



# CONTRACTOR CONNECTION



October November December 2018

## Indiana PHCC Announces Leadership Journey

By John Bain  
President - Growth Junkies  
Past Indiana PHCC President

Invest; don't spend. This was a principle that was passed down to me from my grandfather. While his application was guided towards investing in assets versus spending on liabilities, this simple truth is incredibly applicable when it comes to developing yourself and leaders within your company. To see success in today's highly competitive market, you must invest in growing leadership.

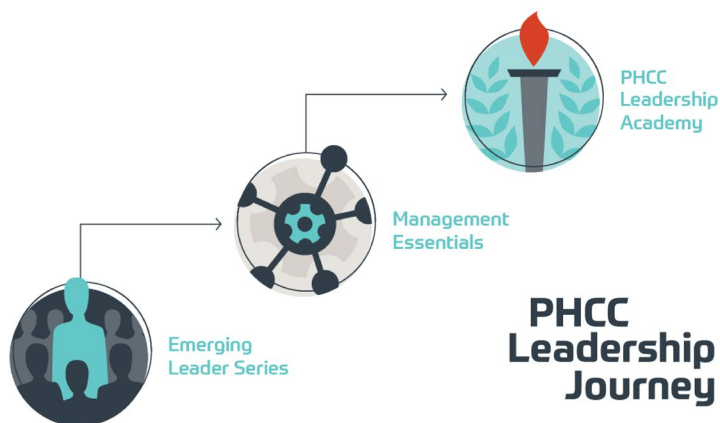
A recent survey conducted by Glassdoor™ makes it clear that what employees care most about are values, senior leadership and opportunities to grow within their career. It is easy to see the difference in results between companies that focus on these top three factors and those that don't. According to Gallup/Bain and Co., an engaged team is 44% more productive than a satisfied team.

This leads us back to this idea of invest; don't spend.

So many of us are spending precious resources on things that don't create a true return. Simply spending money on sign-on bonuses, higher wages,

For the Indiana PHCC, we recognized that we had to continue to expand our efforts on workforce development and that the natural next step in

providing value and services to our members was to develop and implement a leadership training and development program -- now branded the PHCC Leadership Journey.



### PHCC Leadership Journey

boot vouchers, clothing allowances, and so on without an investment in culture and leadership development, will often leave us frustrated and wondering why we can't attract or retain the talent we need to run our companies. However, when we choose to invest in culture and leadership development, your previous "spend" starts to provide returns that you may not have believed possible.

The PHCC Leadership Journey was developed and designed with three different leadership levels in mind--from those that show potential for future leadership, to front-line managers all the way to the established leadership of the company. In addition, the PHCC Leadership Journey content and facilitation is uniquely targeted to the skilled trades. Our partner, ADVISA, powering the PHCC Leadership Journey has a team of over 20 people with years of training and development experience working with over 300 clients across the country ranging from 10 to 130,000 employees with many of those clients being in

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the construction and skilled trades industry. Details on the journey are below.

The ball is in your court. You must decide to either keep spending or start investing in yourself and the other leaders in your company. Betting on talent is the way to have the company that you always dreamed of--I've lived it and seen it in many organizations. I hope that you'll join us on the Leadership Journey!

Here are the three ways you can get started today:

1. Read more below about each PHCC Leadership Journey Offering
2. Contact Brenda Dant with questions about the programming: [brenda@iaphcc.com](mailto:brenda@iaphcc.com)
3. Or sign up today at <https://www.iaphcc.com/leadership-series>

### EMERGING LEADERS

- Ideal for those newly into leadership, people that show promise as future leaders, or people that are key to your company that you want to retain and are interested in growing their skills
- Six months of weekly touch-points with all content delivered 100% virtually
- Begins **Wednesday, January 9th, 2019** – 10:00 – 11:30am EST
- \$2,500 investment per attendee

### MANAGEMENT ESSENTIALS

- Ideal for current front-line leaders such as superintendents, project managers, service managers and office managers
- Seven one-day courses occur every six weeks over nine months
- Begins **Wednesday, January 9th, 2019** – 8:30am – 4:30pm EST
- \$6,000 investment per attendee

### PHCC LEADERSHIP ACADEMY

- Ideal for senior leaders, owners, and next generation succession leaders
- Eight one-day courses over 12 months
- Complete an Action Learning Project that will add tangible value back to the company
- Two executive coaching sessions to craft a personal development plan
- Begins **Tuesday, January 8th, 2019** – 8:30am – 4:30pm EST
- \$8,000 investment per attendee

**Keep moving forward**



# WELCOME TO THE PHCC LEADERSHIP JOURNEY

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## THE PRESIDENT'S PERSPECTIVE

Jason Richards is President of the Indiana PHCC. Jason is a licensed plumbing contractor PC10000814 with A+ Plbg, Htg, & Cooling, Bremen



**Jason Richards**  
**Indiana PHCC President**

It is hard to believe that we are in the midst of election time again. The thought occurred to me recently as I was watching the sixth campaign commercial in a row on television, what drives this country? I know that it appears by listening to the media daily that we get "off in the weeds" as many might put it. However, as hard as it may seem, most politicians want what is best for our country. The overall want of people to do the right thing and better things for tomorrow is many times overshadowed. We should all believe that to be true. It should be reflected in the way that we, as people, run our lives and we, as professionals, conduct business. We are the best in the plumbing, heating, and cooling profession so it lies upon us to bring our industry along and form it in better ways than yesterday. What drives us as the leaders in our industry?

The opportunities that our workforce have today is immeasurable. The availability of these opportunities is also very

easily accessible thanks to things like the internet. The current available workforce appears to be researching places for employment much more than any other. We as industry leaders need to be sure to promote that we are in one of the top industries available. This has been happening with our Workforce Development campaign. However, we have merely scratched the tip.

Another interesting concept that has taken shape is opportunities to train leaders. I know that each one of us that has worked in the field and then in the office and possibly even owned a PHC business thinks that we are natural born leaders. Even though that sounds terrific, the reality

### ***By creating more leaders in our industry, we can hopefully set ourselves up for the future generations.***

is that most people need training to become great leaders. By creating more leaders in our industry, we can hopefully set ourselves up for the future generations.


The idea of how much competition we have today for employees and leaders is unimaginable. Recently, I read that there is currently a shortage of 900,000 commercial truck drivers in the country. Each industry or profession appears to be similar as we all know. It appears that these trends are going to be with us a while. The only possible answer is to do the best we can together in acquiring talent. For many, this may be foreign territory. Together? We may ask ourselves

how we can do that together? It is commonplace for employers to recruit to their own company which is why they recruit. However, in the current job market we find ourselves in with employees and leaders maybe we should focus more on getting people to the industry first and then to individual companies. Our Workforce Development campaign has been very influential in this. The reality is that for us to drive our industry, we need all available relationships that we can utilize from manufacturers, distributors, product representatives, business owner, and leaders to overcome our immediate needs and plan for future growth.

The idea for our relationships to help us is not new. That is why we are all part of associations and groups, so we can network and creatively solve issues and help our industry. The idea that we as leaders need to promote future steps in creating more accountability and more justification for mechanical certifications and/or licensing is also needed to drive us to the next level. Many people in the industry believe in this concept but we must work together with all available hands on deck to help for how we, as professionals, would like to help shape this idea into a reality.

Our industry will move forward successfully by working together and alongside one another and to not need the sixth ad campaign commercial in a row on television.

Enjoy your day,  
Jason



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## PHCC Members Can Offer Customer Financing Options Under New Partnership with GreenSky® Loan Program

Helping its members close more sales and grow their businesses, the Plumbing-Heating-Cooling Contractors National Association (PHCC) has partnered with the GreenSky® Loan Program, a leader in home improvement financing. As a new PHCC Preferred Service Provider, GreenSky

gives PHCC members the opportunity to offer their customers flexible financing plans, such as no down payment/no interest promotions, as well as deferred interest, low interest and fixed payment options.\*

*"This is an exciting new member benefit*

*for our PHCC contractors," says PHCC President Laurie Crigler. "Not only is it a way for our members to*



*improve their cash flow, but it helps them win more (and larger!) contracts and gain the competitive edge in their respective marketplaces."*

Using GreenSky's competitive loan program and its technology platform, PHCC members can leverage a mobile app to help their customers get approved in a loan process that is paperless, fast, easy and secure. Credit limits for qualified borrowers extend up to \$55,000; credit decisions can be delivered within seconds; and payments can be accepted as fast as the day the customer is approved.

*"Offering customers flexible financing options gives them the buying power to afford larger projects. For the PHCC member, that means increasing their close rates and their average order size" says Matthew Lucchese of GreenSky.*

GreenSky is PHCC's newest Preferred Service Provider, providing the association's plumbing and HVACR contractors with exclusive member discounts on some of their biggest business expenses.

To learn more information and get started with the GreenSky program, PHCC contractors may visit [greensky.com/sponsor/phcc](http://greensky.com/sponsor/phcc).

*\* Subject to credit approval. Ask for details.*

An advertisement for Grundfos heating products. On the left, a man in a grey long-sleeved shirt, a black quilted vest, and dark cargo pants stands holding a black and red Grundfos toolbox. To his right, four circular icons represent different services: "HOT WATER RECIRCULATION" (with a hand icon), "PRESSURE BOOSTING" (with a pressure gauge icon), "HEATING" (with a flame icon), and "DRAINAGE" (with a drain icon). Below these icons, the text "MAKE THE WHOLE HOME YOUR BUSINESS" is written in red. The main headline in large, bold, red letters reads "PUT MORE HEATING EFFICIENCY IN YOUR TOOLBOX". Below the headline, a paragraph of text describes the benefits of Grundfos circulators and AUTOADAPT technology. A list of features for the Grundfos range is provided: "Up to 484 GPM", "Up to 60 feet of head", and "Up to 85% energy savings". Below the list, the text "Explore our full heating product range." is followed by the website "grundfos.us/wholehome". At the bottom, several Grundfos heating pumps and components are displayed. In the bottom left corner, the text "be think innovate" is written in white on a dark blue background. In the bottom right corner, the Grundfos logo is displayed in white on a dark blue background.

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Explore our full heating product range.  
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Oct/Nov/Dec 2018 **9**



# 2018 Indiana PHCC Convention Highlights

## French Lick September 13-14, 2018



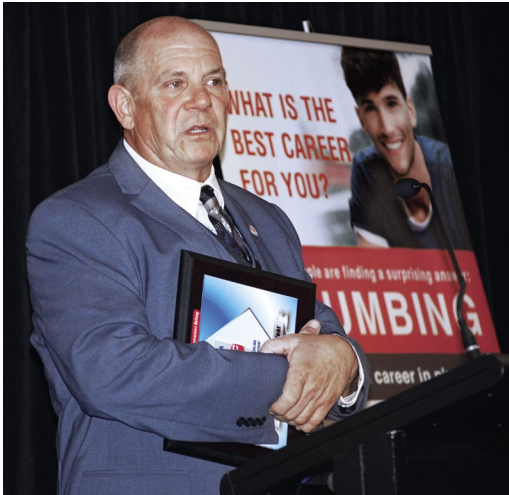
**Congratulations to  
Jason Richards**  
A+ Plumbing, Heating, Cooling,  
Inc., Bremen as he was installed  
as the 2018-19 Indiana PHCC  
President at the Convention.

Jason is married to Nancy and  
they have two children, Taylor  
and Emma.





## CONTRACTOR OF THE YEAR: **JOHN ELWARD** Roto Rooter Plumbers Fort Wayne



This award is presented annually to an individual who has made significant contributions to the plumbing, heating, air conditioning, and/or mechanical contracting industries in Indiana and

to the PHCC association and who has been an effective leader.

This year's recipient is John Elward, Roto-Rooter Plumbers, Fort Wayne. John began his plumbing career 16 years ago and has been involved with PHCC ever since, serving as State President in 2012-13.

One of his nominators said he should be honored for his "continued dedication to the PHCC in the Fort Wayne area. He has allowed the chapter to maintain its

presence through this dedication to the plumbing industry and the PHCC association."

John is married to Sherry and they have 2 daughters and 6 grandchildren.

Congratulations John!



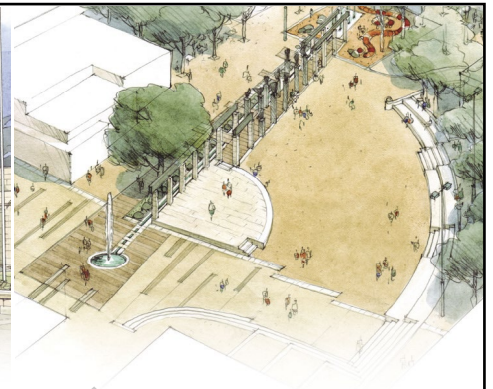
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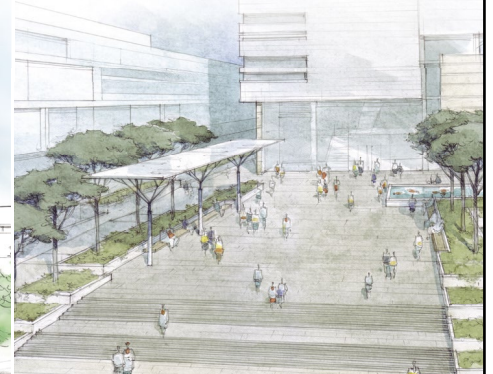
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Tom Kientz, Pat Nowakowski

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\*The individual firms listed, each a member of Indiana PHCC, have pledged their financial support toward the continued operation of this publication as they believe it is an asset to the Association and the p-h-c industry.