

2012 SEMINAR SESSIONS

Wednesday, March 28, 2012

W-1, 12:00PM- 5:00PM: Electric Code, Mike Farrell Mike returns to facilitate our electrical code seminar. Mike has over 20 years of experience as an electrical contractor in Ohio and Michigan. Every day installation issues (common problems to common defects) for residential & commercial will be addressed.

W-2, 1:00PM-3:00PM: Chapter Leadership, Kordell Norton In this fast paced, and highly interactive session, you will get not only ideas on how to grow your association, make your programming sizzle, and increase fun...volunteer leaders will also come away with ideas on how to use this information to grow their business. Our facilitator works with corporations and associations internationally. High energy, entertaining, this is one session that will fly by.

Thursday, March 29, 2012



11:15AM: Opening Keynote, Harvey Alston Considered one of the most dynamic, "high octane" speakers in America. Harvey Alston has been a full-time speaker since 1989. He has spoken to millions of people throughout the US who have benefited not only from his knowledge, but also from the wisdom that Harvey brings to the finish line.

T-1, 1:30PM: Legislative Update, Palmer McNeal & Kitty Zwissler, Ohio Governmental Services Learn how to influence your legislators and why it's so important to participate in the legislative process plus get the latest updates from Columbus. Palmer and Kitty return to facilitate this popular and informative seminar.

T-2, 2:30PM: Health Care Update, Tim Luy, CLU, Federated Insurance Don't miss this valuable seminar with Tim's candid and insightful advice for employers. You'll get an update of the Patient Protection and Affordable Care Act ("PPACA") and Health Care and Education Reconciliation Act of 2010 with an emphasis on what happens next.

T-3, 3:30PM: PUCO Update, Todd Snitchler, PUCO Chairman Mr. Snitchler was appointed chairman of the PUCO by Governor John Kasich in January 2011. As chairman, Snitchler is the head of the 400-person agency that works to oversee the regulation of electric, natural gas, telecommunications, water, and commercial transportation in the state of Ohio.

Friday, March 30, 2012

7:30-9:00AM (select one)

F-1, Bill Harrison, Leadership 101 *"A leader is best when people barely know he exists. When his work is done, they will say: we did it ourselves." – Lao Tzu.* In this session from Convention favorite Bill Harrison, you'll examine in depth leadership qualities that include: Lifetime learning, Values, Vision and Focusing on Solutions, Communicating Clearly, Building Trust and Getting Positive Results. Attendees will learn solid and powerful leadership skills that will enhance their career growth



F-2, Kordell Norton, Hyper Business Growth on a Shoe String Budget You can experience larger sales, stronger profits and improved repeat business by understanding and putting into use the elements of customer experiences. In this entertaining, and interactive session you will discover where the future of business is heading and why customer engagement is a must.

F-3, Mark Swepston, Mark is President and CEO of Atlas Butler Heating & Cooling. His company's marketing, business and financial successes are admired by numerous contractors around the state and country. Mark will share his knowledge and expertise at this informative session.

F-4, Ohio Department of Commerce, Division of Industrial Compliance Panel Back by popular demand, Superintendent, David Williamson, will lead a panel of expert staffers to bring you up-to-date on the Board of Building Standards. Other members on the panel include: Regina Hanshaw, Board of Building Standards Executive Secretary; Debbie Ohler, P.E., BBS Engineer; Ralph Reeb, Chief Plumbing Official; and Carol Ross, OCILB Executive Secretary.

Friday, March 30, 2012

9:00-10:30AM (select one)

F-5, Bill Harrison, (see F-1)



F-6, Joe Pulizzi, The Contractor as Publisher: How Contractors Can Grow Business with Social Media Social media is all the rage, but very few contractors have figured out how to grow their businesses with it. Why? - Because most contractors are using the tools in the wrong way with the wrong goals. Content marketing expert and SocialTract CEO Joe Pulizzi will detail why its content marketing and not social media that makes all the difference for contractors.

F-7, Wayne Atkins, Credit / Collections Policies and Procedures Wayne, the "HVAC Business Doctor", has worked with thousands of HVAC, Plumbing, and Electrical Contractors throughout the country to develop more profitable businesses. In this session you'll learn how to introduce a credit and collection program, including setting credit limits. You'll also learn proper collection procedures and an effective time line for collections.

F-8, Ralph Reeb, Ohio Plumbing Code Join our State of Ohio Chief Plumbing Official, Ralph Reeb as he presents two (2) sessions on the new code changes to the 2011 plumbing code.

Friday, March 30, 2012

10:30AM-12:00PM (select one)

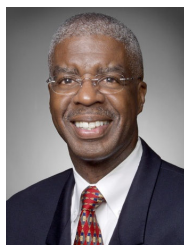
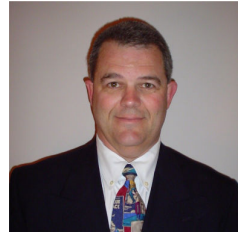


F-9, James Lichtner, Why Most Companies are not Successful and What to do About It The sad truth is that many contracting businesses fail and most owners never knew what hit them. What might be worse is that even when contracting businesses do survive, their owners often make less money than they would have made working for a competitor.

This workshop is specifically designed for business owners who feel that they may have “hit a wall” in terms of growth and prosperity. We will discuss the four basic skill sets that are needed to start and grow a contracting business. These are: Pricing for Profit, Marketing and Sales, Organizational Design and Staffing and HR. Attendees will receive forms and documents that they can immediately take back to their office and implement.

F-10, Kenny Watson, Using today’s Technology...Get on the bus or get left behind!

Kenny will share with you how he has introduced the use of today’s modern technology for Roscoe Brown, Inc. a mechanical contracting and service company located in Murfreesboro, Tennessee. Some topics he will discuss are: Mobile Invoicing, Dropbox Technology, Custom Databases, Smartphones & Tablet Computers, “There’s an App for that” and more...This will be a very informal session with plenty of Q & A to see how your company can benefit from the use of modern technology.



F-11, Marvin Montgomery, Perpetuating Excellence in Customer Service Repeat business and referrals are crucial to the success of all businesses. You don’t get a second chance to make a good first impression! Marvin Montgomery (The Marvinizer) Author, Speaker and Trainer for ERC Services, Inc. will share a checklist of 15 ways to perpetuate customer service and make a positive impact on your customers. Join the Marvolution and GET MARVINIZED!

F-12, Ralph Reeb, (see F-8)



F-13, 10:30AM-2:30PM: Mike Bohinc, CPA, The Price is Right – Understanding Overhead This session is a must for anyone who hasn’t done the math to determine their correct selling price. It’s also aimed at business owners who must compete against companies that are undercharging for their services and it’s also a great session for technicians who may not understand all the costs that go into running a successful business.

Each attendee will receive a FREE COPY of the Overhead & Profit Calculator software, courtesy of Kohler and the PHCC Educational Foundation – a \$249 value!

Saturday March 31, 2012

8:00AM-11:00AM: Round Tables

Our 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 attend three (3) of these unique opportunities:

- RT-1 Leadership, Bill Harrison, The Coach
- RT-2 Marketing Tips, Tricks and Traps, Kordell Norton, Synergy Solutions
- RT-3 *Workers Comp Update, Kelly Denk, Avizent/Frank Gates**
- RT-4 Ohio Mechanical Code, Cheryl Roahrig, Mechanical Div, Columbus Building Dept
- RT-5 OCILB Update, Carol Ross, OCILB
- RT-6 More Customer Service Excellence, Marvin Montgomery, ERC Services
- RT-7 Sexual Harassment in the Work Place, Susan Johnson, Famous Supply
- RT-8 Energy Efficiency Standards, George Trappe, Residential Energy Services

- RT-9 Valuating Your Business, Jeff Ford, JSF Consulting
RT-10 Disaster Planning, Matt Day, Federated Insurance
RT-11 Ladder Safety, Ford Sledge, Ohio BWC*
RT-12 Proposal Dos and Don'ts, Richard Carr, Esq., Dunlevey, Mahan & Furry

**These two (2) roundtables qualify for the Bureau of Workers' Compensation (BWC) rule that requires that all employers in the July 1, 2011 Group Rating Program or Group Retrospective Rating Program, who had a claim within the two preceding calendar years must attend and document two hours of safety training between July 1, 2011 and June 30, 2012.*



11:15AM: Closing Keynote & Brunch, Dick Schafrath, "Crossing the Goal Line to Success" Dick Schafrath won national championships with the 1964 Cleveland Browns and the 1957 Ohio State University Buckeyes. He served 17 years in the Ohio senate and was the first person to canoe across Lake Erie. Join us at our closing session as Mr. Schafrath gives us an inside look at associating and networking with the right people, the value of teamwork and attitude making the difference in all aspects of personal and professional life.