



FOR IMMEDIATE RELEASE

## Greater Indianapolis PHCC Wins Statewide Award

*Dec. 5, 2008, Indianapolis.* GIPHCC, The Greater Indianapolis chapter of the Indiana Association of Plumbing-Heating-Cooling Contractors (Indiana PHCC) won a statewide award from the Indiana Society of Association Executives at the Star Awards program held the evening of Dec. 4 at Lucas Oil Stadium, Indianapolis. The chapter won the **Outstanding Industry Innovation** award for their Mission Impossible television commercial.

The commercial airs on the SkyTrak Weather channel and reaches a large portion of central Indiana. It is also a part of the Channel 13 website and has been seen over 91,000 times. The ad features a handyman and emphasizes the dangers of not using a licensed professional. The humorous ad has been well received. It was honored by the judges for its effective message and because members wrote and starred in the presentation.

76 organizations representing local, state, national and international associations submitted entries for the annual awards competition. The ISAE STAR (Society's Top Association Recognition) Awards recognize association activities, suppliers, professionals and programs that are making a difference.



Brad Isley, L.E. Isley & Sons, and Eugene Schuler, Schuler Plumbing accepts the Outstanding Industry Innovation Award

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