

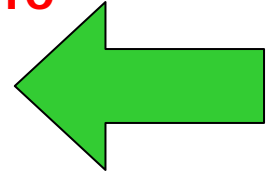


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

JANUARY 2010

Thursday, JAN. 14



**Holiday Inn, Independence
6001 Rockside Rd @ I-77**

7:45 am Social

8:00 am Breakfast & Annual Meeting

8:30 am Announcements

Speaker MIKE MURPHY, achr THE NEWS

THANK YOU to our
SPONSORS!



Mike Murphy, Editor-in-chief/Manager of conferences, The NEWS, will provide the most recent updates on key issues affecting your business right now! For example:

- What did the EPA finally decide regarding your use of R-22 for servicing equipment after Jan. 1, 2010? Is there really going to be a shortage of R-22, and what is the real story on alternative replacements such as NU-22?
- What does the new regional efficiency standard adopted by AHRI and several federal agencies mean to people in Northeast Ohio? And, why did ACCA and HARDI refuse to sign the agreement?
- A new law affecting recovery machine certifications could cause you to carry multiple tanks – what the heck is that all about?
- Learn about a new development that can add between 6 to 20% efficiency to a condensing coil. But don't expect to hear about it from the OEMs, you'll only hear about it at the ACCA Cleveland meeting!
- Finish up with a question and answer period if you wish to "hear" those things that you will never "read" in any magazine.

To Contact Greater Cleveland ACCA

Phone

440-543-4011

Fax

440-543-1699

e-mail:

accacleveland@aol.com

Let us know you're coming by email or fax:

Jan. 14, 2010

Reservation for:

**Payment is expected in
advance or at the door**

Check

Cash

Credit card

Company: _____

Members: \$30

Fax: **440-543-1699** or e-mail accacleveland@aol.com

Non-ACCA members: \$49

\$5.00 charge for no reservation; No Shows & Late Cancellations will be charged; substitutes welcome

MEMBER BENEFIT OF THE MONTH

Legislative and Regulatory Initiatives

ACCA Ohio's government affairs division is constantly on guard, protecting the HVAC/R industry from misguided legislation and overbearing regulations. Currently, ACCA Ohio has endorsed Residential Licensing for trades, continues monitoring code updates through the Residential Construction Advisory Committee and Board of Building Standards and continues speaking out for members on issues like utility competition.

Specialty Contractors Coalition and Political Action Committee

The Specialty Contractors Coalition is an alliance of ACCA and PHCC members dedicated to furthering and protecting the interests of the HVAC/R and plumbing-heating-cooling industry in Ohio. The Coalition, along with its legislative agents, Ohio Governmental Services, monitor issues critical to the industry, interact with various state agencies and the state legislature to promote just, viable and economically sound practices and law governing the industry.

The PAC supports candidates who are supportive of HVAC/R and plumbing-heating-cooling issues and is non-partisan. Any state legislative candidate or incumbent is eligible for support. All contributions must be personal.

Legislative Day

Each year members from ACCA and the Ohio Plumbing-Heating-Cooling Contractors have the opportunity to meet face-to-face with their State Legislators to discuss current issues and upcoming legislation at the State Capitol in Columbus. After the day of meetings, a reception is held with invited legislators. Usually held in the spring, the date will be set as soon as the legislative calendar is published (so we can assure the legislators will be in Columbus). We hope you will participate in this valuable information exchange with those who make the laws in Ohio.

Incoming President's Message

Happy New Year! As we embark on this new year with hope and expectations for a stronger economy, a hot summer and good health for all, I look forward to being your President for the next year. I want to thank Brian Stack for his service over the past year and a half. I believe our organization has survived and grown this past year due to his diligence on the job.

I grew up with this industry but have only been directly involved for the past six years. I started my career in the steel industry but came to Energy Management Specialists when my father was thinking of retiring. I assumed the role of Chief Executive Officer in 2007. We are a full service mechanical contractor specializing in commercial, industrial and institutional facilities. We currently have twenty-five employees but are looking to grow in 2010.

The people of ACCA, both locally and nationally, have helped me grow and mature as an employer and ambassador for this industry in a way that no one else could have, including my father. I come to our local chapter meetings to share war stories, take something away from the presentation and overall improve myself. One of my goals this year is to increase our monthly meeting attendance. I truly believe that the camaraderie of fellow contractors can help you improve yourself and assist you in becoming the employer everyone else wants to work for and the contractor your customers refer to their friends. Everyone has something to offer, even a greenhorn like me.

We have some great meetings scheduled this year, starting with Mike Murphy of The NEWS sharing his special insights on the HVAC industry. We will have a special joint meeting with the Northeast Ohio Chapter of ACCA in May when we bring Steve Coscia, a renowned author and speaker on HVAC customer service techniques, to Northern Ohio to show us how we can improve our customer service. This will be an evening meeting so that your customer service representatives can attend.

I am honored to be your president this year and hope you get as much from this organization as I have over the past six years. As my father taught me, you only get as much as you give. Come to a meeting, get involved and help us give back to this industry we all love.

Kris Guzik
Energy Management Specialists

It's our business

FEDERATED
INSURANCE®

to protect yours®



NEW OFFICERS To be installed Jan. 14

President -- Kris Guzik - Energy Management Specialists
216-676-9045

Vice President -

Secy/Treasurer – Enos Detweiler, Burton Sheet
Metal

ASSOCIATE MEMBERS

Thank you for your support !!

- Aprilaire/Research Products Corp.** - Jim Blind
330-334-1624 jab@aprilair.com
- Arzel Zoning Technology, Inc.** - Colleen O'Hara
216-831-6068 colleen@arzelzoning.com
- Famous Enterprises** - Mike Scott
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- Federated Insurance** - Brian Mazzarella
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- Ferguson Heating** - Matt Koley
330-463-1280 matt.coley@ferguson.com
- Lennox Industries** - Dennis Kall
21-739-1100 dennis.kall@lennoxind.com
- Midwest Compressor, Inc.** - Alex Syntax
216-941-9200 mdwstal@aol.com
- Productive Air Duct Cleaning** - George Grozan
800-818-3398 info@4productive.com
- Residential Energy Services Co., LLC**
- George Trappe 440-835-5735
trappman@aol.com
- Robertson Heating Supply** - Brett Griffith
216-328-2979 brettg@rhsonline.net
- Wolff Brothers** - Tom Rundle
330-725-3451 trundle@wolffbros.com

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GREATER CLEVELAND ACCA

2010 Officers:

President -- Kris Guzik - Energy Management
Specialists - 216-676-9045

Vice President -

Secy/Treasurer – Enos Detweiler, Burton Sheet
Metal 440-834-1717

Board of Directors / Committee Chairs:

Mike Aerni – Conserv-Air -Golf Outing 216-889-8800

Al DiLauro –Cleveland Air Comfort-Golf Outing
440-232-1861

Brian Stack, Stack Heating & Cooling,
Immed. Past President 888-850-9994

Don VanHorn, BTU Comfort Solutions

Mike Scott, Famous Supply -
Associate Representative

ACCA Ohio Board Trustees representing
Greater Cleveland ACCA:

Enos Detweiler, Burton Sheet Metal

Kris Guzik, Energy Management Specialists /
Brian Stack, Stack Heating & Cooling,
Immed. Past President (10-11)

Chapter Manager: Sandy Pogan, CAE 440-543-4011

wise words

Part of success is
preparation on purpose

author unknown

Happy New Year!! I want to thank everyone for a memorable 2009 with ACCA. I have enjoyed and learned a lot from being President of the Greater Cleveland Chapter. I look forward to the coming year helping to develop our new education series and participating more at the State level.

Thank you to all the members who participate in the monthly meeting and other events such as Heat the County. ACCA is a great organization not only for the benefit of our companies but also for others outside our organization. Greater Cleveland ACCA can only grow with your participation.

Thanks again and have a great New Year!

Brian Stack, Stack Heating - ACCA Cleveland President October 2008 - December 2009.

COMING EVENTS

MARK YOUR CALENDAR



Jan. 14 - The "MIKE" Show -- Mike Murphy, *The NEWS*, will provide the most recent updates on key issues affecting your business right now!

Feb. 11 -

March 11 - Distracted Driving - Federated Insurance

April 8 - Code Updates

May 13 - no meeting - see May 20

May 20 -- Steve Coscia - special evening program & dinner with ACCA-NEO chapter.



March 7-9, 2010 "The Big Picture"
ACCA national convention and Indoor Air Expo in Tampa, FL
<http://www.accaconference.com/>



www.ohioconvention-phccacco.org

Online Education Opportunities



Seminars and training sessions from **the nation's leading contractors and industry experts** ... all from the comfort of your own desk, office, or training room! And produced in webinar format by ACCA.

Participate in live, interactive training without taking time away from work. Or **access online training archives** -- whenever you want -- 24/7.

<http://www.acca.org/comfortu/archives/>

All for one low monthly fee. No risk. Cancel anytime.

January 7, 2010

Advanced Service Sales Training & Selling Energy Services

Presented by: Jim Graening, B2B Excellence

January 28, 2010

Basic HVAC Electricity

Presented by: Jack Rise, Jack Rise HVAC Technical Training

Smart Words

"You will either step forward into growth or you will step back into safety."

Abraham Maslow

Business Tip:

Send letters to missed sales from the past 90 days. Be sure to include incentives such as rebates since the holidays have just passed.

To Manage, First You Must Lead

In order to manage effectively, it's necessary to be a strong leader. Being a strong leader doesn't mean being intimidating or overbearing – it means inspiring trust and confidence in your employees so that they can see your vision and then work *with* you to take your business there. So what are the characteristics that make a successful leader? According to Susan M. Heathfield, author of “Leadership Success Secrets”, a true leader must:

1. **Choose to lead.** Leadership doesn't just happen. You have to choose to be in charge of the direction of your company.
2. **Be the person others choose to follow.** That means earning the respect of your employees through fairness and consistency.
3. **Provide vision for the future.** Followers will work harder when they know where they're headed.
4. **Make other people feel important and appreciated.** When your followers feel appreciated, they're willing to go above and beyond for you and the business.
5. **Live your values. Behave ethically.** You'll earn the respect of your employees and their loyalty.
6. **Set the pace through your expectations and example.** Followers do what they see. If you're willing to work hard to reach the goal, they'll follow your example.
7. **Establish an environment of continuous improvement.** Everyone makes mistakes. The key is to learn from the error, then get up and keep going – and do better the next time.

Media Planning: Consider the Alternatives

By Adams Hudson

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 and happy 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.
- **And, Finally...** Would you believe that the oldest marketing method on earth – word of mouth – is being looked at as a new phenomenon in alternative marketing? It's also known as “buzz marketing,” which means that something you're doing has got everybody talking.

So, keep looking for ways to be seen and heard... because whatever you find, and wherever you spread your message, remember: there's always an alternative.

The #1 HVAC Sales Offense

What's the most important thing you can do after your customer makes a big-ticket purchase? Hint: it's not "Which way to the bank?" Or: "What other lucky person gets to talk to me today?" It's saying "Thank You."

The biggest offense in your sales procedure is – are you ready? – nothing. Yes, I said "nothing" as in no appreciation, no follow up, no upsell, no continued service attempt, no letter, no nothing. Eventually you'll be met with a "no thanks" on your attempt at a next sale.

It's not just the words "thank you"; it is the act of thankful recognition that fails to be delivered. Research shows that 77% of big-ticket item purchasers are not recognized or congratulated after the sale. And we wonder why there's a Customer Retention problem in contracting? These follow-ups are not just polite; they're necessary for building long-term relationships and referrals.

If you hope to survive, you can't just "check off" your customers once you get their check. Tell them "thank you" in a systemized way that maintains the relationship you just spent a lot of money and time to establish. Think of it as increasing the return on your investment.

Don't just send a "standard" thank you card where you simply "fill in the blanks" with their name and yours. Send a real letter or make a "happy call" (*Were you pleased? Were we on time?*) Ask them to complete a customer survey. Anything that involves them in the *furthering* of the relationship is good.

For larger ticket purchases, you can send a fruit or snack basket with "healthy" beverages and a card: "Cheers to good comfort and health with your new system." One of the smartest contractors I know has a local florist send flowers in a company mug. This amounts to lots of flowers every month, lots of recognition, lots of happy ladies and appreciative guys...with one huge added bonus.

Do you think the florist has a customer list? Do you think he'd approve a mailing to this list introducing if not *endorsing* you and your service? We call these COI (Circle of Influence) letters – they work.

Just give your customers *something* they'll remember. After a big-ticket purchase, a \$4 item may be the best marketing you can do. And it opens the door for many more sales and referrals.

To keep your customers, you must make regular contact after the sale. This can be done with a strong customer retention program that includes "thank you" calls or cards, customer newsletters, holiday cards, maintenance reminders, special offers, and small gifts.

And the best time to get that program started is with a "thank you" right after a purchase. Your system sale is not the end of anything. It's the beginning of everything else.

Publisher's note:

Most of the information provided in **Business Helps** is from ACCAdemics by Adams Hudson, ACCA's National Marketing Partner, winner of the Dan Kennedy National Sales Letter Contest, and author of *Contractor Marketing Secrets*.

Editor's note: There are a number of new guidelines for Group Rating and some omissions in previous program credits, so I urge you to check it out as to what is best for your company with the ACCA Ohio-sponsored group rating program.

Choosing the Right Group Rating Program

Each fall, employers begin choosing their workers' compensation Group Rating Program. This important decision affects how much you pay in workers' compensation premiums and determines how claims are handled, which is why you should carefully consider your options.

Our Association's Group Rating Program has a wide range of savings tiers serving every industry so you are placed with companies similar to yours. Other Groups may only offer limited savings. With our multiple tiers, up to the Ohio Bureau of Workers' Compensation's (BWC) maximum allowed discount, we can pinpoint the greatest savings you are eligible for. Even if you have claims, our range of discount levels enables us to place most companies in our Group.

Higher Savings

Our program gives you the total package. Not only can you save on premiums, but you hire The Frank Gates Service Company / Avizent, a workers' compensation leader with 63 years of experience serving Ohio employers. Frank Gates offers a higher level of savings, service and expertise. The comprehensive claims management, risk management and hearing representation services provided through our program help you maintain your future Group eligibility.

Group Rating enrollment packets are being mailed to current Group members and those who have submitted savings estimate authorization forms (AC-3s). If you haven't already requested a free Group Rating estimate, call 800-395-4119 today or complete an online AC-3 at www.frankgatesgroups.com. If you are a member not currently participating in our Group, why not consider it? When you join our program, you pay no extra association dues. If you are currently in another Group, request an estimate and compare.

Compare Your Options

Before you choose a Group Rating Program, ask your potential Administrator:

- How many discount levels does your Group offer?
- Is my business saving as much as possible, or could I qualify for a better discount level if one was available?
- In the past, have your savings been as high as your estimates?
- Will I receive full workers' compensation claims and account management services in addition to my premium discount?

Take time and study your options. Some Groups try to force employers into making an early decision. The BWC's official deadline for applications is the last business day in **February (2/26/2010)**.

To learn more about our Group Rating Program, or to request assistance in comparing your offers, please contact Kelly Denk, Frank Gates Account Executive at 216-525-070 ext. 21709.