



PLUMBING & MECHANICAL
ASSOCIATION OF GEORGIA 

HOTLINE

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June 2006 Convention Issue



**114TH PMA ANNUAL MEETING &
 EDUCATIONAL CONFERENCE
 JUNE 8 - 11
 PONTE VEDRA INN & CLUB
 PONTE VEDRA, FLORIDA**

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GOVERNOR PERDUE SIGNS PMA BILL



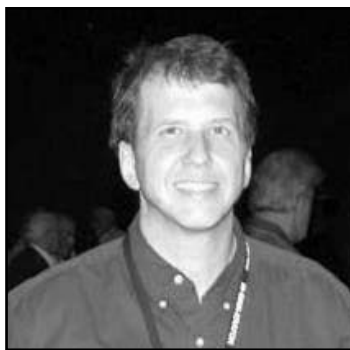
PMA's HB 724 clarifies that licensed plumbers need not be certified by the Department of Human Resources to access or connect to an on-site sewage management system. Recent changes to the law that regulates anyone working on a septic tank to have a license from the Dept. of Natural Resources created a need for this clarification.

PMA is your voice when it comes to explaining to legislators the importance of the work we do and how our business works.

Pictured with Governor Perdue, left to right, PMA Immediate Past President George Raburn, Ellen Whitaker, PMA Assistant Executive Director, and Ted Zurn, PMA 1st Vice President.

PMA appreciates the work of Representative Tom McCall of Elberton, who sponsored the legislation at the request of Danny Richardson, PMA Legislative Chairman.

PRESIDENT'S REPORT



2005-2006 President Chip Greene

Welcome to the 114th annual Plumbing and Mechanical Association of Georgia state convention! If this is your first time to Ponte Vedra, you are in for a real treat. Susie and I first came here the sec-

ond convention that we attended about 10 years ago. Of all the places we have attended meetings, both with PMA as well as other organizations; none have captured us more than the Ponte Vedra Inn and Club. This makes the fifth time we have been here and we love it more and more.

So you have four days at the beach with a bunch of contractors; what now? To me, this is some of the greatest times to gain insight on how to improve our businesses. You have an opportunity to:

Get some formal education with Ruth King,

Hear a U.S. Congressman (who is also a contractor!) tell you what is going on in D.C. and how PHCC is making a difference,

Talk one on one with the manufacturer's reps and suppliers to discuss the products they handle and how those products fit with the needs of your business,

Talk with fellow contractors in an informal setting and share the challenges you face in your business. You may be surprised to learn that you are not the only one that faces these challenges and that there might be someone here who has figured out an easy way to address one or more of the issues you have.

A note to our "veteran members" - be sure to meet the new contractors that are here for the first time. We want them to feel welcome and included in all of the meetings and activities. Being a newcomer is tough; help them get connected!

Lastly, enjoy the time away from your business. Take time to reflect on where your business is and where you would like to see it go. If you have your family with you, make sure you spend time with them as well.

Chip

NEW MEMBERS

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

ACE DuraFlow Systems

Justin Diemert
Placentia, CA

James M. Pleasants Company

Jason Clifton
Duluth, GA

Sponsor: Chip Greene, Greene & Associates

For more information on membership please contact the PMA office or contact PMA First Vice President, Ted Zurn at 770-451-6765.

CARE & CONCERNS

PMA asks you to keep in your thoughts and prayers member Dave Runyan, Runyan Plumbing, Brunswick, Georgia who underwent open heart surgery on Tuesday, May 23rd. His doctors are very optimistic about his recovery and Dave plans to be back to work by the end of June.

IMPORTANT DATES

- | | |
|------------|--|
| June 12-13 | Innovative Thinking Conference
Co-sponsored by PM Magazine
and PMA Business Management
Training Council
Lake Lanier Island, GA |
| July 16-20 | Georgia State Inspectors
Association Conference,
Jekyll Island, GA |
| July 20-22 | PHCC QSC Power Meeting
San Antonio, TX |
| Sept 12 | Business Training Council Seminar
Product and Service Pricing
Atlanta, GA |
| Sept 26-30 | PHCC Convention and ISH North
America Trade Show, Chicago |
| Oct 18-20 | PHCC Construction Contractors
Alliance, Boston |

EARN SUCCESS BY LEARNING FAILURE

Ruth King, CEO
businessTV.com

The savvy business owner learns from the mistakes of others. As a result, he/she saves time, dollars, and heartaches. This program looks at the activities from a personnel, financial, and sales and marketing perspective that you must do to avoid the mistakes others have made. You'll look at actual situations that other owners have faced and discuss some of the ways that you might deal with them.

The educational session will cover the following:

- I. The Three Types of Business Owners and why you need to be the one of the three types.
- II. People Nightmares
 - a. The agreements you need in place with partners and investors
 - b. Staying within the Law when you hire
 - c. DOL Regulations for overtime
 - d. Managing employees - What if they are not meeting expectations?
 - e. The Three Strike Rule
- III. Sales and Marketing Terror
 - a. Recognizing what your customer really wants
 - b. When an advertisement works too well
 - c. When an advertisement doesn't work at all
 - d. Being proactive rather than reactive
 - e. Evening out seasonality
 - f. The critical role service agreements/contracts play
- IV. Financial Terror
 - a. Make sure that you have enough cash!
 - b. Proper cash handling procedures
 - c. Break Even analysis
 - d. The effect of service agreements on your financial statements
 - e. Financial ratios that you must keep track of
- V. Critical Survival Strategies - The stories of entrepreneurs who have survived entrepreneurial nightmares and how they did it

Ruth King has been working with contractors since 1987. She created the businessTV channel. This is television on the Internet for contractors. Information when you want it where you want it for less than the cost of lunch.

She has written many manuals including the popular Keeping Score Series: "Financial Management for Contractors", "Improving Profitability and Productivity", and "21 Ways to Keep Your Honest Employees Honest". Her first book, The Ugly Truth about Small Business, (Source Books) was published in January, 2006.

NATIONAL COMPANY BUYS LOCAL WHOLESALER!

In the last couple of years, this headline has become more and more prevalent in trade publications. Here in Georgia, we have seen Winnelson acquire Noland Company, Ferguson Enterprises acquire Dixie Plumbing Supply and Parnell Martin, and Home Depot acquire Apex and now Hughes.

How does this affect the contractor?

Decision making (not necessarily all, but definitely some) moves from the local branch to a regional or national level.

Stocking of product is more closely scrutinized. Where our local wholesaler might have kept one or two of an item on the shelf (which may be all he sells in a year); now he will probably not be able to do this as it does not sell them frequently enough ("turns").

The entire supply chain equation (wholesaler, manufacturer's rep, and manufacturer) changes.

The convention educational session Friday morning will be an opportunity for you to learn how these changes are affecting your business now and how it may affect it in the future.

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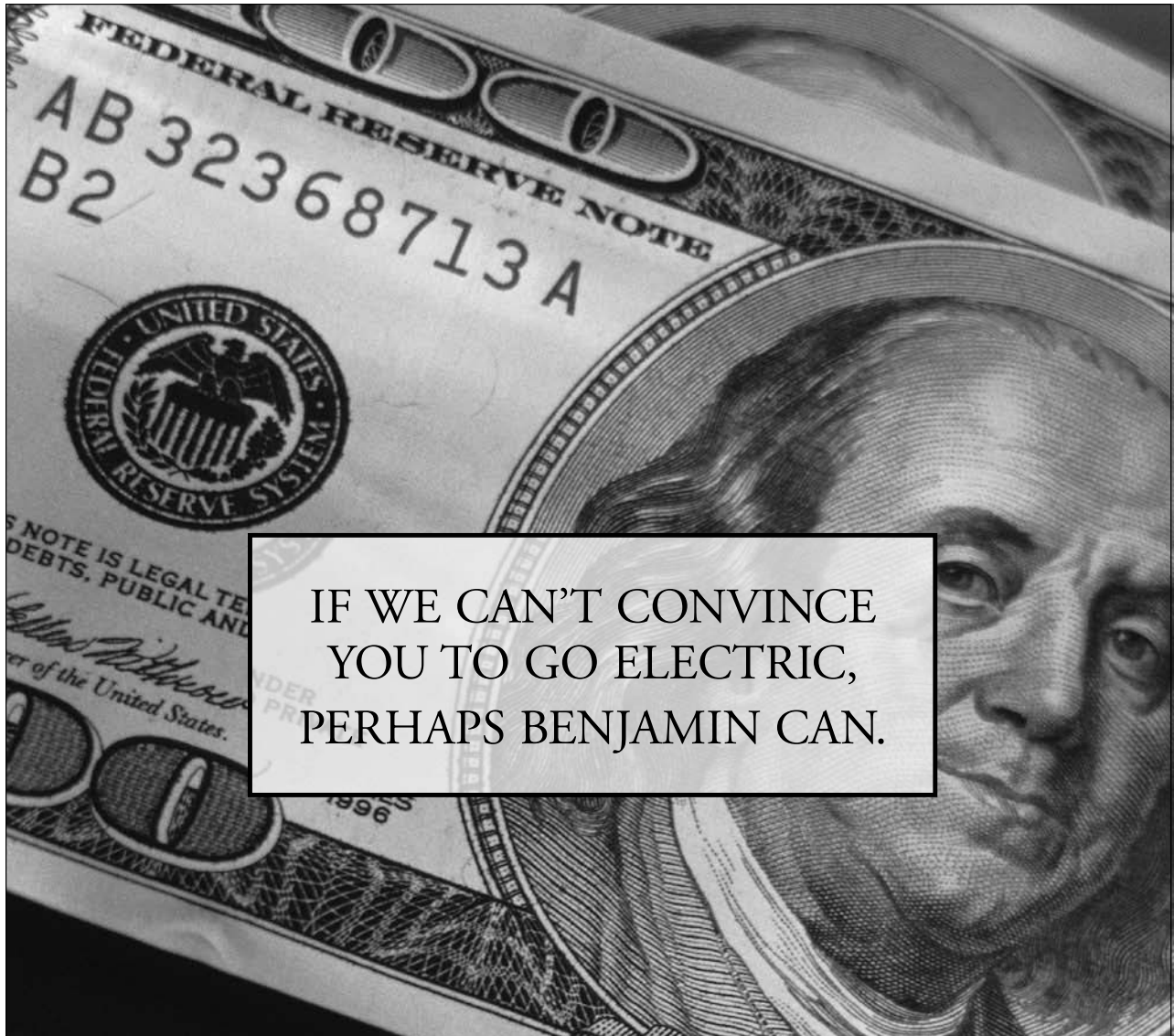
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The Plumbing & Mechanical Association of Georgia sincerely appreciates its members who help make our annual meeting and convention so successful. These companies generously sponsor the events that make our convention an annual favorite among our members and their families. A special thanks to the Noland Company, sponsor of the Saturday evening dinner and dance, along with co-sponsors American Standard and Ruud Water Heaters.



American Standard

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PMA RECOGNIZES THE FOLLOWING COMPANIES ACHIEVING MEMBERSHIP MILESTONES IN 2006

30 Years

PDI

20 Years

Richardson Plumbing
C & H Mechanical & Plumbing
FitzGerald & Sons Plumbing
Federated Mutual Insurance

15 Years

Deen Plumbing
Runyan Plumbing
Armour Plumbing & Well

10 Years

Preferred Sales

K & R Mechanical Contractors

Lovelace Plumbing
Hammond Services
Delta Plumbing

5 Years

Wade Plumbing
American Valve
Action Plumbing
D.E.W. Plumbing
Wyco Plumbing
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American Mechanical
Brannon Plumbing Service
Delta Sales