

POWER UP with QSC

GET ON THE FAST TRACK TO MARKETING SUCCESS



March 22-24
Charlotte, NC



Power Meeting XXXVI



QSC Puts the Power to Succeed in Your Hands



Dear Service and Repair Contractor,

Today's service and repair contractors and construction partners face more challenges each day. The struggling economy, effective client service, business operations, getting and keeping clients, employee recruitment and retention, and marketing development are just a few. The Quality Service Contractors (QSC) helps service and repair contractors find solutions to the many issues service and repair contractors face.

To help QSC members identify strategies to make their businesses more successful, QSC offers two Power Meetings each year that are packed with seminars designed especially for the service and repair contractor and trades that provide services to the homeowner. In addition to the networking that takes place at the Power Meetings, QSC also provides valuable networking through its Peer Groups. Many QSC members also bring key employees from their company which is a great way for them to get more involved in the day-to-day running of the business. Besides that, it is always better to have more than one person attend—have two people bring back ideas on ways to improve the business.

Think that QSC might be a good fit for you? Discover first-hand what the group has to offer at QSC's March 22-24, 2012, Power Meeting XXXVI in Charlotte, North Carolina. This is the perfect opportunity to meet with QSC members and learn more about the organization. This Power Meeting will focus on "POWER UP with QSC...Get On the Fast Track to Marketing Success"—features a series of interactive workshop sessions. Learn how to sell water & energy conservation, or how to relieve stress through humor at a session like "Humor: A Strategy for Success."

We will hold our meeting at the AAA 4 Diamond Westin Charlotte Hotel. In Charlotte, you'll find all the attractions, events and excitement of a major metropolitan area, without the hassles. This fresh, clean cosmopolitan city offers museums, theaters, music and dancing, tours and fabulous shopping, including the NASCAR Museum. You'll also have the opportunity to visit with QSC Industry Partners who play an important role in the Power Meeting. Learn more about their products and services and all the ways they can help your business grow and become more profitable.

We are excited about the opportunity to meet with contractors like you.

For more information on this program or QSC, please contact Dawn (dalton@naphcc.org), Patrice (jackson@naphcc.org) or Elina (gross@naphcc.org) or call them at (800) 533-7694. We hope to see you in Charlotte! Join us, and experience what makes QSC contractor members "The Best of the Best."

Sincerely,

Roger Fouche, QSC Chair
Schaal Heating & Cooling Inc., Des Moines, Iowa

P.S. If you are not already a QSC member, be sure to check out the coupon on www.qsc-phcc.org/power_register.html to find out how you can attend the meeting for free. Certain requirements must be met.

Construction Partners!
 We would enjoy having you join our meeting if you do work in:

- Air Conditioning
- Carpentry
- Drywall
- Electrical
- Flooring
- Heating
- Landscaping
- Masonry
- Painting
- Plumbing
- Remodeling
- Roofing
- Tile

Or a home service we've missed

QSC Puts the Power to Succeed in Your Hands

To register, call 1-800-533-7694 or visit our Web site at www.qsc-phcc.org.

SCHEDULE—MARCH 22-24, 2012

(Schedule subject to change)

Wednesday, March 21

Board of Trustees Meeting

Thursday, March 22

6:30am – 2:30pm **Hodes/Challenge Air Golf**
1:30pm – 4:30pm **Member Sharing Roundtable**
4:30pm – 5pm **QSC Power Tools Review**
3pm – 7pm Registration & Industry Partner Showcase
5pm – 5:30pm **First Timer Orientation**
5:30pm – 7pm **Opening Reception & Industry Partner Showcase**

Friday, March 23



6:45am – 7:45am Registration, Continental Breakfast & Displays
7:45am – 8:00am **Welcoming Remarks**
8am – Noon **Marketing & Selling Water & Energy Conservation** – Dave Yates
9:45am – 10:10am Break & Displays
10:10am – Noon **Marketing & Selling Water & Energy Conservation** (cont'd)
Noon – 1pm Lunch – Rebate checks
1pm – 2:45pm **Sandler Training's Cut & Paste...The Most Effective Motivational Program in the World!** – Bob Sinton
2:45pm – 3:10pm Break & Displays
3:10pm – 4:40pm **Tracking Productivity & Efficiency** – Lawrence Snow, QSC Business Coach

5pm – 5:10pm **Closing Remarks**
Evening is open for networking.

Saturday, March 24



7am – 8am Registration, Continental Breakfast & Displays
7:45am – 8am **Opening Remarks**
8am – 9:45am **It's Not Who You Know, It's Who Knows You!... How to Build Your Business by Building Your Brand** – Dave Avrin
9:45am – 10:10am Break & Displays
10:10am – 11:45am Panel on **Members Expanding Their Business** – Facilitated by Dave Avrin; Geothermal; Solar; Home Upgrades for Aging Population; Pipe lining/bursting; Whole House Energy Assessment
11:45am – 1pm Lunch, Rebate Checks & Voting
1pm – 3:15pm Industry Partner Roundtables – **How the Industry Partners Can Help You Market Your Company**
3:15pm – 3:35pm Break – Last Chance to Visit with Industry Partners

3:35pm – 4pm **Closing Remarks - Installation**
4pm – 5pm **Closing Speaker: Humor: A Strategy for Success**—Jeanne Robertson
6pm – 8pm **Closing Reception**



Jeanne Robertson

To register, call 1-800-533-7694 or visit our Web site at www.qsc-phcc.org.

SEMINAR HIGHLIGHTS

It's Not Who You Know, It's Who Knows You! — How to Build Your Business by Building Your Brand

David Avrin — The Visibility Coach

With so many choices confronting your prospective customers and clients, the question is: Why should they choose you? In this energetic and entertaining presentation, internationally-renowned marketing expert and best-selling author David Avrin – The Visibility Coach, will reveal what it truly takes to recognize and promote your true competitive advantage while building a category-leading brand identity. Based on the lessons in his breakout new book: *It's Not Who You Know, It's Who Knows You!* (©2010 John Wiley & Sons) David Avrin's eye-opening and engaging presentation will leave you with a new perspective of what it takes to stand out and a head full of fresh ideas and actionable strategies to become top-of-mind with your top prospects.

Humor: A Strategy for Success

Jeanne Robertson

In this step-by-step presentation, Jeanne helps audiences learn how to develop a sense of humor. She explains the dynamics of humor, challenging audiences to laugh at themselves, look for the humor in everyday situations, create their own humor, relieve stress through humor, take humor breaks and influence others to do the same. As she relates her original, funny tales, Jeanne helps people develop a refreshing new approach to humor and the magic it works in our daily lives.

Marketing & Selling Water & Energy Conservation

Dave Yates

Keep up trends and find your niche with energy and natural resource technology! David will discuss HET; recirculation; WaterSense; ModCon; Inverter-Drive; ECM; wireless; snow-melt and more!

- What you need to know before you go on your next sales call
- How to sell ice to an Eskimo
- Exposing PEC (Parasitic Energy Costs) as a sales tool
- Overcoming price objections using ROI (Return on Investment) while addressing the deal-killing pay-back issue
- Sealing the deal with ECV (Energy Conservation Value)
- Boost your bottom line: 10 things to do on every sales call

Sandler Training's Cut & Paste...

The Most Effective Motivational Program in the World!

Bob Sinton

At this lively, fun-filled event, you will learn how you and your employees can create individualized "Dream Boards" to stay focused on dreams and goals most important to them.

QSC Members Learn From Members Panel Discussion

Members Expanding Their Business

Facilitated by David Avrin.

Discussion topics include: Geothermal; Solar; Home upgrades for aging population; Pipe lining and bursting; Whole house energy assessment.

Industry Partner Roundtables

Learn how the Industry Partners can help you market your company.

Tracking Productivity & Efficiency

Lawrence Snow, QSC Business Coach

How often have you examined the stats for each of the techs in your departments? Which ones are performing and which ones are not? Is the top sales person always the best tech? This seminar will focus on different statistics in the service departments and how to manage these statistics. Additionally, attendees will discuss bonus programs and how to monitor these plans using key indicators. We will review live Big Board statistics from a company and determine which techs need to be let go or replaced. We will also discuss the stats of CSR's and how they can affect the total operation.

To register, call 1-800-533-7694 or visit our Web site at www.qsc-phcc.org.

DISCOVER CHARLOTTE

A dazzling cityscape invites groups to discover the sights and sounds of the Queen City. Charlotte's blend of Southern charm and cosmopolitan amenities will entertain groups of ages and sizes.

A variety of activities from cultural treasures to thrill-seeking adventure are at your fingertips. Top speeds of 80 mph on the Intimidator roller coaster at Carowinds, explore winding paths at Daniel Stowe Botanical Garden or make a splash at the U.S. National Whitewater Center.



The sky's the limit in Charlotte.

GOLF TOURNAMENT

Join Us for the 14th Hodes/Challenge Air Golf Tournament

Thursday, March 22, 2012—7am to 3pm

Golf at Pine Island Country Club



Established in 1968, Pine Island Country Club has provided a comfortable and scenic environment for play on and off the course. Inspired by a rolling piece of farmland in the mid 1960s, golf course architect Charles M. Mahannah created a magnificent course every golfer would enjoy. The course is dissected by a rambling stream known as "Long Creek" and populated with hardwoods and pines. Directed by golf course architect Michael Gleason of Pinehurst, NC, the course is now one of the finest USGA-regulated courses in the region. Dramatic, architecturally sound and extremely innovative, this premier private course provides fun and challenging play for golfers of all skill levels. Rolling hills, tree-lined fairways and beautiful facilities...come discover what's on the horizon at Pine Island Country Club.

You can play in this special event by mailing a \$175 donation (tax-deductible) with your registration form payable to "Challenge Air". Challenge Air for Kids and Friends offers motivational, inspirational and life-changing experiences to physically-challenged youth through aviation. The Challenge Air experience helps challenged young people renew faith in themselves and reach for the sky. For more information or for a registration form, contact Dawn Dalton at 800-533-7694 or dalton@naphcc.org.

HOTEL

In the Heart of Uptown Charlotte

Enrichment and excitement await you at the recently renovated Westin Charlotte. Discover the EpiCenter, an exciting entertainment, dining, and shopping complex. This downtown Charlotte hotel is a stop on the LYNX Light Rail, just minutes from all the city has to offer. With its iconic Portman design, our hotel is an integral part of Uptown's financial district and the Queen City skyline.



Explore Charlotte's Top Attractions, including the NASCAR Hall Of Fame, just steps from our hotel.

PLUS...

SOCIAL EVENTS

CHARITY GOLF TOURNAMENT

ROUNDTABLE DISCUSSIONS

NETWORKING

AWARDS

TRUSTEE ELECTIONS

INDUSTRY PARTNER DISPLAYS

FREE BUSINESS COACH CONSULTATION

...AND MUCH MORE!

SAVE THE DATE...

July 26 -28, 2012 — QSC Power Meeting XXXVII — Hyatt Regency, Indianapolis, IN

To register, call 1-800-533-7694 or visit our Web site at www.qsc-phcc.org.



Quality Service Contractors
 180 S. Washington St.
 Falls Church, VA 22046

YOU CAN REGISTER FOUR WAYS!

BY MAIL: Mail this registration form with payment to PHCC-QSC, 180 S. Washington St., Falls Church, VA 22046

BY FAX: Fax your form with credit card number to (703) 237-7442

BY PHONE: Call 1-800-533-7694 with your credit card number

BY INTERNET:

www.qsc-phcc.org

QUESTIONS? Call 1-800-533-7694 or e-mail dalton@naphcc.org

REGISTRATION FEES

UNTIL Feb. 17 (AFTER Feb. 17 ADD ADDITIONAL \$75)

QSC Member (Registration fees include all food functions.)
 _____ 1 @ \$350 (\$425) = \$ _____

Additional QSC Company Representative
 _____ @ \$350 (\$425) = \$ _____

Non-QSC Member
 _____ @ \$425 (\$500) = \$ _____

Additional Opening or Closing Reception Guest(s)
 _____ @ \$40 per Guest
 per Reception = \$ _____

TOTAL = \$ _____

Yes, _____ people will be attending the golf tournament (Optional). Please send registration information.

HOTEL INFORMATION

To receive the special QSC rate, call prior to the **Feb. 17, 2012**, deadline. Be sure to say you are with the **QSC 2012 Spring Power Meeting**.

Phone: 866-837-4148 The Westin Charlotte

Ask for Group Reservations

Online Secure Hotel Reservations:

http://www.qsc-phcc.org/power_register.html

Single/double-\$159 plus tax

Check here if you require special accessibility, special dietary or accommodations. Attach a written description of your needs.

Badge Name #1 _____

Badge Name #2 _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Yes, this is my first Power Meeting.

Yes, please send me information about QSC membership.

PAYMENT

Meeting Registration Check Enclosed
 (made out to PHCC-QSC PMXXXVI)

Amount \$ _____

Charge My: (circle one)

Visa MasterCard AmEx

Card # _____

Exp Date _____

Signature _____

Refund Policy: Cancellations on or before Feb. 17, 2012, will be charged a \$75 cancellation fee. NO refunds will be made for cancellations after Feb. 17, 2012. Remember, attendee substitutions are always permitted at no charge.

QUALITY SERVICE CONTRACTORS

180 S. Washington St., P.O. Box 6808, Falls Church, VA 22046, 703-237-8100 or 800-533-7694,
 Fax: 703-237-7442, URL: www.qsc-phcc.org, e-mail: dalton@naphcc.org or jackson@naphcc.org