

# THE JOSEPH GROH FOUNDATION

*A Beacon of Hope*



## The Lighthouse: From Our Founder JOE GROH

Welcome to the fall edition of the Lighthouse! Here in Texas that means it feels like summer, but for our Western, Midwest and East Coast readers it means beautiful colors and crisp nights. In October, Service Nation held their biannual seminar/product showcase in Tampa, where opening pledges turned into a stampede of giving for the foundation. The result was the largest single fundraiser in the foundation’s history! Please read more about this incredible event below. A little over a month ago we held our seventh annual Chicago golf tournament, news from the Windy City event is below. Who is the Service Nation anyway? Read the article about them to learn more. What makes people tick? Perhaps they need GAS. Some insights by yours truly. I am always inspired when I read about individuals featured in our articles entitled Someone You Should Know. These articles serve as a refreshing reminder of what we can accomplish despite the odds. Finally, A Day in the Life reminds us of those things for which we are truly grateful. As always, comments are welcome.

**Enjoy!**

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- Amazon / Kroger QR Codes
- Service Nation / Service World Expo
- Links/Resources
- Meet Terry Ensign
- 2022 Board of Directors
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## ***Service World Expo 2022 in Tampa Where Learning, Friendship & Generosity Came Together***

*Contractors from North America recently descended on Tampa, Florida, to attend Service World Expo making it the largest contractor-attended show in North America. And what happened? – MAGIC!*

*The foundation Links page is a powerful resource for individuals with disabilities. Nearly 200 Websites packed with information including:*

Global sites  
National sites  
US Govt sites  
Research sites  
State by state sites  
Medicare/Soc Sec  
Caregiver sites  
Rehab facilities  
Durable med equip  
Wheelchair vans  
Social networks  
Pain management  
Mental health  
Business/employment  
Assistive technology  
Disability products

***SPREAD THE WORD!***



***Ken Goodrich***

### **Learning**

Nationally known speakers – Tim TeBow and Scott Mann - motivated the audience with practical ideas and guidance on how to make changes in life and in their businesses. Over 150 products and services were on display demonstrating to participants how their businesses could increase sales, improve marketing and increase profitability. And perhaps, the best learning experience of the conference was over 30 presentations from contractors, who live and work in the real-world of contracting. The topics covered abreadth of topics of owning and managing a contracting company.

### **Friendship**

When over 1200 individuals come together, friendships naturally are the outcome. Contractors often must run or manage their companies in isolation without the opportunity to interact on commonly shared situations, processes or issues. Service World Expo allowed time for numerous interactions during the breaks between sessions and at numerous social events

### **Generosity**

The heating, air conditioning, plumbing electrical contracting industry is populated with generous, kind-hearted people. And these qualities were once again demonstrated at Service World Expo through the support for the Joseph Groh Foundation. The Joseph Groh Foundation is a 501c3 charity and provides grants exclusively to individuals in the contracting and construction trades who are living with a life-altering

disability. The grants fund accessible bathroom remodels, ramps, accessible wheelchair vans, vehicle retrofits, assistive and rehabilitative technology, and more. In the past 12 years, the Foundation has provided over \$900,000 in products and services to over 90 individuals and families. Grants from the Foundation make a difference in the lives of individuals and their families.

At the Expo, ***Ken Goodrich***, a speaker at the conference and CEO of Goettl Home Services, conducted a real-time demonstration of how to establish a goal, describe the actions necessary to accomplish, and implement using a fund-raising goal for the Foundation. Ken, speaking before a full house of HVAC, plumbing and electrical contractors, set a challenge and goal. If the group attending the show, would donate \$50,000 to the Joseph Groh Foundation, he would personally match it. According to Vicki LaPlant, President Emeritus, of the Joseph Groh Foundation, “When Ken was standing on stage and set this goal, I really wasn’t sure we could do it. At that point, attendees had generously given \$24,000, but that meant we had \$26,000 to go in a few hours. But Ken’s demonstration of execution coupled with his heart and the generosity of so many people in the industry made it happen.” After the final count was tabulated, the kind-hearted attendees not only met the goal, but exceeded it with over \$60,000 in donations matched by the benevolence of Ken Goodrich. The combination made this the single largest fund-raising event in the 12- year history of the Joseph Groh Foundation. Ken Goodrich in response to achieving the goal said, “My industry fellows who make their living through this dynamic trade have a duty to support all efforts in pursuit of the betterment of our people.” Every individual in attendance left the conference with more knowledge and information to enrich their personal lives and businesses and new friendships to share successes and frustrations. And with an additional \$100,000, the lives of people whom the attendees will never meet will directly benefit from the generosity displayed at Service World Expo.

To learn more about the Joseph Groh Foundation and the people who have been provided assistance through the generosity of our industry, visit:

<http://www.josephgrohfoundation.org>.

You too can make a difference in the lives of people you will never meet by making a contribution through the Foundation website. Visit the Joseph Groh Foundation website today!

## Eighth Annual Chicago Golf Tournament

On Monday, September 26 cool weather greeted 52 golfers for the 8 th Annual Ruskin-Titus Tournament for the Joseph Groh Foundation. The event was held at a new venue, St. Andrews Golf and Country Club in West Chicago, Illinois. Eric Groh, foundation president and Rick Bousquet, Executive Director were on hand to lead the event as well as greet and mingle with golfers. Volunteers included neighbors of Joe and Sue when they lived in Elmhurst. Everyone was treated to ham and turkey sandwiches prior to the start of golf. They also received a Nike golf cap with both the foundation and title sponsors logo on them. Following golf, everyone enjoyed adult beverages before sitting down to a Mexican buffet of fajitas and enchiladas. During dinner, a presentation updated golfers with the latest foundation news, after which prizes were handed out for 10 different areas of competition. Kyle Schultz and Curtis Brackett from Air Products Equipment (Chicago representatives for Ruskin and Titus) not only helped secure the top sponsorship, but were also dinner sponsors. These sponsorships facilitated golf for 24 mechanical contractors and introduced them to the foundation if they were not previously familiar with us. Ruskin is the industry leader in applied market air management products (fire/smoke/air control dampers and louvers) while Titus is the industry leader in applied market air distribution products. (Grilles, registers, diffusers and variable air volume terminals) In all, a little over \$16,000 (net) was raised for individuals from the construction and contracting trades industry who are living with life altering disabilities. We thank all our sponsors shown below!

THE JOSEPH GROH  
**FOUNDATION**  
*A Beacon of Hope*

**Welcome Golfers to the 2022 Ruskin/Titus Tournament for the Joseph Groh Foundation**

**RUSKIN**  
Air & Sound Control

**Titus**  
The Leader in Air Management

### **DINNER SPONSOR**

**Air Products** 

### **LUNCH SPONSOR**

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AIR CONDITIONING

### **BEVERAGE SPONSOR**

 **BERKHEIMER**

### **BRONZE SPONSOR**

 **CTM**

### **GOLD SPONSORS**

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HOME COMFORT SYSTEMS  
Innovation never lets us go.

 **MITSUBISHI  
ELECTRIC**  
COOLING & HEATING

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 **LENNOX**  
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Innovation never lets us go.

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*Thank You Donors and Hole Sponsors*

 **ATOMATIC**

 **HARTWIG  
MECHANICAL, INC.**

## Terry Ensign – Someone You Should Know

In 1968, a 16-year-old girl by the name of Terry Ensign was involved in an auto accident which left her paralyzed. She was transferred to The Institute for Rehabilitation and Research (TIRR) in Houston not long after her injury where she stayed for several months of rehabilitation. Dr. Ed Carter became her chief physician and remained a lifelong friend. Carter, who practiced medicine at TIRR for more than 30 years said Ensign was one of about 5 patients who stood out. “She led as close to a normal life as she could,” he said. “She took the driver training program, she was married, and she had a family.” Carter said it was unusual for a quadriplegic to have a family after becoming paralyzed. Ensign however raised a daughter and a son with her husband Lonnie, who died in March 2007. Of Carter, she wrote “he was able to look past my disability and see my heart.” Ensign went on to earn a college degree and wrote a book. She also went back to TIRR where she worked as a volunteer to help those who had been recently paralyzed adjust to their new life. In a strange twist of fate, Ensign, 56, died later in 2007 as the result of a single vehicle crash when her modified van veered off the road and hit 2 large trees. She was in route to a hospital to check on her daughter, who had been taken to an emergency room earlier that day.

Ensign’s photo hangs in a hallway at TIRR, where “she will live on through her writings and through the many lives she impacted at the Texas Institute for Research and Rehabilitation,” said Lynn Emmerich, Dir. of hospital operations at TIRR. Dr. Carter described her as “an exceptional individual.” Some of her writings explained Ensign’s life. “... Because I chose to look past the adversity and see possibilities, this life of, though plagued with obstacles, became extraordinary... Knowing no boundaries.” The same piece stated, “almost every dream I had as a child I have realized; I just took a different path to get there, and my old dreams took on new parameters.” Ensign loved horses and amazingly, in the last couple of years before her death, Ensign and a friend developed an apparatus that allowed her to ride again. Symbolic of her life in general, Ensign was not afraid to get back up on a horse after all those years.

## Supplemental Benefits

Short Term Disability  
Long Term Disability  
Life Insurance - 25k and 50K

24/7 Employee Assistance Program

World Wide Trave Assistance



The Joseph Groh Foundation is not only dedicated to providing financial assistance for those connected to the contracting industry who are living with life altering disabilities, but also to advocating for pathways to affordable short/long-term disability insurance for employees of small businesses in the contracting industry.

## ATTRACT THE BEST WITH BENEFITS THE OTHER CONTRACTORS CAN'T OFFER

- **Option One**

- Short Term, Long Term Disability and 25k Life
- Cost to Employer per employee \$0.38 per hour / \$65.87 per month

- **Option Two**

- Short Term, Long Term Disability and 50k Life
- Cost to Employer per employee \$0.43 per hour / \$74.40 per month.

\*Cost to Employer above is based on and employee earning \$52,000 per year

### Why was the Joseph Groh Foundation Started?

Joe is a son of the trades. His father, grandfather, uncle, cousin, brother and all three children either have, or currently are making their living in one of the construction trades. Joe began his career working for contractors, and for the next 35 years worked for distributors and manufacturers in the HVAC industry. In 2008, Joe was rendered a quadriplegic as the result of a bicycle accident during an aerobic ride along the trails of Lake Grapevine, Texas. Starting this foundation is Joe's way of giving back to an industry which has been so prolific in the life of his family.

To find out more about Joe, please visit the foundation's website at [www.josephgrohfoundation.org](http://www.josephgrohfoundation.org), and click on About Us to read Joe's story.

Knowing that life had suddenly and unalterably changed, Joe vowed to never look back, never give up, and remain positive.

**Any connection or reference to the Joseph Groh Foundation is solely to inform and direct interested individuals to the appropriate information**

## GAS

During my days in business, I was a firm believer in the “Pete Rose Theory of Business.” I would like to say this bit of philosophy came from the insightful writings of a renowned business journalist, but it did not. It simply came from my teenage observations of my hometown Cincinnati Reds, a.k.a. the Big Red Machine. Pete Rose was one of the most accomplished and well-known players of that era, but not because of his athleticism and grace. It came from his heart.

I identified with the characteristics that made Pete a great baseball player, and I aspired to those same characteristics as I progressed through my business career. I wasn't the smartest or most polished of businesspeople, and I didn't graduate from the most elite university. Through the grace of others and my own hard work however, I was able to enjoy a business career that I would not have traded anything for. Later in life, I came across a business colleague that described these characteristics a little differently. He said that such an individual has GAS. (Stands for gives a s\_\_ \_) So what explains the difference between one individual who has the proverbial GAS from one who doesn't? It's hard to say, but you know it when you see it. Recent experiences with individuals from the healthcare industry caused me to reflect on this question. Perhaps not collectively exhaustive, the list certainly contains elements of the following.

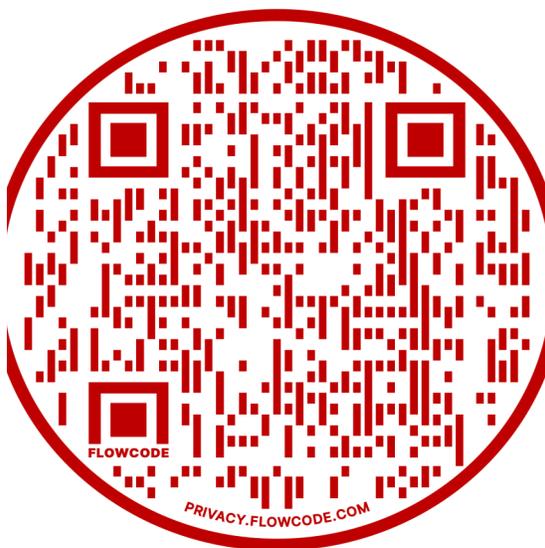
1. Passion. People that get things done have a discernible passion for what it is they do. You can tell they enjoy what they do, and they are good at it.
2. Hands-on. Go-getters get involved, are willing to go above and beyond and are not happy with results that don't match their expectations.
3. Compassion. People that care about what they are doing and the people they are doing it with, stand out, and you can see it in them.
4. Energy. People that get it done are on the move. They don't always ask for instruction or directions. If it is lacking, they figure it out. They have a burning desire that comes from within, and it is one of the keys to their success.
5. Determination. Accomplished people get it done, whatever it takes. If it doesn't work the first time, they don't give up. In their mind, there is no substitution for success.

If you are such an individual, then you want these kinds of people on your team. Ultimately it seems, the study of success starts with a study of the individuals involved and the motivations that drive them.

## Service Nation Inc.

If you are a regular reader of foundation news, you have undoubtedly heard us mention the name Service Roundtable or Service Nation. You may wonder who they are, but as the article above demonstrates, they are a powerful and positive force for those in the contracting and construction trades living with life altering disabilities.

Service Nation Inc. was founded in July 2002 as The Service Roundtable. Started by a collaboration of leading contractors, their purpose was to share information and help other contractors improve their sales, marketing, operations and profitability. 200 members strong at the end of year one has grown to 5000 members today, making Service Nation the largest private contractor group in the country. Initiative taking and adaptability are the foundation of Service Nation, and you can see evidence of that through their websites, informal conversations with members, zoom calls, webinars, business training, two annual meetings and a variety of other events. There are four membership levels your business can benefit from, starting with Roundtable Rewards. More than 200 Preferred Partners provide rebates on products and services you use to operate and promote your business. These partners include organizations like Lennox Industries, Goodman, Ferguson, Johnstone Supply, A.O. Smith, Bradford White, Service Titan, the Home Depot and more. Thus far, more than \$2 billion has been distributed to members by these partners. Training and consulting events are led by nationally recognized and industry-specific individuals. These industry leaders also participate in zoom calls and webinars. Weekly emails feature new business tools, tips for success, business management ideas, and introductions to new Preferred Partners and marketing tools. Based in Coppell, Texas, members include both large and small companies from the US, Canada and Australia who are based in the HVAC, plumbing, remodeling and connected home industries. They also include companies from the solar and general service industry sectors. Monthly fees for a single trade company are just \$50, with no upfront or initiation fee. Compare that to those of most contractor alliances and groups which can range from \$8000-\$25,000 per year. For more information, please visit <https://join.serviceroundtable.com/>.



Scan the QR Code above to learn how YOUR purchases on Amazon can help IMPACT lives.

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Service Nation cofounders David Heimer (L) & Matt Michel (R)

## THE JOSEPH GROH FOUNDATION

*A Beacon of Hope*

*Luminary – a person who influences or inspires others.*

*Become a Joseph Groh Foundation luminary, and give the invaluable gift of hope, today, and every day.*

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### LUMINARY DETAILS

- *Monthly giving program starting at only \$10 per month*
- *Benefits include exclusive content, thank you gift and individual recognition*



**Luminary Levels**

**Shine | Radiance | Brilliance | Beacon | Lighthouse**

## ***A Day in the Life:***

***This feature is a sometimes humorous, sometimes offbeat, and sometimes irreverent look at life as seen through the eyes of a severely disabled person. Management takes no responsibility for these ramblings.***

### Tales from Lake Woeisus\*

It began with a limp which became more pronounced with each passing month. When pain decided that the limp needed a companion, it was all in. Finally, Sue decided she could take it no more. She went to the doctor who referred her to a foot specialist. She met with the specialist, but his recommendation of rather extensive surgery caused Sue to get a second opinion. After 96.5 months, she was able to see the second specialist, who rewarded her with a *completely different diagnosis, but an equally debilitating surgery*. Confused, Sue did what we would all do. Confound her knowledge with yet a third opinion. Exasperatingly enough, the recommendation appeared to be yet a different diagnosis than the first two. Sue decided to do more research and defer any action.

Limp and pain however had different ideas. They continued to ratchet down on their specialty until Sue decided that she needed to visit doctors #2 and 3 to see if their seemingly different diagnosis could be rectified. This was the first crack in the case. As it turned out they both offered the same diagnosis, just in different languages. The diagnosis was... Too many birthdays! This combination of year-over-year plodding had successfully managed to rupture one of Sue's tendons in her foot. Needless to say, she did not react well to my musings about her number of birthdays or of becoming a tenderfoot! "The surgery is simple," her amply confident doctor of choice told her. "In fact, it's rather boring. Since I am such a great surgeon," he continued, "I will have you hiking to Kilimanjaro after 12 weeks. For the 12 weeks however leading up to that however," he explained, "you're going to wish you were walking on hot coals instead." With that, the die was cast and a surgery date was scheduled.

The intervening time was a blur of busy as we scheduled for additional home health, shopped Amazon for exciting products like knee scooters and prepared ourselves as best we could for the mental shift of working with daily home health.

Have I waxed eloquently regarding my feelings about the home health industry? It seems I have, although it was many birthdays ago. I'm not sure I spelled home health the same way back then, but in all fairness my experience was based on our previous home health agency. I was unable to get these feelings out of my head however prior to D-Day. I must say however I was pleasantly surprised about our latest experience with this growing segment of the American economy. Instead of consistently not showing up on time, our new caregivers have only been late... consistently.

Our schedule featured 3-4 different caregivers throughout any given week, and I must admit that I have learned some things. For example, did you know there are an almost infinite number of ways that you can shave your face? I didn't realize I had a 360° shaver, with an infinite variety of pressure levels ranging from imperceptible to immediate razor burn. Ditto for teeth brushing and the definition of a hot towel. Soon enough, it began to feel like there was one too many people infringing on my dignity. There was a day during week 9 that our caregiver was running late with no time given for when late would be traded for present. Sue decided to test her recovery, so we gave the caregiver the day off and Sue handled my daily morning ritual. At one time I was used to Sue's ways, but after nine weeks of a fresh start her ways just felt... *Different*. Remembering however her reaction to my musings about the number of birthdays that put her into this situation in the first place, I decided any mention of different would be unwise!

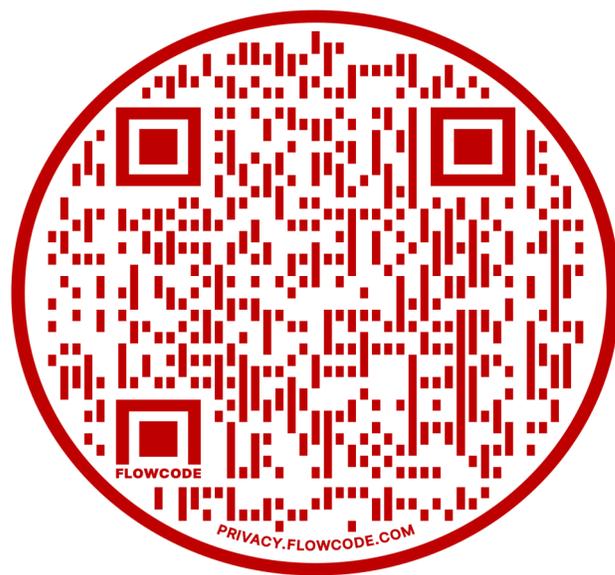
As we celebrate that unique American holiday of Thanksgiving, I know what I am thankful for this year. The miracle of modern-day surgery, my wonderful wife of 40 years, and morning rituals... even if they are different... Again!

\*Our apologies for any sullyng of the literary works of Garrison Keillor.



*What has 2 heads, 2 arms and just one leg...*

**2022 Board of Directors:**  
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Vicki LaPlant: President Emeritus  
Eric Groh: President  
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