



# P r e s i d e n t s



By  
Tom LeDuc  
President  
PHCC of California

## L i n e

It is February and time to be working on our businesses and networking with current and future customers.

Last month we discussed the importance of being indispensable to your customers. This should be a goal of every business- to- business company and also can be applied to business to consumer companies to create repeat business and referrals.

Today, everyone seems to be doing more with less. The challenge is to do this successfully to remain profitable. You, your company and your employees must each excel at what each of you does best to be successful.

Through downsizing, many employees and even owners take on additional jobs and tasks that take them away from what they do best. Tasks and lower value jobs must be delegated to less skilled employees to free up highly skilled employees and owners to create new business opportunities. Creating new business requires high-level sales skills, which, when applied, can make most businesses successful regardless of the economy.

April 1-2, 2011 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 at this important event. I promise to remind you one more time, next month.

April 27-30, 2011 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.

The convention is all about: *Connecting, Opportunities to Recharge, Rejuvenating Your Business Ideas, Capturing Time With Your Family, Stretching Your Thinking, and Being Inspired.* I am very excited about our convention in a great city. Please plan to join me in Seattle.

To all members: The PHCC of California is looking for a few good people to step up and become members of our State Board of Directors. This 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 the Local Chapters improves greatly when each chapter has representation on the State Board. Please think of a member of your local chapter who would be a good fit and encourage them to run for the PHCC of California State Board.

Have a great month,

*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)

