



PHCC – National Association’s Current Role with Green Organizations

EPA’s WaterSense: Partner. PHCC members participated on the Water Efficient Single Family New Home Specification Draft; The association is actively working with key staff at WaterSense on public awareness programs and contractor education.

Alliance for Water Efficiency: Member. PHCC members serve on the WaterSense/Water Efficient products Subcommittee and the Tank Type Toilet Subcommittee.

U.S. Green Building Council: Member.
International Association of Plumbing and Mechanical Officials:

- IAPMO CAUSE Committee: PHCC members serve on the committee, that will make code recommendations related to environmental sustainability.
- IAPMO Green Technical Committee: PHCC members serve on the Hot Water Task Force and the Water Reuse Task Force.

International Emerging Technology Symposium: Event sponsor. PHCC Executive Vice President Ike Casey participated on a panel.

GreenPlumbers: PHCC endorses the GreenPlumbers program and assists state and local chapters in bringing it to their areas. The program is run through the California PHCC Education Foundation. California PHCC is an affiliated state association.

Miscellaneous: PHCC continues to represent p-h-c contractors on all national code-making bodies. The association writes and supports the National Standard Plumbing Code (NSPC), and is an active participant on International Code Council (ICC) Industry Advisory Committee, as well as the International Residential Code (IRC). PHCC also has a seat on the Uniform Plumbing Code Technical Committee.

PHCC TAKES LEAD WITH “BLUE” GREEN MOVEMENT.

Water efficiency tops list of PHCC programs for 2009.



Delaware PHCC President Alex Filippone talks about water initiatives on public affairs show.

As the country focuses on the green construction movement, the Plumbing-Heating-Cooling Contractors—National Association is focused on helping its members’ take the lead on water and energy efficiency with the products and practices they provide to consumers. There is no resource more precious than water. There is also no resource that is misused, abused, misallocated, and misunderstood the way water is. Safe drinking water, healthy ecosystems, and a stable food supply are a few of the things at stake as our water supply is put under greater and greater stress. PHCC has a responsibility to provide practical, everyday water-saving strategies matched with more high-tech approaches.

“Who is in a better position to know the ins and outs of green technologies than the person who installs and maintains the plumbing and HVAC systems in homes and businesses?” asked PHCC President Joe Schmitt. “We want our voice to be heard as the country and industry deliberate green issues.”



Many Delaware PHCC members were on hand for a 2008 Summer Water Conservation Initiative press conference.

To ensure this representation, PHCC created a Green Construction and Water Conservation Task Force. The task force, which is composed of contractors and educators, has been working to build a high-level presence for PHCC in the green building world. The task force’s mission is to enhance PHCC members’ business opportunities by:

- Being a leader in legislation
- Being an educator
- Being involved in the organizations that will set green construction standards

PHCC has aligned with several industry groups to increase involvement. It endorses the GreenPlumbers® training program; partners with EPA’s WaterSense program; and has joined the U.S. Green Building Council and Alliance for Water Efficiency (AWE).

“With these groups we have clearly defended the contractors’ position as the one on the firing line with the customer when these new technologies do not work as promised,” Schmitt said. “We want to make sure the headaches contractors had in 1992 when the 1.6 gpf toilets were mandated do not happen again.”

At the same time, PHCC wants to enhance business opportunities in the green arena for plumbing and HVACR contractors. “From a business angle, the green market has recently opened up more doors for me, in some cases, more than the tried and true specialties my company has,” said Kevin Tindall, chairman of PHCC’s

Cover Story

Green Construction and Water Conservation Task Force. "We want other members to be able to realize their potential in this area by offering them the education and resources needed to tap into this new market."

Having a voice on Capitol Hill is crucial to PHCC's success in the green area. The association is in daily contact with federal legislators and regulators to be at the forefront of water and energy efficiency issues. And just last Spring, PHCC was invited to testify before Congress on green technologies. Representing PHCC, Tindall asked Congress and the federal agencies to consider the expertise and opinions of professional p-h-c contractors as new green technologies are evaluated and implemented.



Steve Lehtonen leads a GreenPlumbers course.

PHCC is stressing several key points in Washington related to the ultimate goal of water and energy conservation:

- New technologies aimed at specifically saving water must undergo a thorough process, including research, evaluation and testing.
- The impact of proposed low water consumption products on the entire system must be considered.
- There must be investments in the nation's water infrastructure and updates are needed to the aging systems.
- Tax incentives must be in place to encourage customers to purchase green products.
- Adequate federal funding must be approved for water- and energy-related initiatives.

Through these initiatives, PHCC will continue to do its part by promoting new, emerging green technologies that are flexible, market-driven and encourage conservation. The association's commitment to water preservation was highlighted during PHCC's 2008 Summer Water Conservation Initiative, designed to help raise public awareness about the importance of saving water. With a high-profile rally on Capitol Hill and the offer of water-saving assistance to customers, PHCC illustrated to America how important this issue is to professional p-h-c contractors.

PHCC's Green Construction and Water Conservation Task Force also offered a seminar during its 2008 convention titled



Kevin Tindall with Congresswoman Nydia Velázquez (D-NY), chairwoman of the House Small Business Committee.

"Going Green: What You Need to Know About This Growing Market for Your Business." There was much interest among contractors attending on how to tap into this growing opportunity for business. More seminars like this will be planned in the future.

As always, PHCC will represent the p-h-c contractors in an emerging area like this that can help their businesses grow. At the same time, the association will be looking out for this vitally important core mission as it has for 126 years: the protection of the environment and the health, safety, and comfort of society. In the end, that's what PHCC is all about.

For more information, visit www.phccweb.org or call (800)533-7694.

PHCC Committed to a Responsible Future.

PHCC Helping Members Be Green

With building regulations mandating more water- and energy-efficient systems and technologies, and consumers demanding products that save water, energy and money, PHCC is providing members with the resources and "know-how" so that they can successfully integrate green practices into their business. Here are some examples of how state and local chapters are getting involved in the green movement:

Leading the Movement

Building on the momentum of PHCC's 2008 Water Conservation Initiative, many PHCC members and chapters have undertaken "green" initiatives. Whether it's counseling customers on appropriate products or measures, launching public awareness programs, or providing education on the topic, PHCC has been leading the charge in regions of the country.

Reaching Out

Using resources available to them from PHCC—

National, such as consumer and commercial water audits and marketing templates and tips, PHCC members are expanding their customer base by attracting customers interested in saving water, and energy and money. Once a preliminary visit is scheduled, the members have been advising customers on products and actions that can benefit them immediately and in the future.

Getting Noticed

At the state level, the Delaware PHCC chapter received positive local media attention for its water conservation efforts. This came about after a press conference was held in June announcing chapter members' plans to offer home water conservation audits at no charge—complete with a simulated home water conservation audit for a local homeowner. Following the press conference, a 30-second blurb with video about the event appeared on a Philadelphia ABC news affiliate that covers Delaware. More media attention occurred in July when Chapter President Alex Filippone recorded a five-minute segment for a public affairs show.

Concentrating on Green

In Florida, the state chapter concentrated its entire 2008 annual convention on the theme "The Future is Green." A full-day GreenPlumbers® workshop with continuing education credits was featured, as well as several green-oriented seminars and LEED certification. Other states are focusing on this subject during their conventions next year.

Being Educated

The new GreenPlumbers USA training and accreditation program (www.greenplumbersusa.com) has generated much interest within PHCC. Several chapters have sponsored training sessions for member contractors, and more are scheduled. The program, run by the PHCC of California Education Foundation, trains and accredits plumbers in water conservation and climate care issues. The goal for 2008 in the United States is to train at least 8,000 green plumbers. For more information, visit www.greenplumbersusa.com, or call (888)929-6207.