



# PLUMBING SERVICE CONFERENCE

August 21-23, 2023, The Westin Annapolis, Annapolis, MD



*Facility Tour Hosted by JPG Plumbing*



## Agenda

### **Monday, August 21**

7:00 PM **Welcome Dinner**

### **Tuesday, August 22**

7:45 AM Breakfast

8:30 AM **Welcome to the Conference –**  
PCA Chair John Geiling welcomes attendees to the 4<sup>th</sup> Annual PCA Plumbing Service Conference, including an overview of the conference format and important introductions. Geiling will introduce JPG Plumbing & Mechanical Services and the leadership team, who will then give an overview of the service operations and provide context to the stations that we will see.

9:00 AM **Buses for JPG Plumbing & Mechanical Services Tour**

9:30 AM - 11:30 AM **JPG Plumbing & Mechanical Services Operations Tour**

11:30 AM **Return to The Westin Annapolis**

12:00 PM **Lunch**

1:00 PM - 4:30 PM **Afternoon Session**  
**Hosted by Steve Thomas**  
Steve Thomas will facilitate the afternoon session with topics led by plumbing industry leaders.

1:00 PM **How to Create a Formal Plumbing Sales Program**  
***John Geiling & Michael Wallenstein***  
Join us for an insightful session on starting and expanding a plumbing sales team. This session will equip you with the knowledge and tools necessary to build a high-performing sales team that drives growth and success in the competitive plumbing industry. Whether you are starting a new sales team or looking to expand your existing one, this session will provide you with practical insights and actionable strategies to create a dynamic and successful plumbing sales team. Discover why a well-structured and efficient sales team is

crucial for the growth and profitability of your plumbing business. Learn how a strong sales team can help you increase customer acquisition, foster customer loyalty, and achieve sustainable business growth. Join us to unlock the potential of your sales team and drive your plumbing business towards new heights of growth and profitability.

1:45 PM

**Recruitment Brainstorm**  
***Steve Thomas***

In this open-ended session, Steve Thomas will ask you to share your recruitment best practices, along with brainstorming new ways to recruit.

2:30 PM

Break

2:45 PM

**Pathways to Success – How to Keep & Grow Your Greatest Talent**

***Kevin Walsh & Tom Axtell***

Once you've recruited your rockstars, what are you doing to keep them at your company and grow them into the leaders of the future. Hear case studies by Kevin Walsh and Tom Axtell on what they are doing at their companies to cultivate talent.

3:30 PM

**Culture Is As Leadership Does**  
***Steve Thomas***

The culture of any organization, from a large company to a small family, is what makes that organization effective. It has impact on everything we do, everything we are and everything we become. Yet it is the one thing we seem to have the toughest time building and maintaining. Culture is defined by the individuals on your team—their personalities, their values, and their weirdness. Let's talk about how to create a culture in which people can come to work and be the best version of themselves, which, incidentally, is the goal of leadership.

4:30 PM - 5:30 PM

**Reception**

6:00 PM

Evening & Dinner On Own

## **Wednesday, August 23**

7:30 AM

Breakfast

8:00 AM

### **IoT Solutions and New Plumbing Service Products**

This session will explore the latest and greatest in Plumbing Service, including the Internet of Things (IoT) Solutions that are transforming the field with advanced, connected solutions that enhance service efficiency, predictive maintenance, and customer experience, along with about plumbing service products that can streamline operations, reduce costs, and improve service quality.

9:00 AM

### **UA Update & National Service and Maintenance Agreement**

***Tom Bigley, Brian Kelly, and Russ Borst***

This session will be sharing key updates related to the UA, focusing particularly on aspects related to the National Service and Maintenance Agreement. They'll delve into the latest developments, trends, and implications for professionals in the field. The session promises a wealth of information for attendees seeking to understand the evolving landscape of service agreements and maintenance protocols in the plumbing industry, ensuring they remain at the forefront of their trade.

9:45 AM

Break

10:00 AM

### **Breakouts**

Attendees will be assigned to small room roundtables for interactive breakout sessions led by PCA Board members. In each room, your group will discuss the following topics:

- Plumbing Service KPI's: metrics for efficiency, quality, and customer satisfaction
- Insuring Health and Safety Standards: addressing the importance of maintaining safety regulations and guidelines
- Managing Customer Expectations and Improving Service Quality: customer service strategies for exceeding expectations and enhancing overall service quality

11:00 AM

**Alternative Forms of Business – Water Efficiency Standards and How to Apply Them to Business**  
***Adrienne Bennett and Andrew Morris***

This session will explore innovative business models and opportunities emerging from the intersection of water efficiency, new meter technology, and conservation practices. With the growing emphasis on sustainable practices, discover how these aspects are creating fresh business avenues in the plumbing service industry. Learn about cutting-edge metering technologies that are revolutionizing customer service and resource management. We will also delve into the world of conservation, elucidating its role in today's plumbing service paradigm. The session will culminate with a contractor case study, offering a real-world perspective on leveraging government programs to secure plumbing service contracts.

11:45 AM

**Recap & Roundup**

To wrap up the conference, attendees will summarize all of the learning objectives and identify new possible deliverables for the plumbing contractors.

12:00 PM

**Program Concludes**

## THANK YOU TO THIS YEAR'S SPONSORS



## **About JPG Plumbing & Mechanical Services**

JPG Plumbing and Mechanical Services is a reputable, full-service company known for providing high-quality plumbing and mechanical solutions. Serving commercial and residential customers alike, JPG combines state-of-the-art technology with industry expertise to deliver a range of services including maintenance, installation, repairs, and emergency assistance. Renowned for their prompt, professional service and customer-centric approach, they have managed to build a strong reputation within the industry. Their team of certified professionals is committed to excellence, ensuring the highest standards in every project they undertake. Continually adapting to the changing demands of the market, JPG Plumbing and Mechanical Services remains at the forefront of the industry, offering solutions that efficiently and sustainably manage water and energy resources.

Tour will include:

1. Dispatch
2. Technical Training
3. Plumbing Service Sales
4. Industrial Vac Services
5. Truck Set-up including Tooling
6. Safety
7. Recruitment and Retention
8. Warehouse and Logistics
9. Onboarding and Company Culture

\*Please note, tour stations are subject to change

## **Speakers:**

**John Geiling**, President, JPG Plumbing & Mechanical Services, Jessup, MD

**Michael Wallenstein**, Co-President, Neptune Plumbing, Cleveland, OH

**Tom Axtell**, President, Lexington Plumbing, Kansas City, MO

**Kevin Walsh**, Executive Vice President, E.M. Duggan, MA

**Adrienne Bennett**, President/CEO, Benkari LLC, Detroit, MI

**Russ Borst**, Vice President of Service, Hurst Mechanical, MI

**Tom Bigley**, Director of Plumbing Services, UA

**Brian Kelly**, Director of HVACR Services, UA

**Steve Thomas**, Leadership Speaker, IN

**Andrew Morris**, Senior Manager of Policy and Programs, Alliance for Water Efficiency

