



Plumbing Service Conference

May 19 - 21, 2025 • Live! Loews Hotel, St. Louis, MO

PCA, the Plumbing Contractors of America, is MCAA's best resource for plumbing. The **PCA Plumbing Service Conference** is a must-attend event for contractors looking to enhance their service operations, drive profitability, and embrace innovation.

Highlights of the PCA Plumbing Service Conference:

Tour of Murphy Company and Local 562 – In a PCA first, not only will attendees get to tour the operations, training and sales strategies of Murphy, but see Local 562's cutting edge plumbing service training facilities. There will be multiple stops at each location, with an opportunity to engage with peers.

Contractor-Led Education Sessions – You will have the opportunity to dive deeper with the team from Murphy as they provide sessions on how to utilize SmartSheets, Sales strategies for plumbing service, and how to create a best-in-class safety culture that addresses mental health issues.

Technology & Innovation – Jonathan Slain, popular "Rock the Recession" speaker from MCAA Convention is back with a brand-new keynote on AI and plumbing service. He will work to demystify AI, and give you tools to take back, so you are working smarter, not harder.

Roundtable Discussions – Engage in an interactive roundtable session that address the key challenges and opportunities in plumbing service, from attracting and retaining talent, leading a team, and operational excellence.

UA Update – UA Director of Plumbing, Tom Bigley, will be presenting on Plumbing Service focused UA updates.

Peer-to-Peer Networking – Connect with like-minded professionals, exchange ideas, and build relationships that can help you set your business apart.

Don't Miss Out! **REGISTRATION: \$1,195**

THANK YOU TO OUR 2025 PCA PLUMBING SERVICE CONFERENCE SPONSORS





About Murphy Company:

Murphy Company is a premier national contractor designing, constructing, and maintaining mechanical systems for the commercial, industrial, and institutional markets with unique capabilities to manage complex and demanding projects. We continually innovate and improve our business processes to maximize value for our customers and to better our company's performance. We achieve this through **safety excellence, empowerment of our people, effective teamwork, development of our partners, and dedicated customer focus.**

From our origins as a two-man plumbing shop to today, Murphy Company employs over 300 salaried workers and 1,000 union craft workers in the pipefitter, boilermaker, plumber, sheet metal, HVAC, and laborer trades from its headquarters in St. Louis and regional offices in Illinois, Colorado, and Wyoming.

Monday, 19 May

5:15 PM - 6:00 PM

PCA Conference Kick Off

Welcome to the 5th annual PCA Plumbing Service Conference. At this interactive conference, you'll have the opportunity to connect with peers, tour MCAA member and industry leader Murphy Company, as well as Local 562's innovative plumbing service training, as well as attend in depth educational sessions where you explore the practices and solutions driving success in the plumbing service industry. This is your opportunity to move your plumbing service business forward... Let's get started!

6:00 PM - 7:30 PM

Welcome Dinner & Reception (Sponsored by Zurn Elkay Water Solutions)

Join us for an unforgettable evening as we kick off the conference in style! Hosted by Zurn Elkay Water Solutions, the welcome reception offers a unique experience at the iconic Busch Stadium, home to the St. Louis Cardinals. Enjoy dinner, drinks, and premier game viewing from the comfort of private suites overlooking the field.

This is your chance to connect with industry peers, build new relationships, and savor the excitement of America's favorite pastime—all while indulging in great food, refreshing beverages, and stunning views of the game.

Tuesday, 20 May

7:00 AM - 8:00 AM

Breakfast

8:00 AM - 1:30 PM

Tours of Murphy Company & Local 562

Take the opportunity to tour the plumbing service operational facilities at MCAA member Murphy Company. Get up close and personal with their plumbing service operations, training, and sales strategies, gaining valuable insight into how to do plumbing service right! You will also tour Local 562's plumbing service training center. This cutting edge center places a huge focus on plumbing service training. They will also give an in depth presentation on PFAS water quality testing. Following our tours, enjoy lunch sponsored by MCA of St. Louis.

2:00 PM - 3:00 PM

Welcome Back and Keynote - AI for Plumbing Pros

AI for Plumbing Pros: Plugging Leaks in Efficiency

AI is transforming the plumbing industry, helping contractors work smarter, not harder. In this keynote, Jonathan Slain breaks down how AI can streamline workflows, reduce errors, and cut costs with real-world applications. Unlike general AI, Autobahn focuses on contractor-specific solutions like CountThings to enhance efficiency. Learn practical AI tools and automation strategies that help scale your business without adding overhead. This session isn't about tech jargon—it's about leveraging AI to drive growth, boost profitability, and stay ahead in the industry.

3:05 PM - 3:55 PM

Breakout: Leveraging Smartsheet for Business Efficiency

Maximizing Smartsheet for Efficiency and Collaboration

Unlock Smartsheet's potential to streamline operations and enhance team collaboration. This session provides practical insights on creating effective dashboards, managing workflows for unapplied labor tickets, and simplifying technician onboarding. Learn how to optimize approval processes for small tools, training requests, and time-off, ensuring smooth operations and improved team coordination.

3:05 PM - 3:55 PM

Breakout: Mental Wellbeing & Suicide Prevention in the Construction Industry

Mental Health and Suicide Prevention in Construction Safety

Building a best-in-class safety culture means addressing mental health and suicide prevention. With suicide rates in construction 4 to 5 times higher than the national average, this session explores the factors driving risk and practical strategies to protect workers. Learn how to foster a supportive culture where employees feel safe seeking help, recognize warning signs, and initiate meaningful conversations to support those in need.

3:05 PM - 3:55 PM

Breakout: Plumbing Sales Training

Plumbing Sales Training - Tips, Tricks, and Always Something New

This session delivers actionable strategies to enhance plumbing sales, foster team collaboration, and stay competitive. Attendees will learn how to build a high-performing sales team, analyze market competition, and develop differentiation strategies to stand out. The training will also cover the crucial difference between markup and margin to ensure profitable pricing and explore sales software solutions for tracking leads and managing jobs efficiently.

4:10 PM - 5:00 PM

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Breakout: Plumbing Sales Training

Plumbing Sales Training: Strategies for Success

Gain actionable insights to refine your sales approach, strengthen team collaboration, and stay competitive. This session covers key strategies for building a high-performing sales team, analyzing market competition, and differentiating your business. Learn the crucial difference between markup and margin to maximize profitability and explore top sales software tools for managing leads and streamlining operations.

5:00 PM - 6:15 PM

Reception (Sponsored by Bradford White)

Join us for an evening happy hour with small bites and drinks before having a chance to enjoy dinner on your own.

Wednesday, 21 May

7:00 AM - 8:00 AM

Breakfast

8:00 AM - 9:50 AM

UA Updates and Interactive Roundtable

Join us for the final day of the PCA Plumbing Service Conference. We will kick off our morning with an update from UA Director of Plumbing, Tom Bigley, followed by a moderated roundtable, hosted by Jonathan Slain. In this interactive session, you will have an opportunity to discuss:

- How to attract and retain talent
- Onboarding best practices
- KPI's in sales
- KPI's in operations
- How to lead a team

9:50 AM - 10:20 AM

Coffee Break

10:20 AM - 12:00 PM

Contractor Updates and Conference Close Out

We'll close out the conference with industry updates from plumbing service leaders, covering the following topics:
Special Projects - what are they, and how can they grow your business?
Developing Field Leaders - grow your best techs into your best leaders
Renting Tools back to your customers - these tools won't pay for themselves
IWSH: The Hygiene Bucket Challenge - an easy way to give back

Then we end our conference with a changing of the guard as we welcome our new PCA Board Chair, Kevin Walsh.