



Volume 6, Number 3
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US Patent #
7,537,439

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President's Message

Bill Christ



In my last article as President, I would like to express my thanks to you and the MPMCA for allowing me to serve this past year. Currently it is early July; when this article is published, the summer will be a faint memory and the cold winter reality will be soon arriving.

The annual summer meeting is history; you'll see coverage of these events and the awards presented to the well deserving people in the next magazine.

Speaking of awards, congratulations to Bill Fedorinchik (JW Sales) – Lifetime Achievement Award, Greater Michigan PMC – Local Association of the Year Award, and Mike Buday – Contractor of the Year Award. They are sincerely deserving of our admiration for their dedication to our associations and industry.

It's always rewarding to serve the customer in a fair and honest manner. Our work will result in a satisfied customer when we stay focused on providing a quality job. When reflecting on a challenging job which gets completed as intended, we feel a sense of accomplishment in seeing that everything – the problems, delays, and hurdles – works out when the customer is the priority. It's one of the rewards we experience in this industry.

The ultimate reward, however, is a secure standard of living for our families that this industry provides.

We've all experienced, and continue to experience, a common characteristic of this business: nothing stays the same. As members of the MPMCA we have the tools to stay informed of our changing times. I am hopeful that we will meet our present day challenges as our industry

changes in ways our predecessors could not possibly have imagined. Aside from the condition of our State and Nation's economy, new taxes and laws continue to make our practice of doing business challenging. Appropriately, customers expect our work practices and skills to improve and meet their needs. This all means we work harder and stay abreast to the latest technologies. This is one of the great benefits of the MPMCA membership as it keeps us informed of our changing industry.

This vital information is available through our parent associations – the MCA & PHCC – via their websites, educational conferences and news articles. It is there for our use, whether it be the labor calculator, welding procedures, how to start up a repair business in your company or develop close out and commissioning procedures for your project. There is useful information for every sized company.

The relationships we forge and our ability to change in order to meet the future challenges will keep us strong and at the top of our game.

It is extremely important that we step up to assume leadership roles in our local and state associations. It is only through your efforts that the proper leadership is given to our excellent staff and Association. The goals and intentions of the Board of Directors are implemented through the efforts of our Executive Director Cindy Maher. She does an excellent job as our representative and at moving our agenda forward.

Thank you again for permitting me this great opportunity and experience to serve our great Association and industry.

5 FOR 5



For the fifth straight year, Bradford White is the tank water heater brand most purchased by professional contractors. And again, we are the most recommended brand.

"We made the switch to Bradford White almost 15 years ago when we started having problems with another brand. Our reputation depends on the products we recommend so quality and reliability are critical. We couldn't be happier. Bradford White is loyal to the plumbing profession. Their products and people are top notch." Kevin and Ryan Carney - Carney Plumbing – Heating – Cooling, Line Lexington, PA

The results of the 2010 CLEARreport*, an independent water heater study by Clear Seas Research, revealed that product quality, service, technical support, and the fact that Bradford White is not sold in retail stores were the most important factors to contractors when selecting a brand of tank type water heater.

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*Ranking is based on the 2006, 2007, 2008, 2009 and 2010 CLEARreports by Clear Seas Research. Please visit www.clearseasresearch.com for additional information. © 2011, Bradford White Corporation. All rights reserved.



LOCAL ASSOCIATIONS

Greater Michigan PMCA



Every House Tells A Story . . .

this one about Hutzel Plumbing

Hutzel Plumbing & Heating Company - Michigan's Oldest Plumbing Company

Hutzel Plumbing and Heating Company of Ann Arbor is Michigan's oldest plumbing company, dating back to 1857 with the opening of the Hutzel and Company family mercantile.

There have been numerous wonderful stories about the company throughout the years. This one was resurrected during the recent Ann Arbor City Club's Home Tour.

In 1992 the owner of a home that was plumbed by Hutzel & Company wrote:

"When we removed the box to repair the liner on the old toilet tank in our house we found this note penciled on the well:



*Hutzel & Co.
October 2, 1897*

That was the year this house was built. We have stripped and stained the box, sealed the copper liner and are still using the same toilet. Just shows when things are done well they last."

The house was built in 1898 and designed by Irving and Allen Pond (who also designed the Michigan Union and the Michigan League), the house includes the architects' trademark diamond window panes and classical balusters.



There are triple windows, a roman arch at the front door. Inside, the home has its original dark woodwork, a piano nook, built-in benches and of course, an autographed wall.

Hutzel & Company was one of the founding members of the PMC Association and their employees have always been actively involved.

Through the years, several notable persons have been involved in ownership and management of the firm, including Lloyd Zill and Bill Romelhardt who bought into the firm in 1957. Hutzel's continued to thrive and grow in Ann Arbor. In 1959 they moved to 2023 West Stadium Boulevard, and by 1964 needed to move once again, this time to their current home at 2311 South Industrial Highway. In 1966, Gene Cummins joined Lloyd and Bill as Secretary-Treasurer before eventually becoming principal owner.

When Gene Cummins passed away in 1997, the Company was taken over by his wife Bettie and their children, Linda, Scott and Scott's wife Nancy, who today are the principal owners and operators of this historic company. Nancy Cummins currently serves on the MPMCA Board of Directors and Executive Committee as the Vice President of MPMCA.





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LOCAL ASSOCIATIONS

Mid-Michigan MCA



2011 3MCA Golf Outing

The Annual 3MCA Golf Outing was held Monday, June 20, 2011 at the Country Club of Jackson with nearly 50 golfers in attendance. Contractors, Associate members and guests enjoyed a great day of golf with only a few minor rain showers.

First Place Team Low Score went to Harley Eskew, John Lamke, Tim Pruden and Nathan Oliver (pictured 1st row, left). Second Place Team Low Score went to Dennis Maki, Roger Churchill, Jeff Daigle and Mike Martin (pictured 1st row, right). Closest to the Pin went to Nick Carter (pictured below). Longest Putt went to Tim Pruden with Longest Drive to John Lamke. Skins Game winners went to Teams Catenacci, Churchill, Dobie, Jehnzen, and Eskew.

After the golf outing, 3MCA made \$200.00 donations to both The Salvation Army and to Breast Cancer Awareness.

3MCA would also like to thank the following sponsors: Association Benefits Company, BeneSys, ENERCO Corporation, ETNA Supply Company, Ferguson Enterprises, Inc., J.O. Galloup, Nelson Trane, Novara Tesija P.L.L.D. and The Country Club of Jackson.



Harley Eskew, John Lamke, Tim Pruden & Nathan Oliver



Dennis Maki, Roger Churchill, Jeff Daigle & Mike Martin



John Airola, Kirk Myers, Randy Kenroy & Chad Myers



Craig Sporry, Nathan Potts, Pete DeRose, & Bob Kieleszewski



Bob Scheff, Kip Jonas, Jerry Jehnzen & Cory Petersen



David Tyler, Alan Goshka, Joe Kain & Brian Knox



Nick Carter



Frank Eirosius, Paul Catenacci, Terry Potts & Price Dobernick



Rich Applegate, Eric Holmes, Terrell Daniels & Garry Applegate

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LOCAL ASSOCIATIONS

West Michigan MCA



The Green Technology and Piping Systems Industry Week

The Green Technology and Piping Systems Industry Week held this spring, at Local 174's facilities, in Coopersville, was a week-long exhibit of mechanical contracting technology. Eight tractor trailers and exhibits showcased the various technologies of the piping industry's training done on a consistent basis in Local 174's training center. These state-of-the-art mobile classrooms provided workstations demonstrating industrial instruction, welding, medical gas, residential and commercial plumbing devices, green technologies, steam and hydronic technologies, HVACR equipment and more!

Over 700 people participated in this educational event aimed at increasing awareness of the public, local contractors, non-union workers and young people interested in career opportunities, of training conducted and skills required in the mechanical contracting field.

Local 174 and WMMCA were proud to sponsor the Green Technology and Piping Systems Industry Week promoting environmental stewardship of building technologies through education for today and tomorrow's workforce!

Officers Elected

During the WMMCA Annual meeting the following contractor members were elected to the Executive Board: Brett Lascko- Lascko Services, Tom Jasper-Andy J Egan Company and Jodi Vandenberg- Advantage Mechanical~Refrigeration.

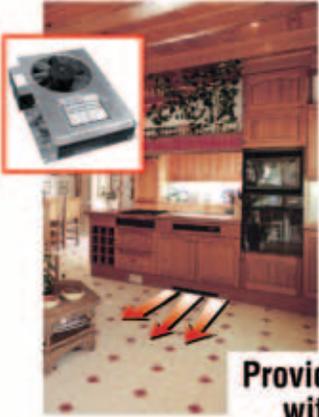
Contract Ratified

Local 174 and WMMCA representatives worked this year to present contract terms which were ratified by the Local 174 membership on June 30, 2011. Local 174 and WMMCA pride themselves on good labor management relationships and look forward to working together to build market share and provide stable employment for a skilled workforce.

The West Michigan Mechanical Contractors Association promotes the organized mechanical contracting industry in Western Michigan serving its members engaged in Industrial Commercial and Residential: heating, power piping, plumbing, process piping, ventilation, waste, and water treatment.



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MCA Detroit's 2011 Golf Invitational

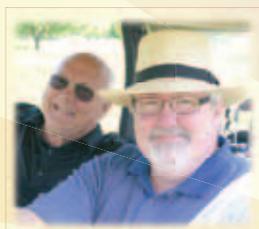
THE 8TH ANNUAL KAROLAK CUP INVITATIONAL

In memory of John Karolak, HVAC contractor and industry leader.

It was a perfect day for golf! Sunny skies with a temperature in the high seventies. MCA contractors, their staff and guests gathered first for lunch, where they had a chance to catch up with one another.

Early in the afternoon, the carts rolled out on to the beautiful course at Walnut Creek Country Club in Novi. Approximately thirty two teams played this year and all commented that the afternoon was a beauty!

Cocktails followed the golf game, with dinner served in the club's large dining room. After introductions by Mike Flesher, MCA President, Cheri Karolak presented the trophy and other awards. After dinner, a satisfied group headed home with a tool box gift sent presented by the association.



Michael Flesher, MCA President, presenting Cheri Karolak with honorary bouquet.

Cheri Karolak presented winners with memorable prizes for longest drive (men's and women's), longest putt and closest to the hole. The Karolak Cup was awarded to the Graystone Consulting Team with the lowest team score of 59.

MCA DETROIT - Mechanical Contractors Association of Detroit

14801 West Eight Mile Road . Detroit, MI . 313-341-7661 . www.mcadetroit.org

MPMCA 2011 Membership Application

I (we) the undersigned agent of the firm identified, hereby make application for membership in MPMCA. In making this application, I (we):

- (a) understand that membership in a local PHC or Mechanical Association is a prerequisite to membership in MPMCA, if such an association serves the applicant's market area,
- (b) agree to pay dues as established by MPMCA's Board of Directors and to adhere to the Constitution and Bylaws of the Association,
- (c) understand that the dues remittance must include both MPMCA and NAPHCC dues. (except Associate).

Firm Name _____
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 E-mail _____
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 Signature _____
 Date of Application _____
 Average # of Field Employees _____

Union Shop Open Shop

Type of Work Contracted:

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 Heating Cooling

Circle Firm's Local Association:

- Bay Area Assn MPMCI
- Flint PMC
- Greater Michigan PMC
- Master Plumber Association of MI (Oakland Co.)
- Mid-Michigan MCA
- MCA of Detroit
- Northwestern MPHCCA (Grand Traverse Co.)
- South Macomb Assoc. PHCC
- Southwestern Association
- Thumb Area Association
- Upper Peninsula MCA
- West Michigan MCA
- West Michigan PHCC
- Western Wayne PHCC

Questions:

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 Website www.mpmca.org

**Dues Structure:
MPMCA (State Association Dues)**

New Member (First Two Years)	\$230.00 Annually
1 to 5 (average) Field Employees	\$456.00 Annually \$114.00 Quarterly
6 to 15 (average) Field Employees	\$545.00 Annually \$136.25 Quarterly
16 + (Average) Field Employees	\$652.00 Annually \$163.00 Quarterly

NAPHCC (National Association Dues)

Active Member	\$460.00 Annually \$115.00 Quarterly
Internet Member	
New NAPHCC members only	\$127.00 Annually
Maximum three years	no quarterly available

Note:

Internet members will receive all information directly from PHCC Website, will pay increased price for publications, have no voting rights, and can remain an internet member for a maximum of three years. (Must be a new member and cannot switch from a current active member to internet member.) Internet members can use the PHCC Trademark or Logo as long as it is in accordance with the PHCC Trademark or Logo Use Policy.

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Customer Code _____
 (last 3 # on back of card in signature panel)

We need the complete address of where the credit card is billed.

Street Address _____

City _____ State _____ Zip Code _____

Any declined checks or credit card charges are subject to a \$15.00 service charge.



SMART MANAGEMENT TIPS

This article covers 5 broad areas:

1. DRIVING MAXIMUM PROFITS
2. SMART LABOR RATES
3. SUCCESSFUL ADVERTISING BUDGETS
4. PRICING STRATEGIES
5. THE BIG PICTURE

8 keys to maximize profit – All of these steps help improve profit by themselves. However, together they work MAGIC!

1. CHECK GROSS PROFIT – for pricing efficiency and theft problems. *The typical 18% profit plumber tries to keep his direct labor cost, including benefits, under 25% of his gross sales, materials at 15% and gas at 2%. That makes his gross profit $100-25-15-2=58\%$.*

2. DETERMINE the AMOUNT of PROMOTION needed to SELL OUT UNSOLD TIME based on HISTORICAL NEW CUSTOMER ACQUISITION costs.
The typical plumber runs new customer costs of 14% to 26%. So, if you need to sell out \$100,000 in time to new customers, you would need to spend \$14,000 to \$26,000 to do it.

3. Check TOTAL SALES achievable at CURRENT FIELD STAFF levels compared to CURRENT FIXED OVERHEADS. Then determine if a PROPER PROPORTION of SALES to OVERHEAD is possible.
You want to keep you overhead under 40% of gross. If you multiply your overhead by 2.5 you will calculate your sales goal. Then determine if there are enough hours in the month that your employee can work given your labor rate to achieve your sales goal. Another way to set your sales goal is to take your profit goal of 18% and multiply by 5.6. then compare to determine if you have enough staff to hit that number, given your labor rates, to reach the sales goal.

4. Implement a SELF FUNDING SUSTAINABLE PROGRAM for active lead generation by ADJUSTING PRICING to reflect necessary NEW CUSTOMER ACQUISITION COSTS. *Once you determine what new customers cost, you must pass that cost on to them in your prices. Otherwise, you will run*

out of advertising budget before you hit your sales goals.

5. Measure CURRENT CUSTOMER RETENTION, then start a CUSTOMER RETENTION PROGRAM to MAXIMIZE it.

Most plumbers report that the average customer uses them once every 18 to 24 months. If you look at your total sales from two years ago and compare it to today's repeat sales your customer retention becomes obvious. Retention rates under 75% should trouble you. Then consider starting a happy call program that is essential to hold staff accountable to your high standards.

6. Start a system to measure YELLOW PAGE COSTS. Then actively work to reduce those COSTS by improving copy and proper placement.

From time to time track 100 customers to find out: are they new or old? What yellow page book did they use? How much was the sale? From this analysis you can determine what your new customer cost is. We have tracked costs from \$26 to \$450 with most around \$100. Better ads run under \$50 per customer in most markets with proper placement within six pages of the start of the section at normal space rates.

7. INVEST up to three and a half percent of GROSS SALES in radio, TV and Cable to MAXIMIZE Positive Top of Mind Awareness which will, in turn, SUPER CHARGE YOUR YELLOW PAGE and DIRECT MAIL results.

A \$1,500 TV budget in most one hundred thousand-person market can reach 25% of your target three times a month on average. It would take a \$7,500 budget in a five hundred thousand-person market and a \$15,000 budget in a million-person market to achieve the same coverage. So, you see, the size of the market, compared to the size of your budget, will

tell you when you can become a player on TV.

8. Monitor CLOSING/CONVERSION RATES for CSR's, technicians and sales staff. Then implement a PROVEN SALES TRAINING PROGRAM for CSR's, TECHNICIANS and SALES STAFF to MAXIMIZE SALES at PREMIUM PRICES. This is where having a good mentor or sales trainer really comes in handy.

NOW LET'S DISCUSS LABOR RATES

First of all, there is **NO MAGIC LABOR RATE**

In the past 3 years, I have studied the financials of over 200 companies in 25 states and Canada. I have also conducted consumer awareness and market share studies for the same. This is a complicated issue, so I will try to keep my analysis in plain language and grossly simplified.

- 1) **Labor Rates are locally driven.** To pay a technician \$50 an hour is not uncommon in some cities, while a technician with the same skill level may get \$15 an hour in other cities.
- 2) **A contractor's market share is driven by their labor rates working together with their top-of-mind awareness level.**
- 3) **The market share levels are predictable.** Given the population within 20 miles, the average age of the home, a company's labor rates, labor costs and qualitative and simple formulas I will accurately predict market share and potential, nine times out of ten times.
- 4) **Hourly efficiency is driven by traffic patterns and your technician's ability to sell additional tasks.** In effect, the more tasks done and the less time spent in traffic, the higher the hourly efficiency.

*Higher Hourly Efficiency =
Lower Real Labor Costs*

So, let's say you're a FLAT rate company and your DIRECT labor goal is 25% of gross. It's not just a matter of taking your technicians pay including benefits and multiplying by 4.

- Example: $\$20 \times 4 = \$80/\text{hr}$.
You have to figure it by actual working hour less (assuming) 50% efficiency.
- Example: $\$20 \times 2 \times 4 = \$160/\text{hr}$.
Now figure in call backs.
- Example: $\$20 \times 2 \times 4 = \$160 + 10\% \text{ call backs} = \$176/\text{hr}$.

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But here's the kicker: If you can raise your hourly efficiency and lower your call backs you can charge customers less and still keep your labor at 25%

- Example: \$20 X 1.5 efficiency X 4 = \$120 + 5% call backs = \$126 hr.

The benefit to you of charging less: more customer retention, more referrals, better word of mouth, equals lower customer acquisition costs equals lower overhead.

5) **One time out of more than 50 studies, have I seen a time & material (T/M) company with a direct labor cost of less than 35%.** Now don't get

me wrong, T/M companies often have higher call-to-appointment ratios and appointment-to-sales ratios. But the plain fact is, it is very rare to see a T/M company clear more than 8% profit. It's very common to see flat rate companies that are properly managed, to be in the 12 to 18% profit range.

6) **Overhead is the killer.**

Companies that maximize profits keep their overhead below 40%. That is next to impossible to do unless you tie your sales goals and tech staffing to multiples of your overhead.

Also, you must tie in your advertising/promotion budgets to cover the gap between your actual sales and your necessary sales goal, as demanded by your historical new customer acquisition costs.

RULES

1. Flat rate pricing does not forgive the sins of bad management.
2. Low hourly efficiency will push up real costs.
3. Higher prices will eventually equal lower market share.
4. Wasted dollars on bad advertising will increase overhead.
5. Badly trained tech with low average tickets equal higher real labor costs.
6. Excessive callbacks eat profit and destroy customer retention.
7. A badly trained CSR that wastes leads kills your advertising results.

CONCLUSION

It's not just about some magic ad. As an advertising pro I can tell you, most times getting the phone to ring is the easy part. It's everything you do after the phone rings!

It's not just about some magic labor rates. IT'S ABOUT WHETHER YOU RETAIN CUSTOMERS AND HOW YOU EXPLOIT THE LEADS YOU GET.

So there you have it.

No magic labor rates.

No magic advertising.

No substitute for great management.

THE REALITY – SUCCESS IS A RESULT OF HARD WORK AND PRAYER

Like Ghandi said "Before enlightenment I carried water and stacked wood ... after enlightenment I carried water and stacked wood." Like John

Pope (my favorite business planner) said, “We all learn from mistakes ... but they don’t have to be our own mistakes.” So, now that I’ve got my head on straight ...HOW DO I SET MY ADVERTISING BUDGETS?

The central logic to smart budgeting is that one should:

1. “Buy” as many new customers as needed to achieve sales and profit goals.
2. Pricing needs to be adjusted to reflect the actual “new customer acquisition costs”.
 - A. The process starts with customer retention, most good companies retain about 75% of their prior customers.
Example: \$1,000,000 average sales in 2000 and 2001 should make the first \$750,000 in 2002 easy to sell to repeat and referred customers.
 - B. When you look at dollar return on yellow page, TV and radio, the normal range is between 1 to 4 and 1 to 6 in new customer sales.
Example: Let’s consider a \$1,000,000 company with a 7% advertising budget. Their \$70,000 in advertising yields them \$280,000 to \$420,000 in new customer sales, so with a 7% advertising budget the company can see results that range from:

Company A

\$750,000-repeat customers

\$280,000-new customers

\$1,030,000 total

Company B

\$750,000-repeat customers

\$420,000-new customers

\$1,170,000 total

That’s a 7% advertising budget yielding a 3% to 17% sales increase. The difference in results is due to market conditions and advertising fulfillment skills.

Reminder: Advertising is what you do to “Brand” your company. It is designed to get people to think of your company when they have a future need. VS. Promotions are designed to create the need and get sales immediately.

Example: Let’s say Company B, can do more work with his existing staff AND has a 50% overhead. That 50% is killing his profits, dragging him down from 18% to 8%. So company B’s overhead is 50% (\$585,000). To get his overhead down to 40% his sales will need to increase to \$1,462,500. He is \$292,500 short of justifying his overhead. He needs promotion to solve his problem.

Example: If new customers cost him 20% of the sale (typical), he needs to invest $\$292,500 \times 20\% = \$58,500$ to solve his problem. He has four alternatives to fund the project:

1. Raise prices 4% to all customers. $\$1,462,500 \times 4\% =$

\$58,500

2. Charge new customers 20% more than repeat customers
3. Eat it; drop profit expectation from 18% to 13%
4. Suffer.

THE BIG PICTURE

I believe a contractor should operate with four principles:

1. I owe it to my customers to operate my company with high ethics and efficiency.
2. I owe it to my employees to run a company that is stable.
3. I owe it to myself and my family to earn 18% net profit.
4. I owe it to the LORD to “not be slothful” and to have my money and my time be available to do His good works. Too many of us are slaves to our companies, unavailable to our families or our higher callings.

Some final thoughts on pricing: The conversion rates (closing rates) on the CSR and tech levels are the dead giveaway as to whether you can raise your prices. The customer retention levels are the dead giveaway as to whether those prices are sustainable over time.

All of these statistics are measurable and therefore allow accountability of yourself and your employees’ performance. Yes, good CSR training and tech training will allow you to charge more without a drop in conversion rates. However, while you are waiting for the results of training, your conversion rates are the best indicator of “price elasticity”, the fancy term economists use to mean what you can get away with, and by the way, forget about the “going rate”.

The “going rate” would be better called the “going out of business rate”. In 26 years as a consultant, I cannot tell you how many times I have seen young men turn old and bitter too soon and families destroyed while they were trying to live with the “going rate”. The “going rate” leaves no cash to put aside for the eventual lawsuit or the general contractor that bankrupts on you or the next economic down turn. The “going rate” sets you up to be sold cheap to the next owner.

The business world today is not very forgiving of those slow to adapt. Like it or not the industry is changing and contractors are facing challenges, the biggest challenge I believe is ... their own thinking.

Mr. Michael Morosi is the CEO of MultiMedia Advertising Services, LLC, the nation’s largest advertising agency, specializing in independent contractors. Following 12 years as a direct mail, radio and television executive, he founded MultiMedia in 1992. Mr. Morosi resides in Central NY with his wife and their five children. Office 607-770-8933 | Website: www.contractor2020.com | Email: multimedia@stny.rr.com



Sell with Service

By Adams Hudson

Do you realize that the failure rate in sales is 95%? That means 95% of the people who go into sales fail and get out. This huge majority of non-performers are usually the ones doling out awful advice to you and setting a poor image for the profession.

Many techs have bought into this image, believing somehow that sales is disreputable or that they're "above it" in some way and would *never* do that to a customer. Bad word choices all around.

You see, sales – in the broadest sense of the word – is what we're all doing in some capacity. Everyone. From the waiter at the nice restaurant to the guy at the tire store to the beautiful actress on a TV infomercial. And especially our children, who "sell" us on the idea that they **MUST HAVE** every possible new toy-game-candy-clothes-entertainment gadget that has ever been invented... and a couple that haven't.

When we get the benefit represented that meets or exceeds the price, we have gotten a good value. Pure and simple, please don't forget: the best and most valuable sales are service.

That's why it's surprising that many technicians shy from upselling. They feel customers will ask for the upgrade OR will think they're pushy if they offer it. Hear me out: If you feel the upgrade/upsell is a worthwhile option for your prospect, *it is your duty and responsibility to offer it*. Make your techs and salespeople see upsells this way. And here's the way you make them work...

If you have just 20 service calls a day and only 25% of those like you enough to be called "customers", that's five repeats, and 15 "new" customers a day.

Let's say the five repeats only buy the upsell 30% of the time (national average is 60%), and the 15 new customers only buy the upsell 10% of the time, that's 1.5 sales a day of *something*.

If two-thirds of your actual upsells in both groups only buy \$300 of additional product or service (national average) you'll be seeing \$78,000 out of your "repeats" and \$78,000 out of your new customers for \$156,000 in accidental money you're missing. (That is: 1.5 customers a day x \$300 x 66.66% = \$77,992.)

Bottom Line: You can't afford *not* to train your technicians in selling techniques. It's an investment that makes them better employees and puts more dollars in *your* pocket. You're turning employees into an untapped profit source that builds their confidence in themselves your confidence in their abilities, and your customer's confidence in your company's expertise. And confidence equals sales. Pretty tough to lose when you're on the right side of the training track.

Adams Hudson is president of Hudson, Ink, a creative marketing firm for contractors and PHCC National Marketing Partner. PHCC members can go to www.hudsonink.com to grab Adams' free ezine, the Contractor Sales & Marketing Insider or see other marketing report.



Cynthia H. Maher, CAE, Executive Director

400 N. Walnut, Lansing, MI 48933
PO Box 13100, Lansing, MI 48901 (mail address)
(517) 484-5500 * Fax (517) 484-5225

e-mail – info@mpmca.org
website: www.mpmca.org



2011 Backflow Refresher Class

To: Michigan Certified Testers

From: Cynthia Maher, CAE, Executive Director

Subject: Backflow Tester Refresher Course - Co-sponsored by the Michigan Plumbing & Mechanical Contractors Association and the State Board of Plumbing.

The 2011 dates for the one day **Backflow Preventer Refresher** classes are:

Friday, May 6, 2011 ●●●●● Friday, December 16, 2011

Each class will be limited to 18 students. On the application form you can pick your first or second choice. First choice will be determined on a first received basis.

The cost will be **\$360.00 for MPMCA Members** or **\$400.00 for Nonmembers**. This will include any materials you will need plus lunch and breaks.

Plumbing Inspectors: This class has been approved for continuing education credits under the requirements of Act 54. Plumbing Inspectors will receive -- **7 continuing education credits -- five specialty** hours and **two technical hours**.

Department of Environmental Quality: Participants may receive **6 hours (0.6 continuing education credits)** of Michigan Department of Environmental Quality advisory board approved education credits.

The location will be the **Lexington Hotel** in Lansing at **I-496 exit 1**. If students would like to stay at the hotel the night before the class, the rate is \$93.00+ applicable tax per night, single or double occupancy. **Hotel information will be mailed with confirmations that will be mailed 3 to 4 weeks before the class.**

Instructors Dennis Rapson or Martin Jipson will instruct:

1. *Lawn Irrigation - Atmospheric Pressure*
2. *Beverage Dispenser Protection*
3. *Boiler Water Feed Protection*
4. *Spill Proof Pressure Vacuum Breaker*
5. *Review of A.S.S.E. Requirements and Application Chart*
6. *Test Stands for trouble shooting + test stand for three and five valve method*
7. *Video on trouble shooting.*
8. *Care of test kits.*

If you have any questions please give MPMCA a call at 517-484-5500.

**Go to www.mpmca.org to order online with your credit card.
Select the convenient “Shopping Cart” and complete your order.**

State Board of Plumbing
&
Michigan Plumbing & Mechanical Contractors Association

2011 Backflow Preventer Testing Refresher Course

APPLICATION

Student Name _____ Backflow Certification # _____

Home Street Address _____

City, State, Zip _____ License Number: _____

Home Telephone _____ Journey 82- _____

Company Name _____ Master 81- _____

Co. Street Address _____ Email address: _____

City, State Zip _____

Co Phone _____ FAX: _____

County _____

Send Confirmations of Class To: _____

Home Address

Business Address

**Hours are from
8:00 a.m. to 4:00 p.m.
Lexington Hotel, Lansing**

Payment: Check one

Member of MPMCA:
Check enclosed for \$345.00

Nonmember:
Check enclosed for \$400.00

To pay with credit card go to
www.mpmca.org and select the
"Shopping Cart" on the home page.

Please INDICATE your 1st & 2nd choice. Each class is limited to 18 students. Placement of first choice date will be determined by date of application received. **Confirmations will be sent one month prior to class.**

_____ **May 6, 2011 (Friday)**
Lansing, Michigan

_____ **December 16, 2011 (Friday)**
Lansing, Michigan

Credit Card orders go to www.mpmca.org and use our convenient "Shopping Cart" -- Or
Make your check payable to MPMCA and Return to:

Michigan Plumbing & Mechanical Contractors Association
PO Box 13100
Lansing, MI 48901

Questions?? Call 517-484-5500 • FAX 517-484-5225 • Email info@mpmca.org

A PEOPLE BUSINESS?

By Bill Harrison
President PLI, Inc.
wiharrison@comcast.net

Whoever said the building industry was a people business? **The Coach just did!** “Are you nuts?” - you might be tempted to ask. This is about dusty job sites, heavy equipment, power tools, unique trade materials, trucks, schedules and budgets, etc., etc.

The building industry indeed is about all those things; but at the core what makes it all work is: **PEOPLE**

When it is working well and profits are being made it is because of the people involved. And the same can be said when it isn't going well and we are losing our behinds. It is all about people and what they do or do not do every day.

Think about it for a minute. What is the only factor that separates your company from every other competitor out there; now or in the future? Can the competition buy trucks? Sure. Can they get materials from the supply house? Yes. Can they buy tools, computers, etc., etc? Obviously. So, they can match you item for item on “stuff”. So that leaves the only differentiation between you and them is: **PEOPLE**

Rewards

In my monthly newsletter this year I will be spending a lot of time covering the people aspect of the industry; because my experience shows it is sadly ignored for the most part. The basic premise is that we will throw money at people and they will perform at a high level. How well has that worked for you in the last few years? Not well I would imagine because some of the first folks we let go during this crisis were highly paid ones. They were actually overpaid for their skill sets, attitude and work ethic. Am I on track here? Can you relate?

If you want to get through these challenging times you will need to get a better understanding of people and how they should be led and managed and motivated and trained and rewarded and

You get the picture. We already spend a lot of time on how we handle our “stuff”, but the bottom line is never about our “stuff”; it is always about our people. Our greatest wins and our biggest losses come about from what our people do or do not do every day.

We need to look first at how we compensate folks for their participation in our company. Have you ever given someone a raise in salary or wage? Stop that! We all know when folks are given things they don't appreciate it; they just expect to be given more.

Most of your team members expect to be paid for attendance; not performance. It is critical however that you create systems where team members can earn greater rewards; that doesn't always mean a raise. The more your people do, and the better they do it,



the more reward they can earn. This puts the responsibility for rewards where it belongs – with the individual team member. It can also be designed to affect teams of folks; not just the individual.

Growing our team members

Another very sad aspect of our industry is the almost total lack of effective training; particularly as our team members advance to supervisory positions. Giving someone the title of foreman does not give them the requisite skills to be a supervisor. Think for a moment. Why do we select someone to be a foreman? Usually because they are a very hard working and accomplished tradesman. They are a very good worker. Right?

And why is the position of foreman so critical? Everyone understands that we win or lose in the field; not in our corporate office. We might use the title of superintendent, or foreman, or something else; but that is the person who makes it happen every day.

And the greatest challenge for a new supervisor – getting the work done through others. In fact, their being a hard worker often hinders them in getting the job done. And yet, with our most critical position, a field supervisor, we almost never train them on how to be an effective one.

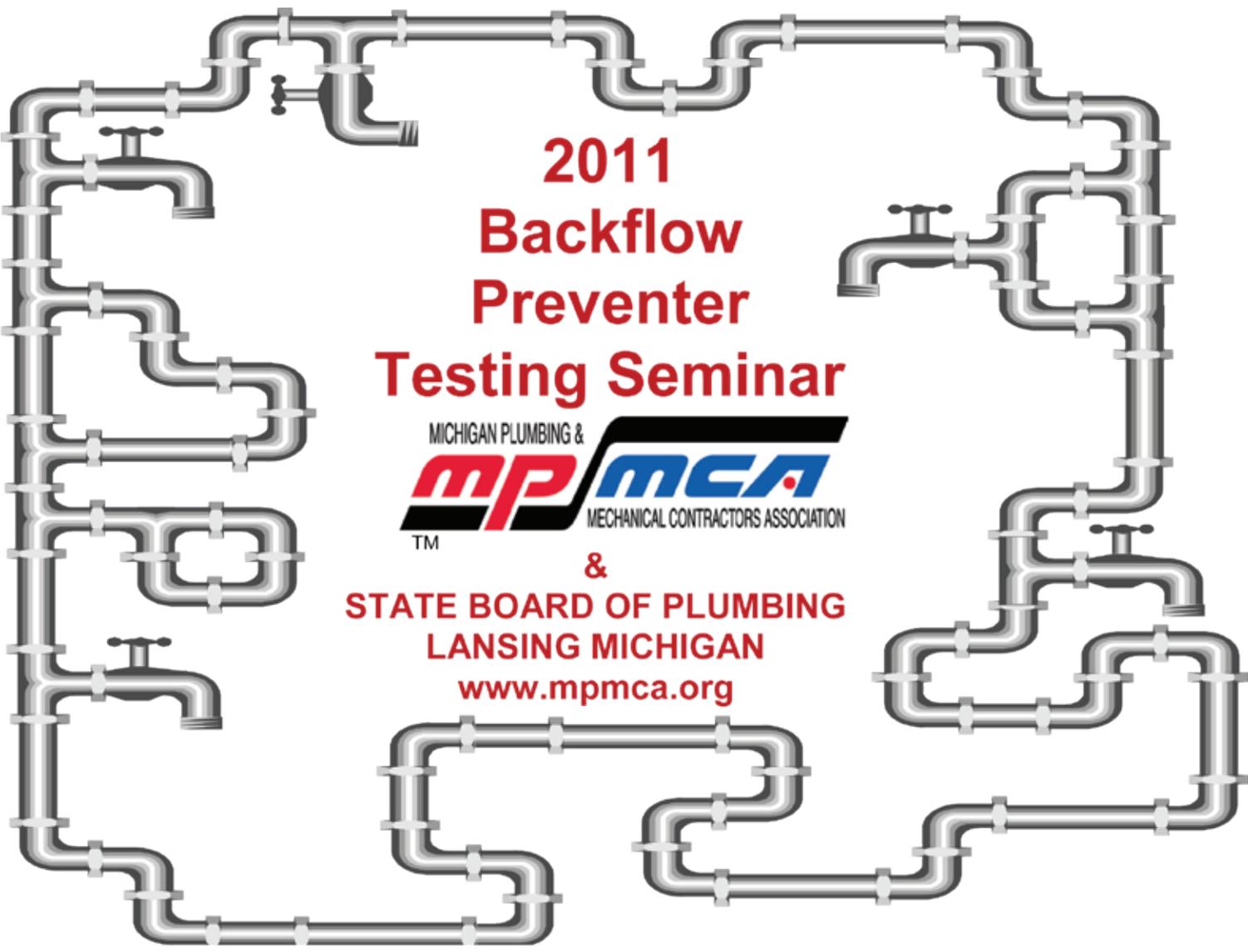
Their knowing their trade is a great asset. But they can't be a good supervisor unless they understand how to lead, supervise, motivate, plan the actions of, and get results from – **PEOPLE**

We have covered some very significant areas in this short article. Your understanding of these concepts is irrelevant however. The world is full of folks who know what to do or understand what to do.

It is seriously under populated in those who actually do it. Are you going to be a knower or a doer. Choosing to get it done; no matter what, will lead you to the top of your industry. Are you going to read this and think about acting on it; or are you going to act on these ideas today?

The Coach does not succeed until you succeed.

Bill Harrison is president of
PLI, Inc. His contact information
is: P. O. Box 1403
Centreville, VA 20122
(703) 909-8230
wiharrison@comcast.net



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Backflow
Preventer
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STATE BOARD OF PLUMBING
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Course of Study:

- **Regularity of Occurrences**
- **Causes of Cross Connection**
- **Health Hazards**
- **8 Ways to Prevent Cross Connection**
- **How to Spot and Correct Defects**

**PROTECT THE HEALTH OF
YOUR NATION**

Working Together to Stop Backflow
Limited Space - Sign up Now

Register Today Limited Seating

Location & 2011 Dates

April 5-7, 2011

May 3-5, 2011

Aug. 30-Sept 1, 2011

Dec. 13-15, 2011

*Classes start at 8:00 a.m.
end at 4:00 p.m.*

Lexington Hotel Lansing
925 S. Creyts Rd
Lansing MI 48917

Exit 1 off I-496

Hotel Room Reservations
517-323-7100

Do not make your reservations at the Lexington Hotel until you have received your class confirmation. Information will be sent to you at that time.

Lodging is not covered in registration fee. A group fee of \$93.00 plus tax per night has been negotiated at the hotel for single or double occupancy.

Note:

***Class confirmations
will be mailed one
month prior to class.***

Questions?
Call MPMCA
517-484-5500

Email - info@mpmca.org

Sponsored By:

Michigan Plumbing and Mechanical Contractors Association, State Board of Plumbing, and the Michigan Department of Environmental Quality.

Instructor:

The Seminar will be conducted by Dennis Rapson, master plumber, mechanical contractor, certified backflow tester, & 27 years as plumbing inspector.

Class Content:

Tuesday:

Overview of the problem of cross connections. Review of case histories, causes, health hazards. Study of Department of Environmental Quality Rules, and Michigan Plumbing Code with regard to the protection of the Potable Water Supply. Review of American Society of Sanitary Engineering guide for the proper selection and use of backflow prevention devices. Description of the eight different ways to prevent cross-connections. Detailed study of reduced pressure type backflow preventer. Class instruction will include the use of films, and review quizzes to reinforce the message of the instructor.

Wednesday:

Hands-on experience with various backflow preventers. Students will learn how to spot defects, and how to correct them. Instructor on hand to answer any questions, or help solve any problems during the hands-on testing experience.

Thursday:

Detailed instruction on varieties of backflow preventers by factory representatives of the various manufacturers. Representatives from the following companies will conduct mini-seminars on the intricacies of testing and repairing their particular devices:

BALFREY & JOHNSTON (REPRESENTING WILKINS)
DAVE WATSON ASSOCIATES (REPRESENTING WATTS) (AMES)
SALES SERVICE PLUS (REPRESENTING FEBCO)
MID-WEST INSTRUMENT (TEST EQUIPMENT)
V.E. SALES COMPANY (REPRESENTING CONBRACO)

Final Examination of Proficiency

Who Should

The seminar is open to master and journey plumbers, plus others who need to test backflow preventers in their place of employment.

What You'll Get

Upon satisfactory completion, Michigan licensed plumbers receive a State Approved certification for general testing and are qualified to repair or replace backflow devices. However, licensed plumbers must provide their license number and date of the license expiration. License plumbers must have current license to receive the backflow certification. If the license is expired a letter of completion will be issued limiting testing to the premises of their current place of employment.

Other graduates who are not licensed plumbers receive a letter of completion, limiting testing to the premises of their current place of employment only. They are not permitted to test in the field, install, or make repairs to backflow devices.

Participants will receive 21 hours (2.1 continuing education credits) MDEQ Division of Water Supply.

Under Act 54 – Plumbing Inspectors registration Act – Plumbing Inspectors will receive 24 continuing education credits, 16 specialty hours and 8 technical hours.

Complete the application form on the reverse side. The registration fee is \$670.00 for MPMCA members and \$710 for nonmembers which covers the three days of instruction, examination materials, three lunches, and six breaks. Each class is limited to 36 participants and licensed plumbers will receive an enrollment priority. Registration fee must accompany application form to be considered for acceptance.

Purchase orders are not accepted.

Certified Testers with a current Michigan plumbing license will be listed on our website.

For a tester referral you must provide us with a company name, address, phone number, and county.

If a company name is not provided, your listing will have your first name, last name, certification number, and plumbing license number listed.

Home addresses and home phone numbers are not listed on our website unless you let us know that is what you want for your listing.



To receive your first choice register as early as possible. Confirmations are sent one month prior to class date.

Cost	
Member	Nonmember
\$670	\$710
3 Day Course	

Also Offered

BACKFLOW PREVENTER TESTING REFRESHER COURSE

Cost: \$360.00 Members
\$400.00 Nonmembers

The instruction will be on:

1. Lawn Irrigation – Atmospheric Pressure,
2. Beverage Dispenser Protection,
3. Boiler Water Feed Protection,
4. Spill Proof Pressure Vacuum Breaker,
5. Review of A.S.S.E. Requirements and Application Charts,
6. Test Stands for trouble shooting + test stand for three and five valve method,
7. Video on troubleshooting,
8. Care of test kits.

Refresher Dates:

May 6, 2011
December 16, 2011

To register online go to www.mpmca.org click on the shopping cart and complete registration.

Members need to login to receive the member discounted price. Call MPMCA if you need your member login and password.

If you have any questions on this program please call MPMCA at the number below.

517-484-5500

To attend the Refresher Class you must have previously attended and successfully completed the three day *Backflow Preventer Training Program.*

**Michigan State Board of Plumbing
&
Michigan Plumbing & Mechanical Contractors Association
APPLICATION**

2011 Backflow Preventer Training Program

Student Name _____

Home Street Address _____

City, State, Zip _____

Home Telephone _____

Company Name _____

Co. Street Address _____

City, State, Zip _____

Co. Phone (____) _____ Co. Fax (____) _____

County _____ Co. Email _____

Send Confirmation of Class Placement and Certificate Upon

Completion to: _____ Title _____

Home Address

Business Address

Please include mail stop or division/title if this will help assure you receive this confirmation.
Sent via USPS

All applications must include payment.

Purchase orders not accepted.

Cancellations must be in writing, 10 days before class to receive refund. No Phone reservations taken.

Have you taken this class before?

Yes ___ No ___

Licensed Plumber? Yes ___ No ___

License Number: (Plumber license must be current & expiration date provided)

Master _____ exp. date _____

Journey _____ exp. Date _____

Email _____

Co. Email _____

Payment:

Member of MPMCA: Check enclosed for **\$670.00**

Nonmember: Check enclosed for **\$710.00**

Classes are from
8:00 am to 4:00 pm

Please INDICATE your 1st, 2nd, & 3rd choice. If your first choice is not available, we will confirm your second choice. If your second choice is not available, we will confirm your 3rd choice. Each class is limited to 36 students. Licensed Plumbers will receive an enrollment priority. **Confirmation will be sent one month prior to confirmed class date.**

____ April 5-7, 2011

____ May 3-5, 2011

____ Aug. 30-Sept. 1, 2011

____ Dec. 13-15, 2011

MPMCA Members be sure to take your Member Discount!!

Order online at www.mpmca.org using the convenient "Shopping Cart" or
Make your Check Payable to MPMCA and Return to:

Michigan Plumbing & Mechanical Contractors Association

PO Box 13100

Lansing, MI 48901

Questions?? Call 517-484-5500 – Fax 517-484-5225 – E-Mail: info@mpmca.org

Application forms must be completed in its entirety to be considered for Class Placement

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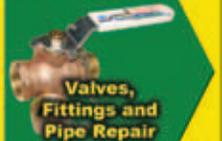
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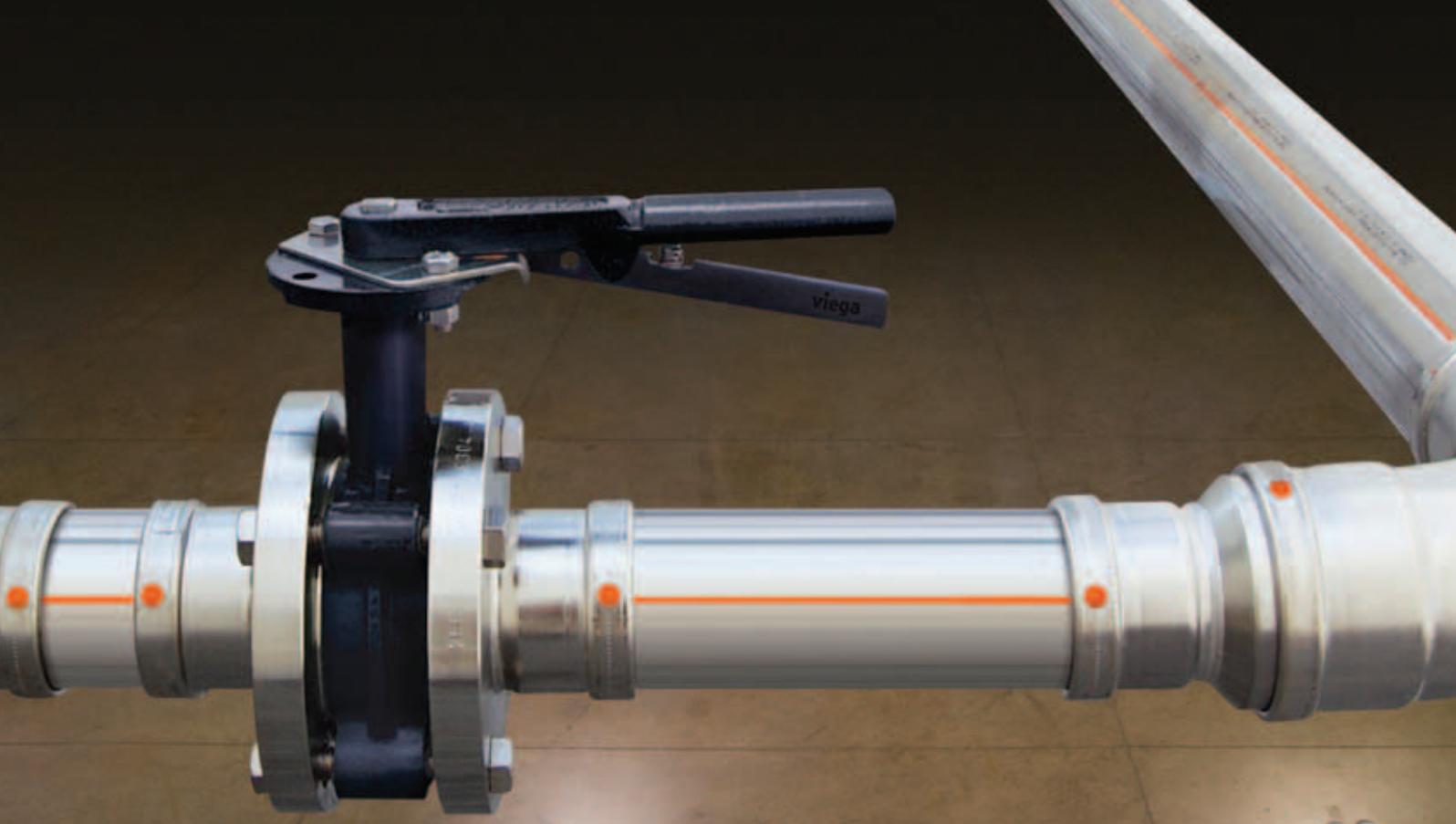
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A high-angle photograph of a construction site. The floor is covered in plywood. A worker wearing a yellow hard hat and blue jeans is walking across the floor. In the background, there is a large opening in the wall where a furnace or boiler unit is being installed. The walls are made of wooden studs and sheetrock. There are two windows with white frames on the left and right sides.

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