Pinnacle Trenchless Consulting Selected to Speak at National WWETT Show 2027 Business Leadership Panel

Pinnacle to share strategies for aligning marketing, operations, leadership, and production to help trenchless contractors build scalable, profitable businesses



Steve Maszczak, Founder

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Pinnacle Trenchless Consulting announced today that it has been selected to participate as a featured panelist during the WWETT Show 2027 in Indianapolis, Indiana. The panel session, "Trenchless Business Unfiltered: A Live Q&A Panel with Industry Experts," will bring together respected professionals from across the trenchless industry to discuss the business strategies, operational systems, and leadership principles that drive long-term contractor success.

The live panel will take place on Wednesday, February 24, 2027, from 10:00 a.m. to 11:00 a.m. ET at the Indiana Convention Center during the annual WWETT Show, the largest wastewater and environmental services exhibition in the world. Contractors, manufacturers, municipalities, and industry professionals from across North America attend the event each year to discover new technologies, learn from industry experts, and connect with leaders shaping the future of the sewer, drain, and trenchless industries.

For Pinnacle, the invitation represents an opportunity to bring a different perspective to the conversation. While many discussions within the industry focus on equipment, installation techniques, and technology, Pinnacle helps contractors answer another critical question: "How do you build a business that can consistently grow, scale, and support that technology?"

As a strategic growth partner for plumbing, sewer, drain, trenchless contractors and others in home services, Pinnacle works with companies to strengthen every aspect of their organization

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>
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from lead generation and branding to sales processes, operational efficiency, production planning, leadership development, customer experience, and long-term growth strategy.

The company believes sustainable success in trenchless contracting is created when every part of the business works together:
-Marketing generates opportunities
-Sales convert opportunities into projects
-Showcasing successful projects generates more opportunities for similar work
-Operations deliver consistently
-Leadership builds culture
-Production creates exceptional customer experiences

When those areas operate independently, growth often becomes inconsistent. When they operate together, contractors position themselves for sustainable, profitable expansion. That philosophy is one of the primary reasons Pinnacle is looking forward to participating in this session specifically designed to provide contractors with practical, real-world answers rather than theoretical business advice.

The panel will encourage audience participation through live questions covering topics such as:
-Building a profitable trenchless business
-Hiring and retaining quality employees
-Leadership and organizational development
-Sales and customer communication
-Marketing strategies that generate qualified leads
-Equipment investments and return on investment
-Improving operational efficiency
-Scaling production while maintaining quality
-Growing residential, commercial, and municipal business
-Lessons learned from experienced industry professionals

Unlike traditional presentations where speakers deliver prepared content, the interactive format allows contractors to ask questions based on the challenges they face every day. For Pinnacle, that creates an opportunity to discuss how successful companies move beyond individual marketing tactics and begin developing complete business systems capable of supporting long-term growth.

"One of the biggest misconceptions we see is that contractors believe growth begins with marketing," said Steve Maszczak, Founder of Pinnacle. "Marketing is incredibly important, but it

is only one piece of the equation. Winning in trenchless requires alignment between sales, operations, production, leadership, customer experience and marketing. When those departments work together, businesses become scalable, profitable, and far more resilient. That's the conversation we're excited to have at WWETT."

Throughout the discussion, Pinnacle plans to share practical strategies that contractors can immediately apply within their own businesses regardless of company size or years in operation. Whether a contractor is considering adding trenchless services for the first time or managing an established multi-crew operation, the company believes every business can benefit from improving internal systems, strengthening leadership, and developing a long-term growth strategy.

Pinnacle has built its reputation by helping home service companies create measurable growth through strategic consulting, operational consulting, lead generation and revenue growth planning. Every recommendation Pinnacle makes is designed to help contractors improve profitability, streamline operations, strengthen customer relationships and build organizations capable of supporting future expansion.

"We're honored to join such an accomplished group of industry professionals," Steve continued. "Some of the best ideas in our industry come from open conversations between contractors who are willing to share both their successes and the lessons they've learned along the way. We encourage anyone attending WWETT to join the discussion, ask questions, and continue the conversation with us before or after the session. Our goal is to help contractors leave Indianapolis with practical strategies they can begin implementing immediately."

As the trenchless industry continues to evolve, Pinnacle believes collaboration between manufacturers, distributors, consultants, contractors and business leaders will play an increasingly important role in helping companies navigate new technologies, changing customer expectations, labor challenges and continued market growth. Pinnacle looks forward to contributing to that conversation during WWETT Show 2027 and helping contractors develop stronger businesses that are prepared for long-term success. Contractors planning to attend the WWETT Show are encouraged to participate in the panel discussion and connect with the Pinnacle team before or after the session to discuss growth strategies, marketing, operations, leadership, and business development opportunities specific to their organizations.

Additional information about the panel discussion, participating speakers, and educational session can be found on Pinnacle Marketing's WWETT 2027 event page.

About Pinnacle
Pinnacle is a strategic growth partner for plumbing, sewer, drain, trenchless, and home service contractors throughout North America. The company helps businesses align marketing, sales, operations, leadership, and production to create scalable systems that drive sustainable growth. Through strategic consulting, branding, lead generation, operational consulting and business

development services, Pinnacle works alongside contractors to help them grow.

Steve Maszczak
Pinnacle
+1 267-388-0884
email us here
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LinkedIn
Instagram
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