

# PHCC-WEST 2007

*May 2-6, 2007*

*Salishan Spa and Golf Resort, Gleneden Beach, Oregon*

*“A Joint Adventure with Oregon PHCC and PHCC of California”*



**BRINGING TOGETHER THE PEOPLE WHO SHAPE AND DRIVE THE  
PLUMBING-HEATING-COOLING INDUSTRY!**

PHCC WEST CONVENTION IS ALL ABOUT:

- Connecting
  - Stretching Your Thinking
    - Being Inspired
- Opportunities to Re-Charge

The educational sessions will provide you the opportunity to stretch your thinking, get inspired to take a fresh look at your business and shape your future with the outstanding array of ideas you'll discover in the seminars. New ideas will be presented, along with techniques and strategies to improve your skills and expand your business. Excellent customer service skills, knowledge of your craft, and a solid understanding of marketing will drive your future in the phc industry.

Learning not only happens at the educational sessions, but also with the sharing of ideas among colleagues at the events.

Fun and adventure abound at the Oregon Coast. Salishan at Gleneden Beach is a delightful, easy, scenic drive through the beautiful Coastal Mountain Range.

Gleneden Beach and the surrounding area offer a variety of activities: beachcombing, tide pooling, kite flying, hiking, gaming, fishing, whale watching, art galleries, no sales tax shopping sprees, Finders Keepers “Glass Floats on the Beach,” and lighthouses to explore. All this and more along seven miles of beaches.

It's the ideal place to find out how other industry entrepreneurs are seizing new opportunities in the phc industry to shape their future. This convention will be the perfect opportunity to carve out your plan of progression in your fast paced industry. It all combines for a can't-miss convention!

## **Oregon PHCC**

15635 SE 114th Ave, Ste 209  
Clackamas, Oregon 97015-9029

**Phone:** (503)557-1203

**Fax:** (503)557-0884

**E-mail:** oaphcc@northwest.com

**Web site:** www.orphcc.com



## **PHCC of California**

4153 Northgate Blvd., Suite 6  
Sacramento, CA 95834

**Phone:** (916)925-7390

**Fax:** (916)925-7623

**E-mail:** TraceyPHCC@aol.com

**Web site:** www.caphcc.org

# SCHEDULE OF EVENTS

## Wednesday, May 2, 2007

3:00 pm – 5:00 pm

PHCC of Oregon Board of Director's Meeting  
PHCC of California Board of Director's Meeting

6:00 pm – 9:00 pm

Welcome Reception and Dinner

## Thursday, May 3, 2007

7:00 am – 11:00 am

Opening Session Breakfast and Keynote Speaker  
"Running with Scissors" by Dr. Larry Helms

11:30 am – 2:00 pm

Lunch and Mini-Trade Show

1:00 pm – 2:00 pm

Seminar 1: "Unscrambling the Spaghetti" by Jim Leighty

2:00 pm – 4:30 pm

Seminar 2: "Marketing the Invisible" by Dr. Larry Helms

5:00 pm – 6:00 pm

CPCSA Annual Meeting (CA only)

## Friday, May 4, 2007

7:00 am – 11:00 am

Seminar 3: "Knowledge is Useless Unless It's Shared" by Kirk Alter

10:30 am—1:30 pm

Whale Watching Tour (*Optional Event*) *Tour is 2 hours*

11:00 am – 12:30 pm

PHCC of California 1<sup>st</sup> Business Session

11:00 am—12:30 pm

Seminar 4: "Oregon's Apprenticeship Selection Method"

1:00 pm – 6:00 pm

Golf Tournament (*Optional Event*)

## Saturday, May 5, 2007

7:00 am – 9:00 am

PHCC of Oregon Business Session

PHCC of California 2<sup>nd</sup> Business Session

9:30 am – 11:30 am

Seminar 5: "Building Green"

12:00 pm – 2:00 pm

Cooking Demonstration

1:00 pm—4:00 pm

Seminar 6: "New Construction Forum"

1:00 pm – 4:00 pm

Seminar 7: "Service & Repair Roundtable"

4:00 pm – 5:00 pm

PHCC of California Post Convention Board of Director's Meeting

6:00 pm – 10:00 pm

President's Farewell Reception and Installation Banquet

## OPTIONAL EVENTS AND INFORMATION

### Golf Tournament

At Salishan Spa & Golf Resort, golf means so much more than 18 holes. It's an experience, to be savored and remembered.

*Cost per golfer is \$150 (please register on the PHCC-WEST Convention Registration Form and make a note of other players you would like to be paired with)*



### Blow Your Own Float

This is a hands-on session that allows you to pick and apply the colors, twist and turn them if you want, and then blow them out into a unique and beautiful float. Impress your float collecting friends and relatives; you can be sure that they don't have a float like yours! It is possible to "walk-in" on the spot, if there is an opening, however it will be busy in the summer, so call ahead to reserve your space. Your float will be ready to pick up after noon the next day or it can be shipped for \$10. No previous experience is required. *Cost is \$65 per float.* Located at Jennifer L. Sears Glass Art Studio located in the Taft District of Lincoln City.

### Whale Watching Out of Depoe Bay

During the spring months of March through May, our vessels head offshore west from the harbor to find the migrating pods of Gray Whales. In the Spring they are heading north back to Alaska. The Grays pass Depoe Bay in large numbers much like a long train throughout the migration period. With sightings on 98 percent of our cruises you'll hear, "Thar she blows" all around the boat.

While aboard you'll hear facts and stories about the whales narrated over the ship's P.A. system by our knowledgeable Captains. We are always happy to answer questions and explore the ocean wonders with you. Our experienced captains bring the vessels close to the pods for excellent sightings - often including large spouts, whale backs, and deep dives with excellent whale tail showings. If you're one of the lucky ones you'll see a breach, where the whales heave up to three quarters of their 45 foot 40 ton bodies clear out of the water. Absolutely spectacular! Tour departs at 11:00 am.

*Cost for 2 hour tour is \$25 (adults); \$13 (children 5-12); and Free (children up to 4 years of age)*

# SEMINAR & SPEAKER HIGHLIGHTS

## **Thursday, May 3**—Keynote Address

**Running with Scissors—Why Smart People Do Dumb Things (and how to avoid them)** by *Dr. Larry Helms*  
Mental intelligence is not a vaccine against doing dumb things. Look at any newspaper and you will find example after example of really smart people who shoot themselves in the foot: Martha Stewart, Kenneth Lay, Dennis Kozlowski, etc. This keynote address explores the concept of "unforced errors" or self-sabotaging mistakes people make that are not only avoidable ... but dumb! You will discover eight ways to recognize and eliminate unforced errors in their lives.

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## **Thursday, May 3**—Seminar #1      **Unscrambling the Spaghetti by Jim Leighty, Federated Insurance**

Jim Leighty, First Vice-President, Director of Business Planning with Federated Insurance knows first hand what Business owners like you face every day in business succession. He has authored eight books and numerous national magazine articles and has over 35 years of experience in the insurance industry dealing with the challenges of business and business owners. After years of building your business, you deserve to have your legacy continue after you exit. This talk will help make sense of the confusion in planning, the importance of a strong foundation, the 3 basic rules and how they affect you, and how to avoid the "voluntary tax" among many other items!

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## **Thursday, May 3**—Seminar #2      **Marketing the Invisible by Dr. Larry Helms**

True marketing is an art. Anyone can pick up a book and learn specific steps to take care of the mechanical aspects of getting your name before potential customers ... but true marketing ... the kind that attracts new customers and retains the old, is the result of the "invisible" relationships contractors make with customers and clients based on their reputation for honesty, morality and ethical behavior. This seminar goes beyond the customary examination of the five inside-the-box "P's" of marketing (product/service, people, price, persuasion, performance) and delves into why people buy from one contractor and not another. We will go "outside the box" and explore the part of the brain that guides buying decisions and show how the ethical business person can shape the invisible unconscious emotions of buyers to their advantage. A fascinating look at human nature and examines why the invisible aspects of human relations leads a contractor to long term success.

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## **Friday, May 4**—Seminar #3      **Knowledge is Useless Unless It's Shared by Kirk Alter**

What lessons do we learn on our projects, and how might we better incorporate those lessons into our corporate memory? This module is designed to explore better ways to retain those lessons into our corporate consciousness. Participants learn how to be the facilitators in their firms for capturing project knowledge, and then how to get it disseminated and used by the estimating department, sales staff, and field personnel.

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## **Friday, May 4**—Seminar #4 **Oregon's Apprenticeship Selection Method**

During this open round-table discussion, alternative methods to Oregon's Apprenticeship Selection Method will be debated and analyzed. There is a true need in Oregon to train skilled journeyman to replace those of the retiring baby boomer generation. Oregon's current selection method is suppressing training agent's ability to train qualified craftsman for the growing need.

Join in – take part in crafting a solution to Oregon's restrictive prevailing apprenticeship selection method.

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## **Saturday, May 5**—Seminar #5      **Building Green**

**GREEN BUILDING** – A rising new market opportunity – According to a recent 2006 survey, the number of builders who are "going green" rose 20 percent in 2005, increased to 30 percent in 2006, and shows no sign of slowing down in the near future. This session is for both HVAC and Plumbing Contractors. It will cover: the need for creative design of HVAC systems for buildings; use of free energy; load-shifting; utilization of radiant space conditioning; relax comfort standards; and water efficiency through water conservation and wastewater management.

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## **Saturday, May 5**—Seminar #6      **New Construction Forum**

This roundtable workshop focuses on the issues that come up in new construction companies (residential and commercial). While it is moderated, it is an event of free-flowing ideas, concerns and problems faced in the day-to-day business of new construction contractors. This is a popular and well-attended workshop!

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## **Saturday, May 5**—Seminar #7      **Service & Repair Roundtable**

Back by popular demand, the Service & Repair Roundtable covers issues important to the service and repair contractors. This is a moderated event, but it allows you to discuss issues that are important to those participating. What better way to learn – interactive and other contractors giving you their solution to the same problem you have – as well as you handing out your expertise as well. This event is usually filled to capacity!

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*(Note: Due to scheduling constraints the "New Construction Forum" and the "Service & Repair Roundtable" are scheduled at the same time, and several of you attend both events. We suggest that if you intend to attend both events, that you send your spouse/guest or an employee.)*

**Register today for  
PHCC-WEST 2007!!!**

# SALISHAN SPA & GOLF RESORT



Salishan Spa & Golf Resort is a four star resort, which offers a unique Northwest setting on the beautiful central Oregon Coast. The resort is best described as “Rustic Northwest Elegance” featuring a main lodge, 18-hole championship golf course, fitness center, tennis center, gift shop and the Shops at Salishan. Guestrooms are housed in separate, secluded buildings with covered parking and pathways leading back to the main lodge. The entire resort, including private residential communities covers 750-forested acres and 3 miles of secluded beach, while the main lodge, guestroom buildings, and golf course encompass 176 acres.

## Hotel Accommodations and Rates: (per night, plus tax)

**Traditional Rooms:** A 416 sq. ft. room featuring a king bed or two double beds, gas fireplace and private balcony. Rooms have views of the bay, golf course, or forest. **Room Rate:** \$115.00

**Deluxe Rooms:** A 540 sq. ft. room featuring a king bed, sitting area with a queen sofa pullout, gas fireplace and private balcony. Rooms have views of the bay, golf course, or forest. **Room Rate:** \$135.00

**Premier Rooms:** A 640 sq. ft. room featuring a king bed, sitting area with a queen sofa pullout, gas fireplace and private balcony and standard size tub with whirlpool jets. **Room Rate:** \$155.00

## Suites

**Executive:** 1,550 sq. ft. **Room Rate:** \$750.00

**Sunset:** 1,885 sq. ft. **Room Rate:** \$750.00

**Resort Fee:** There is a **\$7.50 resort per room/per night** that includes local phone calls, USA Today, 18-hole putting course, golf green fee discount, preferred tee times, fitness center, in-room Starbucks Coffee, private access to the beach and nearby transportation.

**Reservations:** 800-890-9316  
**Group Code:** “PHCC”  
**Deadline:** April 1, 2007

The closest major airport is in Portland, Oregon, and it is approximately a two-hour drive to the Salishan Spa & Golf Resort.

## Salishan Resort Features...

- The Sun Room
- The Dining Room
- The Attic Lounge
- The Grill at the Pro Shop
- The Shops at Salishan
- Early morning self-serve coffee in the Main lobby
- 24-hour Room Service
- Salishan Kids Club
- Challenging 18-hole Scottish links golf course
- Golf driving range
- Unlimited plays on 18-hole putting course
- Complimentary Parking
- Complimentary high-speed internet access in lobby Cyber Café
- Complimentary Wi-Fi in main lodge
- Access to the 24-hour Fitness Center
- Scenic walking and hiking trails
- Private beach access



**For more information on PHCC-WEST - go to [WWW.CAPHCC.ORG](http://WWW.CAPHCC.ORG)**

# PHCC-WEST CONVENTION REGISTRATION

*Salishan Spa & Golf Resort ❖ May 2-6, 2007*

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_  
 Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Spouse/Guest: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 State / Local Association: \_\_\_\_\_ First PHCC Convention Y / N

## Registration and Optional Event Fees

<u># of Persons</u>	<u>Category</u>	<u>Postmarked BY 4/1/07</u>	<u>Postmarked 4/2/07 of AFTER</u>	<u>TOTAL COST</u>
_____	Members (or their employees),			_____
_____	Sponsors, Industry Affiliates	\$365	\$465	_____
_____	Spouses/Social Guests	\$275	\$375	_____
_____	Non-Member Contractors	\$475	\$575	_____
_____	PHCC Executive Managers	\$250	\$350	_____
_____	Children (5-11)	\$150	\$250	_____
_____	Golf Tournament	\$150	\$150	_____
_____	Whale Watching (Adult)	\$ 25	\$ 25	_____
_____	Whale Watching (Children 5-12)	\$ 15	\$ 15	_____
_____	Table Top Booth (if registered)	\$185	\$225	_____
_____	Table Top Booth (if not registered)	\$200	\$240	_____
<b>REGISTRATION FEE TOTAL</b>				<b>\$ _____</b>

## Registration and Cancellation Policy

Only individuals registered and wearing identification noting them as a paid registrant may attend convention events. Children/guests of a registrant must register if they wish to attend all of the convention events. If not registered, a child or guest may attend certain food functions by paying the function fee and presenting a ticket at the event. PHCC will completely refund registration fees if notified by April 13, 2007. Any refunds from April 14-30, 2007, will include a 25% processing fee. No refunds will be allowed after April 30, 2007, or for no-shows. **All cancellation requests must be in writing.**

## Payment Policy

Check      Visa      MasterCard      AmExpress      Discover

Amount Charged: \$ \_\_\_\_\_ Zip Code of Billing Address: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_

**Return form with payment to: PHCC of California**  
**4153 Northgate Blvd., Suite 6**  
**Sacramento, CA 95834**  
**Fax credit card payment to: (916) 925-7623**  
**Questions: (916) 925-7390**  
**Website Registration: www.caphcc.org (not a secure site)**

For office use only:

Date: \_\_\_\_\_  
 Check #: \_\_\_\_\_  
 Auth #: \_\_\_\_\_  
 Amount: \_\_\_\_\_  
 Initialed: \_\_\_\_\_