

## A Special Farewell to a Special Member

At the May member lunch held at The HESS Club, our members were present to say farewell to a very special member of the Gulf Coast PHCC, Stan Walton. Stan recently retired from Spartan Tools. Stan was a very active member of the GCPHCC for more than 15 years. The GCPHCC Board of Directors presented a plaque to Stan in recognition of his active role in GCPHCC and for his unwavering and constant support of our organization's activities and mission. Stan was well known and always led our Prayer and invocation and reminded us that in the pledge of allegiance there is no comma between One Nation Under God. Thank you Stan for all you have done for our chapter. You will be missed...enjoy your well earned retirement!



### this issue

Important News P.1

State Talk from Nancy P.2

PHCC-TX Texas Round-up P.3

Monthly Marketing Tip P. 5

Events & Announcements P.6

Stay Hydrated Article P.7

Member Milestones P.8

### IMPORTANT NEWS!

### CHECK OUT OUR NEW WEBSITE!



*If you haven't had a chance to visit our new website, go visit us today at*

[www.gulfcoastphcc.org](http://www.gulfcoastphcc.org).

*Click Here to Follow Us:*





## STATE TALK FROM NANCY

### THE TEXAS LEGISLATIVE SESSION - A CRAZY TIME FOR TEXAS!

We are on the downhill stretch of the Texas Legislative Session—about 4 weeks to go! It's been a crazy session. Can you imagine dealing with a 29 billion budget deficit? The House and Senate have spent hundreds of hours trying to develop a budget that will CUT, CUT, CUT expenses! And of course, that means cutting programs that hurt the people of Texas, their constituents. Lawmakers have been focused on the budget and redistricting, but have still had time for thousands of other bills.

#### WHAT PLUMBING AND AIR CONDITIONING BILLS?

Our lobby team and staff were very focused on HB 3166 (authored by Rep. Bill Callegari, Houston) which would have merged the Texas State Board of Plumbing Examiners (TSBPE) with the Texas Department of Licensing and Regulation (TDLR). Many emails were sent from Houston constituents to Rep. Callegari opposing the bill. Thankfully, on Tuesday, April 19, 2011, TSBPE was officially removed from HB 3166. What a fantastic victory for Texas plumbers and the plumbing industry! Of course, there are quite a few bills on the table that affect the plumbing industry. Below is a list of bills that many of us in the plumbing and mechanical industry may find interesting: still other legislative bills that affect our industry. **You may find them your current legislators at [www.fyi.state.tx.us](http://www.fyi.state.tx.us) and you can look up bills at [www.capitol.state.tx.us](http://www.capitol.state.tx.us). THANK YOU FOR YOUR GREAT SUPPORT!**

#### Here is a list of legislative bills that affect our industry:

- ☐ HB 1804-Rep. Kelly Hancock (District 91, Tarrant): This bill relates to certificates of insurance required of certain plumbing contractors.
- ☐ HB 2376-Rep. Tuffy Hamilton (Dist. 19): This bill relates to litigation in the regulation of plumbing.
- ☐ SB 1244-Senator John Carona (District 16, Dallas): This bill would license air conditioning technicians and require continuing education.
- ☐ HB 1876-Rep. Vicki Truitt (Dist. 98, Tarrant): This bill relates to the authority of certain municipalities to require fire protection sprinkler systems in certain residences.
- ☐ SB 1748-Senator Mario Gallegos, Jr. (District 6, Harris County): This bill would license fire sprinkler technicians.
- ☐ SB 361-Senator Robert Duncan (District 28, Lubbock): This bill, initiated by the Texas Construction Association (TCA), would delete indemnification clauses from contracts.
- ☐ HB 1390 - Representative Joe Deshotel (District 22, Jefferson County): This bill, initiated by TCA, will correct problems with Retainage notice and lien affidavits in the Texas Lien Laws
- ☐ HB 1456 - Representative Bob Orr (District 58, Bosque): This bill, initiated by TCA, will create one set of statutory lien waiver forms, both conditional and unconditional, to be used during the payment process on construction projects in Texas.
- ☐ HB 1428 - Representative Joe Deshotel (District 22, Jefferson County): This bill, initiated by TCA, would require an owner/borrower of a construction project to deposit its retainage responsibility in a bank account for the benefit of the subcontractors and general contractors.
- ☐ HB 2093 - Representative Senfronia Thompson (District 141, Harris): This bill, initiated by TCA, would require a consolidated insurance program to meet certain standards, including the coverage provided and how the program is administered.
- ☐ HB 3040 - Representative Warren Chisum (District 88, Pampa): This bill would establish a process whereby written notice will be given to prime contractors and subcontractors if there is a default on a construction loan.

Important  
Announcement

If you haven't registered for the 2001  
Texas Round-up, it's not too late! Early  
Bird Registration ends June 1.  
This is an event you will want to  
attend!! Hope to see you there!

WANTED

PHCC TEXAS MEMBERS

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TEXAS ROUNDUP

JUNE 17, 2011

Opening Reception JUNE 16 at 6:30 pm: SALT LICK

Opening Breakfast JUNE 17 at 8:00 am: Cabela's

★ Followed by Training and Festivities at the PHCC Texas Headquarters ★

5<sup>th</sup> ANNUAL APPRENTICESHIP CONTEST

BUDA, TEXAS

Call 512.523.8094 for info or to register!

MEMBERS: \$99 ★ Non-MEMBERS \$145

[www.phcc-tx.org](http://www.phcc-tx.org)



REWARD

TEXAS SIZED GOOD TIME

Visit [www.phcc-tx.org](http://www.phcc-tx.org) for registration information!

# How You Like Them Apples?

## Gulf Coast PHCC presents: A Night with Michael Berry



**Houston's own Talk-Radio Host & former councilman Michael Berry will address our members at our quarterly dinner meeting. Please join us and hear what he has to say about Small Businesses in America and our local economy!!**

**GCPHCC Quarterly Dinner**

**Wednesday, July 13, 2011 6:00 pm**

**Cadillac Bar & Grill**

**1802 Shepherd, Houston, TX 77007**

*Advance Reservation Individual tickets \$50.00/person*

*\$65.00 at the door*

**Be a Sponsor! - \$500 includes:**

**2 Event Tickets, a 3 month 1/2 page ad in GCPHCC Newsletter, Web Recognition, Signage at the event, Table space for brochures and literature**

*Must receive Sponsorship registration by June 20, 2011*

**Reserve a Table for \$275.**

**You will receive 6 event tickets at a discounted rate and your company name displayed on your table.**

**Email Jennifer Wilkins for Sponsorship or Reservation Form.**

**[jwilkins@gulfcoastphcc.org](mailto:jwilkins@gulfcoastphcc.org)**



# Close More Sales This Summer with Top Closing Techniques

By Adams Hudson

Ever feel like you're a professional presenter? You know, going into home after home, watching homeowners nod in agreement, act all friendly, and then ask "Just leave your quote. We need to think about it."

Somehow, they never *quite* finish thinking about it, or when they do, it seems like they always buy from someone else. This is when plumbing contractors start using the words "Losers" and "Cheapskates" often.

Since the average plumbing sales closing ratio is 32%, that leaves 68% who do just that. Yet the vast majority does buy something, and sadly, they may be using *your bid* as a negotiating tool or for comparison. So you did the work; someone else gets paid.

There are 3 parts of a sales visit: the presentation, the proposal, and the close. The presentation sets up the others *and vastly improves your closing ratio*, but it's at the close that even great presenters get jittery.

Here's how you boost your closing ratio:

- 1) **The Presentation** is when you gather the info you'll *need* to close. This is generally done with a "Home Inspection". (Do *not* ever call it an estimate!). The answers to specific plumbing and price questions then go to "build" the prospect's solution. You'll use Trial Closes at this point to gauge interest and a powerful *Presentation Binder* to allay fears and make comparisons to other products, even competitors. (Yes, I said competitors. This is the most effective way to overcome shopping and build your credibility.)
- 2) **The Proposal** is where you "reframe" the prospect's exact answers and put them on your proposal form. Your form had better be like a "sales script" and not some generic form that only you can follow. Fill it with guarantees and benefit statements. It's best to show the prospect a "good, better, best" approach to pricing, with "best" clearly being a superior choice. Then you go right into...
- 3) **The Close**. If you've done your presentation properly, you *eliminated* the objections on "thinking about it", "price is too high", and "our plumbing system works fine", so the close is natural. People buy on emotional reasons, but want *logic* to support those reasons. A perfectly crafted sales close does both.

Adams Hudson is president of Hudson, Ink, a creative marketing firm for contractors and PHCC National Marketing Partner. PHCC members can get a free report "Get More Plumbing Leads in Less Time" by emailing their polite request to [FreePHCCstuff@HudsonInk.com](mailto:FreePHCCstuff@HudsonInk.com) or faxing company information to 1-334-262-1115. See other marketing reports at [www.hudsonink.com](http://www.hudsonink.com) or call 1-800-489-9099.



## UPCOMING EVENTS:



- June 16-17 PHCC Texas Round-up Convention - Buda, TX
- July 13 Dinner Mtg – Cadillac Bar  
**MICHAEL BERRY SPEAKING**
- August 10 – Member Lunch – Saltgrass Steakhouse - “2011 Texas State Legislative Session Update”
- September 14 – Member Lunch – Saltgrass Steakhouse “Mind Your Own Business”
- October 12 – Dinner Event – St. Arnold’s Brewery “Octoberfest”

IMPORTANT  
ANNOUNCEMENT!

### June Member Lunch CANCELLED

**There will not be a member lunch in June. Since the PHCC Texas is hosting their annual convention we thought our members would like to spend their time attending this event. GCPHCC Member lunches/dinners will resume in July with our Michael Berry Dinner Event**

### WHAT DID PEOPLE USE BEFORE TOILET PAPER?



- A mussel shell, called a scraper. **Oww!**
- The Romans used a stick with a sponge on one end. *Gives a whole new meaning to the phrase "wrong end of the stick."*
- In the desert, sand was the cleaner of choice. **Huh?**
- In the south, corncobs were sometimes used. *Frankly m'dear that's hard to believe!*



## Stay Hydrated At Work This Summer

Whether you work outside in the hot summer sun or inside an air conditioned office, staying hydrated is key to staying healthy. Your body depends on [water](#) for survival. Did you know that [water](#) makes up more than half of your body weight?

Every cell, tissue and organ in your body needs [water](#) to function correctly.

**Working outside in the sun or in high temperature environments puts you at risk for dehydration, heat stroke, heat cramps and heat exhaustion. It is important to replenish your body frequently with [water](#) lost due to perspiration, breathing, and going to the restroom. Even if you don't feel thirsty, take frequent breaks to get [water](#) or activity drinks containing electrolytes.**



Even when you are working in an office environment, it can be tiring thanks to the effects of the stuffy atmosphere and dry air conditioning. Drinking more [water](#) can improve your concentration and keep you focused on your work. Take frequent trips to the [water cooler](#) or drink [electrolyte rich activity drinks](#). It is recommended that you drink 48-64oz. of [water](#) per day! So drink up and stay healthy and focused this summer!



### Drinking water at the correct time maximizes its effectiveness on the Human body:

- 2 glasses of water after waking up - helps activate internal organs
- 1 glass of water 30 minutes before a meal - helps digestion but do not drink while eating
- 1 glass of water before taking a bath - helps lower blood pressure
- 1 glass of water before going to bed - avoids stroke or heart attack

# Member Milestones

Members: Share your family, business or employee's special news with us!



Jacob Wilkins, son of GCPHCC Executive Director, Jennifer Wilkins graduated from his Pre-School Kiddie Academy in League City on May 18, 2011. He will be attending Kindergarten at Mossman Elementary in the Fall.



Julianne Turner, daughter of GCPHCC Board Member Doug Turner and wife Nancy became Mrs. Oliver Lorehn on April 2, 2011. Congratulations to the newlyweds!



**Got a Graduate?**

**Send us a photo of your graduate with details,  
and we will include it in the June Newsletter!**

## 2011 ANNUAL APPRENTICE CONTEST



PHCC-TX still has openings for the 2011 Annual Apprentice contest being held during the Texas Round-up on Friday, June 17.

If you have a 3<sup>rd</sup> or 4<sup>th</sup> year apprentice who would like to participate, call Nancy Jones today!

There are great prizes and sponsors!

Please submit their applications and let them compete with other apprentices from around the state. The winner will win a trip to the PHCC National Convention to compete in National Apprenticeship Contest.



**ADVERTISE  
YOUR  
BUSINESS  
HERE**



**Want to reach our members?**

**Have a new Product Line and want to spread the word?**

**Try advertising in our Monthly Newsletter!**

This has been very effective for Members in the North Texas PHCC Chapter.

Advertise with us today!

Contact Jennifer Wilkins for details via email:

[jwilkins@gulfcoastphcc.org](mailto:jwilkins@gulfcoastphcc.org)

Size	1 month	6 months	1 year
Business Card	25.00	90.00	150.00
Half Page	50.00	200.00	300.00
Full Page	75.00	400.00	600.00



# **WE WANT YOU!**

## **To Send Us Your News!**

**If you have any new info or interesting news/updates about your company: (great events, new milestones, etc.) email your press release by the 5<sup>th</sup> of each month and we'll try to include it in our newsletter.**

2010 - 2011  
Board of Directors

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**Vice President,** Milton Frank  
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**Treasurer,** Phillip Johnson  
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Joe Hall, Property Damage  
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