NYS PHCC

135th Annual State Convention Registration Guide



Join us

July 14 – 18, 2027

Skytop Resort

Skytop, Pennsylvania

135th ANNUAL CONVENTION

Message from the President – Steve Reddy



I cordially invite you to join us next summer at the breathtaking Skytop Resort for our annual convention. This is a premier opportunity to connect with fellow plumbing and HVAC professionals from across our great state while enjoying a perfect blend of professional development and world-class recreation. We have designed a comprehensive agenda: featuring phenomenal guest speakers, engaging educational sessions tailored to our trade, and our annual membership meeting where we will share critical industry updates. We have deliberately designed the schedule to ensure you have ample time to experience the expansive amenities the resort has to offer. Whether you want to challenge colleagues to a round of championship golf, explore miles of scenic hiking trails, try your hand at clay shooting, or simply relax by the pristine lake, there is something for everyone.

We look forward to an unforgettable event balancing valuable networking, industry education, and well-deserved leisure.

SCHEDULE AT A GLANCE*

Wednesday, July 14 – Arrival

6:00 p.m. – 9:00 p.m.	Opening Reception / Registration

We encourage you to arrive on Wednesday so that you can attend Thursday morning's membership meeting. There will be registration at the opening reception. We highly encourage you to bring a tablet or small laptop as we are going as paper-free as possible!

Thursday, July 15

7:00 a.m. – 8:00 a.m.	Registration
8:00 a.m. – 10:00 a.m.	Executive Board Meeting
10:00 a.m. – 12:00 p.m.	Annual Business Session / Membership Meeting
12:00 p.m. – 2:00 p.m.	Lunch & Learn with Jocelyn Greenky *Same Family, Different Generations: Leading Across Ages in the Family Business* *Your Reputation: Your Most Important Asset*
6:00 p.m. – 8:00 p.m.	BBQ Dinner

Friday, July 16

7:00 a.m. – 8:30 a.m.	Breakfast with Kirk Alter (*Leading Field Employees to Become Top Foremen*)
9:00 a.m. – TBD	Fun activities! See more information below & during registration.

Saturday, July 17

7:00 a.m. – 10:00 a.m.	Breakfast & Workshop with Susan Frew (*Masterclass on AI*)
10:00 a.m. – 11:00 a.m.	Federated Insurance Educational Seminar (TBD)
6:30 p.m. – 9:30 p.m.	Closing Dinner Event

Sunday, July 18 – Check Out

*** Schedule of events is subject to change without notice.**

GUEST SPEAKER BIOGRAPHIES



Jocelyn Greenky - Jocelyn Greenky, MBA is a nationally recognized business strategist, keynote speaker, and author who has spent over 40 years helping family-owned businesses thrive through transition, succession, and reputation repair. Known as a "business fixer", she brings clarity, strategy and candor to even the most emotionally charged business dynamics. From revitalizing multi-generational firms to coaching souses and siblings in leadership roles Jocelyn specialized in helping families preserve legacy while adapting to change. She't the author of The Big Sisters Guide to the World of Work (Simon & Schuster) and the upcoming book, Design Your Reputation and has been featured on CBNC, CNN, and the in The New York Times and Forbes, et all. A former CEO and C-suite exec, Jocelyn also teaching business and critical thinking at Queen's College. Her approach blends humor, empathy, and directions to move families from gridlock to growth. She lives in Greenwich, CT with her husband. They have a blended family of six and two dogs who understand the meaning of loyalty and legacy.

Kirk Alter - Kirk Alter is Professor Emeritus at Purdue University and has been a full-time participant in the mechanical construction industry since 1974. His career path includes working his way up from an apprentice to owner of a major mechanical contracting firm. He is Program Director for the PHCC Educational Foundation's project management courses and serves on their Board of Governors. He is active teaching and consulting throughout the country and delivers on his promise to provide tangible tools and skills to attendees.





Susan Frew - Named an AI Thought Leader by LinkedIn Asia for her viral video on AI agents, Susan Frew is a recognized authority in practical, profit-driven AI strategies. As the owner of an INC 5000 company, Susan has led her business to 535% growth, earning 43 industry awards and securing a place among the top-performing enterprises in her sector. Susan's career began in New York City's fast-paced tech industry, where she developed expertise in navigating rapid innovation and digital transformation. She went on to become a General Manager for two countries within a Fortune 20 telecom company, leading international teams, managing large-scale operations, and implementing growth-focused AI and technology solutions. A TEDx speaker, sought-after emcee, and business coach, Susan simplifies complex AI concepts, making them accessible and immediately actionable for businesses of all sizes. As a 'Super User of AI,' she applies cutting-edge technology to both her professional speaking business and her home services company, demonstrating how AI can streamline operations, reduce costs, and drive exponential growth. Susan's expertise goes beyond theory—she lives AI daily. Whether through automation, predictive analytics, or AI-driven customer engagement, she transforms businesses with real-world AI solutions. Her passion for innovation has made her a trusted voice for entrepreneurs, industry leaders, and organizations looking to stay ahead in the rapidly evolving digital landscape. Known as "The Thriftinista," Susan applies her resourceful mindset to business, showing leaders how to maximize impact without maxing out budgets. She champions creative, bold strategies that empower businesses to compete smarter, not harder. Her book, Compete on Awesome with AI, is a must-read for entrepreneurs looking to future-proof their businesses and embrace the next era of digital transformation. Whether on stage, in the boardroom, or on the page, Susan energizes audiences, demystifies AI, and inspires bold action to propel businesses to unprecedented success.

ABOUT SKYTOP RESORT

Located in the heart of Pennsylvania's Pocono Mountains, Skytop Lodge is a sprawling historic resort that has been operating since 1928. Set on a massive 5,500-acre nature estate, the property acts as a secluded outdoor playground that blends luxury lodging with wilderness exploration. Click here for more photos of the property!



REGISTRATION INFORMATION

Registration will take place online – you can access the form at https://nysphcc.org/state-convention/ or CLICK HERE FOR REGISTRATION and CLICK HERE FOR SPONSORSHIP. All fees including hotel room costs are due at the time of invoice. No refunds after May 15, 2027.

EARLY BIRD REGISTRATION FEES (BEFORE MARCH 1, 2027)

- **EARLY BIRD – Main Registrant - $1,200**
- **EARLY BIRD – Spouse/Guest - $600**
- **EARLY BIRD – Additional Guests/Children – Please Contact april@nysphcc.org**

REGISTRATION FEES AFTER (MARCH 1, 2027 & AFTER)

- **Main Registrant – $1,350**
- **Spouse/Guest – $750**
- **Additional Guests/Children – Please Contact april@nysphcc.org**

ROOM RATES*

- **Main Lodge (July 14-16) – $359 per night, plus taxes and fees**
- **Main Lodge (July 16-18) – $429 per night, plus taxes and fees**
- **Cottage/Inn (July 14-16) – $409 per night, plus taxes and fees**
- **Cottage/Inn (July 16-18) – $479 per night, plus taxes and fees**

prices go up beyond double occupancy



OPTIONAL ACTIVITIES

Skytop Resort offers a remarkable variety of amenities, though please note that individual adventure activities require advance booking. For your convenience, we have curated a selection of exclusive group events for you to choose from during registration, while the resort's excellent culinary and cocktail experiences are available at your leisure with no sign-up required. We will share a full schedule as the convention approaches, and we are excited to note that a brand-new spa experience will also be debuting at the property in 2027.





