions: one of them was increasing the GIPHCC membership by 11 new members in 2011. Associates are good about seeking out GIPHCC and requesting to join the organization; they see the benefits for themselves and their companies.

The irony is that it is harder to recruit new contractor members. Some are put off by the cost of joining a 3 tier organization; given the economy, that's understandable. But most join because they can appreciate the discount in enrolling employees at Mechanical Skills. For some it stops there; they join, enroll their students, read the Ventstack, but don't attend the meetings. Some are reluctant to associate with competitors. But these are not "competitors", you're all fighting the same battles for survival; you're all on the same team. You all face the same enemies, problems.

The February meeting on licensing is a perfect example. Everyone is having the same difficulties coping with these forms. This is an excellent opportunity for GIPHCC members who seldom come to luncheon meetings to come to see what's available. **Con't p.2, col.1**

## Feb. 16 GIPHCC Luncheon

### Primo's South

**2615 National Ave.**

**11:30 registration**

**12:00 lunch**

**12:30 speaker**

**Topic: Licensing 101**

**A Hands On Demonstration on how to fill out the Marion County Licensing Forms**

**Cost: \$25 per person**

**Don't Miss this Highly Informative Meeting.**

**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, Feb. 11th to 577-4574 or call Ann at 579-5040 or email her at [mabooth@att.net](mailto:mabooth@att.net).**

## .News of Note

### Con't from p.1, col.1 Recruiting

It is also an excellent chance for members who do come to the meetings to invite a non-member contractor to join him/her at the meeting to benefit from the topic and to see what GIPHCC and IAPHCC have to offer. We will be inviting other organizations to attend the meeting as well. Remember, if you bring a non-member with you, your lunch and theirs will both be free. GIPHCC would love to have to pay for the entire luncheon.

We have a strong base of highly loyal GIPHCC members who participate in all the activities and opportunities. We need to get more to see the benefits. They, and GIPHCC, will reap the rewards. There can be a renewed sharing of information and ideas—and growth.

Please help us grow. Make a conscious effort to think of a non-member you know whom you can invite to attend the February 16th meeting. Come back into the fold yourself.

**Participate—a small step for GIPHCC, a giant leap for the industry (and for the membership).**

**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.**

### Dates to Remember

**Feb. 16—Licensing 101**

**Feb. 24—Mechanical Skills Open House—4 pm**

**March 8—Day at the State House—10 am**

**Lewis & Kappes Conference Room**

**March 16—GIPHCC luncheon, TBA**

**April 20—GIPHCC Annual Business Meeting**

**May 5—Thursday—GIPHCC Golf Tourney, Dye's Walk**

**June 15—GIPHCC luncheon, TBA**

**July 20-22—Expo, Belterra**

## It Pays to Advertise

How much of your budget do you allocate to attracting new customers and building your clientele base? Now is a good time to review your past year performance .

If no one has heard of you yet, you need to spend more on advertising.

How much does your competition spend on advertising? How do they advertise?

Do you know the impact of your own advertising campaigns? Do you ask new customers how they heard of you? Do you have a check system to find out what is working for you?

Who are your customers? Where are they? How can you find more? How did they find you?

Don't forget that your trucks and yard signs at completed work sites are great visual advertising for your company. Your employees and their appearance make a visual advertising impact as well.

Don't underestimate the advertising dollars that are being spent on your behalf constantly by IAPHCC and GIPHCC. Your name and company information are out there on both web sites for the inquiring public to find and use. Member information lists licensed member contractors. Don't kid yourself, the public is looking at these web sites—more than you probably realize.

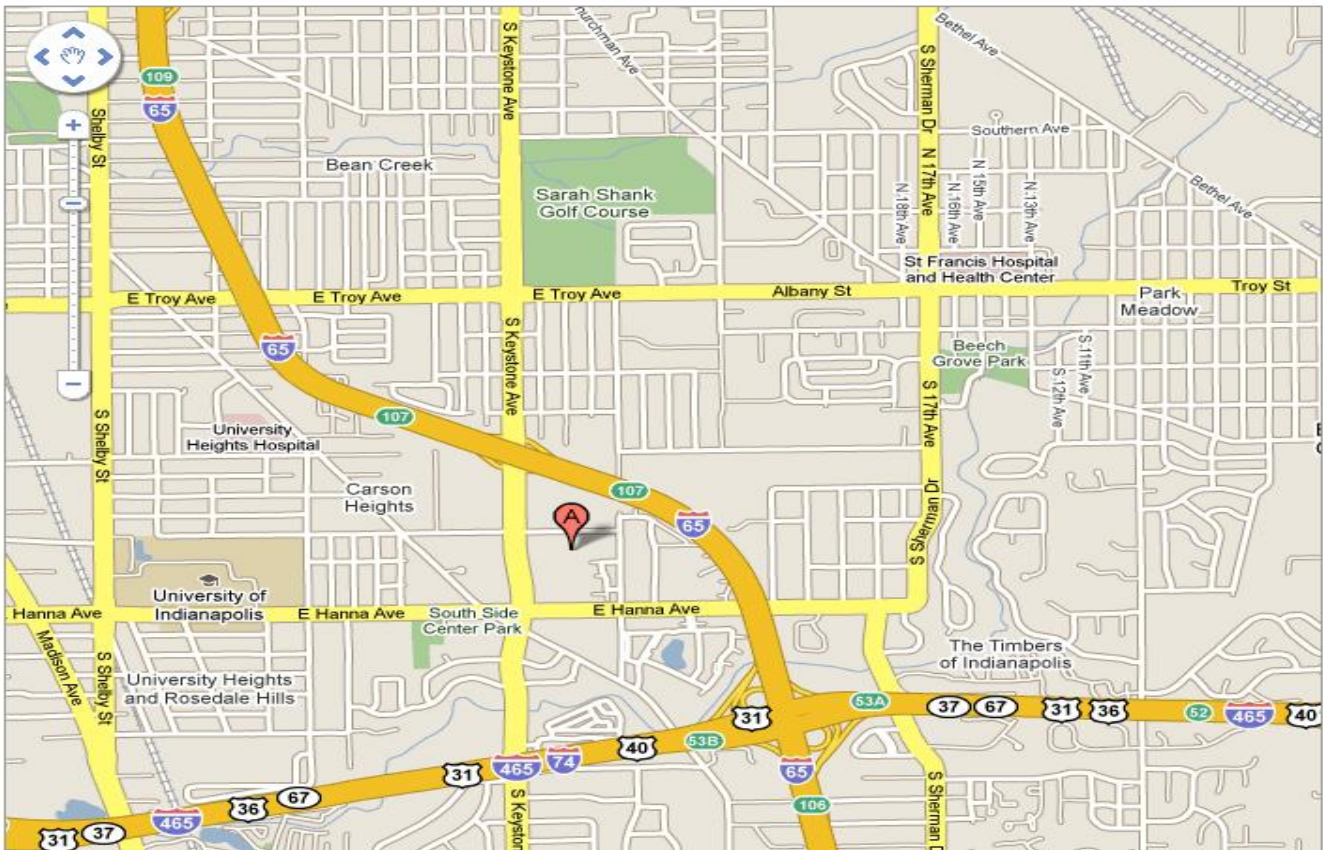
After many long years of the SkyTrak ads which pushed "Use a Licensed Plumber; It's the Law", the contributing members are actually seeing a return to their individual companies thru the new WTHR ads. Those who have tracked their referrals know that the ads have paid off profitably for them. Think about joining this advertising group and increasing your viewing advertising audience.

Even those of you who have not participated in SkyTrak in the past have benefitted. Without Eugene Schuler's happy mug with his backwards cap and cigar, the public would have been unaware of the dangers of using a handyman rather than a licensed plumber. Those commercial spots grew public awareness. Next, Angie's List became educated on the need for licensed plumbers—thanks to GIPHCC and IAPHCC efforts.

Even the FLAG program, notifying the Attorney General about improper advertising and trucks without the plumbing license number, is a form of advertising. It is again an effort to make sure that the best, the licensed —only those who are qualified— can legitimately advertise.

People are searching for what you have to offer; you can reach them when they need you the most. **Be a Smart Advertiser.**

Google maps Address 2615 National Ave  
Indianapolis, IN 46227



## RSVP Fax Form for the February 16th GIPHCC Luncheon

Name \_\_\_\_\_

Company \_\_\_\_\_

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

\_\_\_\_\_ Yes, we are attending the Feb 16th 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, Feb. 11th. 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 24, 2011

Dear Friends:

Are you doing well on your New Year Resolutions? By Mid-February the gym parking lot is less crowded, and people go back to doing the same old routines. If you set your sights on a new way to do business...stick with it!

Let the GIPHCC, the Indiana PHCC, and the National PHCC be the tools you need to push you to be better. Learn from your fellow contractors and get involved! You have a wealth of information at your disposal. It is truly up to you to make the most of each and every day.

Wishing You the Best,

Laura Ciriello-Benedict

PHCC President

***Change your thoughts and you change your world.***

***Norman Vincent Peale***