



# The TN PHCC Newslink

March/April 2021

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## Mark the Dates for 2021

April 1: Launch of **Safety ROPES Program**

April 30: **TN PHCC Golf Classic** at the  
Three Ridges Golf Course in Knoxville  
(form on page 10)

June 11: **Spring Clay Shoot** at Chilhowee Sportsman's Club, Maryville  
(form on page 11)



## Sept 2: TN PHCC Annual Convention and Trade Show at the Knoxville Expo Center

Sept 10th **Fall Clay Shoot** at Crossville Sports Park

Upcoming TN PHCC Board Meetings: April 28 (Office), July 17 (Charleston SC)

## The State Office is Moving

Effective on or about May 1st, the Tennessee PHCC Office is moving to 1000 Dutch Valley Road. The new expanded space will offer meeting, training and classrooms as well as a large open space to hold hands-on learning classes for our apprentices. More details to come!



In conjunction with the KAPHCC Apprentice School, we purchased a trailer to be used as a mobile plumbing lab for the schools and the online program. The lab trailer will feature mobile training plumbing stations such as: Safety, Fittings, Fixtures, Drain Systems and Piping. The trailer is currently being fitted with supplies and we hope to use it for career fairs and job events as well.

### Our Mission Statement:

*"The TN PHCC is dedicated to serving and improving the PHC industry by providing opportunities for continuing education, communication, social networking, and business improvement."*

*"We are dedicated to the protection of the environment and the health and safety of our society."*

# Member News

## Upcoming Date Reminders...

April 28: Knoxville PHCC Apprentice School Awards Banquet, Knoxville Expo Center, Knoxville TN

April 28: Spring Board Meeting at 11am in the State Office or via Zoom

April 30: TN PHCC Golf Classic at the Three Ridges Golf Course, Knoxville

June 11: Spring Clay Shoot at the Chilhowee Sportsman's Club, Maryville

July 16-17: Summer Board Meeting, Charleston SC

Sept 1-2: TN PHCC Annual Convention and Trade Show with Events, Knoxville Expo Center

Sept 10, Fall Clay Shoot at Crossville Sports Park

Sept 17-18 or 24-25, Fall Board Meeting and Family Festival at the Meadowview Marriott, Kingsport TN

Oct 20-22, PHCC CONNECT National Convention in Kansas City MO

*Please note- All members are invited and encouraged to attend state board meetings, please RSVP to the State Office.*

## In Sympathy

Our condolences to the McRae family at the passing of Michael McRae, Warehouse Manager and brother of Steve McRae of McRae Plumbing. Our thoughts and prayers go out to the McRae family.



## Welcome New Associate Members:

### Bradley-Hughes LLC

125 Holly Glade Circle  
Holly Springs, NC 27540  
919-621-6914

Contact: Alex Hammond  
Alex@Bradley-Hughes.net



Bradley-Hughes is a manufacturer's representative agency that has been serving customers in East Tennessee for over 25 years with some of the premier product lines in the business. We specialize in commercial and industrial valves and represent brands like KITZ, Walworth, AcuFlow, Homestead Valves, Wayland Industries, Penn Machine, and Williams Valve.

At Bradley-Hughes, our goal is to provide best-in-class products and services to contractors, wholesalers, and engineers in the plumbing, mechanical, and industrial markets and do it with honesty and integrity. So make the right connections with Bradley-Hughes and keep your business flowing!

### WorkTrux

4405 Clinton Hwy  
Knoxville, TN 37912  
865-851-9675  
Contact: Glenn Humphries  
ghumphries@worktruxllc.com



WorkTrux provides a "1 stop shop" source for quality, affordable, late model commercial vehicles in East Tennessee. We specialize in supplying gently used vehicles that save your business thousands of dollars per vehicle and new car dealer depreciation, preserving those cash savings to improve your ROI and grow your business. We are A+ rated with the Better Business Bureau and conveniently located on Clinton Hwy.

In addition to offering traditional financing, several of our commercial lenders provide lease to own with \$1 buyout financing for those businesses looking to keep their balance sheet clean while still being able to take their Section 179 tax deduction. This has traditionally been available for new vehicle purchases but is now available here at WorkTrux.

We understand that a service vehicle not in operation is an underperforming asset that robs your business of precious cash flow. Many of our vehicles come already equipped with storage racks/bins and all are ready to put into service. Our staff has years of experience and know that businesses do not have time to play the games you will face at a new car franchise. We go above and beyond to make your buying experience as simple as possible. Small enough to know you, big enough to serve you. WorkTrux of Knoxville – We Are All About Trucks!

## Welcome New Elite Sponsors:

Last year we launched our "Elite Associate Program" to give our associate members an opportunity to support our association with an annual type of sponsorship program. Welcome Kenny Pipe as a Diamond sponsor and TIS Insurance as a Gold. We are grateful for your support! For more info: Office@taphcc.com



# Local Chapter News

## Knoxville Chapter Installs New Chapter President- Donna Johnston

Effective January 1st, Donna Johnston has been installed as the Knoxville Chapter President. Donna is the President of Engert Mechanical in Knoxville.

*How did you get started in your business?* I was Corporate Secretary for Engert Plumbing and Heating in 1972. I was part time until 1990 when I took on full time work. When my husband Jim, who was the owner and president of Engert Plumbing passed away in 2005, I took on the role of owner and President.

*What do you enjoy most about your business?* Interaction with employees and business people, well really any kind of relationships with people.

*What drives you to achieve success?* I want to see our employees succeed and our industry to succeed.

*What advice would you give someone just starting in your industry?* You have to give it a lot of hard work and as I tell everyone there will never be another building built without plumbing, heating & air and if you strive to excel you will always have a job.

*You have volunteered to "give back" to your industry by becoming Chapter President and you are also a Director representing the Knoxville Chapter on the State PHCC Board. What made you decide to step up to the opportunity and volunteer?* Because I see our industry as a very important part of the business world. I want to continue to help it grow and do the best I can to help it thrive. We need leaders, and as a female I may have a different perspective that adds value.

*What is your main goal this year as President?* If and when we can get through this pandemic, my goal is to build this chapter and get more people involved in the PHCC, especially the younger generations.

*Knoxville is hosting the 2021 annual state events (hopefully), what are your goals?* It is going to depend on the pandemic. Hopefully we will be in a better situation in September and we can really capitalize on involvement. Since we did not have the annual state-wide convention and trade show last year, I hope this year is our biggest ever.

*What do you think your biggest challenge will be for this year?* Because of the pandemic our industry has gotten so accustomed to these virtual meetings. Our challenge is going to be to get people back to face-to-face communication. I haven't seen some of our managers since April. To me, there is nothing more crucial than face-to-face communication.

*"I would like to thank Gordy and Scott for all of the time and effort in the past few years as President. I hope to continue their legacy of working together and we can build our PHCC chapter. I am always open for suggestions and input and I am always available for our PHCC members."* - Donna Johnston



## Knoxville Chapter Donates to Second Harvest Food Bank

The Knoxville Chapter donated individual member along with a Chapter donation to the Second Harvest Food Bank in December that combined with area donations and matching sponsors, helped raise more than \$2 million on Double Your Donation Day. The fundraiser was celebrating it's 10 year anniversary raising money for food for needy people in the region.

Elaine Streno, Executive Director of Second Harvest Food Bank of East Tennessee, (photo left) stated that the donations from the fundraiser will provide 6 million meals to families across East Tennessee. "Due to the pandemic, more families than ever face hunger. This has been a huge year for us. A lot of giving, but also a lot of demand. And unfortunately, we don't know what the future holds."



Gordy Noe- State President and Donna Johnston- Knoxville Chapter President



# Member News

## Member Company- HVAC Inc. Purchased by Company Leaders



In January, Hill Ventilating & Air Conditioning, the long-standing mainstay of Tri-Cities construction announces the sale of the business to long time company leaders Keith Rhymer, Priscilla Ward, Mark Clevinger, Jon Roberts, and Joe Leonard.

Founded by Edd and Becky Hill in 1986, HVAC Inc. has grown from just 8 employees to now over 130 and has completed thousands of jobs in the areas of commercial HVAC (heating, ventilation, air conditioning), building automation, geothermal, solar power, plumbing, and electrical contracting. Specializing in large commercial facilities HVAC Inc. has designed, built, and serviced systems for NASCAR tracks, hospitals, college campuses, federal buildings, and countless schools among many others throughout Eastern Tennessee, Southwest Virginia, Western North Carolina, and beyond when the job has called for it.

"We are excited for this new chapter and to continue the excellent service we have become known for," says Keith Rhymer, president and new co-owner. "2020 was a a turbulent year to say the least, but we have risen to the challenge and are looking forward to the many opportunities ahead."

*Congratulations to the new Employee Owners of HVAC Inc!*

## Ride and Decide 'Grad' Featured in PHCP Pros Article

The national publication, PHCP Pros, featured Damion Karter, a past Ride and Decide program student, in their October issue. Damion works full time for member Northwest Plumbing.

The author, Steve Smith had originally contacted us to attend our kick off and interview some of the prior students last year for our highly successful program. Unfortunately with the pandemic, we had to cancel the program and Steve interviewed one of the students who had attended the prior year.



*Excerpt from the article:*

After getting familiar with the tools of the trade and basic procedures, Karter eventually headed out to his first jobsite to help install water and sewer lines for a building that would become a golf simulation site.

And, from the sound of our interview, it didn't take him long either to adopt the code of contractors everywhere, which is to point out all the projects they've helped create.

"I came back a couple of weeks later when the building was more complete, and it was cool to see how the whole process of not just the plumbing, but all the other construction work came together."

Through the Ride & Decide program, Karter not only gained real-life experience for five days a week for a month at Northwest, but also a local HVAC dealer the following month.

Students are paid for their work and, provided they are sophomores or juniors, are invited to return again the next summer. This is what Karter planned to do, but the pandemic put a hold on the program for 2020.

After graduating high school last spring, Karter was working at a local hardware store nearby Northwest's offices and, Graham adds, "our guys kept telling me, 'I talked to Damion today and he's interested in working for us.'" And with that bit of networking, Karter was on his way to a promising career.

"I enjoyed the work I did," Damion says. "And I enjoyed the people I worked with. And I'm one of those guys who likes a challenge and, you know, I'm willing to do whatever it takes."

For the full article: [Ride and Decide 'Grad' Joins Northwest Plumbing | 2020-10-31 | phcppros](#)

# State News



## Fast Track to Service Plumbing

*"A training course for service contractors **by** service contractors."*



Need to get your new plumbing technicians out in the field fast? The TN PHCC has partnered with the PHCC National Education Foundation to offer their "Fast Track to Service Plumbing" in addition to our online program. How do you train a tech to be productive and able to run a service truck in record time? Take a look at the Foundation's **Fast Track to Service Plumbing**, available through our PHCC Academy® learning platform. This revamped program, originally developed by Quality Service Contractors (QSC), gives participants focused and timely service and repair plumbing training.

Designed for contractors by contractors, this comprehensive entry-level training is targeted at employees who do residential or commercial plumbing service and repair work. We want your employee trained and productive within the first year of being hired. Year-round open enrollment is available so employees can begin today. The Fast Track program meets the eligibility requirements for the Foundation scholarship program, so enrollees can apply for a scholarship to help with the registration fee.

Students study at their own pace as the work week permits, with most students finishing in 12 - 18 months. The course includes 34 training modules critical for the success of today's plumbing service and repair professionals. Topics include: safety, customer service, plumbing and electrical work, basic business skills, and more

Introduced October 1, 2020, the Fast Track Program is the newest PHCC e.Learning product for service oriented technicians. The PHCC Education Foundation invested over \$500,000 on the development and instructional design of the learning management platform to ensure the training needs of the plumbing industry workforce. The program is designed for residential and commercial service technicians. Your technicians will be able to be more proficient in the fields in the first year.

**Special Promo: All PHCC Members receive Fast Track BOGO— purchase one and get one free for \$2,899. Offer good until— April 1, 2021** If you are interested in the program, please call the state office at 865-531-7422 for registration information.

PHCC National is currently working on a fast track program for HVAC technicians, we will provide details when the project is completed. (This program is not available for non-members and QSC members receive an additional \$500 off)

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## 2020 Member Survey Results

For the members who completed the survey at the end of last year, thank you for your participation. Highlights of the completed surveys include: Members have concerns with unfair utility competition, would like us to develop alliances with staffing agencies, names for the Future Leaders group were provided and members would like us to offer the PHCC Fast Track for Plumbers program. The Board is working on planning future strategies based on the results.

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## TN PHCC Online Program Going Strong

Our online program is registered with the US Dept. of Labor Employment and Training Administration Office of Apprenticeship. The program is powered and accredited by the NCCER (National Center for Construction and Education Research) Connect online program.

This four year program is designed to provide students an opportunity to learn the textbook fundamentals of HVAC or Plumbing. The training course must be supplemented by the on-the-job training and hands-on labs. NCCER Certification is achieved by completing the on-line assignments for each module and passing a proctored Competency Test at a designated time and location.



*I have enrolled a dozen of my employees this year and I can see a difference in their performance. They are understanding WHY we do things the way we do. Knowledge expansion is translating into a better job performance and less warranty calls.*

*-Kay at Keefe Plumbing, Chattanooga*

*The online program is helping me better understand the plumbing code. Being able to take the classes makes me think my employer believes in me and my abilities.*

*-Tommy C., Plumbing 1*

Invest in your employees and your future, request Enrollment details online at [www.taphcc.com](http://www.taphcc.com).

## Executive Order Prompts OSHA'S COVID Workplace Safety Guidance

-Legally Speaking by Bob Dunlevey and Shawna Sorrell

On January 21, President Biden signed an Executive Order directing the Secretary of Labor to issue enhanced workplace safety guidance during the pandemic, and to consider by March 15 whether any COVID related emergency temporary standards are necessary.



OSHA promptly issued detailed guidance – “**Protecting Workers: Guidance on Mitigating and Preventing the Spread of COVID in the Workplace**” - <https://www.osha.gov/coronavirus/safework>. The guidance enhances significantly what is expected of employers and calls for much greater input from employees on any program developed. The guidance differs from that issued previously because it tells employers they “should” do certain things instead of just “considering” action and there is much more specificity about what should be done and how to go about it. The guidance emphasizes that workers and unions should have a significant role in the development and implementation of the safety measures. It specifies that employees should be advised of the terms of the program, suggests that employees should be told that their employer cannot retaliate against them and that an anonymous process for worker complaints should be established. The guidance will empower employees much like in a union environment.

The **key recommendations** to employers include:

- Conduct a hazard assessment;
- Identify a combination of measures that limit the spread of COVID in the workplace;
- Adopt measures to ensure that workers who are infected or potentially infected are separated and sent home, which could include adopting flexible attendance policies;
- Educate and train workers on COVID policies using the language they understand, including non-English languages, American Sign Language, etc.; and
- Implement protections from retaliation for workers who raise COVID related concerns.

These recommendations appear to be the **bare minimum expected** by OSHA.

The guidance also explains **measures that limit the spread** of COVID, such as social distancing, installing barriers when necessary, enforcing mask requirements, improving ventilation, providing supplies for good hygiene, and routine cleaning and disinfection. **Face mask** use is addressed in much greater detail from prior guidance and includes:

- Providing and replacing masks at no cost;
- Discussing reasonable accommodations for workers unable to wear a mask;
- Utilizing masks with clear coverings for employers dealing with hearing impaired workers; and
- Replacing masks daily or frequently if they become wet or soiled.

**Employers should anticipate that OSHA will promulgate a new emergency temporary standard by March 15. Therefore, take action now to do a hazard assessment and start to establish a program somewhat consistent with the guidelines.** Employers may already be in compliance with some of these guidelines due to existing state and CDC directives.

Remember that OSHA's General Duty Clause at Section 5(a)(1) is a general, catchall rule obligating employers to provide a workplace free from recognized hazards. OSHA may very well attempt to use these guidelines to bootstrap a 5(a)(1) citation arguing that the guidance represents basic actions which all employers should take. The risk of receiving a citation may be enhanced by President Biden's previous announcement that his goal is to double the number of OSHA inspectors. Watch for any standard published in the next few months.

*If you need assistance in dealing with these and other labor and employment law issues, contact **Bob Dunlevey**, Board Certified Specialist in Labor and Employment Law, at (937) 641-1743 at **Taft/Law**.*

## Employer Vaccination Programs and New EEOC COVID-19 Guidance

The U.S. Equal Employment Opportunity Commission (EEOC) has updated its COVID-19 guidance, offering additional instruction as to whether and when an employer can require its employees to obtain a COVID-19 vaccine. According to the new EEOC guidance, employers may put in place mandatory programs that require employees to receive a COVID-19 vaccination, subject to certain exceptions and other conditions to address accommodations for disabilities and religious beliefs.

**Employers May Mandate Vaccination.** The EEOC's guidance makes clear that a COVID-19 vaccination itself is not a medical examination so employers may mandate vaccinations without violating the Americans with Disabilities Act (ADA).

**Employers Must Consider Accommodations for Disabilities and Religious Beliefs.** Federal law requires employers to provide reasonable accommodations to applicants or employees that object to receiving a vaccination because of a disability or religious beliefs, unless the accommodation would impose an undue hardship on the employer.

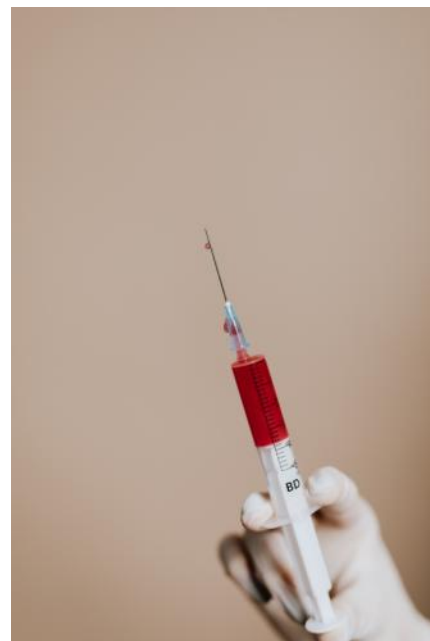
**Administering the Vaccine.** As noted above, requiring employees to take the COVID-19 vaccine is not prohibited under the ADA, but the ADA does prohibit employers from making disability-related inquiries that are not "job-related and consistent with business necessity." Because pre-screening vaccination questions are likely to elicit information about an employee's disability, employers should make sure that they meet this standard if they intend to administer the vaccine directly or by contracting with a third party to have the vaccine administered. The EEOC outlined two exceptions to the pre-screening rule.

- First, it would not apply if the employer required the vaccine, but the employee received it from a non-employer related third party, like the employee's own health care provider or a pharmacy.
- It would also not apply if the employer offered the vaccine on a voluntary basis, because then answering the pre-screening questions would also be voluntary.

If an employer does administer the vaccine or contracts with a third party to do so, it must ensure that it keeps any information obtained through the pre-screening process (or otherwise) confidential.

The EEOC's guidance clearly states that requiring an employee to provide proof of a COVID-19 vaccination is permissible.

SESCO Management Consultants will continue to monitor and report on developments with respect to the COVID-19 pandemic and will post updates in the firm's [\*\*COVID-19 Resource Center\*\*](#) as additional information becomes available.



## Tennessee ranked # 1 for Workforce Development in South Central Region -Top ranking is testament to innovative post-secondary education initiatives

Tennessee's innovative workforce partnerships and game-changing education reform for skills which are in high demand has created a steady pipeline of qualified workers. It has led to Tennessee being ranked first in the South Central Region for workforce development according to Site Selection Magazine.

Tennessee is leading the way nationwide in post-secondary education initiatives, including Governor's Investment in Vocational Education (GIVE) program, Drive to 55 initiative, and the Tennessee Promise Scholarship program.

To expand access to vocational and technical training for Tennessee high school students, the Governor's Investment in Vocational Education (GIVE) initiative, part of Governor Bill Lee's legislative agenda, was passed by the General Assembly in 2019. The GIVE initiative invests \$25 million in competitively awarded community grants. These grants fund regional partnerships between high schools, industry, and Tennessee Colleges of Applied Technology (TCATs) to build new work-based learning/apprenticeship programs, market-driven dual-credit opportunities, and the expansion of industry-informed career and technical education offerings.

In 2013, the Drive to 55 initiative was launched aiming to bring the percentage of Tennesseans with college degrees or certifications to 55% by the year 2025. This initiative is not just a mission for higher education; it's also a mission for workforce and economic development.





# Business News

## Masks in the Workplace - What is Acceptable?

### Question:

When wearing masks in the workplace, what is deemed "inappropriate?" Some employees are using their masks to show their affiliation for or against political or social causes (i.e. #BLM, Back to Blue, or "Make America Great Again," etc.). How can the employer differentiate how to determine what is acceptable and what is not acceptable?

### Answer:

Outside of any messages on masks that are harassing, threatening, or unlawfully discriminatory (i.e., based upon any protected characteristics such as race, sex, color, religion, age, etc.), what is appropriate or inappropriate for the workplace is largely determined by the employer. For example, if the employer wishes to prohibit employees from wearing "#BLM, Back to Blue, or 'Make America Great Again'" masks (note that an employer is not required to do this), it must then uniformly and consistently apply a clear rule on what types of masks are permitted in the workplace, to all employees, and which would likely include prohibiting employees from wearing any masks (you may wish to also include attire generally) that conveys messages on matters employees care about, or perhaps prohibiting any attire that conveys a message whether it contain text, a picture, or a symbol. Admittedly this can get a bit tricky given that certain categorizations can be broad and general, which in turn can create discrimination risk. Of course, as noted above, the employer need not permit any attire that contains harassing, profane, discriminatory, or threatening messages. However, if the employer were to restrict employees from wearing an article of clothing that includes certain political statements, social messages or other beliefs, opinions, etc., this can be a slippery slope. As an example, would a shirt or mask displaying a peace symbol constitute a social or political belief and thus be banned?

Typically to effectively meet its objective of prohibiting certain "controversial" messaging on attire, including face masks, the employer may find that only an "all or none" approach will ensure that all employees are treated fairly and in a non-discriminatory manner. Indeed employees may come to the workplace possessing any number of views, opinions, beliefs or practices related to politics, religion or other sensitive or controversial topics, some or all of which may be different from those of their coworkers. The employer would do well to take steps to ensure that employees do not use company premises or work hours to espouse ANY such opinions and viewpoints (even if through their attire), particularly if offensive or disruptive, and to instead focus only on their work and objective work-related discussion when they are there.

To this end, as noted, the employer is within its rights to revise its dress code policy to specifically reference face masks and other articles of clothing that may include direct or indirect messaging. We recommend having local counsel review or draft any revised policy on this topic to ensure it meets your objectives while remaining compliant with applicable law (within our format we are unable to draft or review documents). Should the employer seek to restrict employees from wearing any articles of clothing, masks included, that espouse a message or endorse a political candidate, social movement, religious group, etc., but allow messaging in other cases, this can be potentially problematic given the variability. Indeed if one employee shows up with a different cause or interest represented on a face mask or other attire, and some number of employees have been allowed to wear attire supporting other messages, then generally this needs to be tolerated (though certainly not if there were to be a profane, discriminatory, or threatening message worn).

Employers need to have very clear boundaries in their written policies to this effect as to what is and is not prohibited. As noted, typically the employer will find that it becomes an "all or nothing" proposition in order to ensure all employees are treated fairly and in a non-discriminatory manner. As a best practice, any new or revised policy should make clear that only neutral attire (including masks), void of any messaging or symbolism, etc. (including as to messages on matters employees care about), is permitted. While a policy prohibiting the espousing of views may engender considerable resentment from employees, particularly those who may wish to communicate their opinions, beliefs, affiliations, etc. on their apparel, as noted, an "all or none" approach mitigates against potential discrimination workplace concerns and ultimately may result in fewer morale issues (even if initially some employees resent it). The employer should ensure that any new policy language is clearly communicated to all personnel, and then uniformly applied and enforced as to all employees. The policy should stipulate the consequences for noncompliance, which should be meted out consistently when infractions occur.

Further, if employees come to work and behave unprofessionally or argue with each other, including about non-work matters, then the employer may and should still proceed with enforcing its normal disciplinary policies, ensuring that employees continue to behave in a professional manner during work hours and are productive, as they can be subject to a disciplinary consequence if they fail to do so.

(Continued on next page)



# Business News

## Masks in the Workplace - What is Acceptable? (cont.)

The employer additionally has an obligation to ensure that the workplace is free from discrimination and harassment based on protected class status, including race, color, religion, gender, national origin, and disability, to name a few. If the employer becomes aware of workplace misconduct, then it absolutely should take prompt, remedial action to correct whatever impropriety it knows or discovers to be occurring.

Ultimately, the employer is arguably within its right to establish a neutral dress code policy that is fair and consistently applied to all employees. That said, given that such policies may be met with employee resentment, as noted the employer may wish to have local counsel assist with reviewing or drafting such a policy on this topic, to ensure it meets the employer's objectives while remaining legally compliant.

*The Question of the Month is provided by Enquiron, a company wholly independent from Federated Insurance. Federated provides its clients access to this information through the Federated Employment Practices Network with the understanding that neither Federated nor its employees provide legal or employment advice. As such, Federated does not warrant the accuracy, adequacy, or completeness of the information herein.*

*This information may be subject to restrictions and regulation in your state.*

*Consult with your own qualified legal counsel regarding your specific facts and circumstances.*

## Upcoming Webinars from PHCC National:

### Your Web Marketing Strategy for 2021: Key Ways to Secure New Customers in the New Year

March 10, 2021, 2pm EST

The Web Marketing world changes FAST. And yet, one thing has remained the same. The ability to tap into those changes helps PHCC members stay ahead of the curve, while others fall behind time and time again.

After a roller coaster year in 2020, there are a lot of changes coming in 2021, and we are ready to share the must-know trends for 2021!

Join the Market Hardware team as they help you address these critical questions:

- Do I have a Display Ad strategy that retains existing clients for mere pennies while targeting my most profitable neighborhoods and zip codes? (Hear about the latest changes in Geofencing...)
- Do I have a 2021-ready Website with the latest techniques to turn visitors into callers?
- Does my Search Engine Optimization (SEO) use the latest Google-advised strategies? (or are you still using SEO strategies from pre-2019?)

Simply put, no team of consultants has helped more PHCC members profit from the Web than Market Hardware, who we are proud to have return to do this webinar. Their energetic delivery and expertise make this a "can't-miss" session.

This webinar is free to PHCC members and \$29 for non members.

To register, click here: [Your Web Marketing Strategy For 2021: Key Ways To Secure New Customers In The New Year - PHCC \(phccweb.org\)](https://phccweb.org/Your-Web-Marketing-Strategy-For-2021-Key-Ways-To-Secure-New-Customers-In-The-New-Year)

### Vehicle Cameras – Why More Contractors Are Using Them

March 31, 2021, 2pm EST

Learn how contractors successfully use cameras and other technology in their vehicles to both make their technicians better drivers and protect their company from unwarranted litigation. A live demo will illustrate how contractors are successfully using cameras along with artificial intelligence to ensure the safety and productivity of their fleets.

This webinar is **free** to PHCC members and \$29 for non members.

To register, click here: [Vehicle Cameras – Why More Contractors Are Using Them - PHCC \(phccweb.org\)](https://phccweb.org/Vehicle-Cameras-Why-More-Contractors-Are-Using-Them)



**PLUMBING-HEATING-COOLING  
CONTRACTORS ASSOCIATION**

TN PHCC 29th Annual Danny Burnette

# Golf Classic

To Benefit the TN PHCC Scholarship Fund

April 30, 2021

Three Ridges Golf Course  
6101 Wise Springs Road, Knoxville TN  
865.687.4797



**TIME:** Sign in between 8:00 - 8:30am EST with Shotgun Start @ 8:30am

**FEES:** Includes 4 person Scramble format with range balls, cart, prizes gifts and lunch

**\$175 per player**

**\$280 single player with tee sponsor**

**sign-** One player *plus Tee Sign for your company*

**\$600 per four person team**

**\$725 golf foursome with tee sponsor**

**sign-** Four person *plus Tee Sign for your company*

**\$150 tee sign sponsor-** Tee Sign only, no players

**Three Ridges Golf Course** is one of Knoxville's premier public golf facilities. Set in the shadows of the Great Smoky Mountains, the course challenges golfers of all skill levels. You are sure to enjoy a great day of golf amid spectacular scenery.

*Named one of Golf Digest's "Best Places To Play"*

Three Ridges was designed by Ault, Clark and Associates. It features smooth bentgrass greens, Bermuda tees and fairways, and 63 strategically placed bunkers. Three Ridges hosts numerous charitable and corporate events including the Knox County Amateur Championship.

In addition, it was the host course for the 2014 and 2015 National Golf Association (NGA) Tournament.

**Par 72- 7035 Yards**



Limited to First 100 players- Advance registration & payment required.

**JOIN US FOR A DAY OF GOLF, FUN & FELLOWSHIP!**

*Thank you for your support of the TN PHCC scholarship programs from the Golf Committee!*

You may sign up as an individual, partner or team. Golf Chairman will pair up single and double players. If you do not have your team member names, you may print "TBD" below.

Golfer 1: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 2: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 3: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 4: \_\_\_\_\_ Company: \_\_\_\_\_

Tee Sign Only: ☐

Total Registration Fee enclosed from table above: \$ \_\_\_\_\_

Return completed form with your payment to: TN PHCC, 9041 Executive Park Dr., Ste 220, Knoxville, TN 37923  
or call the office with your credit card payment (3.5% handling charge) 865-531-7422. Fax number: 865-531-7045 email office@taphcc.com

Please contact me about sponsorship opportunities for the Tournament: ☐

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Name on Tee Sponsor Sign (if different than name above): \_\_\_\_\_

Contributions to the Tennessee Association of Plumbing-Heating-Cooling Contractors are not deductible as charitable contributions for federal income tax purposes. Contributions may, however, be deductible as business expenses.

# TN PHCC Clay Shoot Challenge

Friday, June 11, 2021

9 am to noon (lunch served)

Chilhowee Sportsman's Club

7601 Old Railroad Bed Road, Maryville

TENNESSEE



PLUMBING-HEATING-COOLING  
CONTRACTORS ASSOCIATION™

*Best People. Best Practices.™*



**Please join us for a fun morning of fellowship and sportsmanship at our Clay Shoot Challenge!**

**Included:** Sporting Clay Challenge includes 100 clays, prizes and lunch.

**Fees:** \$495 per 4 person team or \$125 per person, (you will be combined to a team).

**Options:** Carts are available for a \$50 rental fee.

Ear and eye protection are required and will be available. You must bring your own ammo, (also available at the course). Ammo cannot be larger than 7 1/2. Shells must be approved by course at registration. Loaner guns will be available with instruction for new shooters, (must request in advance so we have them available for your use). All participants must sign the course waiver before participation.

You may sign up as an individual, partners or a team. If you do not have your team member names, you may print "TBD" below.

Team Name: \_\_\_\_\_

Shooter 1: \_\_\_\_\_

Company: \_\_\_\_\_

☐ Cart?

Shooter 2: \_\_\_\_\_

Company: \_\_\_\_\_

☐ Cart?

Shooter 3: \_\_\_\_\_

Company: \_\_\_\_\_

☐ Cart?

Shooter 4: \_\_\_\_\_

Company: \_\_\_\_\_

☐ Cart?

Total Registration Fee enclosed \$ \_\_\_\_\_

Return completed form with your payment to: TAPHCC, 9041 Executive Park Dr., Ste 220, Knoxville, TN 37923, email to [taphcc@bellsouth.net](mailto:taphcc@bellsouth.net) or call the office with your credit card payment (3.5% handling charge) 865-531-7422. Fax number: 865-531-7045

Please contact me about sponsorship opportunities for the Tournament: ☐

Company Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



We reserve the right to cancel the tournament and refund any monies if we do not receive the minimum number of registrations or a COVID restriction occurs.

For more information please email: [taphcc@bellsouth.net](mailto:taphcc@bellsouth.net)

Elite Sponsor



**The TN PHCC Newslink**  
TENNESSEE ASSOCIATION OF PLUMBING -  
HEATING - COOLING CONTRACTORS, INC.  
9041 Executive Park Drive  
Suite 220  
Knoxville, TN 37923

## STATE ASSOCIATE MEMBERS SUPPORTING PHCC

**ASSOCIATE MEMBERS listed**  
**support the TENNESSEE PHCC:**

A6 Sales	Hajoca- Kingsport	Safety and Health Compliance
Arzel Zoning Technology	Hajoca-Knoxville	ServPro of Rocky Hill, Sequoyah Hills,
Atmos Energy	Hendersonville Winnelson Co.	South Knox
Beaty Chevrolet Company	Hobbs & Associates	Stowers Rentals
Ben O'Neal Company	Hoffman & Hoffman	Sunbelt Marketing
Boiler Supply Company	James M. Pleasants Co.	Tennessee 811
Bradley-Hughes LLC	Kenny Pipe & Supply Inc.- Knoxville	Tim Morales and Associates
Charlotte Pipe & Foundry	Lewis Thomason- Knoxville	Titeflex Corp– Gastite Division
Coastal Supply Company	Lewis Thomason- Nashville	TIS Insurance Services
Enviro-Systems	Life Insurance Company of Alabama	Tradesmen International
FC <sup>2</sup> Sales Inc.	Lytix	Trane
Federated Insurance Company	Mid America Marketing	Trillium Construction
Ferguson, Knoxville	Milwaukee Electric Tool	United Testing & Balancing
Ferguson, Nashville	Murfreesboro Nissan	Victaulic
Freeland Chevrolet	Mutual of America	Viega
Geny Insurance	Peacock Sales Company	WM McClain Company
Gray Hodges Corporation	PDI- Plumbing Distributors Inc.	West Chevrolet Inc.
	Pulley & Assoc. of TN, LLC	Wiggs, Haun, & Bohan Sales Co.
	REA, Inc.	Willis, Towers, Watson PC
	Reeder Chevrolet	WorkTrux

## Thank You to Our Elite Associates



DIAMOND

