



Metropolitan Washington Association of Plumbing-Heating-Cooling Contractors

Newsleak

Message from the President — Al Luke

Friends: I was very encouraged to see so many new faces at our October training and monthly meeting. It was fantastic to have Thos. Somerville Co. as our sponsor and Curt Schad (Efkey Sales & Associates) to provide his expertise on Davey Booster Pumps. The training was both informative and timely. In addition, I would like to especially thank Gary Lower, Branch Manager for Thos. Somerville Co/ Washington Branch for serving as our point person for the evening, providing the generous door prizes and engaging our members about products and productivity. Also supporting the T4 training component was Duane Withers of Coredron, LLC.

I thought it was beneficial, too, that Thos. Somerville Co filmed the training and will now use it as one of their training modules. The Davey Booster Pump Video Training Link <https://youtu.be/u2Lw4CTxWcc>. Contact Sue if you want the link emailed to you.

If you attended October's meeting, you will recall that we provided an opportunity for members and guests to offer their ideas on alternate training ideas. This written feedback opportunity was well received as we were provided with a lot of new and on-target ideas. The Membership Committee and Education Committee will review your input and begin implementation at the first of the year. Thank you to all who offered suggestions.

Speaking of the first of the year, PHCC-National will be mailing out their 2018 Annual Renewal notices to our members this month. The increase from PHCC-NA is \$8.00 for the year. There will be no increase from the local side, therefore the annual dues for renewal members will be \$799.00. Please see page 5 for a review of services and benefits provided by PHCC! Your invoice should arrive within the next 30 days. Remember, payment before January 31, 2018 means a 5% savings and we all love savings!

As the days get noticeably shorter, our thoughts turn to kids returning to school, fall sports programs and, especially for us, as members of the MWPCC, the return of the heating sea-

son. There is always so much to do in preparation for what will hopefully be a very busy season for all of us.



Our Board continues to look ahead at ways to increase our membership numbers, improve upon the trainings and educational tracks lined up through May 2019 as well as look to providing more social gatherings.

On behalf of the MWPCC Board of Directors, I would like to wish you a safe and enjoyable season with a warm home and equally warm memories shared between family and friends.
— Al

Monthly Meeting

November 2, 2017

- ⇒ 4:30 - Board Meeting
- ⇒ 6:00 - T-4 Training
- ⇒ 7:30 - Dinner and General Meeting

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November T4 Training: Best Practices for Modulating/Condensing Boilers

Presented by: Jason Mangos, NATE Certified Trainer

We hope that you will join us for our next meeting on Thursday, November 2, 2017 sponsored by N.H. Yates and Utica.

As heating season is fast approaching, you don't want to miss this timely training.

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The Role of Marketing in the Peak Season

By: Peter Troast; August 11, 2017

Marketing is about attracting customers and explaining to the public the value of your services. So why would you not optimize your marketing during the peak season, since this is the time when the most people are interacting with your brand?

Industries of all kinds deal with seasonality: snowboard shops, ice cream trucks, and certainly the HVAC and home performance industry. In the heat of summer, customers want air conditioning; in the winter, they want furnace repair and insulation. The response of many business owners is to relax marketing efforts through the busy season and turn them up in the off-season.

Marketing is about attracting customers and explaining to the public the value of your services. So why would you not optimize your marketing during the peak season, since this is the time when the most people are interacting with your brand?

Choose The Jobs You Want To Do

If you're looking to be more selective about the types of jobs you complete (say you are looking to do more big-ticket whole-home projects and fewer filter replacements), the key is more leads from which to select. Having the option to do a comprehensive project versus a small AC repair will obviously boost your average ticket size, and that might be a central goal of your peak season. Being picky is a beautiful thing: It allows you to specialize in whatever direction you see your company heading in as well as become more profitable with the work you do choose to do.

Continue your marketing during these busy seasons to allow more leads than usual to roll in. If your marketing is working this summer, you can recommend these smaller leads to other companies willing to do the work, while keeping the larger more profitable jobs for yourself.

Alternatively, if you are too busy to do a handle the volume of leads, consider using your website as a filter. For example, add a section "Are we the right contractor for your job?" that makes it clear that your specialty is comprehensive work, not one-offs.

Brand Awareness

When the leads are pouring in at a rate faster than you can schedule, it might be time to change your marketing objectives. Instead of focusing on getting phone calls and online leads, brand awareness can be the new key performance indicator.

People seek you out during the busy season. This is a rare opportunity to expose people to your message while they are willing to listen. During the peak season, your brand is going to be viewed more than ever, so spending the time and effort to give viewers a good impression will be worth the effort.

Example Brand Awareness Campaigns

Shift your marketing spend to high-imperson mediums like Facebook Ads, Google Display network, and even YouTube ads, and use these ads to be informative about your company as a whole. This will not only expand your reach in your service area, it will also get people familiar with what your brand stands for, rather than focusing on driving conversions for a particular service. Strong brand awareness builds trust in your client base, which can lead to you being top-of-mind for customers after the peak season has ended.

Strengthen the Interconnection of Your Services

Expanding your brand to represent more than the seasonal service customers are looking can mean the difference between a one-time repair and a return customer with high lifetime value (LTV).

If all customers see is ads for AC repair during the summer, they may only think you have one service. Mentioning energy audits, air sealing, heating season prep, or solar installs increases the likelihood that you'll be their go-to for HVAC and home performance needs all year long.

Use Your Busy Season for Discovery, Improvement, & Reviews

During the busy seasons, your entire team from sales to service will be spending more time with customers. With such high volume comes valuable information.

Discovering what your customers are looking for, asking the right questions, and learning what they will need in the coming seasons can help shape the rest of your year. It is also a good opportunity to objectively evaluate current processes in your business and make revisions and changes to increase your team's productivity and effectiveness.

Referrals & Reviews During the High Season

Another perk of dealing with many customers is gaining referrals. If you market all your services during the summer and show people top-of-the-line service, your customers will talk to their friends and suggest your services to their neighbors.

Marketing efforts like review management are also a great opportunity in the summer. If you are not coming out of your peak season with significantly more Yelp, Google, or onsite reviews than you had previously, it might be time to re-evaluate your process. Soliciting reviews from satisfied customers over the summer will help build your company's online reputation, so when potential customers are searching for you during the off-season, they'll be more likely to give you a call.

Dealing with large numbers of customers means you can get large amounts of repeat business. Our team at Energy Circle knows that digital marketing isn't a hard stop-and-go process, but rather a highly adaptable and flexible set of offerings that can be tailored to specific needs at specific times for maximum impact. By shifting your marketing efforts as necessary and staying consistent through this busy time, you'll reap the rewards during the off-season!

Don't spend the month wondering why your phone isn't ringing. Take advantage of your marketing even when you are busiest to see results all year long!

Get in touch with us to learn how our team can help you

MWPHCC Membership Corner

The **MWPHCC Membership Committee**, along with our terrific distributors and industry members, are devising a program to help our members with cutting-edge training and information about new products but also specials and discounts on tools, equipment, plumbing and HVAC supplies. Every month there will be new discounts that, by just being a member, will be passed on to you at the participating supply houses. Keep an eye out for an update on the exciting launch of this program!

Training you ask?

We know that developing a strong training program at MWPHCC will offer an opportunity for our technicians to continue performing "Best Practices". Training allows our

technicians and management teams a way to improve their skills, advance their careers, and keep them on the edge of new technologies! That being said, we have worked with our sponsors so the training they perform at the monthly meeting will continue in depth at the sponsor's facility later in that month, for free! In addition we will have a training page on our website that will list the trainings that are going on at our member distributors' facilities which will be free to any employee of a MWPHCC member!

In addition to our terrific dinner meetings and T-4 trainings we have some networking blenders in the mix!! Keep an eye out for updates, CHEERS!

Thinking of joining or know someone who could benefit from being a member of MWPHCC ?

Always looking for ways to improve!

Suggestions?

Give me a call at **301-924-3500!**

Laura Warshauer,
Chair Membership Committee



There is no better way to become involved in the plumbing-heating-cooling contracting business in Metro-Washington area than by joining MWPHCC. MWPHCC is committed to advancing the plumbing, heating and cooling industries in the Metro-Washington area and is dedicated to serving its members through our extensive offering of training, educational, networking, and advocacy programs.

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- Attract and keep high quality workers



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- Ask questions, share ideas and get answers from contractors nationwide on our online discussion groups



3. Expert, affordable training.

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- Benefit from PHCC Educational Foundation programs such as scholarships, assessment tests, apprentice programs, instructor workshops and more
- Protect your employees (and your bottom line) with PHCC Safety and Risk Management Resources

- Get state-of-the-art training on technical topics and new industry regulations for you and your people
- Attend CONNECT, our annual convention and trade show



4. Big savings & breaking news.

- Get timely industry news in our weekly e-newsletter, PHCC Online; our print newsletter, the Connection; and email alerts and special reports
- Receive discounts on a variety of quality products and services
- Access members-only information about your most pressing business issues



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ASBESTOS: Risks Plumbers Face & What They Can Do to Protect Themselves

By: Tim Povtak, Content writer for The Mesothelioma Center and Asbestos.com.



Plumbers working today in homes and businesses built before the mid-1980s face a disproportionate risk of asbestos exposure and the potential health hazards that accompany it.

Stay vigilant.

Although the use of asbestos materials in new construction has dropped significantly in recent decades, plumbing repair and maintenance in older construction carries considerable risk. Asbestos was commonly used in the thermal insulation of pipes, tanks,

pumps, ducts and boilers. There is asbestos in joint compounds, valves, gaskets, pipe coating and welding rods. Cement and pipe block also can be loaded with asbestos.

Toxic fibers are released into the air when a plumber cuts, saws, drills or sands any asbestos-containing material.

Gaskets, for example, used inside of pumps and valves often deteriorate over time and need replacement. When a plumber removes them, fibers frequently are released into the air where they can be inhaled inadvertently.

If those microscopic fibers are inhaled or ingested, they can become lodged in the thin lining around the lungs or the abdomen.

The accumulation of asbestos fibers will cause inflammation and scarring that can lead to a myriad of serious

future health issues. Respiratory problems can include [mesothelioma cancer](#), lung cancer or asbestosis.

Here are a few safety tips to help avoid problems when working in older homes and commercial structures:

- If there is a question about a product containing asbestos, dampen it before handling. Fibers are less likely to become airborne if they are wet.
- Use hand-operated tools instead of power tools if possible. Hand-operated tools are less likely to disturb and spread asbestos fibers.
- If you suspect asbestos will be disturbed, use a certified breathing apparatus or a commercial mask to protect yourself. Follow asbestos-safety protocol.

(continued on page 8)

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ASBESTOS: Risks Plumbers Face & What They Can Do to Protect Themselves

(continued from page 7)



- Before leaving for the day or even before breaks, clean your hands and face.
 - Work clothes should be left at the job site and washed there. They should not be taken home to be laundered. Taking them home can endanger family members through secondhand exposure.
- Plumbing is one of many construction trades with a higher-than-normal risk of exposure to asbestos. Renovation or remodeling older structures can be done safely, but proper precautions need to be taken.
- Asbestos was once used extensively and lauded for its ability to resist heat and efficiently insulate. It was mixed with a myriad of products and used throughout the construction industry.
- Occupational Safety and Health Administration officials rank construction among the most hazardous industries in the U.S. One of the reasons: The abundance of asbestos in many construction products.
- Dispose of the waste as the job progresses. Don't let it sit there until the end. The waste should be put in a sealable container designed for toxic substances.
 - Use a type H vacuum or a damp cloth to wipe away the dust around the job.

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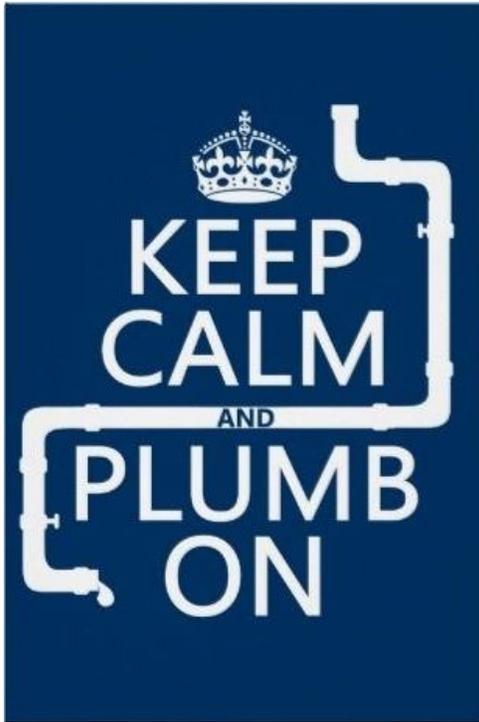
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PHCC Mission

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