

# And Meet New People and Have Fun. Network '08 Sept. 29-Oct. 3 in Atlanta



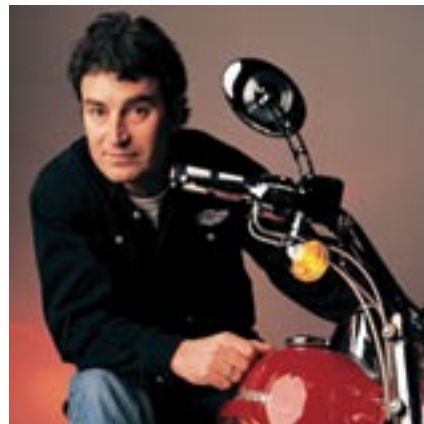
Feeling unsure about the future? You're not alone. With unknown factors like an uncertain economy, fluctuating gas and commodity prices and the upcoming presidential election, it is difficult to predict what's ahead.

Come join the Plumbing-Heating-Cooling Contractors—National Association and the American Supply Association at Network '08 to discover new ways to manage your business efficiently and profitably in challenging times like these. Everyone from the p-h-c industry will be there—contractors, wholesalers, vendors and manufacturers alike. Be a part of the many educational and networking opportunities offered to learn what you can do now, regardless of any distractions, and what makes the most sense for your business in the future.

Network '08 offers what no other event does: An opportunity to talk one on one with all partners in the p-h-c industry supply chain, all under the same roof. With this type of intimate setting, you hear firsthand what your business partners are experiencing and what they expect for the future. Inevitably, the focus of the conversation turns into ways you can work together—whether it's ideas for improving productivity, decreasing costs or increasing profits. The money-making ideas that come out of these discussions are truly valuable!

The event also provides a multitude of educational sessions covering the hottest topics in the industry. Whether you're interested in green building,

marketing, business-building tactics, new construction or workforce issues, these topics and more will all be offered at Network '08 and the ISH North America trade show. Plus, you'll have the opportunity to visit the many exhibitors at ISH North America featuring the newest products and business services.



*Ken Schmidt*

One of the highlights of this year's program will be a dynamic presentation by Harley Davidson's former Communications Director Ken Schmidt. Even if you are not a Harley aficionado, you will hear a fascinating story of building an entirely new corporate culture, of rekindling relationships with customers, and reaching out to new ones in entirely different ways.

Come to Network '08 to learn how to strengthen your business in these uncertain times, and meet new people and have fun at the same time. Here's what's planned:

## Boot Camp, Aliens, Shots in the Head and More

There will be something for everyone at the PHCC convention. Whether you're new to business or a seasoned contractor, there will be sessions geared toward your interests. Check out some sample topics here:

### Wednesday Morning, Oct. 1

**Business Boot Camp: Basics for New Business Owners** - John O'Connor, Quality Service Contractors Business Coach

When you're looking at your financial statements, do you know what the numbers are telling you? During this session, you will learn from QSC Business Coach John O'Connor about balance sheets, how to use your P & L statements to set your selling price and measure performance and ways to improve your productivity and cash flow.

### Thursday Afternoon, Oct. 2

**Special Session for Plumbing & Mechanical New Construction Contractors**



Sponsored by the Construction Contractors' Alliance

Participate in this seminar to learn the latest in new construction trends and practices, and "test drive" CCA at the same time. Available to interested PHCC convention attendees.

### Friday Morning, Oct. 3

**"The Aliens Have Landed – Meet Generation Why" Understanding, Managing, and Motivating Your New Workforce** – Eric Chester, author of Generation Why



*Eric Chester*

The more than 40 million under-25-year-olds known as Generation Why do not see things like you do, and they cannot be recruited, trained, managed, and motivated using the same strategies and methods. This exciting and revealing session presented by generational expert Eric Chester will give you an in-depth look at Generation Why and tips on specific strategies for working with them.



*Ken Futch*

### Friday Closing Session

**"Take Your Best Shot!"** – Ken Futch

A moment can change a life. Ken Futch will share his astonishing true story of how he accidentally shot himself in the head – and how it opened his mind! During this hilarious, inspiring and motivational session, you will get a (w)hole new perspective on how to turn situations into opportunities.

Plus, these educational sessions on Friday afternoon, Oct. 3:

- Getting #1 on Google: Growing and Defending Your Business on the Net led by Brian Kraff, Market Hardware
- A panel discussion on green plumbing led by PHCC's Task Force on Green Construction and Water Conservation
- Insight on "The High Stakes of Immigration and Employment Compliance" from federal government officials and PHCC.

**And much more.**

Visit [www.phccweb.org](http://www.phccweb.org), or call (800)533-7694 for more details.