

December 2011

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VENTSTACK

GREATER INDIANAPOLIS Plumbing-Heating-Cooling-Contractors Assoc.

P.O. Box 937, Fishers, IN 46038

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Vice Pres., Dave Nance, Nance Plumbing
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2012 Recruitment Goal

At the November 2nd GIPHCC board meeting, a recruitment goal was set for 2012: **5 new contractor members and 5 new associate members.** In 2008 when we won the Chapter Excellence Award, 1 of the categories was membership. At that time GIPHCC's membership was 100 members. In 2011 our membership has been in the 70's. This is understandably a result of the economic downturn.

However, recently we have seen a steady growth, thanks in good part to long-time members bringing prospective members to the luncheon meetings to see the potential benefits of becoming members. October saw 1 new contractor member; November, another new contractor; and December, 1 contractor and 2 associates.

When these new prospective members attend the luncheons, they receive a packet of materials on what membership benefits consist of. They are also identified by red name tags so that long-time members can recognize who they are and can welcome them to the meeting.

Keep in mind when existing members invite prospects to the luncheons, both the guest and the host will have their lunch tabs picked up by GIPHCC. We would LOVE to lose money on the luncheons in this manner. Let's keep on **target for 10 new members** in 2012—and actually surpass the goal.

Holiday Party

Wed., Dec. 14

At

Citizens Gas

2020 N. Meridian

6-8 pm

Cookies with Santa

Please park in customer service parking and enter thru front door on Meridian.

Please let Ann know the number attending as soon as possible at mabooth@att.net, or 577-4574 fax, or 579-5040 phone (least dependable). We need these numbers by Dec. 9th in order to let Santa know.

Happy Holidays!

Happy New Year 2012.

News of Note—

Welcome new contractor, True Energy Smart Air, Dee Michalowski, 3750 Priority Way, S. Dr., Ste. 200, Indpls. 46240, phone 317-319-1820, dmichalowski@deferderdirect.com, www.trueenergysmartair.com.

Welcome new associate, RL Sales, Rob Lloyd, 1427 W. 86th St., #550, Indpls., IN 46260, phone 690-2269, rob.lloyd@att.netm www,RLSALES. net.

Welcome to another new associate, Mercer Belanger, P.C., Raymond A. Basile, 111 Monument Circle, Suite 3400, Indpls. 46204, phone 636-8762, fax 636-8760, rbasile@indylegal.com., www.indylegal.com.

And now the official recruiting goal begins: Welcome Morgan Stanley Smith Barney, John Dewey

Barney, John Dewey, 311 Monument Circle, Suite 3100, Indpls. 46204, phone (765) 212-8658, jdewey765@yahoo.com.

Also welcome to Hannah Business Coaching dba Action Coach, Roger Engelau, 6521 Rolling Valley Court, Mooresville, IN 46158, phone 834-0502, Roger Engelau @ ActionCoach.com. , www.actioncoach.com/Roger Engelau.

Upcoming GIPHCC Advertising/Electronic Changes in 2012

SkyTrak 2012 is looking for any last potential companies which wish to be part of this campaign in 2012. It is a fantastic way to be seen by Greater Indy viewers. The 2012 goal is to increase the amount of educational content on the PHCC landing page to establish superior service and qualifications from a PHCC member. SkyTrak utilizes Video on Demand Pre-Roll opportunities with news stories. The company's commercial plays before the viewer can see the news story. There are 11,000 pre-roll impressions Video on Demand per month. New messages will be created for member companies. The message will be changed quarterly. Your commercials will be seen 150 times per week in the local news, national news, weather updates and various other programs, Mon. thru Sun., 4 am—midnight. PHCC will be listed on the www.wthr.com Marketplace page and featured on WTHR Marketplace page promoting your services. This is fantastic advertising coverage for \$200 a month!! Electronic advertising is obviously the way to reach customers in the present and the future. Any GIPHCC contractor wishing to take part in this program needs to contact Eugene Schuler immediately.

In addition to the SkyTrak changes, GIPHCC is contracting with Lorraine Ball, RoundPeg, to update the www.giphcc.com web site to make it more user friendly. The final product should make it easier for the GIPHCC board to enter material on the web site. It will take 2-3 months for the updated site to be completed; however, our current site will remain operational during that time.

These 2 future changes, the updated web site and 2012 SkyTrak, should keep GIPHCC in the eyes and minds of the Greater Indianapolis public and have benefits for the membership.

Channel 13 Investigates Unlicensed Plumbers

By law, licensed plumbers must pass the test to obtain a state license. Their trucks and ads must display their plumbing license number. Channel 13 went undercover to catch unlicensed plumbers who are breaking the state law.

GIPHCC member Dave Nance created the problem scenario for a water heater. He took the hose off and let water drip on the floor. In the sting, 5 “plumbers” were called at random. Out of the 5 , only 1 actually had a legal license.

This sting simply points out the need for the public to recognize the importance of hiring a licensed plumber. Although the unlicensed companies may do the work for less money, the work is not quality. More problems may be created down the line. Inferior plumbing work can actually lead to serious health issues. The public needs to recognize the necessity of finding and using a licensed plumber. “Use a licensed plumber; it's the law.”

Movement on Multiple Fronts in 2012

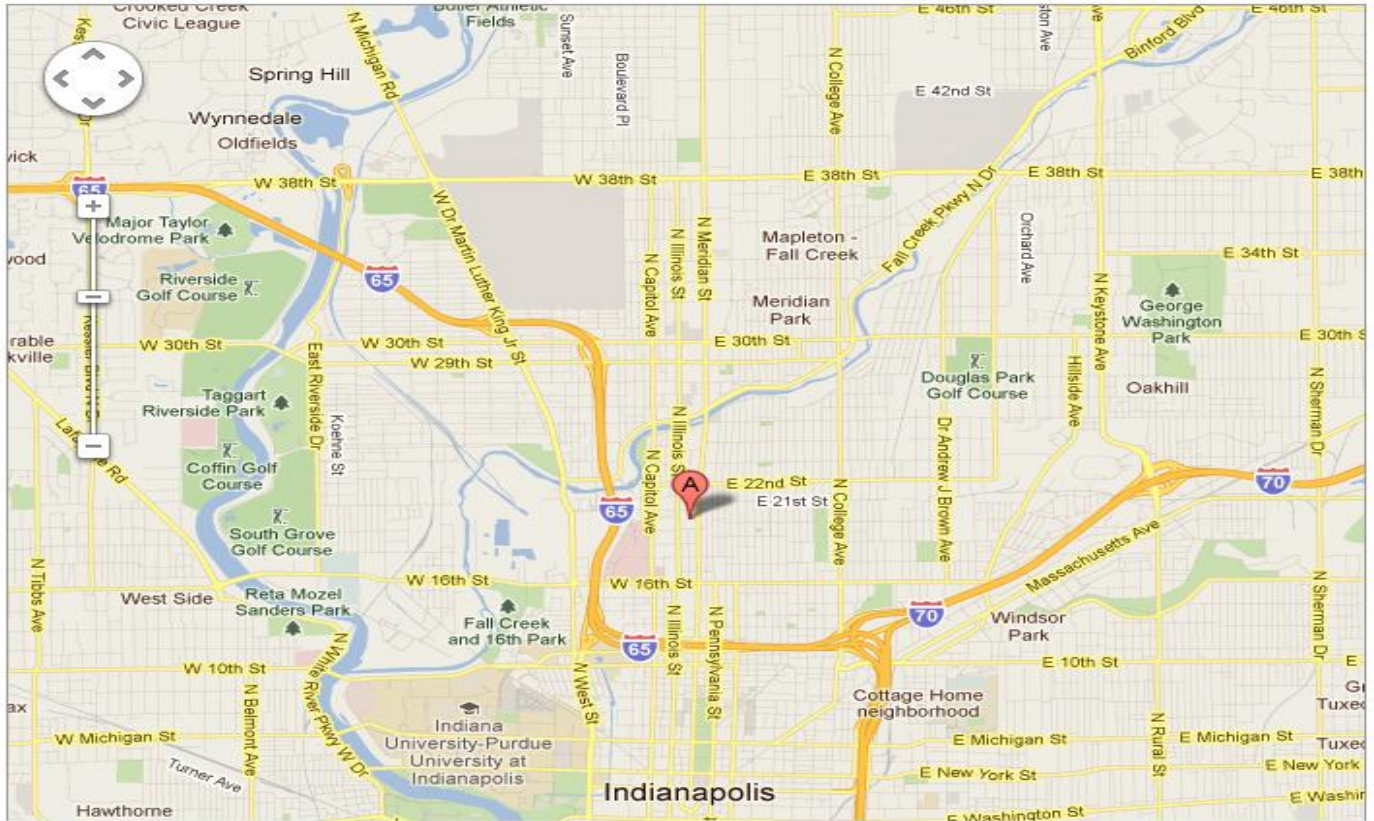
All of the articles in this Ventstack issue point up the fact that GIPHCC is working toward a positive future for 2012: recruitment goals, SkyTrak changes, web site changes, and even the Channel 13 sting which helped teach the public the need to use licensed plumbers. This is not the time for a defeatist, negative approach toward business; it is the time to be aggressive and positive.

GIPHCC has proven that it is one of the strongest chapters in PHCC nationally. But you can't sit back and rest on past history—and we're not! We are always looking for new ways to make membership pay off even better. Everyone can contribute and thereby gain.

One of the easiest ways to participate is by coming to the monthly luncheons. If you bring a potential member with you, GIPHCC will comp both your lunch and the potential member's. Help show potential contractor members that a discount at Mechanical Skills is just **one** of the benefits of membership. We have so much to offer contractors and thus associates as well.



Address 2020 N Meridian St
Indianapolis, IN 46202



RSVP Fax Form for the Dec. 14th Party

Name _____

Company _____

Fax # _____

Yes, we are attending the Wed., Dec. 14th Party

Please reserve _____ places.

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 Fri., Dec. 9th. 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

November 22, 2011

Dear Friends:

Congratulations to the 2011 Esprit de Corp Associate inductees: Dennis Ashworth, Jack Baxter, Mike Champion, Dave Kent, and Bob Roberts. We are so fortunate to have so many wonderful associate members who dedicate their time and energy to make the GIPHCC one of the best chapters in the country.

The Vendors Fair was a huge success this year. I wanted to thank Vickie Garrett for her hard work and all the vendors for their support. If you missed the event, you really missed out!

Take this time to reflect on all the important people in your life. Be thankful for your many blessings and be grateful for the little things in life that truly make it worth living.

Wishing you the Best,

Laura Ciriello-Benedict

GIPHCC President

Feeling gratitude and not expressing it is like wrapping a present and not giving it. ~William Arthur Ward