

QSC Update



Greetings from Your Chairman

Hello all. I hope 2020 has presented you with beneficial opportunities and numerous successes so far.

I'm looking forward to seeing each of you in San Diego for [Power Meeting 2020](#), March 11-13. Be sure to register and book your hotel rooms before our February 17 cut-off date to ensure accommodations in our host hotel, the [Westin San Diego](#).

Our program is chock full of engaging education and networking starting as early as Tuesday, March 10 with the Hodes Pre-Power Meeting Fundraising Event benefitting Challenge Air for Kids and Friends, always a Power Meeting favorite!



Additional Pre-Power Meeting happenings include HVAC, plumbing, and the building of a commercial service peer group roundtable discussions led by QSC Business Coaches Les Hanks and Franc Exley. Plan to attend these and be heard! The evening will be topped off with food, fun and friends during the Opening Reception. Networking and learning will also abound during this function. Additionally, we will be voting to elect new Board of Trustees members during the event.

Keynote speaker [Connie Podesta](#) will kick off Power Meeting's high-energy education sessions. She will artfully help attendees realize heightened communication potential during her "Life Would be Easy if it Weren't for Other People" discussion, highlighting how to communicate and be HEARD!

Marketing guru Eddie Hill will lead attendees through the processes needed to maximize their company's reputation and Dr. Mike Hennelly will provide suggested tools and processes to create extraordinary teams. Session presenter Andy Wilson will provide the perfect education complement to the agenda as he leads an open an interactive session on getting, keeping and growing top talent.

QSC's (almost sold out!) interactive Industry Partner showcase and networking breaks will give our Industry Partners the forum for providing updates on the latest trends, products and services within the industry.

And, don't forget **PHCC Chapter Executives!** Your registration is FREE and the chapter from which the most non-QSC members attend will receive \$1000.00 to cover your travel expenses. You must be present to win.

Power Meeting 2020 promises to provide attendees with resources, networking and education – all of the vital components that keep each of us successful and relevant.

See you there!

Jeff Heger, QSC Chair

P.S.

Many thanks to our **Power Meeting 2020 Sponsors!**



Meet the Candidates!

As mentioned in previous QSC Updates and on the Q-List, nominations have been requested of QSC members who are passionate about the enhancement of business acumen and heightening the awareness of the PHC Service and Repair industry, to serve on the QSC Board of Trustees.

Currently, positions for which nominations are being accepted are as follows:

- Two (2) Contractor Trustees. These are three-year terms.
- One (1) Industry Partner Representative. This is a two-year term.

Nominations have been received from some very qualified and enthusiastic QSC members.

[Click here to meet the candidates!](#)

QSC Member Benefits – Updated!

The QSC staff has been working diligently to update and improve the offerings provided to QSC members. The vault of benefits has been and continues to be reviewed and brought up-to-date each and every day.

And...three of QSC's vital member programs have been enhanced to provide heightened resources.

[Click here for the current list of updated benefits](#)



by QSC Business Coach, Les Hanks

Empathy: the key element missing in your marketing strategy.

Empathy is the ability to understand and share the feelings of another. Many businesses actually do a good job of reminding employees to be empathetic with customers each day, however, did you know your marketing strategy should also include empathy? In a world with far too many similar choices for products and services,

your brand message could be the connection necessary to drive sales and profits. Companies like Coca-Cola with polar bears enjoying the holidays with a Coke makes customers feel nostalgic and connected to the brand. The linked article offers several other real life examples of companies that have successfully utilized empathy to differentiate themselves from the competition. Please read and consider whether or not your brand is connecting with the customers you want.

For full article, [click here](#)

Sponsored by:



Your QSC Team

Beth Dobkin
dobkin@naphcc.org
M: 916-835-5013

Franc Exley
exley@naphcc.org
M: 912-604-5464

Les Hanks
hanks@naphcc.org
M: 254-723-0791
O: 254-836-5259

David Chic
chic@naphcc.org
M: 317-441-2662

Dawn Dalton
dalton@naphcc.org
O: 703-752-9893

*Copyright © 2020 QSC
All rights reserved.*

Quality Service Contractors
Plumbing-Heating-Cooling Contractors-National Association
180 S. Washington St., Suite 100, Falls Church, VA 22046
Telephone: (800) 533-7694; Fax: (703) 237-7442
E-mail: qsc@naphcc.org
Web site: www.qsc-phcc.org

You are receiving this message because you are a member of Quality Service Contractors, an Enhanced Service Group of the Plumbing-Heating-Cooling Contractors – National Association.

Click [here](#) to manage your PHCC Communications Preferences page