

For 125 Years, PHCC has promoted contractor professionalism while protecting public health and safety, and the environment.

The Plumbing-Heating-Cooling Contractors—National Association is America's oldest trade association in the construction industry. Since 1883, PHCC has been the premiere organization for the p-h-c professional in promotion, advancement, education and training. Today PHCC has more than 4,100 contractor members from open and union shops, who work in the service and repair and new construction segments of the industry.

These accomplishments would be reason enough to celebrate a 125th anniversary, but PHCC has never been an association to rest on its laurels.

Instead, the leadership of PHCC has dedicated the marking of this significant year as a "working anniversary event" rather than a celebration.

"This is an excellent platform to reinforce the consumer side of the association, and also concentrate on several major initiatives," remarked 2007-2008 PHCC President Jim Finley. "This will be a hard-working event, not a champagne anniversary. We encourage our members, chapters and partners to become involved so that PHCC gains the recognition it deserves during this special year."

Many activities and promotions will focus on the pride and professionalism of PHCC members while informing the consumer of the benefits of hiring a highly trained member contractor. The mission is to bring recognition to the achievements of our industry and educate the public of the contributions that the professional plumbing-heating-cooling contractor makes to the health, safety and comfort of society.

To publicize the celebration, PHCC will conduct a year-long campaign targeted to consumers, trade media and business publications. The association will distribute public service announcements to the media and provide publicity templates and ideas to local chapters so they can publicize the PHCC benefits in their local markets.

Executive Vice President Ike Casey explains: "This is truly a grassroots campaign designed to inform the consumer while supporting the business success of our member contractors.

"We take ownership of our responsibility to support our members in growing their business and being the example of professionalism in the p-h-c industry."

It's no secret that worker shortages are forecast and the need for training of new recruits is vital in maintaining the level of expertise of the industry. Throughout 2008 the PHCC Educational Foundation will build on national collaborative initiatives to address this critical shortage of skilled workers. At the state level, it will offer pilot workforce development projects targeted toward the special needs of regions of the country. Newly designed apprentice educational materials also will become widely available during this anniversary year.

Jo Wagner, PHCC Past President (2006-2007) summed it up best: "Without trained personnel, we can't grow our business in an orderly manner, and that does not bode well for the future of our industry.

"We see workforce development as 'job one' for PHCC and will commit resources to ensure our mission succeeds."

Workforce development will be a priority in all areas of the country – regardless of whether the region is predominately non-union or union. To quote UA General President Bill Hite, "meeting the skilled manpower needs of our industry is, without a doubt, the biggest challenge we face today – or at any time in the history of our union."

For specialized education and training, PHCC's enhanced service groups will offer expanded niche programs for contractors. The groups include the Construction Contractors' Alliance, Quality Service Contractors and the Union-Affiliated

Contractors. All are known for their abilities to narrow the focus in strategic ways that truly benefits contractors' business success.

PHCC will continue to focus on state associations as the key channel to deliver member services and publicize initiatives that strengthen the industry in the eyes of the consumer. Membership recruitment and retention continues to be a very high priority. New and updated resources have been developed to support education, marketing and business development needs of members.

The power of advocacy and building influence with lawmakers, contractors, employees and consumers are vital to the future of the association and the industry. Public awareness and recognition of the vital skills and services professional plumbing, heating and cooling experts provide are extremely important. These key issues will be addressed during PHCC's Leadership and Legislative Conference '08, when PHCC will sponsor National Plumbing Industry Week, April 28 through May 2, 2008. With the help of state and local chapters, PHCC hopes to receive proclamations from the governors of many states and from Congress.

Throughout the year PHCC will focus on significant new issues, such as green building, sustainable construction, water conservation and product advancements.

PHCC is committed to devoting resources to find new and effective practices that enhance members' business success while bringing state-of-art products and services to the consumer.

So what does the future of PHCC hold? Industry historian and editor Jim Olsztynski explains: "Throughout its proud history, PHCC has shown flexibility to keep pace with the changes of the industry. At the same time, the organization has never compromised its core mission to promote professionalism and protect public health and safety and the environment."