



The Tennessee PHCC Newslink

Spring Edition 2024

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Join Us for the Annual Events:

TN PHCC 30th Annual Golf Classic

Tuesday - April 23, 2024, 8am -3pm
Egwani Farms Golf, Rockford TN
(We have a few foursomes left, click here for registration form)

TN PHCC Spring Board Meeting

Thursday - April 25, 2024, 9am-11 am
TN PHCC State Office, 1000 Dutch Valley Drive
(All Members are invited, RSVP required)

TN PHCC Association Annual Meeting and Convention

Thursday - April 25, 2024
11:15am - noon: Annual Meeting, 2pm- 3pm: Seminars
Knoxville Expo Center, 5441 Clinton Highway, Knoxville
(Pre-registration required, click here for registration form)

126th Annual Trade Show

Thursday - April 25, 2024, 3-6pm
Knoxville Expo Center,
5441 Clinton Highway, Knoxville



- Visit the ONLY TN Plumbing-Heating-Cooling Trade Show just for the PHC trades! Demonstration, products and prizes!
- Annual Apprentice Contest featuring 4 plumbing apprentices will be going on during the show
- Silent Auction donations for items will be available benefitting the PAC (Political Action Campaign)
- **Contractors ONLY will be permitted to enter the show**
- **Free Food and Beverage available for the attendees**
- **Free Convenient Parking and Free Admission**

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Member News

Upcoming Date Reminders...

April 23: TN PHCC Golf Classic, Egwani Farms, Rockford TN

April 25: TN PHCC Spring Board Meeting, 8am-11am, TN PHCC Office, Knoxville

April 25: TN PHCC Annual Meeting, Lunch and Convention, 11am-3pm Knoxville Expo Center

April 25: TN PHCC Apprentice Contest, 10am-6pm on the Trade Show Floor

April 25: TN PHCC Annual Trade Show, 3pm-6pm, Knoxville Expo Center, 5441 Clinton Hwy

May 9: Knoxville PHCC Apprentice School Graduation and Awards Banquet Grande Events Center, Knoxville, 5pm

May 15: Ride and Decide Program Kick Off, Central High School, 5pm

October 7-9, 2024: PHCC National CONNECT Convention, Birmingham, AL

Please note- All members are invited and encouraged to attend state board meetings, please RSVP to the State Office.

Our Mission Statement:

"The TN PHCC is dedicated to serving and improving the PHC industry by providing opportunities for continuing education, communication, social networking and business improvement.

We are dedicated to the protection of the environment and the health and safety of our society."

Welcome New Associate Members:

Atlas Filtri

1068 North Farms Road Bldg #3
Wallingford, CT 06492
Contact: Roger Shepard
roger@atlasfiltri.com
615-554-7029



Atlas Filtri is a world class manufacturer of innovative and patented filtration technology, raising the standards in the residential and commercial water industries. The exclusive, proprietary designs offer unique features that are tested to the highest NSF/ANSI approval ratings for performance and reliability. The Atlas Filtri North America office and central distribution center was created in 2016 to provide unparalleled service and market-tailored products to the United States, Canada and Caribbean.

First Citizens Bank

1611 Gunbarrel Rd
Chattanooga, TN 37421
Contact: Larry Hawk, VP of Commercial and Business Banking
Larry.Hawk@FirstCitizens.com
423-510-7031



Founded in 1898, First Citizens Bank is one of the nation's strongest and most stable financial institutions, providing a broad range of banking services at more than 500 locations in 19 states, including Tennessee.

Our steadfast commitment to building lasting relationships has made us one of the country's leading financial institutions for both consumers and commercial customers. This long-term approach along with our competitive product offerings in areas such as business, commercial, institutional banking, wealth management and insurance services are why customers have trusted us with their financial well-being for well over one hundred years.

Running a plumbing and/or HVAC business takes specialized skills and smart planning. First Citizens offers businesses like yours a customizable range of products and services to help keep your business flowing smoothly.

Lixil

865 Centennial Avenue
Piscataway, NJ 08854
Contact: Tyler Milone
Tyler.milone@lixil.com
615-878-9319



Born in 2011 through a merger of five of Japan's most successful building materials and housing companies, we draw on our Japanese heritage to create world-leading technology and innovate to make high quality products that transform homes. Today, we're a global enterprise with approximately 55,000 employees in more than 150 countries worldwide, having expanded internationally by acquiring some of the most trusted names in our industry, including GROHE and American Standard.

But the LIXIL difference isn't what we do or where we do it, it is how we do it. We combine meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth to make things that matter – to people, to communities, and to the world we live in.

Member News

Welcome New Associate Members (cont.):

Rinnai America Corp.

103 International Drive
Peachtree City, GA 30269
Contact: Lance Ware
Lware@Rinnai.US
770-870-7959

Rinnai

We Are #1 in Tankless in North America

More homeowners and business owners choose Rinnai than any other tankless water heater brand. They choose us for our 100-year commitment to quality, for our industry-leading warranties, and because we're the first major tankless brand assembled in the U.S.A.

Rinnai tankless water heaters have a longer lifespan of up to twice as long as a traditional tank and Rinnai has a full network of trained installers to help with product selection, simple installation and services.

Zurn

3415 Old Anderson Rd
Nashville, TN 37217
Contact: Jarod Mowery, Business Development Manager - Southeast
Jarod.Mowery@Zurn.com
615-339-1401



Zurn Elkay Water Solutions supplies the industry's widest range of clean water solutions for drinking water, hygiene and sustainable water management.

Headquartered in Milwaukee, Wisconsin, Zurn Elkay Water Solutions works with customers around the globe to deliver products and systems that enhance and ensure water quality, safety, hygiene, flow control and conservation.

As a Business Development Manager, I support our local rep agencies and act as a direct representative of Zurn Elkay. My goal is to help contractors understand our product portfolio and how our products can save them both time and labor costs associated with commercial & residential plumbing.

Welcome New Board Members

The Tennessee PHCC Board of Directors is proud to announce the addition of two new members: Randy Lay of Del Air Mechanical, Knoxville will serve as a Director from Knoxville and Chris Richey of Kenny Pipe in Nashville will serve as an Associate Director. Welcome Randy and Chris!

President Donna Johnston, Board Chair Scott Robinson, Vice-President Michael Vance and Treasurer Terry Self of the Executive Board have agreed to complete an additional term of office.

The TN PHCC Event Counter Tent

Right around trade show time we send out counter tents to our local vendors announcing the show and ask that they take a picture of their counter crew and send it to us for publication.

From left to right: Jackson Bryant, Kenneth Jenkins, Toddy Byers, and Russell Frye of Coastal Supply in Knoxville.

A big thank you to Eddie Jones of Coastal Supply Company for submitting the picture and helping us spread the word!



State News

Casino Night Fun

On January 12th, the TN PHCC hosted a Casino Night at the Knoxville Apprentice School lab room for networking and fun. There was live action gaming with plenty of dealer advice and training for our gamblers. The event had a wonderful meal sponsored by Bravo Cucina in Knoxville.

The Grand Prize sponsors were Milwaukee Tool and Federated Insurance. Door Prizes were donated by Ferguson, Kenny Pipe, Milwaukee Tool and the Knoxville PHCC Apprentices School. Ben Gorham won first prize with an incredible 639,700 points. Derrick Graves came in second with 237,600 and our Chairman of the Board, Scott Robinson came in third with 170,000.

A big thank to our sponsors and all who attended to make this a fun and entertaining night to network with our members and friends.



A Message from the President

Train for the Future

The theme for this year's annual events is: Train for the Future. For the past few years, your association has realized that the number one priority to serve the TN PHCC members is to help with the qualified employee crisis.

Whether it be to attending the multitude of career fairs and job center events each year from Middle School past High School to sponsoring disadvantaged Youth Programs at the Apprentice School, we realize the challenge and your association is doing everything it can to alleviate this crisis for the future.

Your PHCC of Tennessee also has the only online US Dept. of Labor approved apprentice program for Plumbing and HVAC. This program expands the reach of the highly successful local Knoxville PHCC Apprentice Program to areas of outside of Knoxville across the state to train apprentices.

After working with various agencies, the Tennessee PHCC will promote a new program for our contractors on how to receive wage reimbursement for hiring youth starting now through August 31st of next year. Worried about hiring a Ride and Decide student and they do not like the trade? Wondering if you can afford the cost of taking on youth in your company? What if you sign up for a program that will reimburse you up to \$3200 for each student you hire so that you can minimize your financial risk in hiring youth? All of the details and registration forms will be available during the Tennessee Youth Employment Program seminar on April 25th as part of the Annual Meeting and Convention. This program helps the financial gamble to hire youth by helping to promote the trades to permanent hires.

"Train for the Future" not only means train your employees for the future, but also to get on the train to help your company fill future positions. Attend a Career Fair with the Association and give your personal story to young people about your profession. Enroll your employees in Apprentice School to learn why they do what they do on the job. Take advantage of Youth Programs like Ride and Decide and TYEP to find future talent. Attend the other two seminars offered on "Hiring, Training and Developing Future Leaders" and "Trades Talent Crisis: Facts and Solutions" for ideas to help this trades crisis.

On April 25th, I will have completed my first year as President of the TN PHCC. I volunteered to complete my optional second term because I am proud of what our Association does and what we continue to do for our members. We are member driven and take pride in focusing on our member needs now and in the future.

Please consider attending a day out of your work week on April 25th for the Tennessee PHCC and hop on the "Train for the Future" with your fellow members and associates. Hope to see you there!

"Investing in training and development leads to the most significant return on investment a company can have."- J.P. George

Yours Truly,

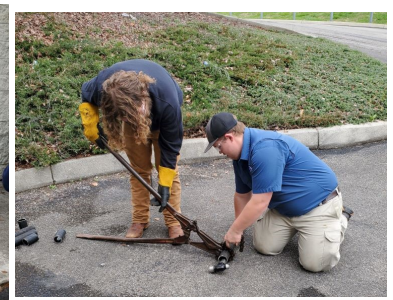


Donna Johnston
Tennessee PHCC President



Trades Promoted to Volunteer Academy

The Tennessee PHCC recently hosted students from Knox County's Volunteer Academy. The students participated in hands-on activities at Engert Mechanical and then at the Knoxville Apprentice School's lab area. They are a non-traditional school that offers resources that help students reach their potential outside of a typical classroom. We were happy to participate!



Knoxville PHCC Apprenticeship News

The Knoxville PHCC Apprenticeship School has almost completed the 2023-24 school year. Classes end in early May with a Graduation and Awards event. As part of the curriculum, the school invites suppliers and manufacturers to present topics that relate to the individual levels of Plumbing, HVAC and Sheet Metal. There were many demonstrations for the students and one of the most notable was Milwaukee Tool.

After safety and usage demonstrations, Milwaukee's representative, Tony Pellerin held a raffle with the apprentices for a grand prize. Do you think Jamon "Q" Fentress, a Plumbing 3 apprentice, liked winning the grand prize? He was thrilled! (see below left)

Thank you to all of our demonstration and field trip partners this year!

The Graduation and Awards Banquet will be held on Thursday, May 9th at 5pm at the Grande Events Center in Knoxville. Invitation and RSVP required.



The Knoxville PHCC Apprenticeship School held a Christmas Party for teachers and staff in December.

There was a Secret Santa event and someone brought a plunger and bowl brush as a gift! Tyler Woods, Plumbing Instructor, proudly held up his prize and it was all in good fun. They also played a trivia game for prizes. (photo far right).



Plumbing and HVAC Instructors Needed

The Knoxville PHCC Apprenticeship School needs two instructors for the 2024-2025 school year. The school needs one Plumbing and one HVAC instructor. The positions are needed because one of our current instructors was promoted to an out-of-town position and the other is teaching 2 classes this year and would like to teach one next year.

Instructors must:

- have licenses and experience in the field they wish to teach
- be able to work one to two week nights per week from August to May
- desire to teach future tradespeople and impart their knowledge and professionalism to the apprentices
- attend training sessions including NCCER Instructor Certification if not currently held

Please contact Beth Killen at 865-531-7422, to further discuss the positions and to apply.



PHCC Educational Foundation

Plumbing-Heating-Cooling Contractors–National Association

2024 SCHOLARSHIP PROGRAM

PHCC Educational Foundation scholarships are available to apprentice & trade school students enrolled in plumbing or HVAC apprentice programs and to college students pursuing an industry-related degree.

PLUMBING & HVAC APPRENTICES • COLLEGE STUDENTS

\$132,000

IN SCHOLARSHIPS

DEADLINE – MAY 1ST

PHCCFOUNDATION.ORG/SCHOLARSHIPS

One \$10,000 Scholarship

One \$5,000 Scholarship

Twenty-Five \$3,000 Scholarships

Twenty-Eight \$1,500 Scholarships

Who is Eligible to Apply?

- Plumbing or HVAC apprentices who are working for a PHCC—National Association contractor member.
- Apprentices and technicians enrolled in PHCC Academy® apprenticeship or Fast Track to Service courses.
- Trade school or community college students studying plumbing or HVAC installation, service and repair.
- College students pursuing a major directly related to the plumbing-heating-cooling industry - mechanical engineering, business administration, etc.

How Does Someone Apply?

- Visit phccfoundation.org/scholarships
- Gather the required submission materials (letters of recommendation & background info).
- Complete the online application form and upload the required documents.
- Provide complete answers to the background and experience questions on the application.
- Applications and all required supporting materials are due by **May 1st**.



Remember - if your company pays for an employee to attend apprentice school, every scholarship dollar won by your apprentice will help to reduce your company's training costs. Have your apprentices apply!

The scholarships are possible thanks to contributions from our donors and support from:



PHCC Educational Foundation | 180 S. Washington Street | Suite 100 | Falls Church, VA 22046
P: 703-237-8100 | F: 703-237-7442 | W: phccfoundation.org | E: foundation@naphcc.org

6 Simple Ways to Boost Sales -By Matt Michel

Want more sales? Contractors often overlook simple steps that they can take to boost sales. These do not involve more marketing, more investment, or more work. Here are six:

1. Give Options

Whether you realize it or not, you are always giving options. Even if you only present one solution, you are giving people an option. The option is your solution or someone else's or nothing at all. Doing nothing is almost always an option. When it is not, calling another company is usually on the table.

Three options is the traditional approach. This is good, better, or best. Given three choices, with no urging or effort to upgrade, around 30% of consumers will choose the better or best option even when though costs more. With a recommendation from the field, that number will go up. When people do select a better option, sales increase as well.

Every repair should include three options. They are making a repair, making a replacement, or making an upgrade. It is simple. For example, you might ask, "Would you like to repair, replace, or upgrade your toilet?"

2. Use Simple Pricing

We tend to overcomplicate pricing. Flat rate was a leap forward in simple pricing. Instead of quoting an hourly rate and quoting materials separately, we gave one price. While the flat rate price may not result in higher prices and sales than quoting prices separately, it often does because contractors want a fudge factor for the occasional long job. Thus, flat rate increases sales.

Simple pricing is more than flat rate. Assemble a package and give it a bundled price. For example, instead of simply quoting a storage water heater, quote a sanitary and safety water heater, which involves a mixing valve so that water temperature in the tank can be maintained at levels that will prevent the formation of Legionella while the mixing valves reduced the temperature of the hot water supplied to the house to minimize scalding.

3. Ask About Add-Ons

Fast food restaurants boosted sales when the order takers began asking, "Would you like fries with that?" Later, they began offering to supersize drinks. What can you add on your service calls. Would you like a set of undersink water alarms with that?

4. Sell Payments

Empirical research has shown that financed sales are bigger sales. Anytime a repair or product costs more than a few hundred dollars you should consider offering financing so that you can sell on payments, which appear much more affordable to most cash strapped consumers. Then, you can present add-ons by stating that the homeowner can get the add-on for only a few dollars more per month.

5. Raise Prices

Yes, the easiest way to boost sales is to raise prices. Raise prices by five percent and you raise sales by five percent and profit by five percent without any additional effort. For service and repair work, flat rate pricing makes it easy to raise prices.

In an inflationary environment, it is incumbent upon business owners to raise prices to keep up. Otherwise, you are subsidizing your customers. Moreover, given the rate of inflation, price ahead. Raise prices in anticipation that prices will rise over the next six months at the same rate as the past six months.

6. Offer Extended Warranties

Give people a five year parts and labor guarantee. There are companies that will offer these for you to sell or you can carry the liability yourself. This can be offered separate as an add-on or part of a bundle for a premier or "best" offering.

Hopefully, you have already taken these six simple steps. If not, pick one and execute, then pick another. Instead of complaining about sale, make more sales happen with the same labor and watch profits soar.

For more information on powerful plumbing performance, check out the Service Roundtable. It is contracting's largest business alliance. Visit www.ServiceRoundtable.com for more information.

Record 92% of US Hiring Managers Brace for Challenges in the Year Ahead

-Express Employment Professionals

Despite the continued hiring optimism of U.S. hiring managers, more than 9 in 10 (92%) expect to face challenges over the next year - reaching the highest point since the survey began in 2020.

This is according to a recent survey from The Harris Poll commissioned by Express Employment Professionals.

At the top of the list of expected obstacles in 2024 are finding qualified candidates (53%), increased competition in the job market (29%) and the available talent pool not matching the company's needs (27%) - on par with the expected challenges cited for 2023.



Nearly a quarter (22%) cite the company's pay not being competitive as another anticipated bump in the road for the new year. Compounding the struggle to stay competitive, companies are also faced with increased demands from within.

Sixty percent of hiring managers say more employees at their company have asked for a raise in their salary or wages as a result of an increase in the cost of living. In response, businesses may be proactively working to overcome such challenges by making plans to raise wages. Seventy-five percent report their company will increase wages in 2024 compared to 2023. Regarding job seekers, just over 2 in 5 (44%) say they have asked for a raise in salary or wages in the last year because of an increase in the cost of living.

Gen Z or Millennial job seekers are far more likely to have asked for a raise compared to their boomer/senior counterparts (44%, 54% vs. 25%). Millennials are also more likely to have asked for a raise in the past year compared to Gen X (54% vs. 34%).

Skills Mismatch

Forecasting and planning for challenges can be beneficial, however, some problems are more pressing. More than 2 in 5 hiring managers (42%) say their company currently has open positions that they cannot fill.

Such positions remain unfilled most commonly due to a lack of applicants — on par with 2023 and 2022. Positions also remain unfilled due to a lack of applicants with hard skills (44%), relevant experience (41%), a general lack of applicants overall (39%) and/or those with soft skills (33%).

Job seekers agree one of the biggest challenges they face is finding job opportunities that match their qualifications (56%). While many barriers are skills related, such as lacking hard skills (24%), soft skills (14%) or communication skills (13%), another barrier for 39% of them is companies claiming to be hiring but are only collecting applicants and resumes to review. This perceived barrier is especially pronounced with men (43% vs. 34% women) and Gen Z (54% vs. 38% Millennials, 36% Gen X, and 37% boomers/seniors).

Job Posting Scams

Companies' inability to fill open positions may also be impacted by the recent rise in job posting scams. While most hiring managers (64%) are aware of such scams, more than a third (36%) are not.

Regardless of awareness, hiring managers seem concerned about the impact these scams could have on their company and their ability to deter candidates. Around half say they are concerned about their company name being used in conjunction with a job post scam (52%) and about candidates avoiding applying to their open positions because of mistaking it for a scam (48%).

"The optimism hiring managers feel heading into 2024 is encouraging, but the expected challenges can be daunting," said Bill Stoller, Express Employment International CEO. "The key to solve most of these issues is for job seekers to gain skills for in-demand positions. With so many training resources readily available, this is the year for job seekers to invest in their future, which will ultimately create a more well-rounded workforce."

For full survey methodologies or more information, please contact Sheena.Hollander@ExpressPros.com, Director of Corporate Communications & PR.

HR Question of the Month: Disregarding Safety Instructions

Question

One of our employees is constantly disregarding safety instructions. He recently injured himself at work and filed a workers' compensation claim. This is the third time in the past two years this has happened, and it will probably continue because he doesn't follow safety rules. Are we allowed to discipline him when workers' compensation is involved? I don't want to keep having these claims when it's his own fault for not following directions.



Answer

Employees who exercise their rights to file claims under state workers' compensation statutes are protected from retaliation. Disciplining an employee who has filed a claim (or has a history of filing claims) on account of an employer's desire not to have to deal with such claims may expose the employer to significant liability for retaliation.

That said, employees who have experienced workplace injuries due to their own safety violations are not insulated against the consequences of having engaged in such infractions. An employer should proceed with discipline (up to and including termination) in a manner consistent with company policy and past practice, assuming any other employee who committed a similar safety violation would be disciplined as well. An employer should investigate the facts surrounding a breach of safety procedures, and if it's found that the employee violated a safety protocol, disciplinary action should be taken.

Remember that an employer may discipline an at-will employee for any legitimate, nondiscriminatory reason. Therefore, if an employer's decision to discipline or terminate an employee is based on his or her violation of a company's safety policy (and not because he or she exercised rights under workers' compensation laws), the employer can proceed, as long as doing so is consistent with company policy and past practice.

The HR Question of the Month is provided by Zywave®, a company wholly independent from Federated Insurance. Federated provides its clients access to this information through the Federated Employment Practices Network with the understanding that neither Federated nor its employees provide legal or employment advice. As such, Federated does not warrant the accuracy, adequacy, or completeness of the information herein. This information may be subject to restrictions and regulation in your state. Consult with your own qualified legal counsel regarding your specific facts and circumstances. Published Date: February 20, 2024

Congratulations to PHCC of Georgia-2024 Zone 2 Champions

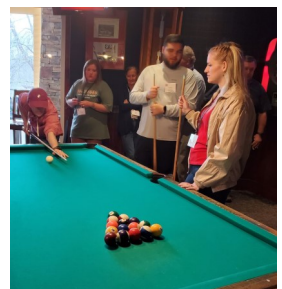
At Brasstown Valley Resort in Young Harris, GA on March 23, 2024, PHCC of Tennessee had to relinquish their four year run as Zone 2 Champions to the PHCC of Georgia. At the annual Zone 2 Meeting, the host state creates an Olympic style contest and it is a surprise for the competitors until arrival.



This year, PHCC of Georgia held a baby bottle drinking contest to see which teams would compete first, followed by 8 ball pool and darts. We must admit that none of the TN participants drink alcohol and those events are kind of specific to that practice but a great time was had by all. Thank you to Scott and Darrie Robinson for attending with Beth Killen and her family.

Thank you to PHCC of Georgia for hosting and PHCC of North Carolina for attending. If you notice I did not include the picture of the Georgia Executive Director walking around the bar with the trophy over her head while "We are the Champions" blared from the jukebox.

PHCC of Tennessee hosts for 2025 and the game is back on!



It's Our Business to Protect Yours[®]

FAMILY/SUCCESSION PLANNING

Thursday, April 18, 2024

1 p.m. CST



This presentation will cover the top legal issues faced by individuals and business owners, and will cover how to properly draft business succession plans and personal estate plans that can help mitigate and prevent those issues.

Additional items to be discussed include:

- Upkeep of corporate documents
- Liability and asset protection planning
- Business entity structure
- Employee retention
- The value of your personal estate and its impact on future generations

WHAT YOU WILL LEARN

- Why your personal estate planning is critical
- Why business succession planning is essential for your family and business
- Strategies for your family and business now and for the future

**WHO SHOULD
ATTEND**

Business Owners



After registering, you will receive a confirmation email and calendar appointment. You may access this and other webinars on federatedinsurance.com.

This is intended to provide general information only. The services described herein are for general information and recommendations for risk prevention only. The content herein should not be considered legal advice and may be subject to regulations and restrictions in your state. Qualified counsel should be sought regarding questions specific to your circumstances and applicable state laws.

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Federated Life Insurance Company • Federated Reserve Insurance Company* • Granite Re, Inc.*†

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The TN PHCC Newslink
 TENNESSEE ASSOCIATION OF PLUMBING -
 HEATING - COOLING CONTRACTORS, INC.
 1000 Dutch Valley Drive Suite B
 Knoxville, TN 37918

"In a world of digital communication, trade shows provide a tangible experience for businesses and customers alike."

STATE ASSOCIATE MEMBERS SUPPORTING THE TENNESSEE PHCC:

- | | | |
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| Arzel Zoning Technology | Hobbs & Associates | SCW Inc. |
| Atlas Filtri | Hoffman & Hoffman | ServPro of Rocky Hill, Sequoyah Hills, South Knox |
| Atwork Knoxville | JMP Equipment Co. | Stowers Rentals & Supply Inc |
| Beaty Chevrolet Company | Kenny Pipe & Supply Inc.- Knoxville | Tennessee 811 |
| Ben O'Neal Company | Lewis Thomason- Knoxville | Tim Morales and Associates |
| Boiler Supply Company | Lewis Thomason- Nashville | TIS Insurance Services |
| Bradley-Hughes LLC | Life Insurance Company of Alabama | Titeflex Corp– Gastite Division |
| Charlotte Pipe & Foundry | LIXIL | United Testing & Balancing |
| Coastal Supply Company | Mark Reid Insurance | USI Insurance Services |
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Thank You to Our 2024 Elite Associates



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 — Since 1935 —