



Greater Michigan PMC Continues to Support National Marketing Program to Promote Member Contractors



The Mechanical Contractors Association (MCA) has launched a new three year marketing campaign, entitled “*Promises with Proof!*” The new campaign contains everything local MCA associations need to be a part of a cohesive national campaign. The campaign is designed to continue re-establishing MCA contractors as superior in the industry. Greater Michigan PMC is one of 17 local associations who have contributed money to finance the important marketing program.

There are three major components to the comprehensive marketing plan. They include:

- Web site that will provide statistics, testimonials, and examples of superior workmanship.
- Marketing packet that will be distributed to members to help promote the program.
- National public relations campaign to end users to address issues that utilize statistics, testimonials and case studies.

Greater Michigan PMC Consultant, William Smart, has been asked by the leadership of the national *Promises with Proof!* campaign to provide an end user testimonial. Bill is retired from Eastern Michigan University as Director of Plant Extension.

“One of the secrets of my successful longevity in serving nearly 30 years as a facility director at a major University was utilizing the best resources available. I was never disappointed when I utilized members of the Greater Michigan PMC or Mechanical Contractors of America. The Contractors and their skilled, well trained, UA workers proficiently completed work assignments and were always respectful visitors to our campus. There are none better,” states Smart.

Regional PMC’s Promote Campaign

In an effort to promote their members, the Greater Michigan Plumbing & Mechanical Contractors Association and the MCA, along with the Michigan Association of General Contractors (AGC), Michigan National Electrical Contractors Association (NECA), Great Lakes Construction Alliance, and the Michigan State Building & Construction Trades Council have formed a non-profit organization called the Michigan Association for Responsible Contracting.

Sandra Miller, PMC President explains that “The purpose of the new association is to promote the concept of ‘Responsible Contractor’ among local school districts in Michigan as they are planning new construction and renovation projects. The concept promotes guiding principles to local districts and urges them to adopt policies to ensure that school buildings are built and renovated by competent and qualified firms and trades people.”

If school districts across Michigan agree to use contractors who adhere to Responsible Contractor Policies, it will make good business and fiscal sense. The contractors most likely to be currently operating under these types of policies are union employing contractors.

For more detailed information on the Marketing Campaign or the newly founded Michigan Association for Responsible Contracting, contact Sandra Miller, President, Greater Michigan PMC at 734-665-4681.



William H. Smart, Greater Michigan PMC Consultant, and Retired EMU Director of Plant Extension

