



**PLUMBING-HEATING-COOLING
CONTRACTORS ASSOCIATION®**
Best People. Best Practices.®

*Developed in partnership with
the PHCC Educational Foundation*

Plumbing and HVAC Career Presentation Talking Points

This presentation was designed for students, educators and parents to make them aware of the great career opportunities in the plumbing and HVAC industry. It can also be used with second career adults with some minor changes in your talking points. Below are some suggested talking points for each slide. It is important that you make the presentation yours and tell your story. Talk about how you got into the industry, and the great life it has provided for you and your family. Tie your remarks back to your business and the jobs and training opportunities in your business and community. You need to make our industry a cool career choice.

Slide 1

- Talk about options for students after they graduate from high school.
 - Students: What are you going to do after you graduate from high school?
 - Parents: What is your son/daughter going to do when they graduate from high school and how are they going to pay for it? College is not for everyone.
 - Educators: College degree is not the only path for your students to have a successful career. You should give them options.
- Statistics:
 - 70% of those that go to a community college never graduate
 - 40% of those that go to a 4 year college never graduate and drop out without a degree and in debt
 - Average student debt for a college graduate is \$34,000

Slide 2

- Would you be interested in hearing about a career that offers:
 - Excellent growth potential
 - Satisfying intellectual challenges
 - Meaningful benefits to society
 - Solid financial rewards

Slide 3

- I'm going to open your eyes to a career that will surprise you.
- These are not your Daddy's plumbing and HVAC jobs.
- Talk about your business.
- Talk about how you got into the industry.

Slide 4

- How much do you think a plumbing or HVAC technician makes?

Slide 5

- Average technician salary is \$49,000 per year.

- Talk about salaries and benefits in your business/community
- In this career, you can make a six figure salary without going to college

Slide 6

- Running a plumbing, HVAC or mechanical contracting business has become very technical.
- Discuss how you use technology in your business (iPads, smart phones, dispatch systems, CAD, BIM, estimating software)
- For student audiences: If you come to work for my company, we will teach you the trade and you will teach us how to use technology to be more successful.

Slides 7

- Classes in science, technology, engineering and math (STEM) are key to success in this industry.
- You need:
 - algebra and geometry
 - physics
 - computer automated design
 - drafting and blueprint reading
- Give specific examples of how science, technology, engineering and math are used in our work (sizing pipes.)

Slides 8

- Why are there so many jobs in this industry?

Slide 9

- Baby boomers are retiring.
- According to the Bureau of Labor Statistics, the industry needs 138,000 new workers by 2022.
- The Bureau of Labor Statistics also says that the expected job growth in plumbing and HVAC faster than the average.
- These are jobs we can't do without. Everyone wants their homes and the buildings they are in to be cool in the summer; warm in the winter and have clean water.

Slide 10

- This career is for everyone, not just men. It's a good career choice for women, and all ethnic and cultural backgrounds. Diverse workers make our businesses stronger.
- The number of women going into this industry is growing. [If you have women/minorities in your business, share their story and why they are successful]
- This career can also lead to the American dream of owning your own business.

Slide 11

- As a student, it's hard to know what you want to do for the rest of your life.
- This industry offers many different career paths.
- You can start as an apprentice, become a supervisor or estimator and move into management.
- Or you can go to work for a manufacturer or a distributor (give name of distributor in your community)
- If you want to own a business one day, this career lets you do that.

Slide 12

- If you ask someone why they like working in this industry, I bet they will say it's because every day is different.

Slide 13

- Talk about the types of work your company does and what a day might look like.
- Messaging that will connect with millennials: talk about how we are leaders in sustainability, energy efficiency, water infrastructure and green jobs.

Slide 14

- What kind of skills do you think someone needs to work in plumbing and HVAC?

Slide 15

- You need to be able to analyze and solve problems, use computer and diagnostic equipment, work independently, have an aptitude for fixing things, enjoy working with your hands and tools.

Slide 16

- What do you think this statement means – we'll train you and pay you while you learn.

Slide 17

- Stress that workers in our industry need training after high school. Talk about the various options and how to get started working in your business.
 - Apprenticeship
 - Paid while you learn
 - No college debt
 - Community College or Technical School
 - 4 year college

Slide 18

- Did you learn anything about this career choice that surprised you?

Slide 19

- Here is something that won't surprise me.
- I know you will love working in this industry because:
 - You can make a very good living that will support a family
 - Jobs are available in every city, town and community across the country
 - There are opportunities for everyone, including women, and the work we do makes a difference in people's lives.
 - There are multiple career paths. You can start as an apprentice and one day own your own business.

Slide 20

- Thank them
- Questions
- Make sure they have your contact information