

July 2011

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VENTSTACK

GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.

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Recruitment

We need to keep GIPHCC recruitment foremost in our minds. GIPHCC is one of the most innovative PHCC chapters in the nation, and we should not be hesitant to spread that fact to others. All too often people are reluctant to toot their own horn. Help spread the word and bring others to the meetings and social events in hopes that they too will join the cause.

Reviving an Old Tradition

We will be reinstating the tradition of tabletop presentations at the luncheon meetings. Top Marketing has agreed to do the tabletop at the Jan. 18, 2012 meeting and Plumbers Supply will do the March 21, 2012 luncheon.

Facebook's Greater Indianapolis Plumbing-Heating-Cooling Contractor's Association Page

Just as with the creation of www.giphcc.com 3 years ago, it takes time to get people to discover and use new technology. Last year Dave Heffner created a Facebook page for Greater Indianapolis plumbers; it is slowly gathering momentum. It's a great place for plumbers to contact one another with issues and solutions.

Many of you are already on Facebook personally. **Cont. p. 2, col. 1**

Indiana Expo

July 20-22, 2011

Belterra

July 21—annual meeting of members, 10 am

Golf—1 pm

July 22—breakfast, 7:30 am

Marketing for Contractors, Lorraine Ball, Roundpeg Marketing, 9-11 am

Legal Issues..."It's the Law"

Brad Wilt & Meg Christensen, Brigham McHale, Attorneys, 11am-noon

Expo Opens—Noon-4pm

President's Party & Auction, 7:30-10:30 pm

Upcoming GIPHCC Events:

July 20-22: Belterra, IAPHCC Expo

August: no meeting

Sept 21—Health insurance seminar, Federated Insurance

Oct. 19—1st roundtable with Denny Smith, moderator

News of Note—

Our sympathy to Brian Winkelmann, Ferguson Enterprise, on the death of his brother, Jeffrey. Contributions to **Jeffrey's** children's education fund may be made any PNC Bank.

Facebook, cont. from p.1, col. 1

Check out the site and begin to use it more. It's only a matter of time until customers will find this source of communication just as they are finding the web site. We hope to further this growth by sponsoring some type of contest in the future which will help with name recognition and GIPHCC branding. Stay tuned for further details in the next few months.

Membership in GIPHCC, IAPHCC, Worth the Investment

Benefits—Contractors

Representation on Capitol Hill

Representation & Lobbying at Statehouse

Plumbing Code

Meeting topics to keep members current

Websites, newsletters

Conventions

Discounts—apprentice training, safety programs, fuel, publications

FLAG program

Additional Benefits—Associates

Use of mailing lists

Referrals

EXPO and local November Vendors Expo

Please encourage non-member contractors and associates to join IAPHCC and GIPHCC. The benefits outweigh the expense. In addition, there is camaraderie in these organizations which is seldom seen or enjoyed in other trade associations. Members truly become your friends, not your competitors or "enemies." **Plus**, don't forget our ongoing lunch campaign. If you bring a non-member to one of the luncheon meetings, both the non-member's and your own lunches will be paid for by GIPHCC. Please take advantage of this benefit starting in September.

President's Letter

June 28, 2011

Dear Friends:

Summertime...busy weeks, busy weekends, and hurry up before vacation to catch up when you return from vacation. When you are busy, it is easy to forget about the little things that make the difference in every job. Continue to read, to learn, and to keep tabs on what is going on with the PHCC. The smallest piece of new information can make a huge impact in your business.

I hope to see everyone at the Indiana PHCC Expo on July 22nd at Belterra Resort and Casino. The show is a great way to learn something, network, relax and unwind all at the same time.

Looking Forward to Seeing You,

Laura Ciriello-Benedict

GIPHCC President

"A perfect summer day is when the sun is shining, the breeze is blowing, the birds are singing, and the lawn mower is broken."