



MARCH 18-21, 2009 • SAWMILL CREEK RESORT • HURON, OHIO
 PLUMBING & HVAC/R EXPO • MARCH 20, 2009



This spring, follow *“Your Beacon to Success”*, by joining other successful contractors in plumbing, HVACR, hydronics and refrigeration at the 2009 PHCC-ACCA Ohio Convention. Whether it’s networking at a social event, and there are plenty of opportunities for that, or learning in the seminars designed with your business in mind and accredited for CEU hours for licensed contractors, or seeing and talking with manufacturers’ reps and suppliers about new and familiar products to help you work more efficiently day in and day out, you won’t want to be anywhere else than at Sawmill Creek Resort, in Huron, Ohio, the site of the 2009 PHCC/ACCA Convention.

Greg Faustina & Gary Kellermeier, Convention Co-Chairs

SCHEDULE AT A GLANCE

Wednesday, March 18, 2009

12:00 noon - 5:00 pm Electric code seminar
 8:30 -10:30 pm Welcome Ice Cream Social

Thursday, March 19, 2009

8:30 am - 11:00 am Annual meetings - PHCC & ACCA (Held separately)
 9:00 am - 11:00 am Auxiliary sponsored Tea (all spouses & guests)
 11:30 am - 4:30 pm Spouse-Guest Afternoon Adventure
 11:15 am - 1:15 pm Opening Luncheon w/Keynote speaker
 Jim Hinshaw, Sales Improvement Professionals
 1:30 pm - 3:00 pm Ohio Dept. of Commerce Panel
 3:00 pm - 4:30 pm Legal Issues Seminar - Bob Dunlevey
 4:30 pm - 5:30 pm How Your Voice Gets Heard in the Statehouse - Ohio Gov’t Services
 6:30 pm - 9:30 pm Wine tasting, dinner & theatre

Friday, March 20, 2009

7:00 am Full breakfast
 8:00 am - 10:00 am Seminars (choice of 5) (Pre-registration required)
 9:00 am - 12:00 pm Auxiliary meeting, Woman of the Year, and Luncheon - All spouses/guests invited)
 10:00 am - 12:00 pm Seminars (choice of 5) (Pre-registration required)
 12:00 pm - 1:30 pm Contractor luncheon - timed entrance
 1:00 pm - 5:00 pm PLUMBING & HVAC/R EXPO (96 BOOTHS)
 6:30 pm - 10:00 pm Installation & Awards Banquet - ACCA & PHCC

Saturday, March 21, 2009

7:30 am Continental Breakfast
 8:00 am - 11:00 am Round table discussions (pre-registration required)
 11:00 am - 12:30 pm Brunch & Closing Speaker (Sam Rutigliano, former Head Coach, Cleveland Browns)

SEMINAR SESSIONS

Wednesday, March 18

12:00 pm – 5:00 pm W-1 Electric Code with instructor, **Michael J. Farrell, III**, an Electrical and Building Inspector in Lucas County. Mike has had over 20 years of experience as an electrical contractor in Ohio and Michigan, is an approved instructor for both OCILB and Ohio Board of Building Standards (mandatory education for electrical inspectors). Every day installation issues from common problems to common defects unique to HVAC installations (both residential & commercial) will be addressed in detail.

Thursday, March 19

11:15 am Opening Session

Our own members, **Catherine Coblentz**, vocalist, and **George Brockman, Jr.**, saxophone, will perform the National Anthem, providing the official opening of the 9th annual Ohio ACCA-PHCC Convention. Following several



years working for and leading HVACR companies, **Jim Hinshaw** retired from the contracting business in 1999 when he formed his own training company, Sales Improvement Professionals. He has provided high-results training for clients from Calgary, Canada to Adelaide, Australia,

dedicated to bringing his real-world experience to help enhance your sales and marketing efforts. Jim will share a personal story about remodeling his home in Phoenix, Arizona. His keynote address, “Beware of the Roses”, begins with a story of how he turned a \$38 bouquet of silk roses into \$75,000, and closes with “Characteristics of Successful Contractors Today”, the traits and business practices of the people succeeding in these tough economic times.

1:30 p.m. T-1 Ohio Department of Commerce, Division of Industrial Compliance Panel.

Superintendent **Gary Schaeffer** will lead a panel of expert staffers to bring you up-to-date on licensing law (HB444) affect, the Board of Building Standards’ role in the code you practice, and mechanical and plumbing code changes. Other major players on the panel include Willie Koester, OCILB Admin Board chairman, Debbie Ohler, P.E., BBS engineer specializing in mechanical code issues; Ralph Reeb, Chief Plumbing Inspector; Carol Ross, Executive Secretary to the OCILB.



3:00 p.m. T-2 Legally Speaking - Bob Dunlevey, Attorney at Law



What does it mean to be a responsible member of the PHCC and ACCA? As a member, director, officer or committee person, what are your responsibilities & liabilities? You won’t want to miss this, especially if you are involved in other Associations or serve on non-profit boards. As an added value item, we will provide a “heads up” on anticipated legislation in the new year. . . Dramatic changes in our country’s employment laws are anticipated in the 111th Congress. Lawmakers are poised to pass new legislation that will significantly impact the workplace and expose employers to greater liabilities. Don’t miss this valuable legal seminar with Bob’s candid and insightful advice to employers.

4:30 p.m. T-3 Getting your voice heard in Columbus - Palmer McNeal & Kitty Zwissler of Ohio Governmental Services will provide you with legislation updates and let us know what we can expect in 2009. Learn why it’s so important for contractors to participate in the legislative process. Palmer McNeal, President, brings a number of years of governmental expertise having served in both county and state government. Kitty Zwissler, Senior Vice President, also brings a number of years of governmental expertise, having worked at both the State Treasurer’s Office and the PUCO. Together, they offer more than 30 years of governmental experience and expertise.

Friday, March 20

8:00 a.m. – 10:00 a.m.

F-1 / F-6 Bill Harrison – Pay for Performance & Incentive Plans - The major reason this seminar will be of value is that the economy is demanding you only put you’re “A players” in the field. You must get it done right the first time and then do lots of it. If you are paying for anything besides bottom line results, you are in deep trouble. In this very interactive workshop, you will examine some powerful concepts on pay and incentives that will transform your entire company. The excellent hand-outs will help you get started as soon as you return to your company. The presenter, Bill Harrison, president of the Phoenix Leadership Institute, Inc., got very high marks for his presentation on communication last year. The demand to have him return was very strong. This is one workshop you can not afford to miss. (repeated at 10:00 a.m.)



F-2 / F-7 “Is There a Cash Flow in Your Cash Flow”
by Ron Collier, PhD President, Collier Consulting

Group. As all contractors know when they run a business, it is not how much you sell, but how much cash you have available to pay your bills. Many businesses have plenty of sales on their books, but because of a lack of working capital, poor planning and no plan for collections, they have no cash. In this exciting seminar, Ron will teach you how to analyze your balance sheet to determine necessary working capital, billing and collection techniques to increase cash flow, working capital turnover and its relationship to profitability, and how proper pricing effects your cash flow. You will also be given worksheets to help you track your cash flow and project future cash flow needs. Don't miss this exciting event. (repeated at 10:00 am)



F-3 Jim Hinshaw – We're Not in Kansas Anymore!

Ways to improve lead generation; Things we have to do different this year; The past was different. New construction was humming, everyone had work, the phone would ring with the weather, and everyone got their fair share.



Life was good. Now . . . we need to Raise the Bar! Upon graduating from the University of Missouri, Jim started his career with the Trane Co. After several sales positions, he moved to Phoenix, where as manager of Trane's residential division, he enjoyed a 50% market penetration. Jim's

background includes positions as President of one of the oldest and largest air conditioning companies in Arizona, residential start-up specialist for the Carrier Corporation, and an officer in a Carrier owned service agency.

F-4 Confined Space Regulations under OSHA– Dan Soukup and other **M Tech** specialists will share how these

relate to your every day activity. Understanding key elements of Permit-Required and Non-Permit-Required Confined Spaces will be addressed along with use of the proper equipment. Dan is a certified instructor in accordance with OSHA Federal Guidelines and has been Director of Risk Management for a large corporation and involved in Safety Industry for over 15 years.



F-5 Sustainability for Plumbing Contractors - Leo Russo, is the Executive Director of the **Green Academy and Center for Sustainability @ Tri-C** (GACS) at Cuyahoga Community College in Cleveland, Ohio. GACS was recently started to answer the need to teach all areas of sustainability including the Built Environment, The Advanced

Energy Economy. The GACS serves the full spectrum of needs from professional development and business support to workforce training.

10:00 a.m. – 12:00 p.m.

F-6 & F7 (see above)

F-8 Changes in the Bureau of Workers Compensation activity - Ohio BWC – Group rating, recent changes and future direction. Up to date information regarding changes in BWC.

F-9 I've Got an Idea will again be facilitated by **Greg Faustina, The Plumbing Source**. This is your chance to learn from others' successes and mistakes. It's open season for exchanging beacons for your success from the practitioners that have the same concerns that you have running your business – but have new ideas. Last year, topics such as overcoming objections, truck inventory systems & restock, policies on cell phone use, knowing when it is time to drop the tools and run the business, and cost-cutting marketing ideas. The ideas are unique to each session. Bring your questions and solutions.



F-10 Don MacBride-a 16-year veteran with one company doing HVAC & Plumbing work, Don is now the Safety and Performance Specialist for Dominion East Ohio Gas. An Ohio licensed mechanical inspector, Don also serves on numerous national technical committees for the Canadian Standards of America and the American Gas Association, Don will address Sizing of Category I Appliances, venting single and two or more appliances, as well as provide a copy of the GAMA vent sizing tables booklet to each attendee, as found in the International Fuel Gas Code (2006) and NFPA 54 (2006).



Saturday, March 21 (7:30 a.m. Continental Breakfast)

8:00 – 11:00 a.m. Round tables Saturday morning sessions address your most challenging issues. Each round table is one hour and provides attendees with an opportunity to listen, question, and get lots of answers in a small-group exchange. You can only attend three (3) of these unique opportunities:

Round Table Selections

RT 1 - TPA's & MCO's – what's with these acronyms? Only our **Kelly Denk**, Frank Gates Service Co., can set you straight.

RT 2 - LEED Building – **Steve Guy** will take the mystery out of building according to LEED standards in this environmental standard.

RT 3 - Do you manage for profit? There's always something to learn to make your business even more successful. **Paul Swan & Michael Kolp** will share tid-bits from their successful seminar series.

RT 4 - Herb Rutz, R L Deppmann Co. shares **hydronic technology** re: low and high temperature application of a condensing boiler

RT 5 - Employees need to know – you owe them the information. **Paul Baxter** is back by popular demand to share the contents of an Employee Handbook.

RT 6 - Ron Collier – Flat Rate Pricing

RT 7 - Tom Krysiak – Accounts Receivable Management – Change is necessary in 2009 – Critical components to collection of receivables.

RT 8 - Web use and site designs - **David Keister**, a plumbing contractor, will advise on best use of web sites as well as resources you can find on the internet to help your business.

RT 9 - Ohio Mechanical Code always has some new twist or interpretation. Back by popular demand is **Cheryl Roahrig**, City of Columbus Building Department.

RT 10 - Ohio Plumbing Code issues will be reviewed by **Dana Williams**, Plumbing Inspector, Stark County Health Dept. and popular code trainer.

RT 11 - Quality Service Contractors - **Greg Faustina**, The Plumbing Source, will answer questions as to the value of this very successful specialty education group through PHCC.

RT 12 - ACCA MIX Groups are very supportive peer groups that evaluate and recommend best practices for each member of the group. **Tim Volpone**, Ziegler Heating, is a recently new member who will share the changes he's made to his business through this networking design.

RT 13 - Safety. An ongoing demand on your business that affects your bottom line as well, will be facilitated by **Ron Gilbert**, Professional Safety Systems.

RT 14 - Alternative Fuel Boilers with **Mark Odell** offers an in-depth Q&A about this technology that offers you opportunities for "green"

RT 15 - Effective New Technologies for Air & Water Purification - **Tony Stastny**, EcoQuest International / ActivTek Environmental

RT 16 - Contractor Licensing - with **Herm Bohinc**, Norhio Plumbing & **Ken Tucker**, Tucker Heating & A/C Inc.

RT 17 - Health Savings Accounts & Other Alternatives - **George Brockman**, Wm. Brockman & Sons, Inc.

RT 18 - Service Agreements - **Gary Jackson**, Jackson Comfort Systems.

RT 19 - Insurance 101 - **Mark Love**, Federated Insurance

RT 20 - GPS Electronic Support Systems for contractors - **Jeff Gray**

Auxiliary Events

Join other spouses and guests at a morning breakfast tea (and coffee) from 9:00— 11:00 a.m. on Thursday, March 19, 2009 - hosted by the PHCC Auxiliary. Greet old friends and meet new ones over a cup of tea or coffee and special breakfast pastries. Drop in and stay as long as you like.



Thursday, March 19 - 11:30 a.m. - 4:30 p.m.

- Ladies Afternoon Adventure

We will be transported to the Follett House Museum, a lovely mansion of historical interest. Operated by the Sandusky Historical Society, we will learn of Early Days of Cedar Point, Civil War Heroes, the Underground Railway and see lovely furnishings. Then on to the Merry Go Round Museum! We will all get to take a ride on this beautiful Carousel, with hand carved wooden horses. Workmen will allow us to view them doing the carvings. This is where we will enjoy our lunch buffet of Soups, Salads and Sandwiches.

Ending our Afternoon adventure will find us at the famous  Toft's Ice Cream Parlor, where we can devour their homemade ice cream treats before returning to the Hotel. Please plan to register for the Convention and join us on this stimulating day.

Special Events

Thursday, March 19 - 6:30 p.m. – Enjoy wine tasting (5 different wines have been selected), food stations and theatre for a festive March Irish evening. "**FINNEGAN'S FAREWELL**"



In the spirit of 'Riverdance', '**Finnegan's Farewell**' features the best of Irish dancing, music and singing! Come to an authentic Irish wake and pay your last respects to the dearly departed and beloved U.S. Postal worker, Patrick James Finnegan. You'll be treated to eulogies, sing alongs and a missing corpse.

Saturday, 11:00 a.m. Closing Session – Closing Keynote Speaker &

buffet lunch with **Sam Rutigliano**, former Cleveland Browns Coach - Sam Rutigliano is a former NFL assistant coach of the Denver Broncos, New England Patriots, New York Jets and New Orleans Saints and head football coach for the Cleveland Browns. He led the Browns to the AFC Central Division Championship in 1980 & 1982. The final play of the Brown's playoff game with the Oakland Raiders would be the most memorable moment in Rutigliano's coaching career.



Down 14-12 and within field goal range, Rutigliano decided to run one more play than kick a game-winning field goal. The play, called "Red Right 88", resulted in a game-ending interception. Sam's gift as a motivator always inspired players to do their best.