



Metropolitan Washington Association of  
Plumbing-Heating-Cooling Contractors

# Newsleak -

## Online Learning Brings Us Back Together!



**Date:** Thursday, September 3, 2020  
**Time:** 6:00 p.m.—7:00 p.m.  
**Where:** ZOOM!!! Virtual Learning Opportunity  
**Topic:** *“More than standard tank-type Water Heaters”*

**The Joyce Agency and Bradford White**  
 team up to offer insights into much more than standard tank-type water heaters.

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The logo for Bradford White Water Heaters. It features a stylized blue wave icon above the brand name "BRADFORD WHITE" in a bold, blue, sans-serif font. Below the name, the words "WATER HEATERS" are written in a smaller, blue, sans-serif font.

*Registration is required. Limited spaces available*

**CLICK THIS LINK TO REGISTER —**

<https://attendee.gotowebinar.com/register/2224136510228093456>

**See Page 13 for a COVID-19 Recovery Resources!**



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Thursday  
September 3rd  
6:00pm-7:00pm



### Presenters:



**Tom Kelly**  
Technical Sales Representative  
Specialty Products  
Bradford White Water Heaters



**Gregg Holladay**  
Business Development Manager  
Specialty Products  
Bradford White Water Heaters



**REGISTER NOW!**

Scan this QR code to register, or go to: [tinyurl.com/beyondtanks](http://tinyurl.com/beyondtanks)



## The New Normal

By Carolyn Greene, Water Sales Leader, Resideo PRO Install/Honeywell Home

Hello again -

It seems like years since we have been together. I hope all my fellow Defenders, Super-Heroes and Champions of the Public Health are doing exceptional well during these crazy times .... *"The New Normal."*

Please don't judge, but I absolutely hate that phrase - **New Normal**.

Really what does that even mean? According to Wikipedia - ["new normal" is a state to which an economy, society, etc. settles following a crisis, when this differs from the situation that prevailed prior to the start of the crisis. The term has been used following the financial crisis of 2007-2008, the aftermath of the 2008-2012 global recession, and the COVID-19 pandemic".](#)

While it's true these events were tough, we managed to make it through these periods and most of us landed back on our feet. Maybe it's just me, but isn't that just the way life is? If you have lived on this planet for any length of time, I'm sure you have had amazingly wonderful moments where you couldn't believe how great life was only to have the proverbial rug pulled out from underneath your feet leaving you with a complete nuclear disaster. Something so bad it took you years to clean up.

So why is this period in history any different? Life continues with its ebbs and flows. As you floated through both the calm and rough seas you learned either wonderful

life lessons or were stretched almost to the breaking point. Even if you were completely broken you came through battered and bruise but much smarter, wiser and stronger. You know that "what doesn't kill you makes your stronger" lessons.

None of us have ever experienced anything like this before and it has likely changed our lives, both personally and professionally. It doesn't matter where you fit into our Trades World. This virus did not discriminate. It hit with the same vengeance Distributors, Contractors, Customers, New Construction, Service, HVAC, Plumbing. People were laid off, manufactures couldn't make the product even if they had the raw material, customers were afraid to have technicians in their homes and businesses. Some of us even lost friends and family to it. Our personal belief regarding the virus doesn't change the fact that it still had a major impact on our entire world.

But enough of the gloom and doom! Amid all the chaos there are some good things coming out of this time. As humans, we are quite adaptive when we need to be. We apply the things we learn to make our world a better place. One thing I learned during this time is the true value of relationships. Going forward I am going to work on my relationship skills. When you only have a phone and email for communication, only the people you have real relationships with will respond back

to your calls and emails. I believe that we can always do better and hopefully you will continue to work on building better relationships with your customers, clients, families and friends. This holds true whether you work for a supply house, are a business owner or work for a manufacturer.



Most of you know that I travel quite a bit. But since March I have been grounded and stuck at home in Georgia. I have read everything I could get my hands-on regarding Sales and Relationships. I have also gotten samples of all the Resideo Hydronic and Water Products and have learned everything I can about these products. I have cleaned up my laptop and implemented systems to help me be more thorough with my customer follow up. I got to thinking about how I was doing regarding my relationships with my customers. So, I did some research on what all good relationships have in common. All the articles and books I read boiled down to three simple things - TRUST, COMMITMENT and VULNERABILITY.

(Continued on page 5)

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Contact **Kevin Cerretani** of The Joyce Agency for more information: 703-898-2020 | [kevin@thejoyceagency.com](mailto:kevin@thejoyceagency.com)



# zoom CHAT

## Tech Talk with ROI Marketing

Join ROI Marketing on the 4<sup>th</sup> Wednesday of every month at 5pm for Tech Talk with ROI Marketing. Grab a brew and jump on the Zoom call to discuss your questions about Grundfos Pumps with our expert. September's call will be 5pm September 24<sup>th</sup>.

[www.zoom.us /825 4899 6143](https://www.zoom.us/j/82548996143)

Meeting codes for all scheduled meetings can be found at  
[www.roimkt.com/training](http://www.roimkt.com/training)



### The New Normal

By Carolyn Greene, Water Sales Leader, Resideo PRO Install/Honeywell Home

(Continued from page 3)

1. Trust – What comes to mind when you think about the word trust? Are you a trustworthy person? Do your customers and clients trust you? Do you tell them the truth even when it's hard? Can they rely on you to follow through with what you said you would do? If it's one thing I have learned, you must always tell the truth to your customer. Once they trust you, I believe you have a customer for life.
2. Commitment – Are you committed to your customer? Do you look out for them? Are you

helping them get the products and services they need? Are you committed to do the best you can? In other words, do you keep up with new technologies? Are you learning new skills that can help your customer as well as yourself? Are you committed to be the best you can be?

3. Vulnerability – I think this might be the hardest one. How do you handle when things happen that are out of your control? Even if it's not your fault do you step up to the plate to try and correct things? Are you able to listen and take constructive criticism? Is it easy for you to say, "I don't

know but will find out?"

These three things may seem simple and you may already try to practice them. But I believe, as long as we are on the planet, we should be trying to better ourselves any way we can.

I miss you all and can't wait until we can get together again to swap "New Normal" stories.

Rock on, Defenders!



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## PHCCCONNECT2020 Goes Virtual to Expand Your Vision for Success

**PHCCCONNECT2020** is going virtual! On Sept. 30-Oct. 1, we're coming to you with a valued-packed online program, full of high-quality education and networking opportunities. With the health and safety of our members and staff top of mind during this current public health crisis, we are excited to safely deliver this highly anticipated event to you in a new innovative, easy-to-use format. Register now to "Expand Your Vision for Success" with high-caliber keynote speakers, timely and relevant educational sessions and new virtual networking events, with the added benefit of experiencing it all from the comfort of your own office or home.

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## SIX WAYS TO BE A MORE EFFECTIVE MANAGER

Sandler Training: [www.sandler.com](http://www.sandler.com)

Part of your responsibility as a manager is to help your team increase their capacity to perform and improve the outcomes of their performance. To that end, you hold regular meetings to hold them accountable, you provide coaching to keep them on track and training when needed.

So what can you do to improve *your* performance? **What can you do to become a more effective manager, mentor and motivator?**

Read these 6 steps to find out!

### 1. ANALYZE YOUR ATTITUDE

How you approach your work not only reveals how you feel about your job, but it also establishes a baseline outlook from which your employees de-

velop their attitudes about work and work ethic.

### 2. ADAPT YOUR BEHAVIOR

You and your team members have unique personalities and ways of looking at things. You need to recognize and appreciate those differences and adjust your patterns of interaction so those differences become building blocks instead of barriers.

### 3. ACKNOWLEDGE YOUR LIMITATIONS

Let your people know that you don't have all the answers and include them in the problem solving. Encourage ideas and input.

### 4. DELEGATE RESPONSIBILITIES

Delegating responsibilities not only

frees up your time, but also gives members greater ownership.

### 5. BE A RESOURCE

When you delegate responsibilities and encourage input, you must be available to really listen, answer questions and provide guidance.

### 6. FOLLOW UP

It is imperative that your follow up...let folks know how they are doing, provide timely feedback.



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## Save the Date: October 1.....MWPHCC Monthly Training



Join us **October 1, 2020 at 6:00pm EDT** to learn about opportunities for energy efficiency projects in the Metropolitan Washington area for Multifamily, Commercial, and Industrial customers.

Discover incentives available from area utilities, [BGE](#), [Pepco](#), [SMECO](#) and [Washington Gas](#):

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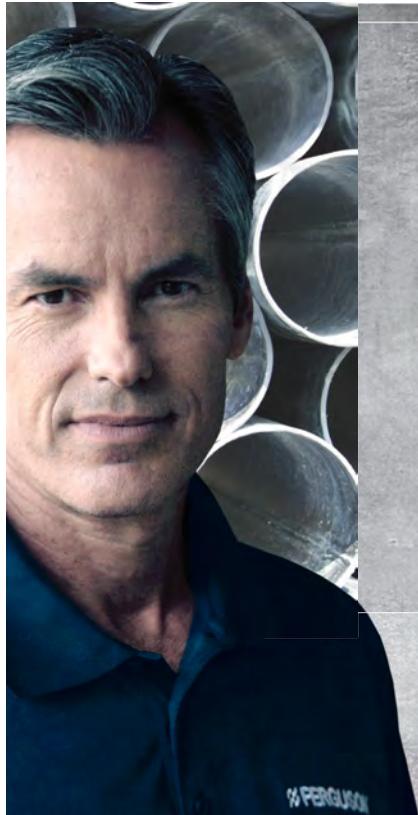
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## PLAYFUL MISCHIEF AND LIGHTEARTED FUN ARE SERIOUSLY WORTHWHILE

By: Dan Rockwell, *The Leadership Freak* Blog, August 17, 2020

Playful mischief makes life fun. I've been known to hide on my wife. My recent "hat on a broom" was the best prank yet. I balanced a hat on a broom handle with the visor visible from the hall. It looked like I was waiting to scare her. She thought she had me! She crept down the hall and swatted the visor. The broom and hat went flying. I heard the ruckus and then gales of laughter. (I was listening from the kitchen.)

### Playful Mischief:

*"People rarely succeed unless they have fun in what they are doing."*

Dale Carnegie

Seize the opportunity to have fun while facing tough challenges. Don't make light of the challenge itself. But give yourself permission to enjoy people even while solving thorny problems.

### Successful leaders:

1. Enjoy people.
2. Create environments where people enjoy each other.
3. Learn to do serious work in an enjoyable way.

View hospital staff [dancing in an operating room](#) before surgery. Relieving stress improves performance.

Healthy stress increases attention and creates [optimal performance](#). Boredom lowers performance, but high stress impairs performance.

### Advantages of fun:

1. Stronger connections on the team.
2. Robust morale.
3. Faster promotions. Happy leaders move up the ladder faster than grumpy.

4. Longer employee retention.

5. Increased innovation and creativity.

**Bonus:** Joyful relationships are a strong foundation for tough conversations. Laughing together makes tough conversations easier and more useful.

**Do you see any smiles or hear any laughter at work?**

I hope so.

If everyone's brow is wrinkled, maybe it's time for some playful mischief or good ole fashioned fun!



## MWPHCC Annual Fishing Trip Friday, October 23, 2020

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## COVID-19 Resources

COVID-19 has impacted our industry, our businesses, and our lives in a variety of ways. And through it all, PHCC has been committed to providing resources and tools to help during these challenging times.

As the nation now enters into its Recovery phase and individual states roll out their plans to re-open commerce, PHCC continues to keep its members informed of the latest developments that could affect their businesses. This resource page will be updated as information is made available. While we make every attempt to keep content relevant and timely, we still encourage you to consult federal, state, and local guidance and regulations.

Click below for helpful resources and links!

### [\*\*PHCC COVID-19 Recovery Resource Center\*\*](#)



[weeklysafety.com](http://weeklysafety.com)



*A simple quote with a powerful message related to workplace safety. Putting safety first on every project may not be easy, but it's the right thing to do to keep team members safe.*

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