



# P r e s i d e n t s



By  
Tom LeDuc  
President  
PHCC of California

# L i n e

In a prolonged down economy it can be tough to keep a positive attitude. It is probably tougher for business owners, who are always looking for signs of better days ahead. When do these "better days ahead" start? How about an attitude adjustment that tells everyone around you that you are a leader, who is in the process of making good things happen for your company? This is easier said than done, and that is what makes a good or even great attitude so exceptional. Anyone can have a great attitude when things are going well, but the true mark of your character is clear to those around you when times are tough.

When you think of all the people you know in business, who have great attitudes, you have a list of winners and, not coincidentally, these are the people that others want to do business with on a regular basis. These are special people who have a clear vision of what they can do. They have written plans and goals. The positive attitude is open to creativity and change. A negative attitude shuts down creativity and things never seem to change.

The fact is, as a business owner, everyone is watching you to see what you will do next. Experienced business owners have an important advantage in these challenging times. They can reflect on all the tough times they have already been through and all the solutions they came up with to overcome their challenges. They are already exceptional, having succeeded where others have failed.

Now is the time to be creative and to really look at the way you have done business in the past. I would hope you could find a better way to run your business in the future. The future is not waiting for you to catch up; it is your responsibility to bring your company into the future.

April 1-2 is the PHCC of California Leadership Conference in Paso Robles. I truly hope to see the leadership from all of the PHCC chapters in California important event. You owe it to your chapter and yourself to be there.

Again, April 27-30 is the PHCC West convention in Seattle. I am sure everyone is aware of it by now, but I will continue to remind you about it until the convention. The purpose of the convention is to bring together the people who shape and drive the Plumbing-Heating-Cooling industry. I am very excited about our *great convention* in a great city. Please plan to join me in Seattle.

**To all members:** We are looking for a few good people to step up to be members of our State Board of Directors. It is a great opportunity

*to learn the inner workings of this great association. Our goal is to have at least one Board Member from each local chapter. Communication between the State and Local Chapters is so much better when a chapter has someone on the State Board. Please think who from your local chapter would be a good fit for the Board and encourage them to run for the Board*

*See you next month in Seattle,*

*Tom LeDuc*

Tom LeDuc became a plumbing apprentice with San Francisco UA Local 38 in 1966 and has been the President & CEO of LeDuc & Dexter Inc. Plumbing, Heating and Fire Protection in Santa Rosa, California since 1982. He is an Advanced Certified Green Building Professional, a trainer for Affiliated International Management, a Certified Green Plumber, and a Certified Green Plumbers instructor. In 2004 PHCC of California named him Contractor of the Year. Tom is a two-time President of the North Coast Builders Exchange, a three-time president of PHCC of the Redwood Empire, and the current President of PHCC of California. He has a passion for the conservation side of the industry and was named Green Plumber of the year by Green Plumbers USA in 2009. Tom may be reached at 707-575-1500 or email him at [tom@ldplumb.com](mailto:tom@ldplumb.com)

