



HOTLINE

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Suwanee, Georgia ● 30024-6427 ● 770-271-9876 ● www.PlumbingPros.com

August 2004

PMA & STATE INSPECTORS SCHEDULE JOINT MEETING

PMA and the Georgia State Inspectors Association will again be meeting together to discuss plumbing code and other issues that affect the work of both inspectors and contractors.

The meeting will be held September 24 - 25. All PMA and GSIA members are invited and encouraged to attend. Please mark your calendar.

Friday, September 24

3:00 PM - 5:00 PM	PMA Board of Directors Meeting
6:00 PM - 7:00 PM	Reception for all Attendees
7:00 PM	Dinner on your own

Saturday, September 25

8:00 AM - 9:00 AM	Breakfast for All Attendees
9:00 AM - 12 Noon	PMA/GSIA Joint Session
12 Noon - 7:00 PM	Free time
1:00 PM	Golf
7:00 PM	Dinner on your own

There will be plenty of free time for hiking, biking, fishing, tennis - as well as golf. The registration fee is only \$50.00 per adult and \$15.00 per child. So, get your registration in and bring the family. **Return the enclosed meeting registration form to PMA today.**

Rooms have been blocked for PMA at the rate of \$109 plus resort surcharges per room per night. Rooms will be held until September 3rd. All rooms not picked up by September 3rd will be released. Reserve your room now by calling 770-945-8787. Be sure to tell the hotel that you are with the "Plumbing & Mechanical Association of Georgia" in order to qualify for the group rate.

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NEW ADA-ABA GUIDELINES AFFECT PLUMBING INSTALLATIONS

*By Robert Sumner
July 26, 2004*

Plumbing and mechanical professionals need to be aware of new guidelines created to modify *The Americans with Disabilities Act of 1990 (ADA)*, and *The Architectural Barriers Act of 1968 (ABA)*. These modifications have been in the making since 1999, and are now in effect, as of 23 July 2004.

These guidelines will apply to the future construction of public, commercial, and government buildings; however, they will not generally apply to preexisting structures, unless they are modified or renovated.

The guidelines, considered to be much-needed, will affect hotel owners the hardest. Although containing stricter conformance standards, The Access Board, an agency which represents disability interests, said the changes will actually make conformance easier because they are clearer and have singular interpretations. A few previous regulations have even been relaxed by the changes, and will require less work for conformance by the construction industry.

The Access Board also mentions that the new guidelines should not come as a shock to construction-related businesses, as they have been long-anticipated and are considered overdue.

Changes will affect powered doors, elevators, platform lifts, and play surfacing and equipment. On the exterior, public entrances, van parking, loading zones, stairways, among others will require conformance to additional standards under the modifications.

Several of the ADA-ABA changes affect plumbing installations. They include: drinking fountains, toilets, bathrooms, water closets and compartments, showers, grab bars, tubs, washing machines, and exercise facility plumbing fixtures.

For complete information on the new ADA-ABA guidelines and instructions for how to conform, see www.access-board.gov/ada-aba.htm. Any questions about the new construction guidelines can be directed to The Access Board at info@access-board.gov. Also, www.disabilityinfo.gov contains quickly-accessible, up-to-date information regarding disabilities and disability-related issues, such as the new ADA-ABA construction guidelines.

PRESIDENT'S REPORT



2004 - 2005 President Chip Greene

By the time you read this article, many of you will be winding up your summer excursions and preparing for kids to start school in a

few days. I, too, managed to squeeze in a few days at the end of July for some much needed R & R in sunny Florida.

So far, most of my Presidential duties

have been spent listening and planning:

· Rob Sumner and I met briefly in mid-July to discuss "fine tuning" our area meetings for this fall.

· I attended the North Georgia area meeting in July where all but one of approximately 20 attendees were contractors! Obviously, this group understands the importance of involvement in their association.

· I attended the Plumbing Apprenticeship council meetings in June at Gwinnett Tech. CEFGA has some bold "outside the box" ideas for how to attract and train individuals into this trade. Much of its success

will hinge on getting contractors to employ these candidates after their initial training. Details will follow in the coming months.

We have planned an executive committee meeting for mid-August. At this time we will layout our objectives for 2004-2005. Ted Zurn, first vice president, and Ron Kikta, second vice president, will be leaders in our efforts. They cannot do it alone! When they call to solicit your help, please be willing to assist them in anyway possible.

Chip

IS YOUR YELLOW PAGE INVESTMENT A BIG WASTE OF MONEY?

By Adams Hudson

Here's something your Yellow Page ad rep will never tell you: many plumbing contractors waste huge amounts of money in Yellow Page advertising. The main reason? It's the ads themselves.

YP ads are usually designed by an overworked, underpaid layout artist whose job is to promote everything from Accountants to Zipper Makers - and that's only because it's "free design." Yeah, well, you get what you pay for.

At Hudson, Ink, we redesign YP ads that out-pull the same size or larger ones they're replacing by 200-566% (our highest so far). How? By putting proven techniques and tested response strategies to work. But creating a lead-generating Yellow Page ad is not a mystery. All it takes is following a few simple rules:

#1 - Always use a Headline. Powerful YP ads entice and identify with prospects through common problems, or a hopeful solution, but always have a clear benefit, stated concisely in an attention-grabbing headline. Headline value is rated at 80% of a display ad's effectiveness. But please be aware: a headline is NOT your company name, the length of time you've been in business and or dull phrases like "We're the best."

#2 - Remember the target of the ad.

Hint: It is NOT you. It's the prospect. Always put the customer's benefits ahead of your greatness. Instead of "We have 24-hour service," it's "You get 24-hour service." Instead of "We've got 10-year warranties," it's "You get a 10-year warranty." Say "you" and "your" four times more than "us" or "we," and you'll be okay. That leads me to...

YP ads are usually designed by an overworked, underpaid layout artist whose job is to promote everything from Accountants to Zipper Makers

#3 - Give specific, measurable benefits in clear sentences.

Avoid "fluffy or unclear" pseudo-benefits like "We're fast and reliable" or "New water heaters save energy." Instead, say, "91% of our service calls are same day. Call now." Or "You can slash 31% off your energy bills right away. Let us show you how." Be specific, measured, and clear. Speak in terms that benefit the prospect. And, for heaven's sake, never use the worn-out phrase, "For all your plumbing needs."

#4 - Reduce your prospect's risk.

Prospects are hesitant about calling because it puts them at risk. Your job is to assume risk for them. For example, your

guarantees tell prospects that you care enough to put their concerns first. It proves you're committed to satisfaction and quality (without using those worn-out words). Other risk reducers are free services you offer, such as "Free Replacement Estimates" or "Flat Rate Pricing." With every risk reducer you include, your response rate goes up.

#5 - You must list a "Call to action." A good YP ad must give clear instructions on what you want the prospect to do. Ask, or tell, your prospects what to do next to gain the benefits. A "Call to Action" can be short or long depending on application:

- Call now.
- Call your 24-hour service hotline now.
- Solve your plumbing problems now with one quick call

When you're spending as much as you are for YP space, it's very important to make it work. Give readers enough information, laid out neatly, in easily understood "chunks" for them to call. If it's done right, it will pay significant dividends for years. Do it wrong, and, sadly, you squander the potential of your biggest marketing investment.

Adams Hudson is president of Hudson, Ink, a creative marketing firm for contractors. For a free critique, readers can fax their Yellow Page ad to 334-262-1115. You can also call Hudson, Ink at 1-800-489-9099 for help or visit www.hudsonink.com for many free marketing articles and reports.

EXECUTIVE SUMMARY 2004



We used to think that things would slow down a bit after the June convention. But PMA is now involved in so many activities we don't have that luxury anymore. I did enjoy a wonderful vacation at the beach during the first week in July. After that, we got busy on upcoming activities. The Memorial golf tournament is right around the corner, the Fall Retreat and board meeting is also taking

shape next month, the contract for next year's convention is on my desk to work on, the executive committee is meeting in two weeks, the Political Action Committee is reviewing candidates and making decisions about funding campaigns and raising money, the *Hotline* is going to press. CE classes, license review courses, and Area Meetings are being scheduled. Also, I attended the annual conference of association executives from the other state PHCC organizations. I made a presentation to the group on association legal issues, and traded information with the other PHCC chief staffers on ideas to make our organizations more effective. We are also getting ready for the national PHCC convention and ISH tradeshow in Boston in October.

It is rewarding to hear the many positive comments about this year's annual convention. The evaluations reflect that you liked Hilton Head, and you liked the Hilton hotel property where all the sleeping rooms and meeting rooms were so close together. Although we may not be able to have everything so close together every year, we definitely favor this. And it looks like a good bet that we will return to Hilton Head in a year or two. We regret that the hotel food service did not score very well, although the food service at the Port Royal Club, site of the President's banquet, was rated very highly.

Overall, you rated the meeting a 4.5 out of 5.0. (This is up from 4.4 last year). We will strive to provide you the best meeting experience possible every year, although we recognize that everyone has slightly different tastes. Interestingly, about half absolutely loved the educational program speaker, and the rest did not like the presentation. We want to give all of you just what you are looking for as much as possible.

The 2005 meeting will be June 2-5 at the King & Prince Hotel, St. Simons Island, Georgia. Since school districts have changed their schedules, the summer season gets off to an earlier start now.

We are also working to book a date and location of the 2006 meeting soon. It looks like we will try a May meeting date for a change. Of those answering this question on the evaluation form (37), 81% either favored May or liked it as well as June. A May meeting date should help with room rates at the resort locations. We are concerned, however, that 19% of the responses were opposed to May, probably due to children in school, and we don't want to discourage anyone from attending.

You will see elsewhere in this *Hotline* the information you need to participate in the PMA Memorial Golf Tournament to be held September 9. I hope you will make plans to participate. In the meantime, let me or President Greene know if you have any questions or comments. Thank you for being a part of the Plumbing & Mechanical Association.

Rob Sumner
rsumner@plumbingpros.com
770-271-9876

APPRENTICE CONTEST OCTOBER 14 & 15 IN BOSTON

PHCC's 2004 International Plumbing Apprentice Contest will be Oct. 14 and 15 on the ISH North America trade show floor in Boston. If you would like information on sponsoring a contestant, download a copy of the contest application and information packet. Or, contact John Schulte at (800) 533-7694, ext. 135. Due date for applications is Aug. 30, 2004. Space is limited! Applications will be accepted on a first-come, first served basis.

IMPORTANT DATES

Sept. 9	PMA Memorial Golf Tournament Reunion Golf Club (Near Chateau Elan)
Sept. 24-25	Fall Retreat Emerald Pointe Resort Lake Lanier Islands, Georgia
Sept.	2004-2005 Area Meetings Kick-Off See Insert for a Complete Listing
October 12-16	PHCC Annual Convention Boston, MA

PMA EXECUTIVE DIRECTOR RECEIVES TOP HONORS

Robert Sumner, Executive Director of the Plumbing & Mechanical Association of Georgia received the Georgia Society of Association Executives Corporate Representative of the Year Award at its annual meeting in June. This award recognizes outstanding and continuous service to, involvement with, and support of Georgia's association community, and of GSAE and the GSAE Foundation. Congratulations, Rob!

*Plumbing Review Course
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2004 MEMORIAL GOLF TOURNAMENT TO BE HELD

The 2004 PMA Memorial Golf Tournament will be held on Thursday, September 9, at Reunion Golf Club located in Hoschton, GA (near Chateau Elan). Reunion Golf Club is a par 72, Michael Riley designed golf course. The annual Plumbing & Mechanical Association Memorial Golf Tournament is the leading fundraiser for PMA. The tournament is also held to memorialize a plumbing industry leader who made significant contributions to the plumbing industry in Georgia. The PMA Executive Committee and Golf Tournament Chairmen will select the leader to be memorialized each year. The "Hennessey Cup", is named for Ed Hennessey, the first leader to be memorialized. Player and sponsor registration forms are included as inserts in this *Hotline*. Please register as soon as possible. Special thanks go to golf co-chairs: **Jimmy Mahaffey**, and **Johnny Cole** for their help in organizing this annual event.

SITE OF 2005 PMA 113TH ANNUAL MEETING ANNOUNCED

Mark your calendars now for PMA's 113th Annual Meeting to be held at the lovely King & Prince Beach & Golf Resort located on St. Simons Island, GA, June 2 - 5, 2005. The meeting features outstanding networking opportunities, informative industry updates, fantastic social functions, and excellent education sessions, all held in a golfers and vacationers resort paradise. Make sure your plans for 2005 include this meeting! Check out the property at www.kingandprince.com for more information.

TOOLBOX TALKS GENERAL SAFETY - CARELESSNESS

Have you ever done anything stupid, something that you know put you at increased risk of injury? When you realized how stupid you were, whether you got hurt or not, do you ask yourself, "Why did I ever do that?" For your own future preservation, this should be a very important question for you to answer yourself. Consider the fact that approximately 20% of injuries are due to unsafe conditions and 80% are caused by unsafe acts. If you realize that most unsafe conditions are brought on by human failure, then virtually all accidents are brought about by unsafe acts. Why did you do something in an unsafe manner? To answer this question, you will need to put personal defenses aside and know that blame may lie within yourself. Also realize that there may be more than one reason for your actions and others may be involved.

If you knew the proper, safe way to do the job, then you cannot claim ignorance. What is left, whether you like it or not, is carelessness. So what can cause you to temporarily disregard your own safety?

External Pressure - "Let's get this job done!" Usually this pressure comes from your direct supervisor. Disregarding safe practices is not going to save enough time to make a significant difference. However, any accident or injury is guaranteed to have an effect. As a matter of fact, when the pressure is applied, it is worthwhile to pay more attention to safety because we know, from experience, such situations frequently lead to more accidents.

Bad Habits - You fail to follow the established procedure and you don't get hurt (or you were not caught) this time. Psychologically,

this is a reward and so you do it again and again and again. But it is also Russian roulette. How many times can you pull the trigger before a round is in the chamber? You know, sooner or later, something is going to happen. There is only one way to stop it - stop pulling the trigger. Do yourself a favor and follow the established procedures.

Internal Pressure - "There is just so much to do and not enough time!" Are you self motivated and self-directed? Most employers

love this type of individual, but your single-minded determination to get the job done may cause you to lose sight of the dangers around you. Think of it this way, you will not finish the job if you get hurt. You may finish the job if you don't get hurt. Therefore, first, prevent injury. Second, work to complete the job. Make sense?

Attitude - "This safety stuff doesn't apply to me!" So what makes you so special? A study of mine accidents involving foremen showed

that the foremen were injured when they personally failed to apply the safety standards they were to enforce. Did the fact that they were foremen protect them from injury? No. Humans are humans. Rich or poor. Black or white. Men or women. Strong or weak. There is nothing in your status that will protect you from injury except following the safe procedure.

Remember, safety is no more than doing the job the right way, every day.

Reprinted courtesy of Quality Service Contractors - An enhanced service group of PHCC. For more information call 1-800-533-7694 or visit them on the web at www.qsc-phcc.org.

Consider the fact that approximately 20% of injuries are due to unsafe conditions and 80% are caused by unsafe acts.

GREENE & ASSOCIATES RECOGNIZED FOR INNOVATIVE SERVICE

Note: This is a reprint of an article appearing in the July 2004 Contractor magazine.

In a kitchen that serves more than 2,000 meals a day, one thing that has to function well is the drainage system serving the drains and equipment in the kitchen. The kitchen that serves Phoebe Putney Memorial Hospital, a regional hospital in southwest Georgia, is located directly over the materials department that contains bandages, scrubs and other medical supplies for the entire facility. The drainage system cannot afford any mis-cues.

The cast-iron drainage system had been renovated twice since its original installation in 1963, the last time being about five years ago. However, leaks had already begun to develop again, damaging the medical supplies and costing thousands of dollars in ruined and discarded supplies. The hospital facilities staff began to search for a product to install that would prevent these "regular" piping replacements.

The hospital had become familiar with the Blucher-Josam stainless waste system; however, they needed a qualified contractor for the installation. Through a reference from a mechanical engineering firm, Greene & Associates made contact with the hospital. Greene & Associates reviewed the scope of work with the hospital, got copies of the original drawings, and spent several hours doing field surveys of the existing system.

The product, manufactured in Denmark, is very well suited for this type of application. The corrosion resistant factor of stainless steel and the smooth surface of the piping material should eliminate much of the problems that the hospital had experienced in the past.

Greene & Associates reached a fixed price agreement with Phoebe Putney for the installation. All work had to be done at night, between 9 p.m. and 5 a.m. Since the area where the piping was being replaced was occupied during the day, the area had to be completely cleaned up prior to leaving for the day, with no materials or equipment left in the area.

Also, in the materials management area, mobile racks were removed and plastic petitions and coverings were erected prior to starting work. However, these temporary measures had to be undone daily. There could be no sign of the contractors having been there the night before.

The project took approximately five weeks to complete. Greene & Associates had a bit of a learning curve working with the "Push-Fit" piping system, as installation above ground requires thorough bracing at turns and bends to prevent the gasketed joint from moving. Other than that, the company found the stainless-steel system to be a lightweight product that was easy to work with.

The project was completed within the specified time frame, and the hospital is very satisfied with the finished installation and pleased to find a product that offers a long-term solution to its kitchen's drainage waste problem.

NEW MEMBERS

On behalf of the members, directors, and officers of the Plumbing & Mechanical Association, we would like to publicly welcome as new members:

Epic Response, **Jason McGahee**, Woodstock
Watts Water Technologies, **Tammy Cantrell**, Atlanta

PLUMBING APPRENTICE GRADUATES RECOGNIZED

CEFGA (the Construction Education Foundation of Georgia) was very proud to graduate twelve students from the Plumbing Apprentice Program on July 8th. Family friends and company sponsors gathered at the Busbee Center for Workforce Development for dinner and presentation of certificates of completion. The other students in the program also received milestone certificates as well as encouragement to continue to finish the program, from the graduates. CEFGA also showed where their new facilities would be in the Busbee Center on Gwinnett Campus in Lawrenceville. The plumbing program is getting stronger and these graduates have contributed greatly to the program. Classes are enrolling now for September 2004. For information on how to enroll, contact Jonathan Byrdat 770-685-1332.

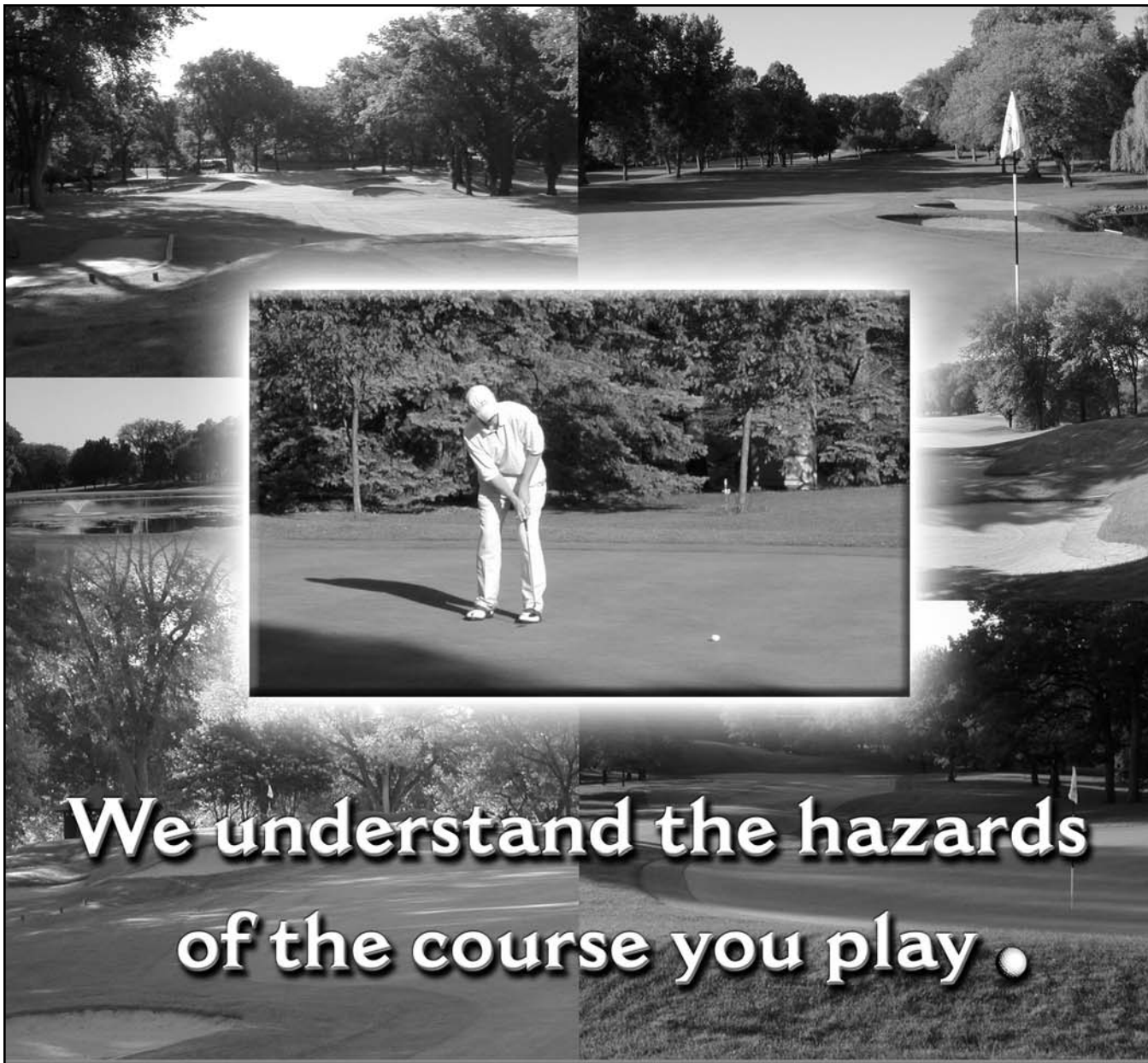


CEFGA 2004 Plumbing Graduates from left to right- Justin Masey, William Mann, Chris Farmer, Russell Adams, David Brumbalow, Jonathan Green, Lanier Haynie, Michael Blackmon, Adria Keiser, Marty Nichelson, not pictured Jason Parks, Derrick Bell.

AREA MEETINGS SUMMER SCHEDULE

North GA PHCC
T-Bones Restaurant, Commerce, GA
Tuesday, August 10th

NW Metro
Dave & Busters, Marietta, GA
Tuesday, August 17th



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CREDIT UNION MEMBERSHIP IS WORTH HUNDREDS

PMA Members are eligible to join Lockheed Georgia Employee's Federal Credit Union and save money.

Did you know that Lockheed Georgia Employees' Federal Credit Union (LGEFCU) members save money - maybe hundreds of dollars a year - simply through their LGEFCU membership alone? Credit Unions typically charge fewer and lower fees than other financial institutions, according to the Credit Union National Association's (CUNA) latest fees report.

Of course, the amount saved has a lot to do with financial habits and the number of LGEFCU products and services used.

A report issued by the U.S. Public Interest Group (U.S. PIRG) in 2001 found that consumers using regular checking accounts at credit unions could save \$90 a year compared with what they would pay for checking at small community banks and \$165 a year compared with what they would pay at the 300 largest banks.

"Credit unions offer better value because they are nonprofit institutions owned and controlled by their members."

But it's members with ATM (automated teller machine) cards and credit cards who experience the biggest savings. While most credit unions use fees to help deliver affordable ATM and debit services to members, credit union fees remain lower than those of other financial institutions. The most common surcharge fee for credit union members is no charge or \$1, while the typical surcharge fee among all financial institutions is \$1.50. The amounts may sound small, but they add up: The average credit union member using an ATM conducts seven transactions a month, 84 transactions a year.

According to a survey conducted by Bankrate.com in 2000, about two-thirds of credit union cards featured fixed annual percentage rates, with an average cost of 3 percentage points less than bank-issued cards. Less than a third of bank-issued cards have fixed rates and their cost has steadily increased in the past 12 months.

Credit unions offer better value because they are nonprofit institutions owned and controlled by their members. Banks are owned by stockholders who want solid returns on their investments.

"Bottom line: If you're looking for a safe place to save and borrow, without getting nicked and dined to death, credit unions are the best deal - bar none," says Gary Schatsky, chief executive officer of Independent Financial Counselors in New York.

Call the PMA office for details or visit www.lgefco.org or phone LGEFCU at 1-800-541-8921.

2004-2005 TAP IN TOUR KICKING OFF IN SEPTEMBER

CE and Networking Opportunities at Area Meetings Across the State!

One of PMA's primary objectives is to create one of the most knowledgeable plumbing contracting communities in the country! PMA wants to help plumbing contractors stay informed and profitable! These meetings provide the owners and managers of contracting companies the opportunity to meet and network with the leaders in the plumbing industry.

During the 2003 - 2004 Tour & Campaign over 170 companies participated making it one of the most successful tours yet. We encourage you to not only make plans to attend but also to bring along a fellow contractor who might be interested in joining PMA. These meetings provide a great opportunity to see the benefits of membership firsthand.

SEE INSERT FOR FULL SCHEDULE.

Kohler/PHCC Foundation Seminar Series

Kohler Company and the PHCC Educational Foundation have teamed up to provide contractors with pertinent, professional educational seminars. Many of these one and two day seminars target the larger commercial and residential construction contractor, while others focus on small contractors at the regional and local level. Here is a sampling of some of the seminars available:

- "An Owner's Guide to Creating Super Foremen!"**
- "Fight Back! Maximizing Your Profits Through Aggressive Management"**
- "Bulls-eye! Making Accurate Project Projections"**
- "Commissioning of Mechanical Systems and Project Close-out"**
- "Using the Contract as a Tool for Project Management"**
- "Foreman/Superintendent As Field Leader"**
- "Material Management and Site Planning for the PHC Contractor"**
- "Estimating with PHCC Labor Calculator 2000™"**

Based on this year's success in bringing the QSC B.O.S.S. Management Training program to Athens and McDonough, PMA is looking for interested companies that would like to have one or more of these seminars brought to their local area. For the full listing of seminars go to: www.phccweb.org/foundation/seminardescriptions Contact PMA at 770-271-9876 if you are interested in having one of these quality seminars brought to your area.