



# Join Forces at **CONNECT 2010** In Las Vegas

PHCC Annual Convention and Product & Technology Showcase



The Only National  
Event Exclusively for  
P-H-C Contractors



## PARIS HOTEL • LAS VEGAS



# PHCC & QSC – Better Together

## CONNECT 2010 • Las Vegas, October 27 – 30

PHCC's CONNECT 2010 is the must-attend event of the year! The strongest, most complete program in our history will be held on Oct. 27 – 30 at the Paris Hotel and Casino, one of the premier properties on the famous Las Vegas strip.

Because some things are just better together, the PHCC Annual Convention and the QSC Power Meeting will be together at one time, under one roof.

CONNECT 2010 will provide you with vital top-tier education – a wide choice of PHCC and QSC education sessions that will show you how your business can emerge from the recession stronger and more competitive.

And of course, in addition to world-class education, PHCC's CONNECT 2010 will continue to offer attendees the best networking in the industry and numerous business-building opportunities.

Last year's introduction of our Product and Technology Showcase was an acclaimed success, and this year, it's bigger and better. There will be even more opportunities for one-on-one interaction regarding new products and technologies with leading manufacturers and industry partners.

PHCC's CONNECT 2010 in Las Vegas is the place to crystallize strategies, build relationships and find inspiration. We look forward to seeing you there!

## Thank You, CONNECT 2010 Partners!

### Diamond Sponsors



### Platinum Sponsors



### Gold Sponsors



### Silver Sponsor



### Bronze Sponsor



## Tuesday, October 26

1:30 pm – 5 pm PHCC Board of Directors' Meeting  
(PHCC members are invited to attend)

## Wednesday, October 27

**Registration Open 11 am – 6 pm**

8:30 am – 3:30 pm QSC Board of Trustees' Meeting

8 am – 11:30 am Hoover Dam Tour  
*(pre-registration and tickets required)*

Noon – 5 pm Chapter Leadership Program & Lunch  
*(pre-registration and tickets required)*

1 pm – 5 pm PHCC Educational Foundation Board of Directors Meeting

1:30 pm – 5 pm Hoover Dam Tour  
*(pre-registration and tickets required)*

2:30 pm – 3:30 pm PHCC Auxiliary Zone / State Meeting

3 pm – 5 pm PHCC Educational Foundation Plumbing Apprentice Contest Orientation

4 pm – 5:30 pm PHCC Auxiliary Board of Directors' Meeting

6 pm – 7:30 pm CONNECT 2010 Opening Reception

7 pm – 9 pm PHCC Educational Foundation Plumbing Apprentice Contestant Dinner

8 pm – 10 pm PHCC PAC Fundraising Event

## Thursday, October 28

**Registration Open 7 am – 6 pm**

7 am – 4:30 pm PHCC Educational Foundation Plumbing Apprentice Contest

7 am – 8 am Bradford White Breakfast

8 am – 9 am Keynote Presentation: Are You Relevant?  
AKA: Never Waste a Good Recession  
Presented by Ross Shafer

9 am – 1 pm Product and Technology Showcase including Lunch

9 am – 12:30 pm PHCC Auxiliary Business Meeting

1 pm – 4 pm PHCC Auxiliary Luncheon

1:30 pm – 4:15 pm Learning Labs

1:30 pm – 3 pm AEC Board Meeting

2:30 pm – 5 pm PHCC Past National Officers' Meeting

5 pm – 7 pm Union-Affiliated Contractors Reception  
*(pre-registration and tickets required)*

6 pm – 7:30 pm PHCC Educational Foundation Annual Meeting and Reception *(By invitation)*

7 pm – 9 pm Past National Officers' Dinner *(By invitation)*

## Friday, October 29

**Registration Open 6:45 am – 5 pm**

6:45 am – 7:45 am Coffee and Conversation

6:45 am – 7:45 am Zone Information Exchange

8 am – 10 am PHCC Educational Foundation Plumbing Apprentice Post-Contest Review

8 am – 11:45 am Contractor Education Sessions

8 am – 11:45 am Chapter Executives Education Session

9:30 am – 10:30 am Auxiliary New Board Orientation *(By invitation)*

10 am – 11:30 am PHCC Educational Foundation Plumbing Apprentice Contestant Seminar

10:30 am – 11:30 am Auxiliary Post Convention Board Meeting

Noon – 1:30 pm PHCC 2010 Awards Luncheon

1:45 pm – 5:00 pm Contractor Education Sessions

3:30 pm – 5:00 pm Auxiliary State and Local Leadership Reception

5 pm – 7 pm Quality Service Contractors Reception  
*(All service and repair contractors are invited)*

5 pm – 7:30 pm Charity Wii Party Lounge and  
Wii Golf Tournament  
Benefiting the PHCC Educational Foundation  
*(pre-registration and tickets required)*

## Saturday, October 30

**Registration Open 6:30 am – Noon**

7:30 am – 8:45 am PHCC Annual Business Meeting and Voting

7:30 am – 9 am PHCC Auxiliary Life Member Breakfast

9 am – 11:45 am Contractor Education Sessions

9 am – 11:45 am Chapter Executives Education Session

9:30 am – 11:30 am Auxiliary Installation and Reception

Noon – 1 pm Brown Bag Networking Lunch

Noon – 2 pm PHCC New Board Orientation *(By invitation)*

1:15 pm – 3:45 pm Contractor Education Sessions

2:30 pm – 3:30 pm PHCC Post-Convention Board of Directors Meeting

4 pm – 5 pm Closing Presentation:  
Train as You Fight, Fight as You Train  
Presented by Keni Thomas

6 pm – 7:30 pm PHCC Officer Installation and Closing Reception

# Program Details

## Wednesday, October 27

11 am – 6 pm

### Registration Open

Noon – 5 pm

### Chapter Leadership Program & Lunch

Sponsored by Federated Insurance

PHCC's always popular Chapter Leadership Conference is now part of CONNECT 2010. This program is designed to help chapter officers learn how to strengthen their chapter and enhance their leadership skills.

Our session will begin with an overview of the programs and services available from PHCC-National and the vehicles we have to support our state and local associations. We'll help you understand your role as a leader and the impact effective leadership has on the success of your chapter. We'll provide practical takeaways to help you lead more effectively. There will also be time to share best practices and explore opportunities to strengthen PHCC throughout the country.

**Who Should Attend:** Chapter Officers and State and Local Executive Directors

*There is no charge, but pre-registration is required.*



6 pm – 7:30 pm

### CONNECT 2010 Opening Reception

Co-sponsored by Bradford White & InSinkErator

Join us at the Eiffel Tower in Paris! Your sponsors invite you to experience the culture, entertainment and cuisine of "La Ville-Lumière" ("The City of Light") in Las Vegas.

8 pm – 10 pm

### RAT "PAC" LIVE

The PHCC Political Action Committee is taking us back in time to "Old Vegas". Support your PAC and enjoy an evening with Dean, Frank, and Sammy reliving the early days of Vegas. Plus, you may even have a special visit from the "King"! Cost is \$100 per person or \$175 per couple. Reserve your seats today! A signed prior approval form is required to attend.

*(The form is available in advance or at the registration desk. PAC funds raised support incumbents and candidates who are pro-business and support the PHCC agenda.)*

## Thursday, October 28

7 am – 6 pm

### Registration Open

7 am – 4:30 pm

### PHCC Educational Foundation Plumbing Apprentice Contest

Watch the next generation of plumbing contractors demonstrate their knowledge and skills. Contestant registration deadline is August 15, 2010. For more information, contact Merry Beth Hall at 800-533-7694 or hall@naphcc.org.



7 am – 8 am

### Bradford White Breakfast

Join Bradford White for a deluxe continental breakfast prior to the keynote speaker. Be sure to pick up a complimentary souvenir mug to add to your collection!

8 am – 9 am

### Are You Relevant? AKA: Never Waste a Good Recession!

Sponsored by Viega

Presented by Ross Shafer

In this energizing and enlightening keynote, Shafer boldly shares the most innovative practices he has gleaned from dozens of organizations who continue to

thrive in any economy. You will be inspired to cross-pollinate the best of these ideas for your organization. You will be more aware of cultural shifts that can endanger your market share - shifts that can revolutionize your business and catch your competition off guard. After this session, you will be convinced that your top priority is to matter to your customers, your clients and your team members. Session will be followed by a book-signing of Shafer's newest book, "Are You Relevant?" - available for purchase on the CONNECT 2010 registration form.



9 am – 1 pm

## Product and Technology Showcase and Lunch

Visit "PHCC Town," a new community where contractors, manufacturers and other vendors will gather to learn and exchange ideas about products, technologies and advancements in the p-h-c industry. This is not just any trade show. Here, a stroll down "Main Street," "Behind the Wall Street" or "Bottom Line Boulevard" will give you new perspectives to enhance your company's success. There will be special presentations in Town Square, and time to enjoy some lunch. Our town combines the best in networking and learning. Come see how we are making it through the rough times and learn how you can too!

1:30 pm – 4:15 pm

## Learning Labs

Continuing on the success of last year's Learning Labs, Industry Partners will offer focused educational sessions. Get firsthand exposure to and guidance about products and technologies that can make your business more productive and profitable.

5 pm – 7 pm

## Union-Affiliated Contractors Reception

This event is a must-attend for anyone interested in the success of the signatory sector of the industry. UAC guests can expect to build relationships with some of their industry's key leaders.

*(Pre-registration and ticket required)*

## Friday, October 29

6:45 am – 5 pm

## Registration Open

6:45 am – 7:45 am

## Coffee and Conversation

"Meet Up" with other contractors and enjoy coffee and pastries.

6:45 am – 7:45 am

## Zone Information Exchange

Meet with your Zone Director and discuss issues that will be included on the agenda at the Annual Meeting of members.

## Education Sessions

Sponsored by Kohler Co.

8 am – 9:45 am *(repeats at 1:45 p.m.)*

## The NFPA Standard for Residential Fire Sprinkler Systems

With the new International Residential Code (IRC) requirement to provide fire sprinkler systems in new homes, there is an incredible opportunity for plumbing contractors to enter this exciting new market. This seminar will introduce you to the National Fire Protection Association (NFPA) code development process and the requirements for designing and installing fire sprinklers in one and two family homes including townhomes. Participants will learn how the NFPA 13D standard is organized and will have an increased understanding of water supply requirements, system layout options, system component requirements and installation best practices for residential fire sprinkler systems.

**Bob Caputo, CFPS, CET, Fire Smarts Faculty Member**

8 am – 9:45 am *(repeats at 10 am)*

## Building a Web Site - Web Design and Programming Do's and Don'ts

### QSC Power Meeting Seminar

What should I spend? How do I evaluate a Web company? How do I do an assessment on my Web site? How can I tell a good Web site from a bad one? We will explore these questions and more. What are the best practices of building a Web site? What tools do I need to have an effective Web presence?

**Gary Elekes, Contractor, Industry Advocate, President, EPL Residential**  
**Andrew Allen, Owner, Vermont Design Works**

8 am – 9:45 am

## Lean Works in Construction

Is it time for your company to go on a diet? To become lean and fit some people engage in fad diets or starvation. Neither achieves sustained results. Are you doing the same for your company – working on cutting costs on a whim or on a piecemeal basis?

This session introduces the principles and techniques of Lean Construction and shows how it works in construction. You will learn:

- Lean thinking, including the seven types of waste common to operations.
- How Lean is being used successfully in construction to drive out waste and add value.
- The Lean techniques and how to apply them to construction operations to be more competitive.

**Dennis Sowards, President Quality Support Services**



## Education Sessions

Sponsored by Kohler Co.

10 am – 11:45 am

### Is BIM for You?

The construction industry has only begun to tap the potential of Building Information Modeling (BIM). Is it something worth implementing or expanding within your business? Sort it all out and determine where to start in this overview by an experienced strategist of major engineering/ construction projects. Whether you're a large or small company, you'll learn the history, benefits and uses of BIM, available software/hardware, potential costs and where all the industry partners fit in the process. In case studies of construction projects, discover how BIM can ultimately improve accuracy, productivity and profit. And, get a glimpse of what's ahead technology-wise so that you're a step ahead of your competitors.

**John Linenberg, Director Engineering Management, Walbridge Construction**

10 am – 11:45 am

### Grow Your Business With Geothermal

Come and hear how your company can benefit from Geothermal and lessons learned from a contractor and manufacturers' perspectives. This session will provide you with an understanding of how to optimize comfort and energy efficiency by integrating geothermal with radiant heating and cooling systems. You will be introduced to a variety of products and systems to help you grow and diversify your business and profitability. You will gain a better understanding of geothermal and how it can help you with energy efficient Green building projects. Real world examples will be shared during this session.

**Jason McKinnon, Training and Technical Support Manager, Viega**

Noon – 1:30 pm

### PHCC 2010 Awards Luncheon

Sponsored by InSinkErator

Join us for another entertaining luncheon with the flash of Vegas. PHCC—National Association, the PHCC Educational Foundation, the PHCC—National Auxiliary and the Association Executives Council will recognize outstanding achievement of the Association's best for 2010.

1:45 pm – 3:15 pm

### Branding & Lead Generation – Integration of the Internet into Lead Generation and Tracking using Google Analytics

#### QSC Power Meeting Seminar

The Internet in its most basic form is just another marketing channel for your business. Like all marketing channels, including yellow pages, radio ads, newspaper, direct mail, Internet

marketing can be an effective tool for acquiring new customers. But tracking is essential. In this session, we will review how best to track customer acquisition channels, the costs associated with those channels and evaluating the "return on investment" to determine which channels are the most profitable.

**Gary Elekes, Contractor, Industry Advocate, President, EPL Residential**  
**Andrew Allen, Owner, Vermont Design Works**

1:45 pm – 3:15 pm

### Lean Applied in Service

Lean thinking has made major improvements in manufacturing by reducing defects and cycle time by 40 percent. Lean has been proven to improve construction productivity and reduce waste by as much as 30 percent. Can Lean applied to the Service world yield similar results? The answer is YES! Service is different and Lean has different applications of the basic principles and tools.

This seminar will explain the background, benefits and principles of Lean thinking, including how the Lean View of Value and the Seven Types of Waste relate to the service environment. It will tell how the Lean techniques and tools work in service operations and share examples of actual applications.

Note this seminar builds principles on the "Lean Works in Construction" seminar presented in the morning session.

**Dennis Sowards, President, Quality Support Services**

3:30 pm – 5 pm

### Web Site Reviews

#### QSC Power Meeting Seminar

Using all of our knowledge of Web site design, development and online marketing, we will break down the good, the bad, and the ugly. Back-to-back Web site reviews of what works, what doesn't, and why for service contracting businesses. You will learn simple ways to evaluate your site, your competitors' Web presence and any potential Web design companies.

**Gary Elekes, Contractor, Industry Advocate, President, EPL Residential**  
**Andrew Allen, Owner, Vermont Design Works**

3:30 pm – 5 pm

### Are You Retro-Fit?

Co-sponsored by Kohler Co. & PHCC Educational Foundation

There are massive opportunities for work available today—just take a look at the buildings all around you. Retrofitting existing buildings with energy and water efficient systems will be a growth niche for the foreseeable future as owners upgrade their current properties instead of building new. To reap the rewards of this opportunity, contractors will need new technical and marketing skills to make the sale. Come to this session to learn what you need to do to get a head start on your competition.

**Kirk Alter, Associate Professor at Purdue University and Director of PHCC Educational Foundation Management Courses**

3:30 pm – 5 pm

## Who's Safeguarding Your Assets – Fraud in the Workplace

Co-sponsored by Kohler Co. & PHCC Educational Foundation

Do you know how easy it is for your sweet, 72-year-old bookkeeper to steal a half-million dollars from you? Do you know for sure that all of the invoices for that out of town job are from real companies and not one of your employees? What should you look for to know if someone is stealing from you?

According to the Association of Certified Fraud Examiners (ACFE), U.S. organizations lose 7% of their annual revenues to fraud – that translates to approximately \$994 billion in losses! Small businesses (less than 100 employees) suffer higher instances and higher losses (\$200,000 average) than larger companies. Bohinc, a CPA who grew up in the P-H-C industry, will discuss how typical frauds occur and show you procedures you can implement to minimize your chances of becoming a victim.

**Michael Bohinc, CPA, Keeping Score, Inc.**

5 pm – 7 pm

## Quality Service Contractors Reception

Open to anyone interested in QSC. Discover what makes QSC contractors the “Best of the Best.”

5 pm – 7:30 pm

## Charity Wii Party Lounge & Wii Golf Tournament

Benefiting the PHCC Educational Foundation

Start off your Friday evening with a party while showing your support for the PHCC Educational Foundation—join us for the Foundation's first ever Nintendo Wii Party Lounge! The party will be a shared event with the QSC Reception, allowing you to relax & enjoy a beverage while challenging fellow members at Wii bowling, and other great party games. Registration gets you a license to play at any of the event's gaming stations all night long. Not a video gamer? Just give it a try—these games are easy to learn and outrageous fun in a group!

**Golfers:** For our regular tournament golfers (and new players!), we will host a 9-hole Wii golf tournament, complete with great contests and fantastic prizes. Remember to wear your best golfing attire! Pre-registration is strongly encouraged; only a limited number of player spots are available. Tournament registration includes player gifts, contests, door prizes and tournament awards. For more information, or to set your foursome call 800-533-7694. CONNECT 2010 attendees, exhibitors and all others are welcome to register for the Party Lounge or Tournament.



## Saturday, October 30

6:30 am – Noon

### Registration Open

7:30 am – 8:45 am

## PHCC Annual Business Meeting and Elections

## Education Sessions

Sponsored by Kohler Co.

9 am – 11:45 am

### Search Engine Optimization – The Basics and Pay-Per-Click Marketing and Google Analytics

#### QSC Power Meeting Seminar

**Search Engine Optimization – The Basics:** After building a Web site that has a programming structure/foundation that will “speak” to the search engines, your Web site content and ongoing maintenance need to be planned around getting good placement in the search engines for your Web site. From organic search listings, to the new “local” search strategies, to ongoing content optimization and outreach marketing, your Web site, with the proper care and feeding, can provide you with long term referrals and leads to help grow your business.

**Pay-Per-Click Marketing and Google Analytics:** There has been a lot of hype and myths surrounding Pay-Per Click marketing. We will debunk the myths, talk about what is real, how to implement, and whether to outsource or do the work yourself. There is a place for paying for visitors to your Web site and as long as you are tracking and evaluating the return on investment, Pay-Per-Click marketing can be a healthy lucrative part of your contracting business.

**Gary Elekes, Contractor, Industry Advocate, President, EPL Residential**  
**Andrew Allen, Owner, Vermont Design Works**

9 am – 11:45 am

### Protecting the Health of the Nation: Water & Energy in the 21st Century

Co-sponsored by Kohler Co. & PHCC Educational Foundation

PHCC's Mission Statement includes the words “PHCC is dedicated to...the protection of our environment and the health, safety and comfort of society.” Have you thought about your work to fulfill your role in this statement—beyond installing a low-flow toilet or a high efficiency air conditioner? The energy and water conservation movement in the U.S. is laying the groundwork for PHCC members to prosper from tackling larger issues, like our nation's deteriorating water and waste infrastructure. It is time to think big and take your place as a leader in a profession that is respected and seen as an invaluable pillar of the next chapter in America's history.

**Kirk Alter, Associate Professor at Purdue University and Director of PHCC Educational Foundation Management Courses**

# Program Details

9 am – 11:45 am

## The Top Nine Reasons Family Businesses Fail and The Secret for Prospering in Hard Times

Do these reasons for family business failure seem familiar? Lack of a common vision, poor self and time management, inadequate next-generation leadership development and training, and an unwillingness or inability to address problems due to fear of conflict.

During this interactive workshop, internationally acclaimed writer and business authority Wayne Rivers will provide realistic advice from his new book "The Top Nine Reasons Family Businesses Fail – And The Eight Building Blocks For Creating A SUSTAINABLE Closely Held Company."

You'll learn how to prosper in good times, develop a common vision, organize your time and more effectively manage your people. Plus, you'll discover the "magic bullet" solution that simultaneously increases business sustainability and improves family harmony. Session bonuses: an interactive real-life family business case study and several self-assessment tools that you can use to objectively evaluate and improve your business.

**Wayne Rivers, Co-founder and President, The Family Business Institute, Inc.**

Noon – 1 pm

## Brown Bag Networking Lunch

Grab and Go lunches will be available for purchase, then use this time to "Meet Up" with other contractors.

## Education Sessions

Sponsored by Kohler Co.

1:15 pm – 3:45 pm

## Social Media and Content Strategy QSC Power Meeting Seminar

The "newest" new thing on the Internet. More and more, the control of information is being managed not only by the search engines but by the users themselves. We will explore what social media and content strategies that service companies can implement easily. We demystify and explain in direct and easy to implement strategies how your service business can and should participate in social media and content creation without having to be an Internet expert.

**Gary Elekes, Contractor, Industry Advocate,  
President, EPL Residential  
Andrew Allen, Owner, Vermont Design Works**

1:15 pm – 3:45 pm

## Homeland Security: Residential PHC – Ensuring Your Future by Ensuring Theirs

Co-sponsored by Kohler Co. & PHCC Educational Foundation

Do homeowners only call you when they have problem they need you to fix? What if your customers could also call you when they want to save money? A company that can field technicians with skills to perform residential water and energy audits can help homeowners trim their bills by properly evaluating, recommending and installing the right energy and water-efficient systems for the homeowner's needs. Learn from this session how to build your bottom line by helping your customers protect the environment and trim their bills.

**Kirk Alter, Associate Professor at Purdue University and  
Director of PHCC Educational Foundation Management Courses**

1:15 pm – 3:45 pm

## Winning Strategies in Year-End Tax Planning

Co-sponsored by Kohler Co. & PHCC Educational Foundation

When it comes to taxes, failing to plan is a plan to pay more taxes. Laws are changing rapidly, and it seems like every time a new law is passed, there are changes to the tax code. Often these changes directly affect your taxes on both a personal and corporate level. You'll leave this session with a list of the moves you should make to help reduce your taxes.

**Michael Bohinc, CPA, Keeping Score, Inc.**

4 pm – 5 pm

## Train as You Fight, Fight as You Train

Presented by Keni Thomas

As a member of the Army's elite Ranger Task Force, Keni Thomas learned to "train as you fight, fight as you train."



Thomas learned this first-hand during the mission that resulted in "Blackhawk Down." His presentation will illustrate how to develop leadership skills in any situation. Thomas will share stories of his real life experience and the courage he saw demonstrated under the most dire of circumstances.

6 pm – 7:30 pm

## PHCC Officer Installation and Closing Reception

Sponsored by Federated Insurance

Join us in celebrating the installation of our national PHCC officers in grand Vegas style. Enjoy a reception filled with food, beverages and friends followed by awe-inspiring Vegas entertainment. You don't want to miss this one!



## Programs for State and Local Chapter Executives



### Celebrating 20 years!

The Association Executives Council (AEC) of PHCC is an "association within an association" and is celebrating its 20th anniversary this year. Its members are the paid staff of local and state PHCC-National Association affiliated associations.

The group provides the same networking and educational opportunities that contractor members get from PHCC at the local, state and national levels.

### Wednesday, October 27

Noon – 5 pm

#### Chapter Leadership Program & Lunch

*(pre-registration required)*

### Thursday, October 28

1:30 pm – 3 pm

#### AEC Board Meeting

*(all chapter execs are invited)*

### Friday, October 29

8 am – 11:45 am

#### AEC Education Session

### Saturday, October 30

9 am – 11:45 am

#### AEC Education Session

## PHCC Auxiliary Schedule



### Celebrating 90 years!

The PHCC Auxiliary is celebrating its 90th anniversary of service to PHCC and the p-h-c industry. We have a fabulous program planned for Las Vegas and invite you to join us there.

The Auxiliary consists of women and men with the purpose of "working in partnership with the plumbing, heating and cooling industry through cooperation, communication and education." We are comprised of members who have a wide variety of backgrounds. The common denominator, however, is an interest in the p-h-c industry.

After 90 years, the PHCC Auxiliary continues to work for you! We look forward to seeing you in Las Vegas!

### Wednesday, October 27

2:30 pm – 3:30 pm

#### Auxiliary Zone/State Meeting

4 pm – 5:30 pm

#### PHCC Auxiliary Board of Directors' Meeting

6 pm – 7:30 pm

#### CONNECT 2010 Opening Reception

Co-sponsored by Bradford White & InSinkErator

8 pm – 10 pm

#### RAT "PAC" LIVE

### Thursday, October 28

7 am – 4:30 pm

#### PHCC Educational Foundation Plumbing Apprentice Contest

7 am – 8 am

#### Bradford White Breakfast

8 am – 9 am

#### Keynote Presentation

#### Are You Relevant? AKA: Never Waste a Good Recession

Sponsored by Viega

9 am – 12:30 pm

#### PHCC Auxiliary Business Meeting

1 pm – 4 pm

#### PHCC Auxiliary Luncheon

The Auxiliary is planning a fabulous luncheon event for those who are Auxiliary members and invited guests. Join us for an entertaining and relaxing afternoon with an opportunity to bid on a wide variety of silent auction items.

### Friday, October 29

9:30 am – 10:30 am

#### PHCC Auxiliary New Board Orientation (By invitation)

10:30 am – 11:30 am

#### PHCC Auxiliary Post Convention Board Meeting

Noon – 1:30 pm

#### PHCC 2010 Awards Luncheon

Sponsored by InSinkErator

3:30 pm – 5 pm

#### PHCC Auxiliary State and Local Leadership Reception

Sponsored by Brasscraft

5 pm – 7:30 pm

#### Charity Wii Party Lounge & Wii Golf Tournament

Benefiting the PHCC Educational Foundation

### Saturday, October 30

7:30 am – 9 am

#### PHCC Auxiliary Life Member Breakfast

Sponsored by LA-CO Industries

9:30 am – 11:30 am

#### PHCC Auxiliary Installation and Reception

4 pm – 5 pm

#### Closing Speaker

#### Train as You Fight, Fight as You Train

6 pm – 7:30 pm

#### PHCC Officer Installation and Closing Reception

Sponsored by Federated Insurance

## Hoover Dam Tour

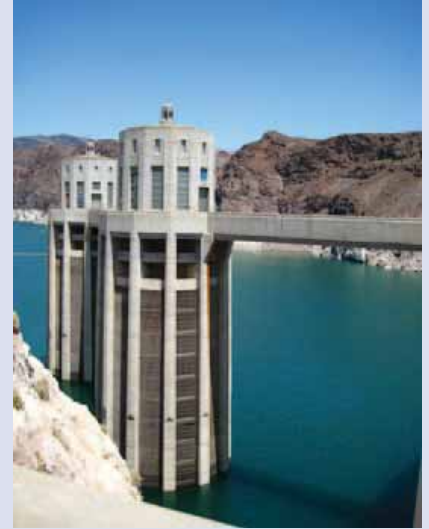
Wednesday October 27

Offered at 8 am – 11:30 am or 1:30 pm – 5 pm

Just a short drive from the glitter and glamour of Vegas, the amazing Hoover Dam is a testimony to a country's ability to construct monolithic projects in the midst of adverse conditions. Built during the Great Depression, it took less than five years to build the largest dam of its time. History comes to life as you tour the interior of this 72-story structure, see its power plant, and view some fascinating exhibits.

This private guided tour starts with a short presentation giving background history on the building of the magnificent Hoover Dam. Next, your guide will take you over 500-feet down one of our enormous elevators to the Nevada wing of the power plant, where you overlook the massive seven-story tall generators. Then, on into the adit, where you are standing on the top of a giant 30-foot pipe, feeling the rush and hearing the rumble as the water races through them. You will have time to visit the observation deck and Old Exhibit Building and then the tour will conclude with a stop at the Intake Tower explaining how the water gets from the lake, past the dam, through the generators and carries on its way downstream. Space is limited, and you don't want to miss this one. Sign up today!

*(Pre-registration and ticket required)*



## Paris Hotel Las Vegas

3655 Las Vegas Boulevard South  
Las Vegas, NV 89109  
(877) 603-4386

## Hotel Information

The most sensational entertainment city in the world is ready for you. CONNECT 2010 will be hosted by Paris Hotel Las Vegas. From the two-acre rooftop pool to an incredibly luxurious spa, Paris Las Vegas has all the amenities that will make your stay extraordinary. The guest rooms feature custom European furniture, rich fabrics, and warm decorations that give a distinctive French feel.

**PHCC Special Rate**  
Single/double – \$129

**Reserve your room today:** Call the hotel at 1-877-603-4389 and reference PHCC. Reservations will be accepted at Paris at our preferred rate until October 4, 2010 based on availability.

**Deposit:** Each reservation will require a one-night's deposit that is refundable if the reservation is cancelled 72 hours in advance of arrival. All deposits will be charged at the time the reservation is made.

**Early Departure Fee:** Checking out prior to your reserved check out date will result in a \$50 early check out fee plus taxes.



## REGISTRANT INFORMATION

COMPANY			
REGISTRANT 1	BADGE NAME		
STREET ADDRESS			
CITY	STATE	ZIP	
PHONE	CELL	FAX	
E-MAIL ADDRESS (TO SEND CONFIRMATION)			
REGISTRANT 2 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE)	E-MAIL		
REGISTRANT 3 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE)	E-MAIL		
REGISTRANT 4 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE)	E-MAIL		
REGISTRANT 5 (PRINT NAME AS IT WILL APPEAR ON NAME BADGE)	E-MAIL		

FEES	QTY	After September 1	By August 31	TOTAL
Full Member Registrant	_____	\$595	\$495	= _____
Second Registrant <i>from same company</i>	_____	\$545	\$445	= _____
Third, Fourth, etc. <i>Registrant from same company</i>	_____	\$495	\$395	= _____
QSC Member	_____	\$495	\$395	= _____
PHCC Association Manager	_____	\$495	\$395	= _____
PHCC Auxiliary Member (non-contractors)	_____	\$375	\$275	= _____
Spouse / Full Program	_____	\$395	\$295	= _____
Hoover Dam Tour (Wed am)	_____	\$40	\$40	= _____
Hoover Dam Tour (Wed pm)	_____	\$40	\$40	= _____
RAT "PAC" LIVE (Wed - single)	_____	\$100	\$100	= _____
RAT "PAC" LIVE (Wed - couple)	_____	\$175	\$175	= _____
UAC Reception (Thur)	_____	\$100	\$100	= _____
Charity Wii Golf Tournament (Fri)	_____	\$100	\$75	= _____
Charity Wii Party Lounge (Fri)	_____	\$40	\$25	= _____
"Are You Relevant" (Keynote Ross Shafer's book)	_____	\$30	\$30	= _____
Chapter Leadership Program and Lunch	_____	NO CHARGE		= _____
Special Promo Code	_____			= _____
			<b>TOTAL</b>	= _____

## PAYMENT All Payments in U.S. dollars and on a U.S. Bank

Amount: \$ \_\_\_\_\_

CHECK (Make payable to PHCC)

Charge my CREDIT CARD       VISA     MC     AMEX

CARD NUMBER	EXPIRATION DATE
NAME ON CARD	SIGNATURE

## PHCC CONNECT 2010

October 27 – 30, 2010

Paris Hotel • Las Vegas

**Deadline to Register: September 30, 2010**

**Early Bird Discount:** Save \$100 per attendee by registering before [August 31, 2010](#)

**Drawing:** Register before July 31, 2010 to be entered into a drawing to receive your hotel stay at the Paris Hotel Las Vegas (valid up to 4 nights room and tax) complimentary during PHCC CONNECT 2010.

### Register by:

**Mail:** PHCC CONNECT 2010  
PO BOX 6808  
180 S. Washington Street  
Falls Church, VA 22046

**Fax:** (703) 237-7442

**Web:** [phccweb.org/connect](http://phccweb.org/connect)

**Questions/Assistance:**  
(800) 533-7694

### PHCC Eligibility Policy

CONNECT 2010 is open to all p-h-c contractors, spouses and employees. Meeting registration is only open to associate members/industry partners who exhibit. PHCC reserves the right to refuse ineligible registrations.

### Registration Information:

**CANCELLATIONS** must be received (in writing) by October 1, 2010. After October 1, 2010, a 50% processing fee will be charged. No badges will be mailed in advance. All badges will be distributed on-site. On-Site Registrations will be assessed a \$30 handling fee.

### My Primary Business is:

- Service & Repair
- New Construction
- Residential
- Commercial/Industrial

**register by August 31**  
save \$100



180 S. Washington St.  
Falls Church, VA 22046

## PHCC Annual Convention and Product & Technology Showcase

OCTOBER 27 – 30, 2010  
Paris Hotel Las Vegas



at CONNECT 2010

Join Forces



PHCC Annual Convention and Product & Technology Showcase

