

PHCC Texas Annual Conference



Hilton Rockwall Lakefront
Rockwall, Texas
May 3, 2018—May 5, 2018



	On or Before 4/10/18	After 4/10/18
Full Registration (PHCC Member)	_____ \$275	_____ \$325
Additional Registrations	_____ \$250	_____ \$300
Full Registration (Non-Member)	_____ \$300	_____ \$350
Social Only (Meals/Reception)	_____ \$175	_____ \$225
Contractor Sponsorship (Optional)	\$ _____	

Attendee information

NAME	EMAIL	PHONE NUMBER

Please remit form to amy@phcc-tx.org or by fax at 512-523-8104

Total Cost: _____

Company: _____ Name: _____

Phone: _____ Email: _____

Payment Method: Check _____ Credit Card _____

Card Number: _____ Expiration Date: _____ CVV Code: _____

Name on Card: _____ Signature: _____

QUESTIONS OR COMMENTS PLEASE CONTACT: Amy Noska—amy@phcc-tx.org—512-523-8094

The logo features the text "PHCC Talks" in a bold, sans-serif font. "PHCC" is rendered in a vibrant red color, while "Talks" is in white. The background is black, with a white diagonal line at the top and a red diagonal shape at the bottom.

PHCC Talks

2018 Annual Conference Guide | PHCC Texas

**Ideas
Worth
Spreading.**

Welcome

When asking contractors such as yourself what makes a “great” meeting, the overwhelming response is; “I get something I can take back to my business and implement right away!” This comment speaks volumes to me, your Executive Director. Months of creating program content for an annual meeting should not amount to a list of sessions full of “talking heads” who don’t really know the road you are traveling.

The goal of our 2018 PHCC Annual Conference is to bring real world, right now, ready to use information to you, the Plumbing and HVAC contractor.

The business industry is finding great success with a certain style of education and presentations devoted to spreading ideas, usually in the form of short, powerful talks. TED Talks has given space to speaking opportunities such as these. A problem or opportunity – a solution – and application. Every word of a TED talk counts — and that’s very different from the public speaking most of us are used to!

PHCC Texas would like to expand on this style by bringing you a group of your peers, each covering topics that interest you in today’s business climate such as: Hiring and Recruiting, Running a business without debt, Employee Retention, Social Media Effectiveness, and many others.

We will have contractors who have navigated these areas present their problems or challenges and how they have addressed them. Being able to see others who have gone before you share not only their failures, but also their successes is how real learning can take place. All in short time blocks, one topic at a time. A slower pace, a relaxing atmosphere, and inspirational messages will come through this year at PHCCTalks.

Whether enjoying a beverage lakefront, networking with other contractors, or getting face time with a program sponsor, we are excited to see you May 3-5th in Rockwall.



Alicia Dover

Alicia Dover
Executive Director, PHCC Texas
www.phcc-tx.org



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Hilton Lakefront Rockwall/Dallas

2055 Summer Lee Drive
Rockwall, Texas, 75032
ph: (214) 771-3700

Located 22 miles east of downtown Dallas, the Hilton Dallas/Rockwall Lakefront hotel is a beautiful waterfront destination in the exclusive lakeside community of Rockwall. This Lake Ray Hubbard hotel is set in The Harbor Rockwall, a stunning Mediterranean style boardwalk development featuring excellent shopping, dining and entertainment.

Susan Frew

Keynote Speaker



Using her Business Coaching experience having coached 17 different trades to success Susan Frew now uses her experience to propel their family plumbing business. They grew Sunshine Plumbing Heating Air from 177K in 2012 to projected 3M in 2017.

Susan is the President of Sunshine Plumbing Heating Air in Denver Colorado, President of the Colorado PHCC, Board Member Metro North Chamber, Board Member, Adams County Workforce Development, National PHCC board, QSC Trustee and a proud member of the Commerce City Rotary Club.

Keynote: The Runaway Train of the Skilled Trades Crisis

One Million skilled workers will be missing from our workforce in the next 3-5 years. Baby boomers, the largest part of our workforce, are aging out of the system. With 80% of her own plumbing business clients being women, Susan Frew wonders if the answer to this crisis might be women themselves.



1 Starting a Business with the End in Mind

Dickie McCurdy, MMM Plumbing, Heating & AC and Bill Jones, Raven Mechanical

MM RAVEN When you begin with the end in mind, your days will never be the same again. Each task or project will be **MECHANICAL, LP** a clear fit into the bigger end. The world of business is challenging and we're often stretched beyond our limits. It's during those times that our bigger goal/end has to carry us through. Through goal setting and visionary thinking, they were able to build solid, profitable businesses that have been prepared for the next generation.



2 If You Don't Like The Hiring Game, Change The Rules

Sam Dowdy Sr., Sam Dowdy Jr., & Liz Dowdy, S & D Plumbing/Coppera LLC

One of the biggest challenges business owners face is the lack of new recruits into the plumbing trade. The average age of a licensed plumber is 55, and that age is increasing as time progresses. The youth are not joining the trades at the same rate they once did. The Dowdy's have changed the game of hiring new talent with employer branding, social media strategies, and recruiting military leaders who drive business success.



3 Save Your Farewells And Increase Employee Retention

Milton Frank, Patty Frank, Jessica Burden, Lindsey Frank, & Tim Frank, Milton Frank Plumbing



Often times, companies quite literally “throw money at the problem” in an attempt to keep their best workers happy. While handsome compensation for a job well done is deserved, most of the time, you can't buy employee loyalty. If you want to transform your workforce into a high retention culture, you need significant buy-in and participation from your employees. If you want an organizational culture that says, “We value our employees and want to keep great talent on our team,” then all of leadership, and managers especially, need to be walking that talk.

4 Closing Luncheon with the Next Generation

MMM Plumbing, Heating & AC, Frank's Repair Plumbing, Epic Services, R.E.C. Industries, Modern Plumbing, Beyer Plumbing

A group of our “next generation” will participate in a panel discussion sharing their thoughts and solutions on working in a family run business, separating work and family, goal setting as a family, and other “next gen” issues.

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Our Annual Conference only happens because of our generous sponsors. Their investment in this event is the reason why we can make everything happen. We are extremely grateful for your partnership and know, we couldn't have done this without you. So thank you, thank you, thank you!

If you want to help PHCC Texas put on next year's Annual conference, shoot us an email at sponsors@phcc-tx.org.

