

PIPELINE

professionals building our industry

First Quarter, 2012

EDITOR

David Tyska

727-321-9313

Dtyska@tampabay.rr.com



"When you go into the plumbing business, don't worry about your knowledge of plumbing. Now you are a business man, so worry about your knowledge of business." ~ Kirk Vail

INSIDE THIS ISSUE

- 1 General Information
- 2 Advertising / Comments
- 3 Letter from the President
- 4 Tri County Chapter
- 5 Lunch with Rod Fischer
- 6/7 Centerfold
- 8/9 Mike Besel speaks
- 10 Ruth King Inspires
- 11 Tom Grandy Seminar
- 12 George pontificates!

PAPHCC OFFICERS

President

Dave Feddon

Feddon Mechanical, LLC
1611 5th Avenue N., St. Petersburg, FL 33713
Phone: 727-821-0537 Fax: 727-828-1300
Email: dave@feddon-mechanical.com

Vice President

David Tyska

Better Plumbing, Inc.
2877 20th Avenue N., St. Petersburg, FL 33713
Phone: 727-321-9313
Email: dtyska@tampabay.rr.com

Treasurer/Secretary

John Coughlin

Good News Plumbers
6125 62nd Ave. N., Pinellas Park, FL 33781
Phone: 727-548-8772 Fax: 727-541-3882
Email: jcoughlin5@tampabay.rr.com

Past President

Mike Besel

Besel Plumbing Company, Inc.
7855 62nd Way N., Pinellas Park, FL 33781
Phone: 727-544-5914 Fax: 727-541-3881
Email: beselplumbina@yahoo.com

- **Board of Directors** - Last Tuesday of each month
- **Membership Meeting** - 3rd Wednesday of each month (except December)
- **Code Meeting** - once per quarter

Regular Scheduled Events

- **Golf/Fishing Tournament** - May of every year
- **State Convention** - June or July or every year
- **Scholarships** - Awarded annually at Apprentice Banquet in June
- **Las Vegas Night** - Annually in the winter
- **Holiday Event** - December of every year
- **Seminar** - January 21, 2012



PINELLAS ASSOCIATION OF
PLUMBING PROFESSIONALS

LETS TELL A JOKE

A Texan is admiring the Niagara Falls when a local approaches him and says "Bet you've got nothing like that where you come from". "No" admits the Texan, "But we've got plumbers who could fix it".

PAPHCC Directors

Joseph Gisler

Gisler Plumbing, LLC
6742 Gulfport Blvd. S., South Pasadena, FL 33707
Phone: 813-765-1263 Fax: 727-954-7557

George Haseltine

George Haseltine Plumbing
4495 49th St. N. #2007, St. Petersburg, FL 33709
Phone: 727-343-4485 Fax: 727-825-0739
Email: ghh343@aol.com

Barbara Pace

Johnnie Jones Plumbing Co., Inc.
2727 23rd Ave. N., St. Petersburg, FL 33713
Phone: 727-323-2300 Fax: 727-322-2400
Email: plumberlady2727@yahoo.com


State Director

Victor LeBeau

Mr, Plumb-It
6440 62nd Ave., Apt. 106
Pinellas Park, FL 33781

Have you renewed your membership and signed up for the Tom Grandy seminar? The PAPHCC now accepts credit cards.






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The PAPHCC would like to thank the following contributors for donating to the PAPHCC scholarship fund. All donations go to scholarships for education.

Joe White
Mike Besel
David Tyska

Mrs. Ralph Hay
George Haseltine

Great Quotes

"Change your thoughts and you change your world." ~ Norman Vincent Peal

"Defeat is not the worst of failure. Not to have tried is the true failure." ~ George Woodberry

"Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success." ~ Dale Carnegie

"Stand up to your obstacles and do something about them. You will find they haven't half the strength you think they have." ~ Norman Vincent Peal

"If I had to do it all over again I would be a plumber." ~ Albert Einstein

Letter From the President



Happy New Year.... I know that I am Happy for a new year with the chance for a fresh start. Last year seemed to be a particularly rough one for a lot of companies that I talked to, us included. I think that most companies pride themselves on the service that they provide and the relationships that they have built over the years. But what happens when that is no longer enough...when your clients or the contractors that you work for want the same service but are asking that you “match” the price of another contractor or ask why you are so “expensive” (they are seeing or hearing all of these low prices out there). No one, including you, wants to over pay for a product or a service, so how do you get your price; the price that you need to get to offer the service that your company does? The cost it takes to retain and attract the employees that you want to have work for your company? Do you just continually lower your price to match that other contractor or keep pace with the lower end of the market? When is low too low? If you are like me, I look at the other contractors’ numbers/prices and scratch my head wondering how or why they are doing business for those numbers. What do they know that I don’t? Is it worth the time, effort, risk and aggravation? It is time to really look at your company from all angles; your costs, the services that you provide, your clients, the area that you cover, your finances, your image, your employees, and so on. Don’t stand still because time won’t.

Attend a local PHCC meeting to discuss this and other topics that you are facing, with your peers; contractors / employers / vendors that are working in the same economic environment that you are working in. Find out what is working or offer your insight to others. Educated competition is far better than the alternative.

It is time to get involved in your industry, to get educated, to grow and to network with those that can help you or who you can help.

Report Unlicensed Activity

BUSINESS GOT YOU DOWN? LOOK UP TO OUR NEW TRI COUNTY CHAPTER

My name is Chad Hart and I'm the owner of Continental Plumbing Services. I was initially drawn into plumbing because I saw it as a way of ending a cycle of dead end jobs and it would allow me to have a career without requiring a college education. After starting my career at U.S. Plumbing and Drain Cleaning seventeen years ago, I knew that I had chosen the right path and becoming an accomplished plumber was my ultimate goal.

I had a desire to be seen by my peers as an experienced all around service plumber. After being a tradesman for ten years, I felt I had reached a plateau in my career and that I needed a new challenge. The opportunity arose to purchase an existing plumbing service company which gave me the nudge I needed to pursue my State Contractors License.

After passing the State exam in 2006, I separated from the original owner and began Continental Plumbing Services on my own. Starting my own business was the challenge I had been looking for. It continues to challenge me every step of the way and has been a very rewarding experience. I want my business to be known for getting the job done right.

This motivates me to continually learn and improve in my plumbing practice. As a State Certified Plumbing Contractor, I have learned that knowledge is priceless I am finding new ways to challenge myself as a co-founder of the Tri County PHCC Chapter in Pasco. We are expanding our knowledge base by reaching out to other Plumbing Contractors and different branches of building departments in order to open up lines of communication between us.

We are working together to discover what we can do to build our profession. The Pinellas County Chapter of the PHCC is a model for what we want to achieve in our new Chapter. The contacts that you make and the camaraderie that come with this Association are invaluable. Relationships that are developed now can last throughout your entire career. In closing, I would like to thank the Pinellas Association of the PHCC for supporting the new Tri-County PHCC Chapter.

Comment from the Editor: Does this sound like you? Is this how you see yourself and your business or is this how you want to feel about being a Plumbing contractor. You can be all these things and more by joining a Professional Plumbing association where you can meet and be inspired by Plumbing Contractors who do. Learn to be the best Plumbing Contractor you can be, Join the PAPHCC.

YOUR PROFESSIONAL PLUMBING ASSOCIATION WORKING FOR YOU

PAPHCC.COM

LUNCH WITH ROD FISCHER

In November, members of the PAPHCC Unlicensed Activity Committee, chaired by Mike Besel of Besel Plumbing, Inc., had lunch with Rodney S Fischer, the Executive Director of the Pinellas County Construction Licensing Board, to discuss Unlicensed Activity.

Wayne Madascy, of F&H Plumbing, inc., retired, presented his ideas for a brochure and two options for publication in the Seminole Beacon. Wayne is known to all of us because of his very active role in the PAPHCC. He has agreed to volunteer as our point man for educating the general public and helping us put the pressure on workmen impersonating contractors.

We found Mr. Fischer to be pro-active in his approach to unlicensed activity. His office monitors Angie's List and Craig's List. He frequently testifies in court for the States Attorney's office in criminal cases involving unlicensed individuals.

Complaints against Licensed Contractors are down, cases against unlicensed individuals and expired permits are up in number.

He told us that in 2010 there were 834 citations for unlicensed activity and 665 administration complaints against licensed contractors. All complaints are investigated with the administration complaints taking the most time. There is currently \$400,000 to \$500,000 of unpaid liens on the books. A citation for an ordinance violation is \$500. A citation for a vehicle sign violation is \$143. The PCCLB can subpoena phone records when necessary.

Upon receipt of a complaint, the first thing the PCCLB does is send notice to a Contractor via Certified Mail asking for the contractor's side of the story? Next, his office checks with the Building Department to see if a permit was required and obtained before the work proceeds, not after. Cases then go to a "Probable Cause Committee" consisting of 2 contractors, 1 Building Official, and a citizen member. No response and probable cause of a violation is found.

All unlicensed citations against unlicensed individuals go before a special Magistrate; an attorney, independent and unbiased, to hear both sides of the story. A "no show" receives an immediate guilty. The current two Special Magistrates are Dan Moody, a construction law attorney and Kim Campbell, President of the Clearwater Bar and currently running for Judge.

There are now 4 investigators: Betty, Jim, Anne and Don. The investigator phone number is 727-582-3112. The Weekend Investigator phone number is 727-480-4301.

TURN IN UNLICENSED ACTIVITY by calling one of these numbers or the PAPHCC Office @ 727-209-0890. Everyone is affected by unlicensed activity, the PCCLB is fully committed to cite unlicensed individuals and we all need to get involved!

Examples of licenses: State

STATE OF FLORIDA
 DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION
 AC# 9999003
 CBC999999 04/08/04 030522309
 CERTIFIED BUILDING CONTRACTOR
 CONSTRUCTION, JOE
 BUILDING BUILDINGS INC
 IS CERTIFIED under the provisions of Ch. 489 FS.
 Expiration date: AUG 31, 2008 20464800003

Pinellas County

PINELLAS COUNTY CONSTRUCTION LICENSING BOARD
 COMPETENCY CARD
 THIS CERTIFIES THAT
 DBA
 HAS MET ALL THE REQUIREMENTS FOR HOLDING A COUNTYWIDE CERTIFICATE OF COMPETENCY NO. AND IS DULY CERTIFIED AS A(N)
 IN GOOD STANDING UNTIL SEPTEMBER 30, 2005
 DATE OF ISSUANCE

PINELLAS COUNTY CONSTRUCTION LICENSING BOARD
 JOURNEYMAN CARD
 THIS CERTIFIES THAT
 IS DULY CERTIFIED AS A(N)
 LICENSE NO.
 IN GOOD STANDING UNTIL SEPTEMBER 30, 2005
 DATE OF ISSUANCE

PINELLAS COUNTY CONSTRUCTION LICENSING BOARD
 THIS CERTIFIES THAT
 DBA
 STATE CERT #
 HAS REGISTERED HIS LICENSE AND FILED PROOF OF REQUIRED LIABILITY AND WORKERS' COMPENSATION INSURANCE WITH THIS BOARD
 IN GOOD STANDING UNTIL SEPTEMBER 30, 2005
 DATE OF ISSUANCE

This brochure has been created by



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www.cloaf.org



Florida Regional Community Policing Institute
 at St. Petersburg College
<http://cop.spcollege.edu/cop>

Unlicensed
 contracting –
 It is a **crime**
 in the state
 of Florida

A quick
 reference guide
 for
 law enforcement

Unlicensed contracting is not a civil case – it's a criminal case!

Just like law enforcement certification, all licensed contractors have taken competency tests, completed background screening and are required to take continuing education to maintain their license.

Unfortunately, there are individuals misrepresenting themselves as licensed contractors. These unlicensed individuals can make your community vulnerable to scams, fraud, theft, shoddy workmanship, liability and risk.

Contracting without a license is a violation of F.S.489.127.(1)(f), a misdemeanor of the first degree.

After any conviction, any subsequent violation becomes an automatic third degree felony.

During a declared state of emergency, the violation becomes a third degree felony.



Why are professions licensed?

Certain professions are licensed to protect the health, safety and welfare of all Floridians.

How to verify that a contractor is state licensed

To verify that a contractor is state licensed, visit www.myfloridalicense.com or call toll-free (866) 532-1440. Your county licensing requirements may regulate specialty categories for trades such as painting, paving, irrigation, etc.

Note: An occupational license should not be construed as a contractor's license or certificate of competency under F.S.489.127. It is simply a business tax.

You may verify locally at:

Hillsborough: (813) 635-6309

Pinellas: (727) 536-4720 or 531-4784

Tampa Police:

(813) 276-3638 or (813) 276-3657

Responding to complaints

When responding to a home improvement, construction or contractor complaint:

1. Generate a formal police report.
2. Obtain copies of all relevant documentation, if possible (for example, a contract, proposal, invoice, business cards, cancelled checks – front and back – or a method of payment).

Additional criminal charges that may apply

- | | |
|-----------------|------------------------------------|
| FS. 812.014 | Theft |
| FS. 817.034 | Scheme to defraud |
| FS. 713.345 | Misapplied construction funds |
| FS. 501.055 (2) | Home solicitation without a permit |
| FS. 825.103 | Exploitation of the elderly |

Warning signs

Some warning signs of an unlicensed contractor include:

- An unmarked commercial vehicle
- No permit posted on the job site
- No license number on the sign
- A work vehicle with an out-of-state tag
- Work performed at unusual times
- The work vehicle condition does not match the nature of the work
- The homeowner pulled the permit
- Contractor is from out of state

BESEL PLUMBING INC.

7855 62nd Way North
Pinellas Park, FL 33781

State Lic CFC 1426188
PHONE: [727] 544-5914
FAX: [727] 541-3881

12/22/11

TO: Fellow PAPHCC Members
RE: Biggest PHCC Challenges for the New Year.

I was recently asked to write a letter by our Pipeline editor Dave Tyska regarding unlicensed activity. However, the article "Lunch with Rod Fischer" by George Haseltine (even though he didn't sign it), pretty well covers it. I know that we need to do more regarding unlicensed activity and just last week Wayne Madasey stopped by my office to "kick me in the butt", that our committee hasn't done more and for that I apologize.

In business, we always put out the fires burning the brightest, it's our way of survival, and to try to keep our sanity.

The following page about chloramines in our water just turned into my biggest fire. For years our company has been installing all type L copper piping systems, and I've always felt that we were doing the best job possible for our clients (until early this month).

Our company has recently had two pinhole leaks in a copper system that we installed a little over 10 years ago and have recently repaired slab leaks in homes only 20 years old (pretty scary isn't it?).

How do we address this? CPVC gets very brittle after several years, and the new PEX systems use copper stub outs. Maybe it's time that the PHCC starts to lobby, to get the chloramines back out of the water. We already know that it eats up galvanized systems. Doesn't it make sense that it's going to effect our copper?

I always try to stay positive and always end a letter on a positive note (in spite of the content). So, for 2012, we should ALL try to pull our association together, invite new members, and ask old members to come back. As I see it fellow contractors, we are facing some serious challenges and we need some serious action.

Let's all try to regain our energy and enthusiasm this year for our PAPHCC chapter (starting by attending the Tom Grandy Seminar).

Thank you all for being part of this great association!

Respectfully Submitted,
Michael Besel

CalPASC claims copper piping, chloramines don't mix

Mar 01, 2005

Your water might be safer, but your home is at risk of potential water damage caused by the possible failure of state-mandated copper piping, warns the California Professional Association of Specialty Contractors (CalPASC).

Research presented at CalPASC's recent Drinking Water Symposium points to copper pipe failure caused by the use of chloramines in California's water systems. Following federal guidelines from EPA, the Metropolitan Water District, which supplies more than 60 percent of the drinking water to cities in California, has switched to the use of chloramines to keep drinking water bacteria free. Chloramines are compounds containing a mixture of chlorine and ammonia that extend the disinfecting power of chlorine in drinking water. However, this chloramine treatment also may cause pinhole leaks in the copper tubing carrying the water. This same tubing is what California law stipulates plumbers must use as industrial and residential water pipe.

To date, there are more than 5,000 pin-hole leaks reported in copper after switching to chloramines. "California is the only state in the U.S. that promotes copper piping by restricting the use of plastic piping alternatives," states Tom Price of CDR Concrete, a former plumbing contractor himself. "With the safer water treatments, we're seeing not only more leaks nationwide, but potentially dangerous health effects." Price is referring to recent studies in Washington, D.C., that showed dramatically increased levels of lead in the drinking water as well as detectable copper levels in some tested California water. Noted research scientist, Dr. Larry Sparks, of Sun Health Research Institute, told the symposium about findings showing a direct link between copper and early Alzheimer's disease. The same anti-bacterial chloramines may be producing what EPA calls "aggressive" water with an ability to leach out the minerals, metals or other materials from whatever it touches or passes over.

"CalPASC wants the public to know what they're really drinking," said Beth Curran, executive director of CalPASC's Orange County, Inland Empire chapter. "If water treatment is pulling the lead out of old pipes and the copper and aluminum out of newer metal piping, and these elements are showing up in our drinking water, shouldn't California join the rest of the country and switch to non-metallic piping?" While plastic piping, such as CPVC and PEX, is approved in the Uniform Plumbing Code, the state currently imposes cumbersome restrictions on its use.

CalPASC not only recommends California change to plastic piping, which increases water safety and reliability, but also estimates plastic piping products would save Californians \$100 million annually in decreased labor and materials. The costs associated with property damage, lower property value and increased insurance premiums from leaky copper pipes would also be avoided. "Of course, we can't calculate the potential savings in health care expenses," adds Curran. "But the research is clear. Safer water must be piped in a safer manner."

For more information on CalPASC, visit www.calpasc.org.

1,000 Ways to Die

— Ruth King



Ruth King is a management consultant and trainer to the Plumbing and HVAC Industry. If you are interested in growing your maintenance agreements in 2011, join Ruth's 301 day challenge. Email ruthking@hvacchannel.tv for details.

"Death by 1,000 Cuts." I first heard this from a contractor who was going through a rough time. Then, in further research, I found that it was first used in ancient China as a method of torture and death. Al-Qaeda popularized this saying again after 9/11.

In a nutshell, there probably isn't one major thing that will kill your business. It's a lot of little things that add up to death. Let's look at seven "little cuts" from a marketing perspective.

1. You have a tangible product.

Wrong. You are selling service.

Yes, you may be installing a faucet, an air conditioner or a part that someone can see. However, the customer can probably get that "thing" somewhere else – and probably cheaper. The only reason the customer uses your company again is because you, or your employees, provided positive, memorable service.

2. You can do the same things and expect different results.

Wrong. This is the definition of insanity.

Think differently. If you don't your competitor will. This means if you strive to improve your operations by 15% better each year you'll be okay for a while. However, someone is going to come along and be 100% different...

and still exceed our Customer's expectations. And, that company is going to take your customers away from you if you don't change.

3. You don't have to remind your customers about your company's products and services.

Wrong. Your reputation and history isn't enough.

There are many companies who market really well but provide less quality than you do. They are taking away your business. You have to let your customers know why they need you. Remind them you are there. Offer special, "Customer Only" promotions. Make them feel special and they will ignore your competitors' marketing messages.

4. There's a perfect time to start something.

Wrong. There's never a perfect time. Just start.

Try something. If you want to start a new advertising campaign, start it... don't wait until it is absolutely perfect. If you wait, you may never get it started and by that time someone else may have done it. I don't suggest that you don't think about what you are doing. However, planning paralysis produces no results at all. No decision is a decision.

5. Your employees can read your mind.

Wrong. They don't have a clue what you're thinking (most of the time).

Tell them how you want the phone to be answered. Tell them the procedure for greeting a customer. Tell them the procedure for service work. That's what procedures manuals are all about. They put your preferences in writing.

After all, it's your name on the dotted line. Make sure everyone is doing things the way you want them done.

6. You can have quick, high quality, and cheap products.

Wrong. Pick two.

If your customers want high quality cheaply – they should wait until the slow time of the year.

If your customers want quick, high quality service, it's not going to be cheap.

If your customers want quick, cheap products, it isn't going to be high quality.

If you want to get all of the business you can handle you need to charge next to nothing. You will be unprofitably busy. Unprofitability will lead to business death.

7. Your customers care about your company.

Wrong. They care about themselves.

Your greatest competition is indifference. People ignore your marketing messages. They tune everything out except what interests them. The only time they care about your company is when something doesn't work: there is no heat in their home when it is cold or their house has no air conditioning and it's 95 degrees outside. Or, their plumbing system doesn't work. The only time they even pay attention to you is when they aren't comfortable.

I'll leave it to you to fill in the other 993 cuts. Email me your ideas (ruthking@hvacchannel.tv) and I'll share them.

The deepest cut that could put you out of business? Your greatest and toughest competitor is indifference. If you beat that competitor you're probably not going to "Die by 1,000 cuts". ■

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Tom Grandy

President of Grandy & Associates

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You will find out how to:

1. Determine what your **REAL** cost of doing business is.
2. How much you **MUST** charge per hour to cover your unique costs of doing business—while still generating a profit.
3. Perform the “*WHAT IF*” process to **MAXIMIZE PROFITABILITY**.
4. Track costs on a monthly basis to **INSURE PROFITABILITY**.

Why not take a day out of your busy schedule to find out what you must charge per hour to stay in business!

About the Presenter

Tom Grandy is president of Grandy & Associates, based in Owensboro, KY. The vision of Grandy & Associates is to **“teach contractors how to run profitable companies”**. Tom has been the general manager of a service company, Director of Company Development for the DIAL ONE Franchisee and currently presents his (9) seminar/workshops to contractors across the country and in Canada including their industry acclaimed three-day “Basic Business Boot Camp”

Mr. Grandy has presented programs for ACCA, PHCC, MCA, and SMACNA plus distributors and manufacturers across the country. Tom is also the founder of the web-based “**Service Contractors BUSINESS Presentation of the Month**”. Mr. Grandy also writes numerous articles for trade magazines including *Contracting Business, News, HVAC Insider* and regular monthly articles for *RSES Journal, Reeves Journal and Contracting Canda*. He is a 1970 graduate of Virginia Tech and brings a unique perspective to the industry with his Industrial Engineering degree and over 30 years experience.

To Register Contact:

**Pinellas Association of
Plumbing Heating
Cooling Contractors**

Phone: 727-209-0890

E-Mail: info@PAPHCC.COM

January 21, 2012

8:00 AM till 4:00 PM

Banquet Masters

8100 Park Blvd

Pinellas Park FL 33781

“I don’t worry about the numbers, that’s what I have an accountant and tax man for.”

There is a difference between accounting dollars and cash flow dollars. Many times the accounting is after the fact, like when you receive your P&L statement. The cash flow dollars come from knowing your costs, establishing a budget, a pricing system and setting goals. This way one can know his/her leeway in the negotiating process with our customers and exhibit a confidence that keeps us from leaving money on the table.

“Nobody tells me what to charge. Nobody tells me how to run my business”

Nobody here wants to tell you what to do. The PAPHCC is providing an opportunity for all serious contractors to “Rally around the Numbers” on January 21, 2012 at a Tom Grandy Seminar; your own numbers. Tom Grandy asks that you bring your own numbers and run them through his proven system to establish your costs.

“I hate office work. The numbers are so boring.”

OK, the numbers can be boring; until we spend time with them and see that cash flow is the life of a business. We can have hundreds of thousands of dollars on paper, but it’s the cash flow that keeps a business alive.

“You can’t make any money in the office, you have to go into the field and work hard”

Actually the money is made in the office. If we aim at nothing, that’s usually what we hit. The planning, the strategy, has to be developed. We then send out service techs and new construction mechanics to collect it; equipped with an accurate pricing and delivery system. The courage to do this starts with knowing how much it costs us to run a successful business. This also involves your employees in the “know your costs” arena.

“I don’t need to attend a seminar for information. I have the info in my office; I can send it to you.

Yeah, I know: “Been there, done that.” But, attending this seminar will stir our thoughts and awaken the dormant ideas, systems, and processes that lie within us. Associating with contractors of like mind brings out things we wouldn’t have thought of or done on our own. There is a Proverb that says: “A man left to himself will bring his family to shame.” Visualize a room full of enthusiastic contractors seriously looking at their individual costs while sharing the experience of a common bond.

I read where people who have a gym membership are more likely to work out regularly than those with a gym in their house. Is there a difference between going to a big game and watching it on television? Yes.

We have to differentiate ourselves or we will cease to exist; swept away by the effects of our current economy. Hard times always have an expiration date. The time spent in the atmosphere of this Seminar will give us all a new assurance that will keep us from questioning ourselves when presenting prices to customers.

Join us for a day of business fellowship as we unite to formulate individual plans to not only survive the tough times, but to thrive as well. There will be a Continental Breakfast from 8:00 to 9:00 and a deli buffet at noon. Coffee & tea will be available all day. Soft drinks are available at an extra charge.

Call the PHCC Office @ 727-209-0890. Reserve your place today and join us for a great business opportunity. We are more than contractors. Let’s come together to become better business men and women.

See you there,

George Haseltine

George Haseltine Plumbing

RF0038224 C1214

727-343-4485

Transportation for Tom Grandy provided by

