

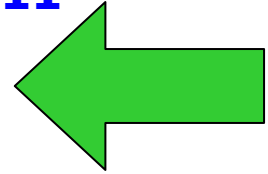


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

JANUARY 2011

Thursday, Jan. 13



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FAMOUS
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Holiday Inn, Independence

7:45 a.m. Breakfast

Program:

**Speaker: Mike Weil, Editorial Director
Contracting Business**

Mike's philosophy with documented experiences support the premise: The perfect storm of opportunity presents itself even in an economic environment that's still recovering. Examples of how those opportunities are being demonstrated around the country achieving success for those who take advantage will be shared.

Finish up with a question and answer period if you wish to hear those things that you may never read in any magazine.



TO Contact Greater Cleveland ACCA

Phone:

Fax:

Email:

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The Right Incentives - The Right Way
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From a recipient of Heat & Plumb the County

Ms B. from Cleveland-

“The gentleman was very personable and intelligent. He took his time to make sure everything was working properly. He checked and flushed the radiators. He cleaned up any water that had been spilled.”

Help others share in this experience in **2011** – mark your calendar now for **Sept. 17** ... and urge your techs to make that ½ day worthwhile for recipients as well as rewarding for themselves.

Dear Members:

Another New Year is here and with it comes a full slate: resolutions, goals, plans...the work seems never-ending.

Of course, a new year also brings with it endless possibilities. A good way to start the year is by mapping out a list of things you may have missed last year but want to take advantage of this year. For instance:

How was your company active in the community? Did you take advantage of any local publicity opportunities? Are there any major pushes (like the tax credits) that you can focus on this year? Are you taking advantage of the programs offered by ACCA?

Setting your goals and making plans helps you to stay on track. And your ACCA membership helps with that too. Let us know how we can help here at Greater Cleveland ACCA.

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ACCA Ohio Board Trustees representing Greater Cleveland ACCA:

- Kris Guzik, Energy Management Specialists
- Brian Stack, Stack Heating & Cooling

Chapter Manager: **Michael Mennett**

Address
Phone
Email:

New Beginnings

- It's the beginning of a new year and there's no better time to put your marketing plan into place. This is the time to set your budget, decide your goals, media use, and ad selection.
- Send letters to missed sales from the past 90 days. Be sure to include incentives such as rebates since the holidays have just passed.

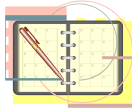
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COMING EVENTS



January 13 - Mike Weil, Editorial Director
Contracting Business Magazine
"The Perfect Storm of Opportunity"

February 10 - Dan Geyer, Dash Benefits
Update on the Federal Healthcare
Legislation: Implementation & Changes

February 15-17 ACCA National Convention



March 10 - ACCA Cleveland Membership
Meeting in Kalahari Resort - Sandusky 12:00
noon. EXPO 2011 from 1-5 One hour CEU
available.

March 8-11



You can learn more at www.acca.org

What do people say about ACCA online training?

"The webinar today was excellent ... it was professionally produced and executed. I send my compliments to you for the very valuable and informative hour and a half that you put together."
Lou Bindner, Climate Engineering

"The online training program ... has been a great tool and we would like to see it continued and expanded. We have participated three times and the feedback has been very positive. We have a large flat screen in one of our conference rooms so it works well for small groups."
Pat Welty, St. Cloud Refrigeration

"Kudos on a great job ... The people I had sitting in the webinar with me have their appetite whetted for more information."
Stan Johnson, Stan's Heating & Air Conditioning

"The format worked great and we were able to have several key employees involved at very nominal expense. We particularly liked the ability to ask a question and get a live response almost immediately. It was just like being in the room with the presenter!"
Richard Justice, ESCO Mechanical

"Your recent Home Performance webinar was both informative and motivating. Our entire sales team sat in on it and all came away enthusiastic and enlightened. We all stayed around afterward and had a healthy discussion."
Tim Welch, Peaden Air Conditioning

"The webinar was attended by 15 people here in our office, 90% of whom knew nothing about the topic, but afterwards they all had an understanding and could educate others about it. Everyone praised ACCA for keeping it concise and we are all looking forward to attending more webinars!"
Jennifer Jones, Blue Dot of Maryland

Board of Building Appeals Offers Tips to Applicants Preparing for Hearings

In an effort to make the appeals process more efficient, the Board of Building Appeals has begun attaching informative letters to Notices of Hearing. The letters provide applicants with sample questions that may be asked by board members during the hearing, such as:

- What are the technical or financial hardships that prevent compliance with the provisions of the code?
- What alternative designs or systems are being proposed in lieu of what the code requires to provide equivalent levels of safety?
- What is the total cost of construction for this project?
- What would be the cost if you would have to comply with the code requirements?

The Board of Building Appeals encourages applicants to contact their building official prior to the hearing to discuss the items to be appealed and any conditions to the variance that they may agree upon. In addition, the board requests that if any of the items appealed are fire-related, the fire official's input is needed.

The Ohio Legislature

Excerpts from a report by
Palmer McNeal & Kitty Zwissler, Legislative Agents for Specialty Contractors of Ohio

Sen. Steve Buehrer (who was our sponsor for the residential licensing bill – SB289 - that was introduced in 2010 but died as did all bills not acted on during the 2009-2010 General Assembly) has been appointed to join Gov.-elect Kasich's administration as Administrator of the Ohio Bureau of Workers' Compensation. There is considerable behind the scenes movement taking place regarding replacements for Sen. Buehrer. Current members of the Ohio House have expressed desire and intent to seek any openings occurring in the Ohio Senate, which will continue the process of replacing vacancies in the Ohio House. We are staying on top of all actions taking place there and awaiting all leadership positions to be announced by the caucuses. We will acquaint the new leadership with ACCA/PHCC legislative issues as quickly as possible.

We will discuss the residential licensing bill with several new prospective sponsors for introduction in the new session. Additionally, we continue to build bi-partisan support for the bill, but the unofficial word is that the governor-elect, Speaker-elect of the House and President-elect of the Senate will release a sweeping government restructuring bill within the first week of session that will have first legislative priority.



Conference to Focus on Codes, Energy Efficiency, & Technology

San Antonio, TX

February 15-17, 2010

ACCA has scheduled a series of workshops focused on Technical Excellence during the 43rd Annual Conference and Indoor Air Expo. The event takes place February 15-17 in San Antonio, Texas.

The technical side of a business is complex and rapidly changing, which is why ACCA has included the Technical Excellence track at the Conference. The track provides information on various topics of interest that will help contractors gain the competitive edge in their markets.

“There is a lot of focus in the HVAC industry on energy efficiency, which changes the technology available and the codes that contractors must follow,” said Kevin Holland, ACCA’s Senior Vice President of Business Operations and Membership.

For more information on ACCA's 43rd Annual Conference and Indoor Air Expo, and to register, visit www.accaconference.com, call Vickie at 703-824-8856, or contact her via email at vickie.ellis@acca.org

The Right Incentives, The Right Way

Whether it's performance-based pay or incentives, we're believers in systems that reward results. Many of you are too, but don't know how to go about getting one underway. Here's a simple method that almost anyone can use as a guideline to enact a bonus program.

1. **Start at the ending.** Decide what the heck you're trying to get done and where you want the motivation to lead.
2. **Talk to employees.** Find out *what motivates them*. You may be surprised.
3. **Match the hopeful gain for the project** to the bonus and determine a “ROI” (return on investment.) Be sure to make the money or reward indicative of the effort or you'll have no support to reach the goal.
4. **Communicate constantly.** Announce the objective right up front, assess progress publicly, create a “goal board” that shows a *daily tabulation* toward the goals. Plus, people forget! They'll be all excited for a week and get distracted by other things. Make the incentive out front and promote it.
5. **Structure short and long-range goals together.** Also known as ‘graduated’ goals, this allows people to reach smaller rewarding steps along the way. This helps build momentum and enthusiasm with a “can do” type attitude that some larger goals can overwhelm.

With a small amount of juggling figures, you'll find that your staff is motivated to reach farther than ever, without undue costly rewards. They're fun, and they promote a sense of creativity, urgency, and sheer teamwork electricity if they're structured right.



Planning and Goals

By Adams Hudson

Not just a few of us in the business world have been ready to turn the page on 2010 – and quick. The hurdles have been high in a tough economy, but the resilient and persistent still know how to survive and thrive. They often do so by going back to the basics. And there's nothing more basic to business success than establishing goals and creating a plan to reach them.

Where are you going and what will it take to get there? The start of the new year is the time to get those questions and answers in a format that can be used to guide your choices and measure your results.

Before you create your marketing budget for the year, take time to develop your marketing plan. That way the plan guides the development of the budget – instead of making the budget your plan.

That might sound like a bit of fancy nuance, but think of it as taking a long car trip. You start by deciding where you want to go – your goal. Then you determine each stop you want to make along the way – your plan. And then you figure in how much it will cost and how long you will stay – your budget.

Marketing planning is about strategy and understanding – getting a sense of your target market, as well as your competitive position and how you differentiate yourself from others in your market.

When money is tight, pulling back on marketing expenses can be a big temptation. Do remember the truism that never changes: you've got to spend money to make money. But also remember that your planning stage will set the groundwork for making these choices wisely.

No one advises you to spend marketing dollars freely and foolishly. Instead, bring the wisdom of planning into play and make sure every expenditure moves you toward your goals. With strategic planning, each marketing dollar is spent with a purpose.

Adams Hudson is ACCA's National Marketing Partner. Be sure to check out his seminar "Web Marketing Avalanche" at the 2011 ACCA Expo in San Antonio. You can request his free marketing ezine and free marketing reports by emailing FreeACCAstuff@hudsonink.com.

SmartWords

"Long shots do come in and hard work, dedication and perseverance will overcome almost any prejudice and open almost any door."

John H. Johnson

Media Planning: Consider the Alternatives

Does your media plan have any alternatives? There should be, if you're taking your alternative media choices seriously.

First, a refresher on what we mean by "alternative media." Alternative media in a marketing context is, basically, anything that promotes your message that isn't television, radio or print. And, these days, there are lots of alternatives to consider.

- **Spin the Web**

For any type of business of any size – from local to global – the most common form of "alternative media" is the Internet. Yes, today's website is yesterday's Yellow Pages, as far as providing contact information and service listings.

Internet technology – including targeted email to customers, customer response forms, printable discounts, blogs, podcasts, banner ads on linked sites, online lead generation services, and anything else that regular media can do that technology can do better (for less) – is ripe for the harvest.

- **But Wait, There's More...**

What else will you find in the alternative arena? Almost anything that you can get your name on – vehicle signage, door hangers, yard signs, refrigerator magnets, windshield scrapers, calendars, notepads, pens. Alternative paid advertising could include ads in movie theaters or on restaurant placemats, pizza boxes, or even delivery menus. And they're just the type of alternative media that gets your name in the public and reminds your customers of who you are.

- **Your Mail's Running...**

So you better go catch it! Thank-you cards, happy cards, and holiday cards are more great ways to let your customers know you appreciate them. And newsletters let them know you remember them.

But don't waste that "hold" button. When you must put a customer on hold, make use of that valuable time with on-hold messages that can pique their interest in other valuable services that you can provide.

You might even consider voice broadcast, which is a method for sending multiple outbound messages to a targeted list. You make one recording about your special offer, and it's broadcast to the customer list that's right for the message.

Oh, and remember, a little publicity from a well-timed press release can build name recognition and credibility without the hard sell of regular advertising.

Rule Breaking 101

"Once you're tired of an ad, you should pull it."

FALSE: You're far more likely to get tired of an ad before your customers and prospects. As long as it's pulling in leads and sales, leave it alone. Repeating your successes can only increase your profit. Trying to fix what's *not* broken can only damage your bottom line in the long run.