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On the ROAD

## Memorable Reminders

To retain customers, small themed “leave-behinds” can make a big difference.

- By Ken Wysocky



## On the Cover

Modern Plumbing & Heating plumber Nick Caron uses a portable band saw from Milwaukee Tool to cut away pipes from a water heater on a commercial job site in order to remove it and install a new one. Modern Plumbing, based in Kalispell, Montana, is owned by Paige and Raun Grover and has five employees providing primarily residential and commercial service and repair work. The company works in about a 30-mile radius around Kalispell. (Photography by Gerald Schumacher)

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Cory Dellenbach



# Providing Opportunities

Step into middle and high schools to start encouraging youth to enter the plumbing industry

**H**aving kids at the college and middle school levels means I often hear conversations revolving around what they want to do when they are done with school and what career they are working toward.

If someone were to track the responses from middle and high school students when asked about their career, I bet the top answer would be: “I don’t know.” There’s nothing wrong with that. It does, however, provide an opportunity that this industry can help with.

Are you and your company doing enough to attract those teenagers or young adults to the profession?

## SETTING THINGS IN MOTION

I got started thinking about youth and their career paths even more after editing the profile in this issue on Modern Plumbing & Heating in Kalispell, Montana.

Owners Paige and Raun Grover want to help more people in their home area, which includes providing career opportunities for high school students that aren’t college bound.

“People just aren’t going into the trades like they used to,” Paige says. “And once we grow to a certain point, we would love to get more involved in high school programs to mentor more of these students and help revive the skilled-trades industry.”

That’s a great idea, but how do you get started? There is one easy way to get rolling with that idea and that is by stopping in at your local high school and talking to the principal or the school counselors and putting an idea in their heads.

Would there be an opportunity for you or your staff to come in during shop class or even an economics class and talk about your career? What you do, what it means to do it and how much potential there is in this industry to earn a great wage. Just talking about your career and

The more you can get a youth involved in your business, the more you plant that seed in them to want to do this as a career.

showing them that you love it, could get more young adults interested in this industry.

## NEXT STEPS

If you’ve done that step already and are stuck on which path to go down next, consider offering a summer internship to a high school student and teach them the trade. Let them go with your crews on jobs and see how things are done. Have the students work in the office, too, and learn the inner workings — like billing, scheduling and that side of the operation.

The more you can get a youth involved in your business, the more you plant that seed in them to want to do this as a career.

## SUPPORT THEM

That student that you just talked to in a career class at the middle or high school could be your next star employee. How are you going to lead them down that path and support them?

I’d like to hear how you, or your company, are trying to get middle school, high school or young college students into the plumbing industry. Email me at [editor@plumbermag.com](mailto:editor@plumbermag.com) or call 715-350-8436.

Enjoy this issue! **P**



# "IT WAS EASY TO GET STARTED!"

## Profile

### NuFlow Certified Contractor

When Chris McNulty joined his family's plumbing company, he was eager to add new technology, like pipe lining, to their list of services. He considered many other pipe lining companies before choosing NuFlow.

**"We chose NuFlow because their technology was far better - they were the first company to talk about how to properly clean cast iron and I really liked that we can start and stop anywhere in the system."**

After signing up, Chris quickly realized the benefits of adding pipe lining and he continues to reinvest in NuFlow to grow his business.

**"It was easy to get started! We were already doing sewer repair and investigation work, so once we added pipe lining, it just took off. The more lining we did, the more I reinvested in the equipment."**

**"In 2016, we closed the plumbing company and opened NuFlow St Louis to focus completely on pipe lining. NuFlow's training and commitment to staying at the forefront of technology is what helps make us successful."**



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## INDUSTRY GROWTH

### Recruiting Women to Plumbing

Courtney Wilkinson, vice president of Benjamin Franklin Plumbing of Arlington in Texas, found her way to plumbing because it was the family business. She says she was lucky that her father made a concerted effort at educating her on all aspects of plumbing. But not everyone has that good fortune, and historically the industry has been less accessible to women. Wilkinson is trying to do her part to change that.

▶ [plumbermag.com/featured](http://plumbermag.com/featured)

## OVERHEARD ONLINE

*"Not all customers are worth the effort to generate the sale. Sometimes your growth goals mean you are also growing beyond customers you have historically served."*

— *Is It Time to Cut a Few Customers Loose?*

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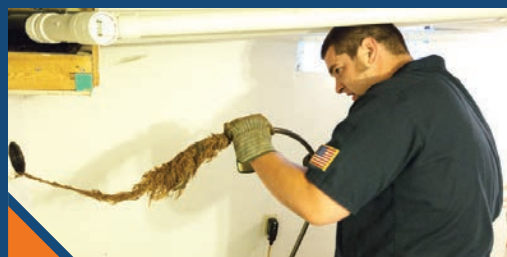


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### Diagnostic Tool Purchasing Considerations

Diagnostic equipment adds a valuable service to your offerings, but it's important to do your research ahead of time so that you get exactly what you need. This online exclusive covers some questions you should be asking yourself before committing to a purchase.

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## DRAIN CLEANING

### Tackling Root Intrusion

Cleaning a sewer line full of roots can be a challenge. But with the right equipment and approach, you can handle any root problems you encounter, no matter how bad the infestation. This online exclusive offers some tips.

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# GROWTH FORMULA

Great customer service, effective social media is a potent combo for Montana plumbing firm

By Ken Wysocky |  
Photography by Gerald Schumacher



**Modern Plumbing & Heating PLLC, Kalispell, Montana**

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**EMPLOYEES**  
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Paige and Raun Grover  
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Primarily residential and commercial service and repair  
About a 30-mile radius around Kalispell (Flathead Valley)  
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▲ Paige and Raun Grover started Modern Plumbing & Heating in Kalispell, Montana, in 2016 and now have five employees doing primarily residential and commercial service and repair. The company serves about a 30-mile radius around Kalispell.

**D**uring a service call earlier this year, Nick Caron — a technician at Modern Plumbing & Heating in Kalispell, Montana — determined the leaking dishwasher he was trying to fix was beyond repair. So he told the customer she'd have to buy a new appliance.

But in an above-and-beyond-the-call-of-duty moment, Caron took time in between service calls to make a quick stop at a Habitat for Humanity ReStore. It turned out to be a fortuitous move, as Caron lucked out and found a Bosch dishwasher that matched the customers' other kitchen appliances.

The price? Only \$50. The customer's reaction when Caron called with the news and was able to install the dishwasher later that day for a fraction of what the customer had expected to pay? Priceless, notes Paige Grover, who co-owns the company with her husband, Raun, a master plumber.

"Customer service is everything to us and we really feel like it's a lost art these days," she says. "Our slogan is, 'Serviced once, customer for life,' and we mean it. What Nick did that day for that customer exemplifies that philosophy."

That emphasis on customer service, coupled with effective use of social media and transparent pricing — achieved by opting to operate as a time-and-materials shop — have served the company well since its inception in 2016.

As a measure of the company's growing success and stature in Montana's Flathead Valley, consider that in 2017 Modern Plumbing — a one-man band at the time, with just Raun Grover in the field — earned an honorable mention

in the plumbing category in an annual Best of Flathead survey. *The Daily Inter Lake*, a local newspaper, conducts the contest.

The company then won top honors in that category in 2018, 2019 and 2020, besting some 40 other plumbers in the area. And in 2018, the company received a Torch Award for Ethics from the Better Business Bureau, she says.

“Customer service is everything to us and we really feel like it's a lost art these days.”

Paige Grover



▲ After cutting copper pipe that connects an old water heater to the rest of the system, plumber Nick Caron inspects it.



Modern Plumbing & Heating co-owner and master plumber Raun Grover installs new piping on a kitchen sink while on a residential job. The company primarily handles residential and commercial service and repair work.

Of course, providing great service requires hiring technicians and office staff that are both skilled and care for customers. As most plumbers and other tradespeople nationwide know full well, that's not easy.

But so far, the Grovers have been able to assemble such a team around themselves: Travis Shipley, a master plumber; Caron, who's almost a journeyman plumber; and Amie Gardner, who manages the office and customer service.

"As cheesy or corny as it might sound, we really care about our customers," Grover notes. "And it's just as important that everyone we hire feels the same way. We hire good, solid people that we usually find through referrals, which is a safe bet for use when it comes to hiring people."

## Online review-generation software gets thumbs-up from plumbing firm

There's no doubt that online reviews influence consumers' decisions. And an estimated 70% of consumers are willing to leave reviews if asked.

On the other hand, consumers are less likely to post a review if the process is complicated, no matter how much they liked the service they received.

To bridge this potential disconnect, Modern Plumbing & Heating in Kalispell, Montana, uses a service called Review Trigger, a review-generation and collection software that makes getting online reviews easy and efficient, says co-owner Paige Grover.

The customer-centric company always calls customers within a day or two of service to make sure they're happy with the service they received. But the company also relies on Review Trigger to text or email to customers a request for a review. (Customers can also visit the company's website to post reviews.)

Modern Plumbing does all of its invoicing and appointment reminders through email and text, so it collects email addresses and cell phone numbers from customers when they're put on a service schedule.

The company has earned more than 400 five-star reviews on Google and Facebook, and Grover says Review Trigger contributes significantly to that large online-review presence.

"It's very professional looking and user-friendly," says Grover, who co-owns the business with her husband, master plumber Raun Grover. "We've dabbled with a couple other review-generation programs, but this is the one that works best for our business."

The software sends out review requests that can be customized with a company's logo or a photo, color scheme and a personalized message. When customers agree to proceed by clicking on a review button, they're taken to a page where they can choose where to post their review. In the case of Modern Plumbing, the choices are Google, Facebook or the Better Business Bureau.

From there, they simply click on whatever review-writing option the respective pages offer.

Grover likes the fact that if customers have Facebook or Google accounts, the Review Trigger software automatically logs them into their accounts. That saves



"It's important to us that they're also personable and courteous, since they go inside customers' homes every day."

## HIGH ETHICAL STANDARDS

The company also sets the bar high when it comes to ethics. It doesn't pay technicians commissions on what they sell and doesn't encourage them to upsell products and services, Grover notes.

"We're only there to fix the problem at hand. We're very fair and honest and people notice that," Grover says. "We believe very strongly in the Golden Rule, treat customers as we'd want to be treated. And it's important that our employees feel the same way."

Another factor in the company's success, she says, is quoting jobs on a time-and-materials basis instead of flat-rate pricing. That enables technicians to be "super transparent" about pricing. It's also fairer to customers because not all jobs are equal, she says.

"At one point, our accountant asked how we could grow so much and be profitable as a time-and-materials shop," she points out. "But it can be done. You just have to keep tracking things like time spent on jobs in order to maintain consistency and stay as efficient as possible."

Continued ►

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customers time and boosts the click-through and review rates, according to the Review Trigger website.

In addition, Review Trigger automatically notifies the company when a new review appears and also will stream all of the four- and five-star reviews directly to a company's website. That's important because research shows that reviews on a website generate more revenue per site visitor, according to Review Trigger.

There's another nice benefit, Grover notes: The more Google reviews Modern Plumbing customers post (and Google is the most popular site for online reviews), the higher the search engine ranks the company on website searches for plumbers.

"It's like having automatic search engine optimization for your website," she notes. "We find our company popping up (in Google rankings) way ahead of companies that have been established here for 20 years plus."



Modern Plumbing & Heating master plumber and co-owner Raun Grover, left, reviews job site specifications for plumbing layout on a new-home construction job in Kalispell, Montana, with homeowner Kris Schallack.

“If making money was our main objective, we’d go to flat-rate pricing,” she adds. “But we started the business in order to help people. Integrity is very important to us.”

To keep track of things such as scheduling, invoicing, customer data and the status of jobs, Modern Plumbing uses Jobber field-service management software.

### GOOD ONLINE REVIEWS FOLLOW

Providing great customer service does more than just help the company grow and boost revenue. It also makes the company’s primary marketing method — online reviews — much easier.

“If you provide a well-rounded customer-service experience and always put customers on a pedestal, using customer reviews as your main form of marketing is a no-brainer,” says Grover, who has a college degree in graphic design and directs the company’s marketing efforts and operations.

When asked if that’s easier said than done in real life, given that many customers intend to provide a positive review but fail to do so, she replies, “Not if you offer great, well-rounded service. If you’re not getting great reviews, maybe you have to take a closer look at how you do business.”

The company’s approach seems to be working; more than 400 customers have provided five-star reviews about Modern Plumbing, mostly on Google and the company’s Facebook page.

Along with the emphasis on social media, Grover says the company’s website also aided growth. She says taking a personal approach — using family-centric photographs instead of stock plumbing photos, for instance — makes the website more effective. As an example, she points to a photo on the company’s website home page of Raun with their son, Grayson.

“Personalizing things help you stand apart,” she explains. “We also used vinyl wraps on our trucks from the start, using a clean and simple design.”

“If making money was our main objective, we’d go to flat-rate pricing. But we started the business in order to help people. Integrity is very important to us.”

*Paige Grover*





- ◀ Administrative assistant Amie Gardner sits at her desk where she takes service calls and schedules the plumbers.
- ▼ Plumber Nick Caron waits for the water to drain on a commercial water heater before the company removes it and installs a new one.

## A MARKETING MIX

But the company also relies on an old-school advertising method: a small ad in the Yellow Pages, just to cover all their bases demographically, she says.

“We feel we have to cater to seniors that don’t use the internet,” she says. “So we run an ad about the size of a business card that’s big enough to read but not so big that it gets too expensive.”

Grover says she regularly posts items on the company’s Facebook page, but concedes that the platform is a more valuable forum for service reviews than a generator of service calls. “We really just post on Facebook as a courtesy to our customers and to have a presence there, since social media is so big,” she says.

Continued ▶



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▲ The staff at Modern Plumbing & Heating stand outside the shop. From left, Paige Grover, Raun Grover, Nik Caron, Travis Shipley and Amie Gardner, along with a couple of their services vans.

▼ Nick Caron prepares a new commercial water heater (Lochinvar) for installation on a job site in Kalispell, Montana.



“We keep it lighthearted and fun; and I try to bring our kids into posts, too,” she adds. “I do a little bit of everything to mix it up and get customers interested in following a plumbing company.”

Residential service and repair work for plumbing and hydronic-heat systems, plus plumbing for remodeling projects, make up about 80% of the company’s business volume. Commercial plumbing services contribute the balance, Grover says.

To service customers, the company owns three all-wheel-drive Chevy Express cargo vans, (model years 2011 to 2014) and a 2004 Toyota Tundra pickup truck.

The company also relies on Milwaukee Tool PACKOUT modular box-storage systems; power tools made by Milwaukee Tool and Viega; drain machines manufactured by RIDGID; boilers and water heaters made by Lochinvar; tankless water heaters from Rinnai; toilets built by American Standard and Gerber; and faucets from Moen.

## SLOW BUT STEADY GROWTH

Looking ahead, Grover says she foresees more growth ahead, including a move into a bigger shop. That, in turn, would allow the company to comfortably accommodate more employees and stock more repair parts, which would reduce trips to the company’s part distributor, she says.

“We want to be able to help more people in the Flat-head Valley,” Grover explains. That includes providing career opportunities for high school students that aren’t college bound.

“People just aren’t going into the trades like they used to,” she notes. “And once we grow to a certain point, we

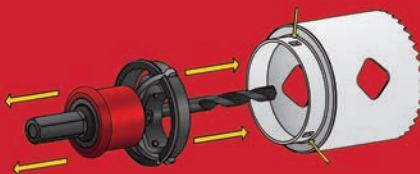




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“It’s been really rewarding in general to see the business grow — there’s so much blood, sweat and tears involved.”

*Paige Grover*

would love to get more involved in high school programs to mentor more of these students and help revive the skilled-trades industry.”

But the company has no formal revenue goals; that’s just not the mindset from which the Grovers operate. “As long as we’re consistently profitable, year after year, that’s our primary goal,” she says. “We also want to keep growing so we can provide more benefits for our employees.”

But no matter how big the company may get, customer service will remain a central focus; the couple has no interest in growing so fast that they lose control over the quality of work and processes.

“It’s been really rewarding in general to see the business grow — there’s so much blood, sweat and tears involved,” Grover says. “It’s so awesome to see a business grow based on treating other people the way you’d want to be treated. And not break people’s banks while doing it, too.

“That’s what we’re all about.”

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#### RIDGID

800-474-3443  
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#### Gerber Plumbing Fixtures

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[www.rinnai.us](http://www.rinnai.us)

#### Jobber

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#### Viega

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#### Lochinvar

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Peter Bellotti

## Back to Basics

This advice may seem elementary at first, but small plumbing companies can always benefit from a review of foundational business principles

*By Peter Bellotti*

**M**any small- and medium-sized business owners face a simple dilemma on a daily basis. They are really good at producing and selling whatever it is their business sells, but they don't have the knowledge to be good money managers.

Unlike larger corporations, these smaller businesses often face the challenge of money management on their own, or at least without the help of a huge team of financial professionals. As a result, money management can be pushed to the side as an ancillary thing instead of a focal point of the business.

No matter what their financial background, all business owners know there's more to running a successful business than just creating and selling. To stay in business, you must be able to collect payments to create cash flow and manage all your accounts in the proper fashion.

Money management is simply the processes you follow to handle business finances. This includes setting goals, tracking your expenses and income, and budgeting. A good money management plan will help you make sure your business will churn out a profit, and also avoid time periods of negative cash flow.

Certain aspects of money management will also keep your business on sound financial ground, paying all your bills on time and well prepared for expected months of lower income, such as seasonal downturns.

Let's take a look at some best practices for money management and six tips to help you on your way:

### 1. Create a budget

Step one to any money management plan is creating a budget. On this budget should be a list of all your expected income and all your expected profit. A business budget should be projected out as best as possible for an entire calendar year, and then broken down by quarter, month and even week. Plug essential services into the budget, as well as a forecast of your anticipated income.

Certain aspects of money management will ...  
keep your business on sound financial  
ground, paying all your bills on time and well  
prepared for expected months of lower  
income, such as seasonal downturns.

Creating a budget will allow you to see times of the year when you might have extra money on hand to invest in new equipment, for example, or periods when money might be tight and purchasing might not be a good idea. Having a budget for the entire year will also allow you to make larger adjustments to your operations if need be to avoid financial pitfalls.

### 2. Know when bills are due

After creating a budget, it's time to know when all your bills are due. Create a chart, spreadsheet or any other form of tracking to know the due dates and amounts of all your recurring expenses. This could include business loans, credit cards and charges for services such as internet and phone. It's important to pay bills on time to avoid late charges, extra fees and potentially even having essential services shut off.

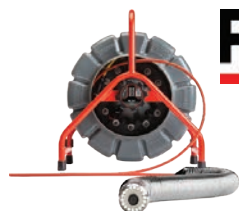
### 3. Keep an eye on spending

It's easy to swipe a credit card or pull from a line of credit when you need to make a purchase to support your business. And while this isn't necessarily a bad thing, it's easy to get overwhelmed and break your budget if you're not tracking all spending.

Every time you incur an expense, record it as a new



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line item. Even if the purchase is for \$10, it's still important that you get into the habit of tracking it. By staying on top of all expenses, you'll have a better grasp on your business finances and avoid overspending.

#### 4. Manage and track employee costs

Employees represent one of your biggest expenses. It's important to keep the cost of your workforce as low as you can without sacrificing quality, of course. In addition, it's essential to have a good handle on all of your labor costs. The best way to do this is through a time and attendance tracking system. Appropriate software programs will ensure accurate employee tracking, making sure you pay out only what you should.

#### 5. Stay on top of receivables


Landing a new customer is great, but if you don't collect the money associated with the job, was it even worth it? While the volume of work can be a good indicator of how well your company is doing, you only reach a profit if you actually collect on the invoice you mailed or left behind with the customer.

That's why it's so essential to track and stay on top of your accounts receivable. You should aim to keep the number of days you collect money from your customers as close to when you issued the invoice as possible.

There are plenty of accounts receivable tracking tools available. No matter how you decide to track it, though, you should ensure that none of your customers fall too behind on their accounts, and you should vigilantly pursue the money you're owed.

#### 6. Have extra cash on hand

No doubt there are periods when your business isn't performing as well as it did at another point in the year. There are also times when you'll fall short on the anticipated workload and collection expectations. When this happens, you might find yourself in a little bit of a pickle if you haven't planned properly.

It's good to have a reserve of cash on hand to use when the money isn't flowing in as quickly as you need it to. Think of this as your rainy day fund. This extra cash reserve can help cover payroll and other expenses if you're behind on collections, or cover the cost of an emergency expense, such as broken equipment in need of repair or replacement. You should always plan for the unexpected and be able to weather the storm. 

-----  
*Peter Bellotti specializes in business administration, big data and cloud software implementation as sales manager at workforce management software company Mitrefinch USA. Learn more at [www.mitrefinch.com](http://www.mitrefinch.com).*

# Memorable Reminders

To retain customers, small themed 'leave-behinds' can make a big difference

By Ken Wysocky

**I**t's common knowledge in marketing circles that it's much less expensive to retain existing customers than it is to attract new ones. That makes it important to keep your plumbing company top-of-mind with customers, especially since they typically don't need a plumber very often.

One solution? Give your customers a small marketing "leave-behind," which is an effective and inexpensive way to help customers remember your company when they need service, or want to refer your firm to family and friends.

Some plumbers do this with simple basics, such as refrigerator magnets, pens or putting stickers/valve tags on water heaters and the like. This strategy is especially effective when you go the extra yard and tie leave-behinds to your company's name or logo.

Take Bizzy Bee Plumbing in Raleigh, North Carolina, where owner Robert Schwachenwald gives customers small jars of locally produced honey, with the company's name, logo, website address and phone number on the



▲ Bizzy Bee Plumbing in Raleigh, North Carolina, plays off its name and gives customers small jars of locally produced honey, with the company's name, logo, website address and phone number on the label. (Photo courtesy Bizzy Bee Plumbing)

*"We have a lot of customers that say they got our phone number from a magnet or a key chain, so we know they must be working."*

*Kim Westhoff*

label. The jars cost about \$2.50 apiece, and the company spends about \$5,000 on them annually.

"It may sound small and uninteresting, but it definitely sets us apart," he says. "Most people are completely surprised when our technicians hand them a jar, but they think it's cute — a great thing to leave behind at the end of a service call."

Schwachenwald says the jars of honey are worth every penny, noting that about 70% of the company's business stems from repeat customers. He also says he knows anecdotally that customers keep the jars after they're empty as a reminder of what company to call when they need plumbing service.

"We even have some customers who like the honey so much that they ask if we can drop off a jar the next time we're in the area," he adds. "Overall, we get such great feedback about it that we could never stop doing it now, it's become a company marketing staple."

## KEYS TO MARKETING SUCCESS

At Anthony Plumbing, Heating, Cooling & Electrical in Lenexa, Kansas, a southwestern suburb of Kansas City, technicians leave customers with a keychain shaped like the company's service vans. It meshes with the company's trademarked slogan, "Technicians you can trust with your house keys."

"We've been doing it for about 10 years," says Kim Westhoff, the company's marketing director. "It's a no-brainer for us. It's one of those residual reminders that customers can keep handy. Even if it's in their junk



▶ At Thompson Family Plumbing and Rooter in Hesperia, California, customers are left with a small bag full of goodies, such as a small toy, stickers and fake tattoos that the kids can put on. (Photo courtesy Thompson Family Plumbing and Rooter)

▼ Anthony Plumbing, Heating, Cooling & Electrical, in Lenexa, Kansas, leaves customers with a keychain shaped like the company's service vans. It ties in with the company's trademarked slogan, "Technicians you can trust with your house keys." (Photo courtesy Anthony Plumbing, Heating, Cooling & Electrical)



**COMPANIES** Bizzy Bee Plumbing, Raleigh, North Carolina; Thompson Family Plumbing and Rooter, Hesperia, California; Anthony Plumbing, Heating, Cooling & Electrical, Lenexa, Kansas

**MARKETING TOOLS** Small items to hand out for marketing purchases, such as a small jar of honey, small toys, stickers, fake tattoos and keychains

**FUNCTION** An effective way to get customers to remember your company, while leaving them with a small gift to say thanks

**COMPANY WEBSITES** [www.bizzybeeplumbing.com](http://www.bizzybeeplumbing.com)  
[www.thompsonfamilyplumbing.com](http://www.thompsonfamilyplumbing.com)  
[www.anthonyphc.com](http://www.anthonyphc.com)

drawer, they still see it periodically, so it keeps our name and logo in front of them."

Promotional keychains are available from a number of online imprinting and promotional companies, and the more a company buys, the lower the per unit cost. Anthony Plumbing spends about \$7,000 to \$8,000 a year to buy 30,000 to 40,000 keychains — enough inventory for about a year, she says.

"It's one piece of our marketing pie," Westhoff notes. "We provide customers with a variety of promotional products branded with the Anthony logo, such as pens, refrigerator magnets, Koozies, lens cleaners, hand sanitizer and other unique items.

"It's hard to determine the return on our investment (with promotional gifts) because we use a multichannel marketing approach," she adds. "But we have a lot of



customers that say they got our phone number from a magnet or a keychain, so we know they must be working."

## A PLAYFUL APPROACH

Thompson Family Plumbing and Rooter in Hesperia, California, takes a unique, kid-oriented approach to leave-behinds — an apt strategy for a company that emphasizes family. Technicians give customers a small bag full of goodies such as highlighting markers, pens and a small Lego or squishy toy, says John Thompson, who owns the company with his wife, Devynn.

The bags also include a temporary tattoo of the company mascot, who bears an uncanny resemblance to a certain owner of the company.

"We've been doing this for about three years," Thompson explains. "I guess I just have wild kid ideas. We do a lot of things in the community with kid-oriented activities, so I thought a fake tattoo would be cool.

"When we appear at local fairs, we see kids all over with our tattoos," he continues. "Each bag costs about \$3 or \$4 to put together and it's absolutely worth it. Kids will always remember Thompson Family Plumbing, even if their parents may not."

As an added benefit, it's not uncommon for customers to take photos of their children with the tattoos, then post it on social media. Then other people "tag" those customers' photos and share it with even more people, providing an even wider promotional effect at no additional expense, he says.

## Making the Phone Ring

Marketing firm focuses on helping plumbing, drain cleaning, trenchless companies to start getting customer calls *By Cory Dellenbach*

**B**y starting a new educational platform, Gardner Media Group is expecting that this year will be a big year for itself and the industry.

The media group, based in Miami, focuses its efforts on marketing for the plumbing, drain cleaning and trenchless industries and is launching an online learning platform called “The Drain Academy” later this year. William Gardner, the company’s CEO, says it will teach plumbers how to take a call from A to Z.

Gardner spent 15 years doing sales, marketing and business development work for the plumbing industry until four years ago when he decided to create

his own company focusing on marketing for plumbing businesses.

After one year of success, Gardner expanded the company and has continued to grow it over the years. *Plumber* magazine recently conducted a question-and-answer session with Gardner about his company.

Invest in what will make your phone ring today.  
Once you have a steady call volume you can rely  
on, that’s when you can start to invest in the  
long-term marketing and branding.  
*William Gardner*



▲ William Gardner, right, Gardner Media Group CEO helps a plumber with his website questions. Gardner Media Group works with companies in the plumbing, drain cleaning and trenchless industries. (Photo courtesy Gardner Media Group)





## Gardner Media Group

**LOCATION** Miami

**OWNER** William Gardner

**SERVICES** Search engine optimization, pay-per-click marketing, social media marketing and management, website design

**WEBSITE** [www.gardnermediagrp.com](http://www.gardnermediagrp.com)

### **PLUMBER MAGAZINE:** What type of marketing, or other work, does Gardner Media Group help potential clients with?

**WILLIAM:** Mostly online with Google pay-per-click. I specialize in the emergency-type calls that get your phone to ring right now with people who need your service right now.

### **PLUMBER MAGAZINE:** What is the biggest lesson plumbers need to know or learn to effectively market their company?

**WILLIAM:** Invest in what will make your phone ring today. Once you have a steady call volume you can rely on, that's when you can start to invest in the long-term marketing and branding. Plumbing businesses live and die by how many times their phone rings. You need to make the phone ring daily.

### **PLUMBER MAGAZINE:** The world of media and marketing has changed a lot over the last 10 years with social media. What has Gardner Media Group done to keep up with all the changes?

**WILLIAM:** We excel in using social media to interact with our clients. Social media and especially Facebook groups for plumbers have allowed us to meet and interact with plumbers at the touch of a finger. We can communicate our messages, give advice in the groups and see their feedback on variety of subjects.


### **PLUMBER MAGAZINE:** The COVID pandemic has affected a lot of things over the past year. What has the company done to help plumbers?

**WILLIAM:** We have done a lot of webinars, free marketing training and are in the process of launching a new product. It is an online learning platform called "The Drain Academy." It will teach plumbers how to take a call from A to Z.

### **PLUMBER MAGAZINE:** What's ahead for Gardner Media Group the rest of 2021?

**WILLIAM:** The WWETT show, of course, will be big for us. With our drain and trenchless campaigns, along with adding our online learning platform "The Drain Academy," we are expecting big things this year. The goal of "The Drain Academy" is finding the plumber where they are currently in their business and guiding them in setting up successful drain operations, sales and marketing. We want to deliver more value than just ads; we want to give them the information they need to succeed from our ad campaigns.

### **PLUMBER MAGAZINE:** Is there anything else you would like to add?

**WILLIAM:** We are excited to bring value to the plumbing, drain and trenchless world. We see an opportunity as the online experts to shine light on the positive results online marketing can deliver. We see 2021 as a breakout year for the plumbing, drain and trenchless industry. 





Anthony Pacilla

# Tips to Get You Through the Tricky Jobs

There are many easy and cheap ways to help you get a quick fix done to give you extra time for a more permanent repair

*By Anthony Pacilla*

**O**ver the last hundred years or so our family business has thrived because of the skill, expertise and experience of generation after generation of seasoned plumbers.

They helped pass along tons of tips and tricks, some old and some new. Here are just a few to help you out.

## 1. Rule of 1.414

To calculate how long a piece of pipe needs to be on a 45-degree offset, multiply the offset distance by 1.414, then subtract the fitting makeup. You will get a perfect fit every time.

You can also heat up a piece of painted pipe and wipe most of the paint off with a rag or a scouring pad.

It is especially helpful on large diameter pipe. Make sure you look up and understand what “fitting makeup” is before you start using this method.

## 2. Pencil Teflon tape

Plumbers often get into a tiny space where they cannot get the roll of Teflon tape to make its way around male threads. Take a pencil and wrap a length of Teflon tape the opposite direction you typically would on threads (on the eraser end).

Now apply the Teflon tape to the threads by twirling the pencil around in a tight motion applying the Teflon tape in the correct direction.

## 3. Delta single-handle shower valve retaining nut

At some point you will run into a Delta single-handle

shower valve that has a large brass retaining nut. This retaining nut must come off for you to access the shower cartridge.

The older models are exceedingly difficult to remove and have three small copper tubes that hold the cartridge body to the valve body making it difficult to remove without breaking the tubes. If you put a pipe wrench on the nut to get it off it will twist the valve right off the body breaking the copper tubes.

Instead, keep a 2-inch-by-1 1/2-inch Fernco in your tool bag. Tighten the Fernco onto the retaining nut. Since this puts tremendous grip on all sides of the retaining nut you can usually remove the nut by hand. It also does not do any physical damage to the nut.

## 4. Getting paint off copper pipe

In older houses, the older generation was a little handier than the newer homeowners. They did not just paint the pipes, they used lacquer thinner first, and then painted the pipes. This can lead to a frustrating time getting the paint off.

A good trick is to get a scrap piece of the next size up (for example grab a piece of 3/4-inch copper if you are trying to remove paint from a 1/2-inch copper line) and quickly slide it up and down over the pipe. Because the inside diameter of the next size up just barely fits over the tubing it will scrape enough paint off that you can work the rest with emery cloth.

You can also heat up a piece of painted pipe and wipe most of the paint off with a rag or a scouring pad.

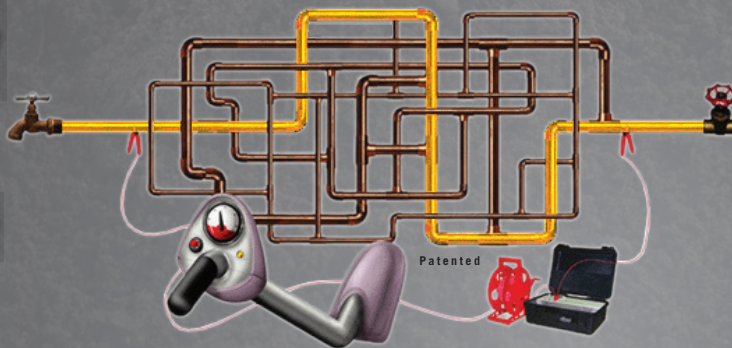
## 5. Temporary pipe patches

Are you out late in the cold working on a leaking waterline? Make sure you carry a variety of hose clamps and some rubber gasket material. You can set a small piece of gasket material over the leak and tighten a few



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hose clamps around it to limit or totally stop a leak until a permanent repair can be made.

Another temporary repair on frozen, split or ruptured copper water lines is to squeeze the split back together with Channellocks until the two sides are touching, clean, flux and solder the split back together.

On ductile iron water mains or some cast iron boiler sections or near boiler piping, people used to keep a variety of small hand-whittled wood pins that they could beat into a leak and tighten a few hose clamps around it. The wood would swell up and limit the leak in a pinch.

On cast iron screw pipe pinhole leaks, take a rag, fill it with salt, and wrap and secure it around the pinhole leak. The salt and water will rust the pinhole shut until a permanent repair can be made.

## 6. The bread trick

This is a commonly known trick. If you cannot get a copper waterline to stop dripping, stuff a piece of bread into the pipe and quickly solder a ball valve on. Then go to a spigot that does not have an aerator and run water until the bread pieces come out. Only use white bread as wheat bread or any of the other grain breads do not come apart easily and will get stuck in the system.

You can also buy a device called a Jet Swet kit that allows you to solder on a ball valve with water dripping. Do yourself a favor and look it up if you have never seen

one. Remember to only use full port ball valves with this device.

## 7. The cheater bar

You should never use a cheater bar to gain extra leverage on a pipe wrench. But in theory, if you find a couple of old aluminum baseball bats from when you were a kid — do not steal your kid's brand new \$400 Easton — cut the tip off with a tubing cutter. You now have a cushion grip cheater that you could slide onto a pipe wrench to get some extra leverage.

## A REMINDER

Remember that these tricks are not meant to be permanent repairs, these are mostly to get you out of a jam until you can do a proper permanent repair. **PI**

-----  
*Anthony Pacilla has been in the trades since he was 9 years old (family business). He started cleaning toilets, mopping floors and putting fittings away in the warehouse. As he picked up skills, he would add becoming a ground man and laborer. When he was ready, Pacilla became an apprentice and then a journeyman plumber. He graduated college with a business and economics degree and immediately wanted to come back to work in the family business. A few years ago, Pacilla became a licensed master plumber. To contact Pacilla, email [editor@plumbermag.com](mailto:editor@plumbermag.com)*

# Taking on Flat-Rate Pricing

Implementing the right strategy and price book can serve as a catalyst for company change

By **Tim Dobbins**

**S**witching your plumbing business from a time-and-materials rate structure to flat-rate pricing is a big jump that will ultimately affect your bottom line. This change can increase profit, but it's up to you as the leaders and managers to ensure it does.

Making the adjustment is not a decision to be taken lightly and won't result in immediate success. The same ingredients that go into successful business practices in any area are needed for making the shift to flat-rate pricing: hard work and determination.

Anja Smith, a regular contributor to *Plumber*, *Cleaner* and *Pumper* magazines, and owner of All Clear Plumbing in South Carolina, shares her expertise in a virtual training session on *Plumber* magazine's website on how to make

When it comes to planning, do your homework. The price book you choose will become the template for your new pricing structure. Make sure you are researching multiple companies, asking questions and choosing the one that best supports your company. After choosing a price book provider, the second part of planning is taking a look into updating your hourly rate. Even though you are no longer billing time and materials, you still need to dig into the math and make sure the flat-rate pricing is covering everything and keeping you profitable. The final planning step is implementing the plan.

Implementing the plan starts with engaging the rest of your company's team. "This is most likely going to be a cultural bomb going off in your company," she says.

"This is not a small shift." Develop a training plan to involve your team and help them make the transition.

Training is the bulk of the implementation work. It should begin by discussing the changes with your team before they happen and invite questions through a series of meetings. They will need time to wrap their heads around the concept and adjust. Use the meeting

to discuss how the new pricing structure will benefit the customer, the business and, most important, the employees.

The next thing you want to look at and discuss with your employees is appointment workflow. "If you don't take advantage of the fact that you can provide upfront predictable pricing and that you can provide comprehensive options with flat-rate pricing, then you're really negating the huge benefit of flat-rate pricing from a customer service standpoint," Smith says.

Proper workflow of a flat-rate appointment is critical. Start by appropriately greeting the customer by name and introducing yourself. Next, look at the problem they

**“The answer to profitability from flat-rate comes through good planning, good training and consistent management. Without those, flat-rate is going to fall flat on its face.”**

**Anja Smith**

flat-rate pricing a profitable venture for plumbing companies.

"It's not going to work if your real issue is leadership, discipline, motivation, organizational or cultural issues," Smith says. "The good news is that flat-rate can be a strong catalyst for change in your company."

Flat-rate pricing may be the opportunity to address other underlying issues by providing a clear framework for operational expectations. However, addressing that amount of change in any company requires proper preparation. "The answer to profitability from flat rate comes through good planning, good training and consistent management," Smith says. "Without those, flat rate is going to fall flat on its face."





“They have probably called you for something they’re not thrilled about doing, they’re probably in a bad mood when you arrive and handing the control over to them is a huge psychological boost.”

**Anja Smith**

are presenting, understand it and diagnose the issue. Once that is established, the next task is putting together and presenting options from the price book.

Letting the customer choose from a series of options gives them control of the situation and allows them to proceed as they wish. “They have probably called you for something they’re not thrilled about doing, they’re probably in a bad mood when you arrive and handing the control over to them is a huge psychological boost,” Smith says.

Another advantage of getting them to choose and agree to a price before doing the work is that you are going to have fewer concerns about people arguing or complaining about the price after the work is done.

This also provides an opportunity to let the customers choose what they would like to go into their home in terms of plumbing accessories. “You’re giving them permission to upgrade their appointment or upgrade their fixture, which is something they may be inclined to do,” she says. “There’s a huge opportunity there to increase your average ticket.”

The next step in training is hands-on practice. Real-world situational training gives your plumbers and technicians a chance to ask questions, acquaint themselves with the system and fill out sample invoices before entering the field. Implementing a routine training program will help develop confidence and familiarity in the system for new and veteran employees.

Smith explains that the last part of implementing flat-rate pricing is to celebrate the transition with your team. “The launch day for your new price book should be a huge day in your company.” It’s important to get people excited about the change but, more important, you need to send a message that time and materials are a thing of the past for your company. “By making a celebration out of launch day, you’re really drawing that line in the sand,” she says.

“You’re sending a very strong signal to your team that you expect this to be the new wave of the future.”

Ongoing and consistent management is the key to maintaining the system. Be a leader and ensure that the transition is something everyone at the company is comfortable with. This fundamental change is going to impact the employees and there will be days that some of them feel like they are failing. “What frustrates employees the most is a lack of leadership and a feeling of failure,” Smith says. “It’s your job to help them through that struggle and to make sure they know that you have their back.”

Always be willing to have conversations with your employees and discuss their frustrations. Supporting your team is the last piece of using this opportunity to its fullest potential. **PI**



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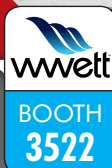


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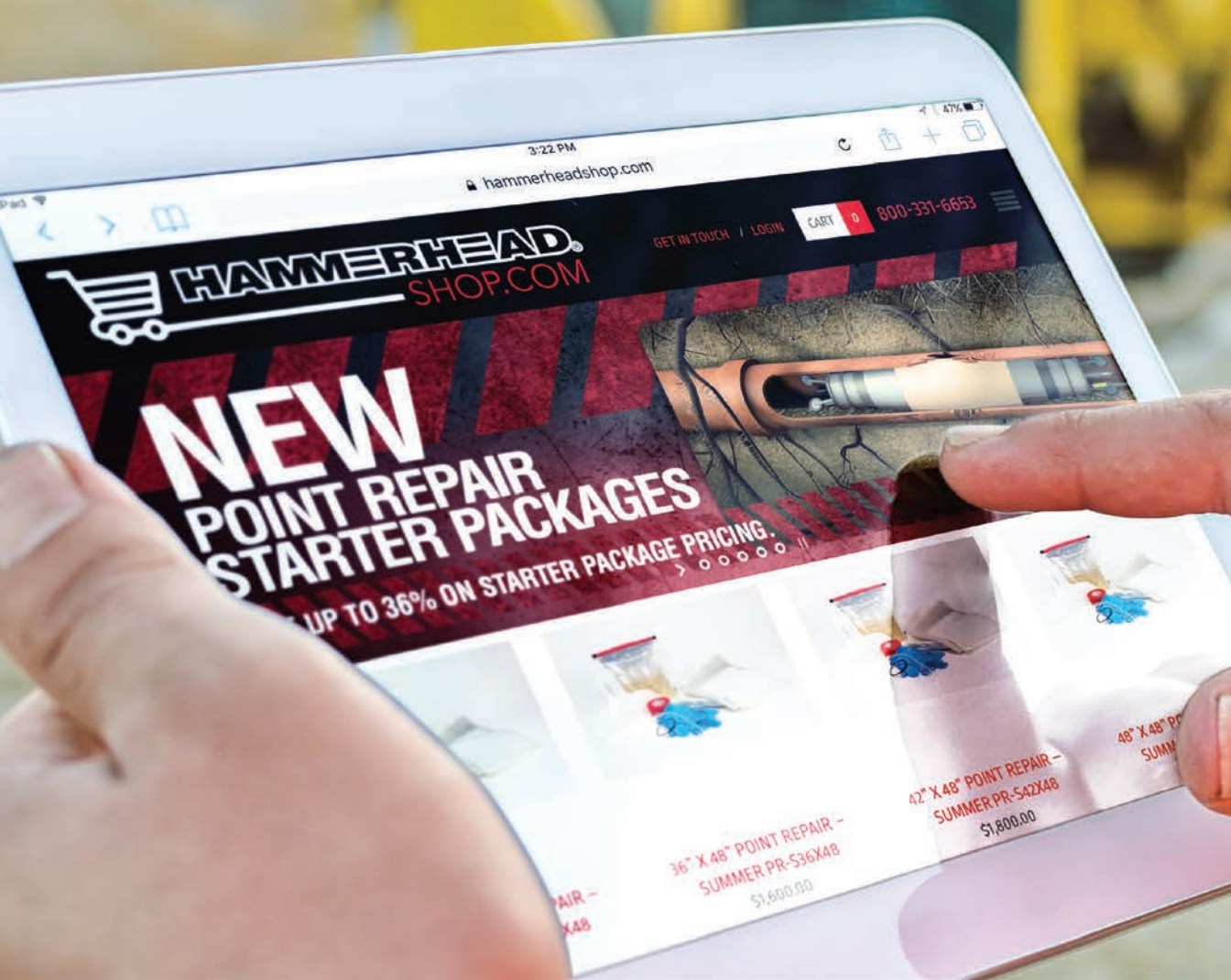
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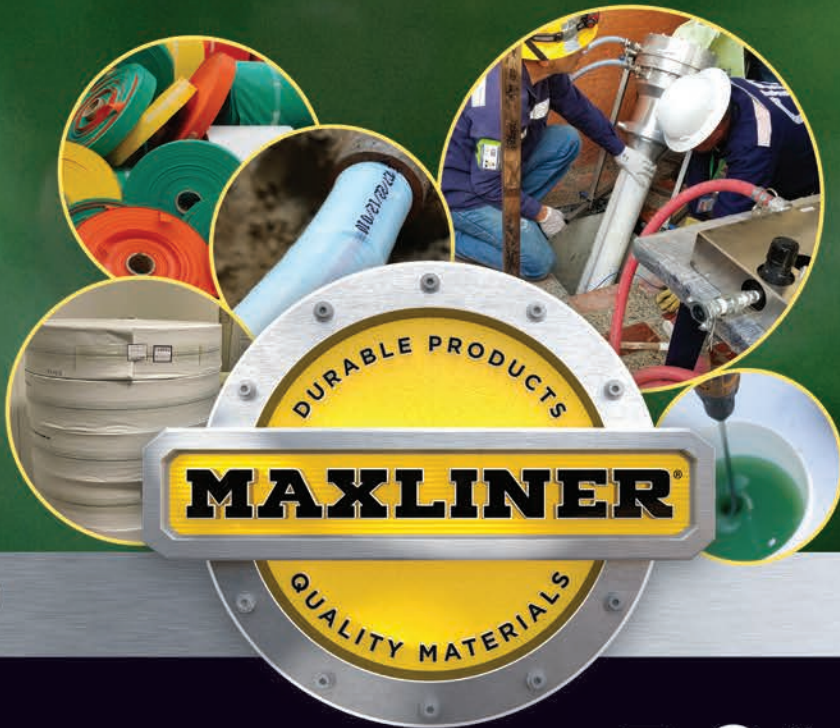
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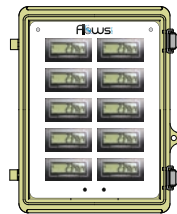


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# Product Spotlight

## Partnership leads to updated, more versatile expander

By Craig Mandli

**I**n the ultra-competitive plumbing industry, partnerships between large tool manufacturers are rare. But when they work, the results are often great. Once again, Milwaukee Tool and Uponor have partnered to deliver a solution for ProPEX installs with the introduction of the M12 FUEL ProPEX Expander. Equipped with RAPID SEAL heads to seal up to 65% faster than competitive solutions at 45 degrees, the tool serves as part of a complete solution to provide consistent PEX piping installations.

“In 2010, Milwaukee and Uponor changed the way plumbing and mechanical contractors installed ProPEX fittings with the introduction of the M12 ProPEX Expander,” says Morgan Sokany, senior product manager for Milwaukee Tool. “This tool set the new standard for productivity, delivering faster and more consistent installations by eliminating the need for cumbersome hand tools.”

Ten years later, Milwaukee Tool has once again partnered with Uponor to deliver the next breakthrough in productivity for ProPEX installs. Providing up to 35% faster connections, the ProPEX Expander includes a POWERSTATE brushless motor, delivering sustained peak power even under the toughest conditions, and an extended dual-actuating trigger for better access in tough-



to-reach workspaces. The expander comes standard with ProPEX Expander Heads with RAPID SEAL, designed to provide faster sealing connections in colder temperatures while maintaining the expected time to insert a fitting. Like its M12 predecessor, the M12 FUEL ProPEX Expander is equipped with an auto-rotating head for quick, uniform expansions and built-in LED lights allow for convenient operation.

“With the introduction of the new M12 FUEL ProPEX Expander, installers can expect the fastest 3/8- to 1-inch expansions and decreased seal times especially as temperatures decrease, all while maintaining the promise of the most consistent installations,” Sokany says.

The M12 FUEL ProPEX Expander joins the M12 Cordless System, a large subcompact system focused on delivering durability and power in the tightest spaces. Currently the M12 System is made up of more than 100 solutions. The full M12 FUEL ProPEX Expander kit comes with the tool, 1/2-, 3/4- and 1-inch ProPEX Expander Heads with Rapid Seal, two M12 CP2.0 batteries, a charger, cone grease and a carrying bag. It is also available as a bare tool option with the Rapid Seal Heads sold separately. 800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com)



### Truewerk Women's Fit T2 WerkPant

Truewerk's new T2 WerkPant for women is a technically advanced soft-shell work pant featuring four-way stretch fabric for a more all-inclusive fit, as

well as double-stitched seams and technical patterning that improve mobility, fit and durability. A durable, water-re-

pellent coating repels everything including stains, rain, snow and wind, making it a perfect three-season work pant. Other features include seven pockets with riveted corners and body fabric pocket bags to protect legs from sharp pocket contents. Truewerk is helping elevate the modern tradeswomen and promoting a culture that won't settle for the workarounds women in the trades have been used to. The T2 WerkPants provide an effortless, professional look and approach equipped to tackle anything. 719-624-8720; [www.truewerk.com](http://www.truewerk.com)



### KEEN Utility Red Hook work boot

With the introduction of the Red Hook, KEEN Utility is introducing a work boot that can keep up with challenging jobs. A high-performance hiker-meets-athletic boot designed to keep pace with a versatile workload, the Red Hook brings comfort and performance features. Full-grain leather and Techtuff upper provides superior abrasion-resistance in high-wear areas and keeps feet dry thanks to the KEEN.Dry waterproof, breathable membrane. The KEEN.ReGEN midsole cushioning delivers 50% more energy return than standard EVA foam, while lightweight and asymmetrical carbon fiber toes offer an unobtrusive fit 15% lighter than steel. The Red Hook is also Electrical Hazard rated, providing a secondary source of protection in case of accidental contact with live electrical circuits. Other highlights include 100% nonmetallic construction to allow easy passage through metal detectors and slip-resistant safety features. **866.676.5336; [www.keenfootwear.com/work](http://www.keenfootwear.com/work)**

### MicroSepTec EnviroServer ES Series

MicroSepTec added five additional sizes of its EnviroServer ES Series to NSF certification. The new sizes of the residential wastewater treatment system include: 5-foot diameter ES6 (600 gpd), 5-foot diameter ES4.5 (450 gpd), and 6-foot diameter ES7.5 (750 gpd). The ES12 (1,200 gpd) and ES25 (2,500 gpd) are still available, but the 6-foot ES6 will be phased out. The EnviroServer ES residential moving-bed biological reactor is in a self-contained single tank, so it requires minimal excavation which reduces installation costs, and it can be installed in lots with space constraints. The tank leaves a very small footprint, which can be camouflaged with flagstone, fake rocks and more while maintaining easy access for future maintenance of the system. There are no large, unsightly boxes or lids visible in the landscape. The tank can also be installed in traffic-rated situations with minimal special requirements. **877-473-7842; [www.microseptec.com](http://www.microseptec.com)**



### Rinnai Demand Duo R-Series commercial hybrid water heating system

Rinnai America created the non-condensing Demand Duo R-Series commercial hybrid water heating system to provide a quick and easy tank replacement solution to both contractors and end users. Its design connects easily to the existing 6-inch B-Vent, allowing for quick and easy replacement of standard-efficiency atmospheric tanks. Sold in 80- or 119-gallon tank options, the Demand Duo R-Series eliminates the need for new vent penetrations. The pre-installed drip leg and 36-inch Swivel-Flex Gas Line also creates material efficiencies and reduces install time with a pre-installed electrical junction box and duplex outlet. The digital controller, which comes with the product, also allows management of building recirculation without having to purchase an additional aquastat. **800-621-9419; [www.rinnai.us](http://www.rinnai.us)**



### QuickDrain SquareDrain point drain

QuickDrain USA's SquareDrain point drain is an extension of the QuickDrain total shower solution. The new SquareDrain combines fashion and function, helping homeowners, designers and installers create spa-like bathroom experiences with ease. The innovative point drain system offers versatility and flexibility in design for both curbed and curbless applications, making it an ideal choice for residential and hospitality. Features include a universal-flange adaptor, making it jobsite-ready for new and retrofit applications like tub-to-shower conversions. It can be installed in two hours and includes an integrated quarter test plug, eliminating the need for extra testing tools and costs. Once installed, the drain system allows for easy maintenance with a debris basket and cover key included. **866-998-6685; [www.quickdrainusa.com](http://www.quickdrainusa.com)**



### Bradford White BMS-ready Commander Series

The BMS-ready Commander Series of commercial gas water heaters from Bradford White Water Heaters can now be easily integrated into Building Management System networks that monitor essential electrical, security, communications and other functions in large or multi-unit structures. BMS integration allows for real-time monitoring of water heater performance.



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### Navien NPE-2 Series condensing tankless water heaters

The NPE-2 series from Navien is offered in four standard (NPE-S2) models up to 199,900 Btu/h and three advanced (NPE-A2) models up to 199,900 Btu/h. New high-efficiency features and technology include a turndown ratio up to 15-to-1, EZNav advanced multiline control with built-in intuitive software and easy-to-use Setup Wizard, increased 2-inch PVC venting length up to 75 feet, vent installation detector, built-in HotButton on-demand system controls, expanded cascade capability up to 32 units and expanded common venting capability up to 12 units. **949-420-0420; [www.navien.com](http://www.navien.com)**



### Gerber Plumbing Fixtures Lemora bathroom collection

Gerber Plumbing Fixtures launched the new Lemora bathroom collection. The line includes 12-inch rough-in one- and two-piece toilets, as well as faucets and shower solutions for a complete look. Some features include:

WaterSense-certified 1.28 gpf toilet; a fully skirted concealed trapway for a sleek appearance; 3-inch flush valve for maximum water flow and flushing power; ADA compliant; 2-inch fully glazed trapway for clog-free waste removal; ErgoHeight elongated bowl for comfort and ease of use; and Fluidmaster 400A fill valve for durable, long-lasting, anti-siphon operation and easy replacement. Faucets and shower solutions are available in brushed nickel, chrome and satin black, and toilets are available in white. **866-538-5536; [www.gerber-us.com](http://www.gerber-us.com)**



### U.S. Boiler Alta gas-adaptive combi boiler




U.S. Boiler's Alta combi boiler has a 10-to-1 turndown ratio. The high-efficiency condensing boiler offers gas-adaptive technology that provides a short installation time and low operating costs. The powerful gas-adaptive technology offers

no-touch combustion setup, and there are no manual throttle or offset adjustments. Engineered for five-minute start-up, the boiler's control system provides continuous, automatic self-calibration of burner combustion by adapting to component wear, variations in fuel, environment, and vent air pressure to provide safe, efficient and clean combustion at all times. At 95% AFUE, the Alta is currently available with 136 mBh domestic hot water input (3.7 gpm) and 120 mBh heating input. **717-397-4701; [www.usboiler.net](http://www.usboiler.net)**

### Flomatic Model 48 drain-back plug



The Model 48 drain-back plug from Flomatic is for submersible pump water well installations. The reusable plug is designed to drain the riser pipe and is activated when a weight is dropped into the well drop pipe. The plunger is stroked by the weight and opens the valve, which returns to its closed position when the drop weight is removed. The Model 48 is NSF 372 certified, and it is designed in all stainless steel construction with Buna-N resilient seating. It can be easily replaced in the field, helps eliminate water splashing at the surface, and prevents potential cross-contamination of the water well. The spring-loaded valve threads into a 1-inch pipe tee. By utilizing the drain-back valve, the pulling of pipe and pump becomes much easier and safer, reducing the pulling weight between 20 to 50%. **800-833-2040; [www.flomatic.com](http://www.flomatic.com)** 

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## RIDGID celebrates 25 years in pipe inspection

RIDGID, part of Emerson's Professional Tools portfolio, is celebrating a quarter century as the leader in pipe inspection systems. RIDGID launched its first line of inspection cameras in 1996, allowing professionals to more easily diagnose in-ground pipe issues.

## Neighborly welcomes Roger Chacko as new officer

Neighborly appointed Roger Chacko as its new chief strategy and marketing officer. Chacko brings over 25 years' global brand building, corporate strategy and growth catalyst experiences. Immediately prior to joining Neighborly, Chacko served fitness chain Planet Fitness as its chief commercial officer. Chacko earned his doctorate degree in management from Oklahoma State University and his master's degree in management from the Massachusetts Institute of Technology.

## Ranger Design announces new members of leadership team

Joey Trombino joined Ranger Design and will replace Eric Pesenti as the new chief financial officer. Trombino has 30 years' experience in the financial and accounting fields, and has worked in different sectors, including manufacturing, software and mining. Pesenti will stay with Ranger Design in other capacities. With 18 years' experience in operational and strategic initiatives to enhance revenue growth, Catalin Caracas was named vice president of operations and human resources.



Joey Trombino



Catalin Caracas

## Champion Plumbing announces NuFlow partnership

Champion Plumbing announced an exclusive partnership with NuFlow Technologies and will be the only certified NuFlow installer and distributor in Oklahoma. Champion Plumbing plans to have three NuFlow-certified technicians available by the end of March 2021.

## Goulds Water Technology introduces virtual training tool

Goulds Water Technology, a Xylem brand, has launched the V.A.R.I. Challenge, an online tool for industry professionals to properly and safely use a digital multimeter to troubleshoot pump systems. Set up in a gamified format, users of the V.A.R.I. Challenge use a digital multimeter

to test the voltage, amperage, resistance and insulation of the brand's Aquavar SOLO2 variable frequency drive performance, enabling users to advance from level to level. Users are timed throughout the challenge and receive points for accuracy of responses. Upon completion of the challenge, users can see where they stack up on the V.A.R.I. Challenge leaderboard. Additional features and resources are integrated throughout the interactive tool, which include links to Goulds Water Technology service manuals and video tips for each level.



▲ The RepMasters team and (at right) Chris and Peter Brown of Walmar Mechanical Sales.

## Watts announces sales award winners

RepMasters, of Denver, has been named Watts Representative of the Year and winner of The Golden Regulator Award for driving significant sales growth during the 2020 pandemic year. RepMasters has been a Watts authorized sales representative since 2016, and earlier they represented Watts' FEBCO brand. They represent Watts in Colorado, Wyoming and Montana. Peter and Chris Brown of Walmar Mechanical Sales, based in Nepean, Ontario, received the Watts Lifetime Achievement Award. Both have worked to help build a backflow program in conjunction with the city of Ottawa, among other achievements. Walmar has been a Watts-authorized sales representative for three generations and represents Watts in Ottawa, Canada.



## Shannon Yancey named as a Caleffi sales manager

Caleffi North America announced its new regional sales manager, Shannon Yancey. Yancey will focus on the Southwest U.S. sales region and is based in Houston. She has worked in the heating, cooling, refrigeration and plumbing industries for over 20 years, and serves as the membership committee co-chair for the Houston ASHRAE Chapter.

## Asahi/America welcomes new operations VP

Asahi/America announced the addition of Andrew Meschisen to its executive management team. Meschisen joined Asahi/America as vice president of operations and materials where he will oversee the company's operations and manufacturing, materials and supply chain, quality assurance, warehousing and facility maintenance.



Andrew Meschisen

## Oatey hires Christine Graham as new CIO

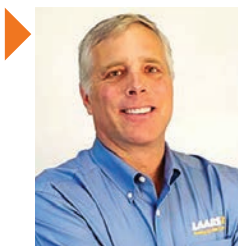
Oatey announced that Christine Graham joined the organization as senior vice president and chief information officer. She comes to Oatey from MTD Products, where she served as IT director, working with business partners to develop and deliver on technology roadmaps.



Christine Graham


## Laars names Rich Simons senior VP and general manager

Bradford White named Rich Simons senior vice president and general manager of subsidiary Laars Heating Systems. Simons, a graduate of Case Western Reserve University and the University of Minnesota Carlson School of Business, joined Laars in 2016 as vice president and general manager.



Rich Simons

## John Guest celebrating 60 years in 2021

John Guest, part of the RWC family of brands, turns 60 in 2021. Over the years, John Guest's push-fit plumbing products have paved the way for better drink dispensing, water filtration, air and pneumatics, telecoms, automotive and OEM solutions. 

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**AWWA Annual Conference & Exposition (ACE),**  
San Diego Convention Center, San Diego.  
Visit [www.events.awwa.org](http://www.events.awwa.org)

**June 22-23**

**Wastewater Equipment (WEQ) Fair,**  
York Fairgrounds, York, Pennsylvania.  
Visit [www.weqfair.com](http://www.weqfair.com)

**June 29-July 2**

**Water & Wastewater Equipment  
Treatment & Transport (WWETT) Show,**  
Indiana Convention Center, Indianapolis.  
Visit [www.wwettshow.com](http://www.wwettshow.com)

**Aug. 24-26**

**Legionella Conference, Virtual Only.**  
Visit [www.legionellaconference.org](http://www.legionellaconference.org)

**Sept. 14-15**

**Wastewater Equipment (WEQ) Fair,**  
Nissan Stadium, Nashville, Tennessee.  
Visit [weqfair.com](http://weqfair.com)

**Sept. 21-24**

**Service World Expo,**  
Louisville International Convention Center,  
Louisville, Kentucky.  
Visit [www.serviceworldexpo.com](http://www.serviceworldexpo.com)

**Sept. 22-26**

**American Society of Plumbing Engineers  
(ASPE) Tech Symposium,**  
San Diego Marriott Mission Valley, San Diego.  
Visit [www.aspe.org](http://www.aspe.org)

**Sept. 26-30**

**International Association of Plumbing and  
Mechanical Officials 92nd Annual Education  
and Business Conference,**  
Hyatt Regency San Antonio, San Antonio.  
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