

The Mission Statement

The Plumbing Heating Cooling Contractors Association of Nevada is dedicated to the promotion, advancement, education and training of the industry for the protection of our environment and the health, safety and comfort of the community.



Values Statement

The PHCC of Nevada Board of Directors and staff are guided by these principles:

- ◇ Working to Improve and Enhance the Industry
- ◇ Promoting Professionalism and Customer Satisfaction
- ◇ Serving as an Essential Resource
- ◇ Communicating Efficiently and Effectively
- ◇ Encouraging a Cohesive Industry and Camaraderie

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PHCC OF NEVADA

Strategic Plan 2009-2011

Working to improve our
industry every day...



Five Goals for the Future



The Five Goals

- **Improve Member Business and Industry Image through Positive Public Relations**
- **Maintain an Effective Workforce through Continuous Education and Training**
- **Advocate for the Industry at the State and Local Levels through a Government Relations Program**
- **Provide Benefits and Services to Increase Member Business and Prosperity**
- **Maintain a Highly Effective Association to Serve Members and the Industry**

The Details

- ◇ **Improve Member Business and Industry Image through Positive Public Relations**
 - ◇ Increase member business and revenue through association referrals.
 - ◇ Increase public awareness and the image of the industry and the association.
 - ◇ Strategically increase student interest (secondary school and community colleges) in the plumbing industry.
 - ◇ Position PHCC NV as the essential resource for all industry members.
- ◇ **Maintain an Effective Workforce through Continuous Education and Training**
 - ◇ Apprenticeship Program (JATC Committee)
 - ◇ Business Education
 - ◇ Workforce Specialty Training
- ◇ **Advocate for the Industry at the State and Local Levels through a Government Relations Program**
 - ◇ Participate in coalitions to monitor and influence government
 - ◇ Make effective use of the Political Action Committee (PAC) to contribute to pro-industry lawmakers.
 - ◇ Involve members in understanding, monitoring and influencing government.
 - ◇ Monitor the agenda of the Nevada State Contractors Board; on-line and by attending meetings.
- ◇ **Provide Benefits and Services to Increase Member Business and Prosperity**
 - ◇ Develop communications tools to enhance industry awareness of the benefits and services of PHCC NV.
 - ◇ Improve member awareness of the new benefits and services.
 - ◇ Expand PHCC NV member services to include entire the state; potentially chartering a Reno PHCC Chapter.
- ◇ **Maintain a Highly Effective Association to Serve Members and the Industry**
 - ◇ As a board and staff, be responsible stew-

- ards of the resources of the PHCC NV.
- ◇ Ensure that the subsidiary organizations - PAC and Foundation - are used effectively and are beneficial to the PHCC NV goals.
- ◇ Provide a board notebook and leadership orientation for volunteers; and focus on inviting young professionals to take leadership positions.
- ◇ Utilize standing committees and task forces to supplement the work of the board of directors and engage more members in PHCC NV.



The Strategic Planning Committee:

Doug Williams, President, Mark Larkin, Vice President, Shawn Butter, Secretary/Treasurer, Rob Abbott, Director, Brian Kerzetski, Director, Keith Ozawa, Director, Laura Parrish, Director, Robert Flores, Bill Laub, Aaron Hawley, Rich Kerzetski, Dave Bold, Robert Oxley, Bob Benedict, Executive Director, and Crystal Caywood, Office Manager