

# QSC Update



## Greetings from Your Chairman

Hello QSC family,

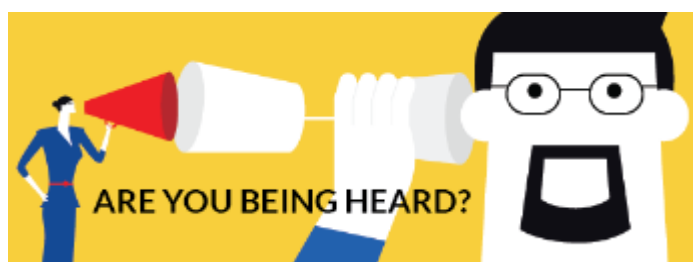
QSC@CONNECT 2019 is now in the record books; thanks to those of you who attended this event. Our few days experiencing “Life in the Fast Lane” in Indianapolis were educational and filled with networking and fun. Plan now to join us for Power Meeting 2020 in San Diego, CA March 11 – 13!

During our time in Indy your QSC Board of Trustees met on day one of the conference to share strategic plan updates and discuss next steps. Also discussed were new regional events, administrative and process updates, new benefits, and products and services that are offered currently...and those that are in the works. Some of our old favorites may be making a comeback, so stand by!

Our registration numbers for CONNECT increased this year. Sixty-five QSC contractor members were in attendance. Ten Industry Partner companies made the Service Contractors’ Solutions Pavilion and Product and Technology Showcase THE place to be to hear about the latest and greatest available to Contractor Members.

QSC education sessions were well-attended and Contractors’ Central provided an element of friendly competition as a virtual reality Indy Car fastest-time game was featured. Prizes were awarded to the three drivers clocking the fastest times. Prizes were also given to QSC Contractor members who completed their interactive game cards...validated by each QSC Industry Partner exhibitor. Congratulations to these ten prize winners too and many thanks to our sponsors – without whom these events would not be possible!

All my best,  
Jeff Heger, QSC Chair



POWER  
MEETING  
2020

March 11-13, 2020  
Westin San Diego  
San Diego, California



## Power Meeting 2020 - Unlock Your Potential - Registration is OPEN!

Enhance your communication skills and access your strengths, your creativity, new ideas and resources in ways that you may have never thought possible. Power Meeting 2020 will help you unlock your potential and expand your possibilities for success. Pre-event activities, education and special QSC hotel rates will add to your Power Meeting 2020 experience. Learn more about what Power Meeting 2020 has to offer, [click here!](#)

Click [here](#) for a few words from a couple of your favorite QSC Staff members!



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## [QSC/DeVryWORKS Webinar – Wednesday, December 4 from 1:00 p.m. to 2:00 p.m. EST](#)

On-line business, customer relations and strategic education classes will be offered to QSC Members beginning on Wednesday, December 4, 2019!

Through collaboration with DeVryWORKS, QSC has arranged for affordable, self-paced on-line education opportunities. Join us for the “[Are People Listening? Enhance Outcomes Through Effective Communication](#)” webinar on Wednesday, December 4, 2019 at 1 p.m. EST to find out what a difference effective written and verbal communication makes in the workplace and how practical exercises will make you a better listener.

To learn more about QSC and DeVryWORKS, click [here](#)

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## [QSC Board of Trustees Call for Nominations](#)

QSC is now accepting nominations for three (of seven) positions on its Board of Trustees which will be vacated in March 2020. QSC members who are passionate about the enhancement of business acumen and the success of P-H-C Service and Repair professionals and those who want to raise the identity of the HVACR industry and promote the ideals, prosperity and awareness of the trades are encouraged to submit themselves, a peer, colleague or friend’s application for consideration. Nominees must be PHCC and QSC members in good standing.

Positions are as follows:

Two (2) Contractor Trustees. These are three-year terms.

One (1) Industry Partner Representative. This is a two-year term.

Responsibilities include but are not limited to setting the direction for QSC, supporting QSC initiatives and policies and advocating the value of QSC. Trustees are required to attend two in-person meetings per year and regularly scheduled monthly one-hour conference calls.

Please click [here](#) to complete your nomination(s) no later than Friday, February 14, 2020.

Voting will be done electronically the week of February 17 – 21, 2020. New Trustees will be announced at [Power Meeting 2020](#), March 11-13 in San Diego, CA. Questions? Contact Dave Chic at 800-533-7694 or via email at [chic@naphcc.org](mailto:chic@naphcc.org).

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# QuickRead



by QSC Business Coach, Les Hanks

## [Three Ways to Boost Your Small Business Marketing Using Psychology](#)

Promoting and selling your service requires a tremendous amount of time and effort. On top of that, many forms of marketing are terribly expensive with mixed results. What else can we do? Have you ever thought about the psychological make up of your customers? Remember, most of us buy on emotion and later justify the purchase with benefits. With this in mind, please carefully consider the simplicity and possible effectiveness of applying psychology to your marketing as outlined in the linked article. Involve the most creative people you know doing this, your staff and your customers and have fun.

For more information, [click here](#)



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For more information contact: [Ronald.Shanaver@Milwaukeetool.com](mailto:Ronald.Shanaver@Milwaukeetool.com), 262-749-0415

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## [As Shared by Chapter Executive Monica Roache, PHCC of ORSB](#)

"It was such a pleasure being able to offer our members QSC's "Front Line Service Training" class, presented by QSC Business Coach Beth Dobkin. Scheduling QSC training classes for your local chapter will bring added value to your membership offerings, non-dues revenue opportunities to your chapter, and training your members want and need to continually educate their front-line team. I look forward to hosting this education session again soon to allow more of our members to engage in this valuable training for their team and the betterment of their companies."

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## [Industry Partner Input](#)

Hello Industry Partners! Ideas have been flowing for [Power Meeting 2020](#) and QSC staff and I have been in touch to brainstorm, create and put into place new ways to help you make the most of your experience in San Diego, CA March 11-13.

As we all know, our time at Power Meeting must be used strategically and a plan needs to be in place – with goals outlined. To get the process started, here are a few must do's for Power Meeting 2020 that need to be included on your list:

1. Attend all education sessions – especially the Keynote Session with Connie Podesta. Her presentation will help you network more effectively.
2. Take advantage of the meal functions as this also provides you with the opportunity to mix and mingle.
3. Don't sit behind your table during the tradeshow – it can create a visual barrier.

Registration and sponsorship information will be on the way to you very soon. If you have any questions, suggestions, thoughts or ideas prior to that time feel free to contact Dave Chic at 800-533-7694 or via email at [chic@naphcc.org](mailto:chic@naphcc.org).

**See you in San Diego, Stacey Ziegler Harp**

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## Happy Birthday To You!

We would like to wish the following QSC members a very Happy Birthday!

Russ Duker – November 3

Patty Frank – November 7

Marina Efroymsen – November 14

Stacey Ziegler Harp – November 18

Jim Neyer – November 19

Del Embrich – November 28

Rick Wilson – November 30

## Happy Anniversary!

We would like to wish the following QSC members a Happy Anniversary!

Dave Jones, Inc. – 17 years

Schaal Heating & Cooling, Inc. – 17 years

Waldman Plumbing and Heating, Inc. – 14 years

Ken Neyer Plumbing, Inc. – 14 years

Rooter Plus – 12 years

Bell Home Solutions – 10 years

Mallick Plumbing & Heating, Inc. – 7 years

ServiceTitan – 6 years

Guardian Plumbing & Heating, Inc. – 6 years

Scott English Plumbing Inc – 3 years

Mark Lindsay & Son Plumbing & Heating – 3 years

Customer Lobby – 3 years

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## Your QSC Team

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