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September 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.**

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."

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2004 MEMORIAL GOLF TOURNAMENT TO BE HELD

The 2004 PMA Memorial Golf Tournament is currently being held (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 "Hennessey Cup", is named for Ed Hennessey, the first leader to be memorialized. The 2004 honoree is Ronnie Barber.

About Ronnie Barber

While still in high school, Ronnie went to work for his "Momma and Daddy" at Ansley Park Plumbing. He received his master plumber license in 1971. When his parents retired in the late seventies, he and his brother became the owners of the business. He sold his interest in Ansley Park Plumbing to his brother in 1982 but remained active in the business until his death in 2000. Mr. Barber contributed to the education and training of thousands of plumbers. In the late eighties, he started PMA's (then called the GAPHCC) Apprenticeship Program and also was an instructor in the program. When the state mandated continuing education for plumbers, Ronnie was involved in designing the state's first plumbing continuing education classes in 1995. Ronnie received the Special President's award 1986 and the Contractor of the Year award from PMA in 1987. He served as President of his professional industry association in 1989. He was awarded PMA's Lifetime Achievement Award posthumously in 2000.

Special Thanks to Our Co-Chairs and Sponsors

Special thanks go to golf co-chairs: **Jimmy Mahaffey**, and **Johnny Cole** for their help in organizing this annual event. We would like to recognize and thank this year's Premier Sponsors for this event:

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PRESIDENT'S REPORT



2004 - 2005 President Chip Greene

We now have 51 members of the National Association. We have slightly increased our National membership recently, but we have a long way to go. For many of other members, I get a kind of "deer in the headlights" look whenever I talk about PHCC national. So I wanted to take this opportunity to tell you a little bit about what they do and how it can benefit your business.

1. Extended warranty agreements - through a 3rd party group, you can offer extended warranties on any equipment you install. This is fixed based on the value of the equipment installed and would be a great selling tool to a homeowner for only a small additional cost.

2. Professional product line - Certain manufacturers have signed on with PHCC to display the PHCC logo on every product they sell, such as Bradford White water heaters. What this means to you as a PHCC member is that you get additional benefits associated with that product than the average non-member contractor,

such as extended warranties, labor reimbursement for some of the warranty period, etc. Once again, this is something to differentiate you from your competition.

3. PHCC tool box - PHCC offers a variety of literature that can help your business, whether it is for the owner or any of his installers. While anyone can purchase these materials, PHCC members get a substantial discount. Safety materials, learning materials for technicians, etc. are among some of the items that are available.

4. Government relations - PHCC has a full time staff person whose main purpose is to follow legislation in Washington and watch out for the interests of our members. While it is true that they will do this regardless of whether or not you are a member, you can provide them input as to what your position or stance on an issue is and perhaps give them additional ammunition to sway a legislator to vote the same position of PHCC. PHCC also is very active with the various code councils at the decision making level and serve on some of the boards. Once again, an avenue to make your voice heard.

5. National Convention - Attend one of these once and see what being a part of an association is all about! Top notch seminars directly related to you as a business owner, network-

ing opportunities with contractors from all over the country, product shows displayed by the manufacturer showing the latest products, as well as an opportunity to give them feedback on their product from real applications.

6. Enhanced Service Groups - Take your business to the next level! IF you are a service contractor, Quality Service Contractors (QSC) is where you belong. QSC can give you ideas that can help you expand your business (such as flat rate pricing) and make you more profitable. For new construction contractors, Construction Contractors Alliance (CCA), of which I am a member, can give you ideas that may have never crossed your mind but with their implementation can add \$\$'s to your bottom line. Peer groups meet at each others businesses and examine them from top to bottom. The honesty of the evaluations can be brutal at times, but getting these viewpoints can only improve your business.

There are many more things that one can benefit from PHCC membership. For a little more than \$1 per day (\$405 per year), see how your business can benefit from being a member of PHCC.

Chip

122nd Annual PHCC Convention & ISH North America Trade Show

Join us for the PHCC 122nd Annual Convention and the ISH North America Trade Show. Your PHCC convention registration gives you access to PHCC activities, as well as admission to the ISH North America Trade Show (with more than 500 exhibitors) and all ISH seminars. Your PHCC registration also gives you access to discounted hotel room rates, airline fares and car rental rates. Experience Boston, the PHCC way, and gain the tools you need to Revolutionize Your Business!

Plan to attend the PHCC Annual Convention and ISH North America Trade Show in Boston, Oct. 12-16, 2004. Plans are under way to provide the best in educational seminars, networking opportunities and social events. Bring your family along and take this opportunity to enjoy Boston, a city filled with history and charm.



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
September	2004-2005 Area Meetings Kick-Off
October 12-16	PHCC Annual Convention Boston, MA
November 30	Plumbing License Renewal Deadline

UTILITY CONTRACTING LICENSING LAW LEADS TO SOME CONFUSION



By Rob Sumner, Executive Director

I have received several calls from members about HB 1300, a bill passed by the 2004 General Assembly. This bill was designed to strengthen enforcement of the utility contracting licensing law. Although not intended to affect

plumbing contractors, because of the way Georgia's construction industry licensing law is written, any change to the construction licensing law must be scrutinized carefully by PMA to avoid detrimental affects on PMA members.

If one were to read the utility contracting law without being well versed on the plumbing licensing law and the broader construction industry licensing law, he would mistakenly conclude that a plumbing contractor would have to obtain a utility contracting license to do certain plumbing work. This is not true, and PMA often is called on to clarify the law. Information on HB 1300 published by the utility contractors association does not mention that, regardless of the definition of utility contracting, plumbing contractors may continue to do plumbing work that would also fall under the definition of utility contracting.

The following language was inserted into HB 1300 by PMA and the Mechanical Contractors Association of Georgia to head off interference with the work of plumbing contractors.

The requirements of this Code section shall not prevent any person holding a valid license issued by the State Construction Industry Licensing Board, or any division thereof, pursuant to this

chapter, from performing any work defined in the Code section or sections under the license held by said person was issued.

So, if anyone tells you that you cannot do a water and sewer line installation on private property without a utility license, you may have to explain the law to them. You may print a copy of HB 1300 from the legislative web site at http://www.legis.state.ga.us/legis/2003_04/sum/hb1300.htm.

“...if anyone tells you that you cannot do a water and sewer line installation on private property without a utility license, you may have to explain the law to them.”

The biggest change in the law from HB 1300 is the elimination the former \$100,000 threshold in the definition of utility contracting. Prior to this change, the law could be read to allow any contractor to install water, sewer, gas, electrical, etc. utility work on public property without any license. Removing the dollar threshold from the law eliminates the unlicensed contractor from small utility jobs. (The "at least five feet underground" part of the definition of utility system remains a part of the law). Of course, a plumbing contractor is licensed to perform any water and sewer work on private property. A utility contractor may also perform water and sewer work up to, but not within, five feet of any building.

If you have any questions about the plumbing licensing law, call me at the PMA office at 770-271-9876.

Plumbing Review Course

*Last Class of the Year
October 7 - 9
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*Fall CE Classes
begin September 23rd
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(see insert for Schedule &
Registration form)*



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TOOL BOX TALKS

CUSTOMER SERVICE IS NOT ROCKET SCIENCE

Customer service is not rocket science. In fact, it is so simple- so basic- that I'm amazed more companies don't do it. One can only conclude that it's not a lack of intellect, but a lack of interest that is the culprit. Here is my point.

In my seminar I ask the question, "Think about the last time your were treated badly as a customer. What did the person do that really frustrated or alienated you?" The answers are always the same. "No time." "No information." "I was treated like a number." "The other person looked at me like I was an interruption." "The clerk acted like he was doing me a favor by helping me." Rule number one in customer service: The very things that frustrate and alienate you as a customer are the things that frustrate and alienate your customers. And it's rarely the big things.

When I reverse the question and ask it this way, I also hear some interesting remarks. "Think of the last time you were the customer and loved the experience. What happened? You can imagine what people say. "They welcomed me." "I was treated like valuable merchandise." "They made me feel important." "They used my name." "They thanked me." Incredible

stuff. Right? Rule number two in customer service: The same things that make you like a buying experience are the same things that make your customer feel good. Again, it's rarely the big things.

It's the small stuff that counts. An inviting smile. A pleasant phone voice. Using the customers name often. Thanking them for their business. Anticipating a need and pro-acting on it. Going the extra step without being asked. Offering additional service. Giving a little special attention. It's not rocket science.

Why are some people so much better at it than others? Simple. They care. They care about something bigger than themselves. They care about how their performance adds value. Simply, they care enough to be concerned about making a difference, not just making a sale.

And that's the secret of customer service- caring. It all begins with what I call the "attitude of gratitude," a willingness bordering on a passion to serve. In fact, I go so far as to say that if the attitude is in place, the behavior is free. The employee will naturally select behaviors that manifest concern for the customer.

Years in the training business have taught me that success in any job is about seventy to eighty percent selection and twenty percent training. You must begin with the right person. In this case, it means looking for people who care. Look for employees who are eager to serve. Look for people who believe that the customer is an opportunity- not an aggravation.

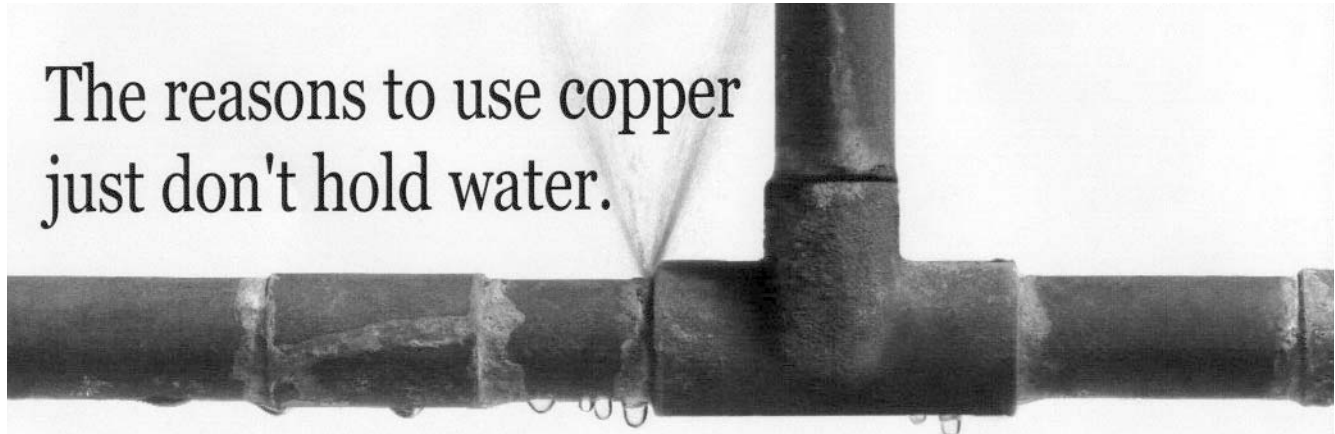
When you begin with this type of person, the behavior follows. If you are working with employees already in place, teach them (by example) to care. Explain that customer service is not a department that handles complaints. It's an attitude for servicing people and creating satisfied customers.

When you make caring and concern cornerstones of your business, you're building a foundation solid enough to withstand any competitive thrust. Beyond that, you're service people.

Customer service is not rocket science. It's a variation of the Golden Rule. It's common sense that leads to uncommon service.

--- By Tom Reilly
Courtesy of Quality Service Contractors

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