

PHCC  CONNECT

GRAND RAPIDS :: OCT. 27-30, 2025

GROWTH THROUGH  
COLLABORATION

# Learn + Grow at CONNECT 2025!

Join us in Grand Rapids — your launchpad for stronger teams, smarter strategies, and real business growth!

## Two Dynamic Keynote Speakers



*Wall Street Journal*  
best-selling author  
and thought leader  
**Ryan Jenkins:**  
*"Connectable: How  
to Strengthen Team  
Connection in the  
New Era of Work"*



Economist, Graphs  
and Laughs, Inc.  
**Elliot Eisenberg:**  
*"The U.S. Economy  
in 2026"*

See back for more details about the strong education line-up!

**REGISTER NOW AND LOCK IN EARLY BIRD DISCOUNTS!**  
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## 20+ Education Sessions

Choose from a wide range of education sessions designed specifically for plumbing and HVAC businesses:

- **Revolutionizing Plumbing and HVAC:** Leveraging AI for Enhanced Productivity and Profitability
- **Future-Proof Your Business:** Thriving in a Changing World Through Responsible Business Ownership
- **Beyond the Numbers:** Cultivating Accountability in Financial Practices
- **From Connection to Collaboration:** Building a Thriving Organizational Culture
- **Visionary Leadership:** Strategies for Connection and Resilience
- **Breaking the Cycle:** Why Employees Struggle to Get It and How to Change That
- **Managing Employee Engagement:** Six Reasons for Resistance and Proven Solutions
- **Empower Your Team:** Unlocking New Educational Opportunities at the PHCC Academy®
- **The Messy Middle:** Mastering Modern Customer Acquisition
- **Rise Above the Noise:** Harness PR to Strengthen Your Community Connection
- **Crime in the Workplace**
- **The Plumbing Profit Playbook:** Strategies to Elevate Your Average Ticket
- **Crisis Control:** Effective Communication, Coordination, Prevention and Preparation
- **Game On:** Boosting the Impact of Technician Training Through Gamification
- **From Stuck to Scalable:** 6 Critical Chess Moves
- **From Stuck to Scalable:** Predictable Revenue Growth of 15-30% in Any Economy
- **Exit Strategies Demystified:** Short and Long-Term Planning for Your Business
- **Adapting to the New Legislative and Regulatory Landscape**
- **Eyes Wide Open:** Preparedness and Avoiding Pitfalls
- **Maintaining Strong Union Pensions and Exploring Retirement Plan Options**
- **Conversation with UA General President Mark McManus**

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