

# TIDAL NEWS



## Newsletter of CIPH Maritime Region

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### FROM THE CIPH MARITIME REGION PRESIDENT

Dear CIPH Maritime Region Members,

In our current tough economic climate, we all face many challenges. One of our objectives is to enhance our memberships' collective ability to negotiate the current landscape and thrive. We will accomplish this by continuing to improve communications and focusing on strengthening our member's skill sets. With these objectives in mind, we surveyed a membership sample to determine the right mix of business club activities, business meeting topics and training opportunities.

Please read this newsletter for details on registration for the March training session, Building and Sustaining Customer Loyalty with Frank Foster as well as for the May business meeting where you will have the opportunity to hear about and provide feedback on the CIPH Long Range Plan with the CIPH Executive. Don't forget to mark your calendars for June 15th for the CIPH Maritime Region AGM and Golf Tournament.

We look forward to seeing you at one of these events!

Sincerely,

David Harris, Harris Atlantic Sales  
CIPH Maritime Region President

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**CIPH Maritime Region Training Session**  
**Building and Sustaining Customer Loyalty with Frank Foster**  
**March 23, 2016/8:30 a.m. to 4:30 p.m.**  
**CANB Offices, 297 Collishaw Street, Moncton, NB**  
**\$250/person (includes lunch and all materials)**

## ***Frank Foster***

Frank specializes in helping organizations reach their objectives through training solutions. He is a specialist in the consultative selling process and has worked with for profit and not for profit organizations in both Canada and the United States to maximize their potential and maximize results.

Frank has over 30 years experience in sales and marketing in the North American marketplace. He has worked with colleges and universities, associations, manufacturers, and service companies developing and delivering performance improvement programs. He is able to combine his years of experience with current selling and marketing techniques to provide clients with custom solutions to solve today's most complex business problems.

## ***Building and Sustaining Customer Loyalty***

Everyone sells to either external or internal customers. The skills required to serve either group are the same. This workshop focuses on the selling skills required for businesses to succeed in today's environment. Serving long term customers is both easier and more profitable.

Developing a selling and service strategy that consistently exceeds the customer's expectations is both challenging and rewarding. We are expected to deliver the best results with fewer resources than ever before. Do more with less. In many cases competitors offer the same or similar products or services so the main reason for business success rests on the 'front line' employees who provide the customer contact. It is hard, stressful work that puts high demands on organizations and employees.

This workshop - ***Building and Sustaining Customer Loyalty*** - explores the best methods to develop new accounts, maintain existing accounts, and consistently provide quality service. It is designed to offer skills for both the novice and the veteran sales and service personnel.

**Please contact Wendy Piercy at [ciphatlantic@gmail.com](mailto:ciphatlantic@gmail.com) or by phone at 506-472-6424 and Wendy will assist you with the registration process for this training session.**

**Seats are limited!**

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## Upcoming Events and Business Meetings!!

**March 23, 2016**

**Training - Building & Sustaining  
Customer Loyalty**

**facilitated by Frank Foster**

**Location - CANB, 297**

**Collishaw Street, Moncton, NB**

- Training Session
- Luncheon

\$250/registrant

Open to Members and  
Guests

More information available in this  
newsletter

**May 17, 2016**

**Delta Beausejour,  
Moncton, NB**

- Business Meeting:  
CIPH Long Range  
Plan Review with  
Ralph Suppa and  
Sian Smith
- Reception
- Dinner

\$70/registrant

Open to Members and  
Guests

More information avail-  
able in this newsletter

**June 15, 2016**

**Fox Creek Golf Club,  
Moncton, NB**

- CIPH Maritime AGM
- Golf Tournament

\$TBD/registrant

Open to Members and  
Guests

More information available  
in the April 2016 newsletter

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## CIPH Maritime Region Business Meetings

Delta Beausejour, Moncton NB - May 17 2016

CIPH Long Range Plan Review

Ralph Suppa, CIPH President & General Manager

and

Sian Smith, Board Chair of CIPH

CIPH Maritime Region invites you to attend our next scheduled Business Meeting where you will hear about the CIPH Long Range Plan, receive a progress report on key activities undertaken by the Institute during the Long Range planning process, and have an opportunity to have your questions answered and provide input to the CIPH Executive. This is your opportunity to ensure your needs and priorities continue to drive the agenda for CIPH.

Date: Tuesday, May 17, 2016

Location: Shediac A&B, Delta Beausejour, Moncton, NB

Time: 5:30 pm to 8:00 pm

Agenda: 5:30 pm to 6:00 pm- Reception - Open Bar

6:00 pm to 7:00 pm - Dinner - Wine Included

Appetizer: Lamb's Lettuce Salad

Entree: Prosciutto Wrapped Breast of Chicken

Desert: Red Velvet Dome with Cream Cheese

7:00 pm to 8:00 pm - CIPH Long Range Plan Review followed by Q&A

Speakers: Ralph Suppa, CIPH President & General Manager and Sian Smith, CIPH Board Chair

Price: \$70/person. Registration is open to Members and Companions.

To Register: Please contact Wendy Piercy for a registration form. Registrations must be received **before April 17, 2016**. You can contact Wendy by email [ciphatlantic@gmail.com](mailto:ciphatlantic@gmail.com) or by phone 506-472-6424.

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**WORLD PLUMBING DAY**  **WATER=LIFE**  
FRIDAY MARCH 11, 2016

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**WORLD PLUMBING DAY**  
MARCH 11, 2016

Every person on the planet is affected by the availability of clean drinking water and basic sanitation.

Unfortunately, in many developing countries, plumbing is either very limited or even non-existent and the lack of an effective plumbing infrastructure is a huge factor in the tragic statistics we are sadly becoming numb to.

According to the World Health Organization:

- **650,000,000 people do not have access to safe water**
- **2.3 Billion do not have access to an adequate bathroom**
- **315,000 children die every year from diseases caused by dirty water and poor sanitation**

Simple plumbing solutions could make all the difference in saving lives which is why we are asking for your support in raising awareness of **World Plumbing Day on Friday March 11, 2016**.

In Canada, the Canadian Institute of Plumbing & Heating and the Mechanical Contractors Association of Canada, as well as related organizations around the

world will join together on this important day - **March 11, 2016** to raise awareness of this importance of plumbing in protecting the planet and its citizens.

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## We'd Love to Hear from You!

Whether you have a question about your membership, the plumbing and heating industry or future CIPH events, you can reach us:

### **CIPH Maritime Region Co-Ordinator**

Wendy Piercy

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### Stay Connected



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