



**Illinois Association Plumbing-Heating-Cooling
Contractors**

PHCC CONNECT 2009 SEMINARS HELP CONTRACTORS BUILD BUSINESS IN CHALLENGING TIMES

The Plumbing-Heating-Cooling Contractors—National Association will present several thought-provoking sessions on emerging markets and cutting-edge business strategies that increase profits during the **October 21-23** annual convention, **CONNECT 2009**, in New Orleans. The educational programs are geared toward helping p-h-c contractors learn the newest trends and practices essential to building business today and in the future.

The latest green practices will be covered during several sessions, including *GreenPlumbers*® workshops on inspection report services and solar hot water and separate seminars on selling “green” to commercial and residential customers. A timely residential fire sprinkler design and installation seminar will be offered to help contractors evaluate this emerging market, which has been sparked by an International Residential Code requirement for residential fire sprinklers.

Expert insight into what the future holds on the economic, political and home comfort fronts will be provided by featured speakers Stuart Varney, business and financial journalist for FOX News, and Richard Trethewey of “This Old House.” A diverse range of seminars will be offered

on topics like:

Is Fabrication for You?

How to Get the Net Profit You Desire

Industry Panel: Determining Roles for Success

Selling in a Down Economy

Year-end Tax Planning

Many other up-and-coming trends and opportunities for new work will be revealed during a Product and Technology Showcase when contractors can learn about new products, technologies and advancements. Manufacturer-sponsored Learning Labs will delve into the latest trends affecting the industry. For example, InSinkErator will present important information about the beneficial impacts of food waste disposers.

For more information about CONNECT 2009, visit www.phccweb.org/convention.

Sponsors are:

Bradford White, Federated Insurance, InSinkErator, Noritz, Coburn’s Supply, Reed Manufacturing, Kohler, Gerber, Elkay, Hammond Valve and NIBCO.

