



PHCC LI Trade Show & Membership Drive

Open to all HVAC and Plumbing Business Owners & Technicians

WEDNESDAY, MAY 11, 2016

The Holiday Inn Plainview
215 Sunnyside Boulevard, Plainview, NY 11803

3 - 4:45 pm

Growing Your Plumbing & HVACR Company Using Today's Cutting Edge Tools

Susan Roberts Frew, President, Sunshine Plumbing Heating Air; CO PHCC President



Susan Roberts Frew, former International AT&T Vice President, Business coach and now President of Sunshine Plumbing Heating Air will show you how they grew their company 535% in three years. Susan will share with you how Sunshine used reviews, technology and over the top Customer Service skills to win Denver Business Journal's "2015 Fastest Growing Company". Susan has coached 17 different trades in her career and is currently serving as the President of the Board of Colorado PHCC. Join her for a high energy talk about what it takes to succeed in today's marketplace and outpace your competition.

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5 - 7 pm

Trade Show & Membership Drive

7 - 8:30 pm

What Women Want...in their Plumbing and HVAC Contractor

Susan Roberts Frew, President, Sunshine Plumbing Heating Air; CO PHCC President

Most service contractors know that the majority of the decision makers in the home today are women. Although most contractors know this fact, what is being done to appeal to this demographic? Susan Roberts Frew, President of Sunshine Plumbing Heating Air grew their company from \$175,000 in 2012 to 1,400,000 in 2015 by using a marketing plan focused on their target demographic: Women! Understand HOW women chose their contractor, WHY they will call you again and how to appeal to the fastest growing population in the US; the woman homeowner. Sunshine uses the "secret sauce" of online reviews, follow up calls, email biography of technicians, follow up calls, thank you notes, brownies & wine. Susan will share Sunshine's 12 points of "love" that they use in every customer transaction.

**Dinner
& Guest
Presentation**

Thanks to the generosity of our sponsors and PHCC LI Associate Members, registration for P-H-C Contractors is FREE!

PLEASE VISIT WWW.PHCCLI.ORG TO REGISTER!