

Indiana PHCC

CONTRACTOR CONNECTION

Meet the Indiana PHCC Board Who Sets Strategic Path

Who is the Indiana PHCC Board?

The Indiana PHCC Board of Directors is made up of 23 contractors who represent the 7 local chapters across the state as well as at large areas where there isn't a local chapter. In addition there are two Associate member seats on the Board.



Left to right: kneeling, Mark Helm, John Bain, David Frame, Greg Brenneman. Second row: Laura Ciriello-Benedict, Eugene Schuler, Brad Isley, Randy Meny, Brian Lebo. Third row: Tony Phillips, John Hille, John Hartman, Jr., Steve Pfendler, Randy Lynch, Jamie Carter and Jason Richards. Not pictured Adam Meny, Jerry Dominiack, Fred Graber, Bucket Mehringer, Kirk Reising, David Niezgodski, Miggy Cabrera and Andy Cook.

What are their duties?

Indiana PHCC board members act as voting members of the board with full authority and responsibility to develop the strategic direction, policies and procedures of the association, monitor the association's financial health and board committees, participate in budget planning and support

Indiana PHCC's mission, vision and values.

This group meets 3 times a year to offer their expertise and perspectives to further the mission of the association. That mission is to advance member success by enhancing professionalism through education and training, and to provide leadership for the industry.

Why do these men and women take time from their own businesses?

Brian Lebo, Benjamin Franklin Plumbing, Indianapolis, says "I consider my involvement in the PHCC as an opportunity to give back to the industry. The PHCC is a focus point in which like-minded individuals who care about their industry can work together toward a positive future."

According to Greg Brenneman, Brenneco, Lafayette, it is "to help serve and improve our industry so the next generation is educated and equipped."

Fred Graber, Mechanical Man, Middlebury, says it is "to associate with others in the trade, promote best practices and professionalism."

Adam Meny, SR Meny, Haubstadt, says his dad would "drag me along to meetings." But it was during that time he saw how the PHCC was involved in helping companies. Now

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THE PRESIDENT'S PERSPECTIVE

John Bain is President of the Indiana PHCC. John is Executive Vice President of Operations and HR for R.T. Moore, Inc., Indianapolis



John Bain
Indiana PHCC President

In my last communication, I shared a few objectives that I wanted to help the Indiana PHCC accomplish over the course of this year. One of those objectives was for the leadership of the organization to establish a 3-5 year strategic plan that would allow the PHCC to continue to grow and add value back to its members.

Abraham Lincoln once said, "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." I have found that to achieve long-term success in both business and life, there is no substitution for doing quality planning.

The Executive Committee has worked over the last several months on a variety of different exercises to develop the strategic plan for the organization. The top focus items and key objectives

were then presented to the full Board of Directors at the end of 2016.

It was the consensus that the top near-term focus items for the Indiana PHCC will be on workforce development and enhancing the public image of the plumbing, heating, and cooling industry as well as the Indiana PHCC.

This committed focus has resulted in the following initiatives for the organization to undertake over the next 3-5 years.

- Position the 2017 Indiana PHCC Expo around Workforce Development
- Participation with Central Nine, Area 31, local high

specifically focused on skills required for installers, technicians and support staff

- Develop ways to provide more value and focus to HVAC contractors
- Provide more support to local PHCC chapters to help increase membership and engagement

I'm personally very energized to see the passion, focus, and excitement from the PHCC leadership around these initiatives.

We've sharpened the axe, now let's go chop down some trees by developing workforce and showing younger generations all the amazing opportunity that this industry has to offer!

Keep moving forward,

John C. Bain

"...there is no substitution for doing quality planning."

schools, and other Career and Technical Education groups to build awareness

- Develop member tools for the www.bestcareer4you.com campaign that they can use at local job fairs and to engage guidance counselors and parents on careers in plumbing, heating and cooling
- Provide more educational opportunities to members

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he serves on the Board “to help the plumbing community by providing services such as our workforce development campaign and have a legislative voice.”

Directors often find they get new ideas from different board members and a side benefit. According to Jerry Dominiack, Dominiack Plumbing & Mechanical, South Bend, “I’ve made lots of friends from all over the state through the years. We’ve shared common problems and found new solutions.”

Many folks say that younger generations aren’t ‘joiners’ and fear that there will no leaders to guide the association. In that case the association would cease to exist. That would be a devastating thing if it would happen according to the state Board of Directors.

“We would lose a great source of information and jobs,” said Mark Helm, P.I.P.E., Inc., Indianapolis.

Jamie Carter, Carter’s My Plumber, Greenwood takes it a step further: “The plumbing industry would not be what it is today. There would be no licensing, no education and we would be uninformed about things that impact us.”

Bucket Mehringer, Mehringer’s Plumbing, Heating & AC, Jasper, puts it in a succinct sentence: “I may not have succeeded if PHCC didn’t exist.”

It’s not just the contractors who would lose out. One of the Associate reps on the Board, Miggy Cabrera, Central Supply Company, said “It would be a lot tougher to stay in tune with the industry in general. I enjoy getting together with the different contractors

and groups from around the state to collaborate on building a better industry.”

The commitment of the Board to work together to better the industry is strong under the leadership of President John Bain, R.T. Moore Company, Indianapolis. The Board is working on a plan that focuses on workforce development and enhancing the image of the entire industry. They have restructured the Annual Convention to work together to meet the challenges of finding workers now and in future.

Mark your calendars to attend the Conference on September 14 and 15th in French Lick, Indiana. It is an opportunity to learn, network, and meet these outstanding contractors who serve the Board of Directors.



September 14-15, 2017
FRENCH LICK SPRINGS RESORT

Indiana PHCC Annual Convention:
How To Build the Workforce of Tomorrow

The background image shows a large, white, classical-style porch with several wooden rocking chairs arranged on it. The porch has white columns and a decorative railing. The scene is set outdoors with trees and a clear sky in the background.



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Indiana PHCC Develops Career Marketing Materials



As part of the Strategic Plan to position Indiana PHCC around the issue of Workforce Development, the leadership has unveiled a series of

marketing materials.

Designed to entice young people to the profession, Indiana PHCC has developed a series of promotional pieces that communicates the advantages of choosing a p-h-c career. Viewers are steered to a special career website (www.thebestcareer4you.com) that provides links and answers about the plumbing profession.

Using research gathered from meetings with counselors at elementary, middle and high school levels, the materials represent what they asked for: bright, graphic heavy and attention getting.

The marketing data shows that it is of value to be 'surprised' by something. The fact that people are finding a plumbing career to be the best one for them comes as a surprise...and a good one at that!

School counselors asked for posters for bulletin boards in their offices and guidance areas and that request has been granted. All of the materials feature a 'call to action' to visit the website.

Reference bookmarks are a great giveaway and feature the most often asked questions with the answers on back.

Dollar sign stress balls were developed several months ago as a giveaway

at student events. They represent not only the money the plumbing field offers, but a tangible reminder to parents that student loans are costly and a burden that can last a long time.

An unintended value of the stress balls came with the first encounter with guidance counselors who found them to be a great giveaway in their encounters with students and parents.

QUESTIONS & ANSWERS About a career in Plumbing

Q Is plumbing a well paying career?

&

A Yes, plumbers make more money than many college grads.

Q Can an apprentice get on-the-job-training?

&

A Yes, learn on the job while getting paid.



The other new materials available are

playing cards which feature questions on the front and answers on the back. These are great giveaways as conversation starters for a Career Day. The front side has the question but not the answer. The backside carries the [bestcareer4you.com](http://thebestcareer4you.com) website and "The Answer Will Surprise You."

Additionally there are ID sized cards that showcase the key points:

- Job with pay while training
- More money than college grads
- Can't be outsourced
- Modern technology

These cards are sized to fit in a smart phone pocket.

The unique part of the project is that the website not only features Indiana specific information, but it will connect an individual directly to a PHCC contractor in their county. The site allows for that communication to be at the preference of the requester....either by email or by text.

Says Indiana PHCC President John Bain: "Not only is this site a valuable springboard to countless resources for anyone interested in a career in the trades, but it offers a great member benefit to attract and train the next generation of skilled workers to our profession."

Indiana PHCC members can get the materials by contacting the Association office at (317) 575-9292.

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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.