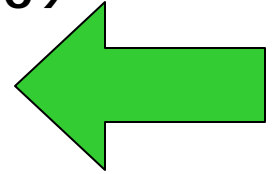




Chapter News

OCTOBER 2009

Thursday, OCT. 8



Holiday Inn, Independence
6001 Rockside Rd @ I-77

7:45 am Social

8:00 am Breakfast

8:30 am Announcements

Speaker - Brandon Glancy

THANK YOU to our
Sponsors!

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WELCOME
NEW ASSOCIATE
MEMBER

Midwest Compressor Co. Inc.
Alex Syntax

SALES PERSON -- OR SALES PROFESSIONAL?

In a fun and entertaining discussion allowing you to self-reflect and discover your own strengths and weaknesses, Brandon Glancy, National Sales Trainer for Research Products corp / Aprilaire, will use numerous facts, data and quotes from contractors and homeowners from all across America to help you determine what it takes to be a "sales professional."

Brandon uses volumes of consumer data and research. He will talk about specifically what buyers want to hear, what they don't care about and the triggers that get them to want to buy. The survey information is amazing to say the least.

Finally, Brandon leaves you with an understanding of what each one of you individually needs to do to evolve from a salesperson to a sales professional. A lesson you will not soon forget.

Brandon's bottom line:

the heart of the matter is passion and persistence.

To Contact Greater Cleveland ACCA

Phone

Fax

440-543-4011

440-543-1699

e-mail:

accacleveland@aol.com

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

Oct. 8, 2009

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

HEAT & PLUMB THE COUNTRY - Cuyahoga Co.- Sept. 19, 2009



Co-chairs Jim Ellia &
Jim Haberek



Coordinator:
Mary Williams



Team meeting prep.



Dispatch central



Eats!



The whole group getting info for the day ...



committee members



Smiling for the camera - ready to go !

A rewarding day for 65 low income senior homeowners in Cuyahoga County when 21 HVACR & Plumbing companies & their employees provided heat & checks and water audits.

Thank you to Contractor Companies:

Apple Heating & Cooling	Approved Plumbing
Broadview Heating	B J S Plumbing
BTU Comfort Solutions, I nc.	Bemer Plumbing
Conserv-Air Co.	Debord Plbg
Efficient Heating	Haberek Plbg & Htg.
Nolan Maintenance Co.	Hofmann Plumbing
P K Wadsworth	J R Sbrocco Plbg I nc.
Stack Heating	Norhio Plumbing I nc
W F Hann	Paley Plumbing
Weather King Heating & A/C	The Plumbing Source
	Tony & Son Plumbing

Thank You to contributors who helped make the day successful:

Cleveland Dept. of Development
 Cuyahoga County Senior & Adult Svcs.
 Cuyahoga Co. Dept. of Development & Weatherization
 Bryant Northern Ohio
 Ciro's Sewer Cleaning, I nc.
 Cleveland Plumbing Supply
 Edelman Supply / U S Consolidated
 Famous Enterprises
 Haberek Plumbing & Heating
 Honeywell
 Keeping Score, I nc.
 Kohler
 Kralik Plumbing
 Lake Erie Winnelson
 Lakewood Furnace Co.
 Lennox Industries
 Libb Co / A O Smith Water Heaters
 Marc's (lunch sponsor)
 Moen
 Otis Spunkmeyer (muffins for all)
 Refrigeration Sales Corp. (site coordinator)
 Robertson Heating Supply
 Rundle Heating & Cooling, I nc.
 Stuart & Associates (printing)
 Survoy's Superior Service
 Verizon Wireless
 Welker McKee Supply
 Williams Training Agency (breakfast sponsor)

Four principles that can create good fortune in your life and career

1. Maximize Chance Opportunities

Lucky people are skilled at creating, noticing, and acting upon chance opportunities. They do this in various ways which include building and maintaining a strong network, adopting a relaxed attitude to life, and being open to new experiences.

2. Listen to Your Lucky Hunches

Lucky people make effective decisions by listening to their intuition and gut feelings. They also take steps to actively boost their intuitive abilities -- for example, by meditating and clearing their mind of other thoughts.

3. Expect Good Fortune

Lucky people are certain that the future will be bright. Over time, that expectation becomes a self-fulfilling prophecy because it helps lucky people persist in the face of failure and positively shapes their interactions with other people.

4. Turn Bad Luck Into Good

Lucky people employ various psychological techniques to cope with, and even thrive upon, the ill fortune that comes their way. For example, they spontaneously imagine how things could have been worse, they don't dwell on the ill fortune, and they take control of the situation.

Author: Daniel H. Pink, author of *Free Agent Nation: The Future of Working for Yourself*.

ASSOCIATE MEMBERS

Thank you for your support !!

Aprilaire/Research Products Corp.
Arzel Zoning Technology, Inc.
Cleveland Plumbing Supply Co.

Famous Enterprises

Ferguson Heating

Lennox Industries

Midwest Compressor, Inc.

Productive Air Duct Cleaning

Professional HVAC/R Services, Inc.

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

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

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

Jim Ellia – Efficient Heating - Past President -
216-663-6462

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President & Nominating 440-248-2110

Jim Blind - Aprilaire - Associate Member
Representative 330-334-1624

ACCA Ohio Board Trustees representing
Greater Cleveland ACCA:

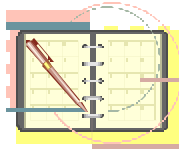
Enos Detweiler, Burton Sheet Metal

Kris Guzik, Energy Management Specialists

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

COMING EVENTS

MARK YOUR CALENDAR



- Nov. 12** Kathy Fischer, Business Consultant
Ohio Bureau of Workers' Compensation
- Dec. 10** Dan Geyer, Dash Benefits
HSA's, HRA's, HDHP's, COBRA-ARRA
Stimulus Act, State Continuance, and much more



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Here's a glimpse of what's ahead in Oct.

[October 14, 2009](#)

QI – Step 3a – Installations Done Right – Part 2

Presented by: Ellis Guiles, TAG Mechanical

[October 15, 2009](#)

Manual D Overview

Presented by: Jack Rise, Jack Rise HVAC
Technical Training

[October 22, 2009](#)

The Two-Faced Service Manager: Managing both Residential and Commercial Service

Presented by: Eric Knaak, Isaac Heating and Air Conditioning

Managing Morale in a Down Economy

When the economy isn't cooperating, it can be hard to keep spirits high in your company. But maintaining morale is actually key to keeping your company moving forward. Without it, your employees can transmit the doldrums through every phone call or customer encounter, leading to even more lackluster sales and closing ratios.

Here's how to maintain your team's morale:

1. **Keep quality high.** It's important for employees to take pride in their work, so cutting quality to cut price should never be an option.
2. **Find hidden talents.** If you're less-busy, find out what things your team is good at that you didn't know before. Then use those talents to care of projects or those things there's just "never time" to get to.
3. **Celebrate.** You don't have to have a party every day, but celebrating the things that are going *right* keeps spirits up and momentum going in the right direction.
4. **Keep it real.** Overreaching goals are demoralizing when they're not met, so make sure your goals are S.M.A.R.T.: Specific, Measurable, Achievable, Realistic, and Trackable.
5. **Listen.** It seems small, but taking the time to listen to your employees and really hear what's going on and how they feel goes a long way toward making them feel like an important, respected member of the team – and it doesn't cost a thing!

wise words

People are like sticks of dynamite;

The power's on the inside, but

nothing happens

until the fuse gets lit.

Mac Anderson

Adams Hudson

Your Path To Success

By Adams Hudson

The contracting business would be easy if there were a simple formula to follow to generate more leads, increase closing ratios and improve profits. Actually, there is such a formula, and it begins with marketing.

The hard-to-admit fact is, you're *not* running a contracting business. True, you perform contracting services. *Many do.* Many fail. Yet the ones who distinguish themselves have made an essential mental shift: You're running a marketing and sales business that specializes in contracting...

1. **Acquire.** Too much "acquisition" money is often spent in Yellow Page ads, which typically produce underwhelming results and make you a slave to the weather. That is, your budget is eaten by a media that produces leads when you need them least. The thermometer is doing most of your marketing, which is exaggerated further by the YP.
2. **Retention** means once you earn customers, you focus on keeping them instead of "thinking" they'll stay if you just leave them alone. They won't. That's what 71% of the customers who leave you say. Build the relationship and they'll choose you next time. This is not done purely with "sale mail" either, it's done by treating them like customers. A Customer Retention newsletter sent 2-4 times a year to your active customers can work wonders. They're quick, inexpensive, and even saving one customer can pay for years of newsletters. (*HomeWords* is designed exclusively for ACCA)
3. **Repeat.** Track your ad results so you'll know what to repeat! You know which media pulls, your message timing improves as you measure results, and your referral

a·non·y·mous



There really was a person who identified himself as "Anonymous" ...Origin: 1595–1605
Statue seen in Budapest, Hungary on my recent trip there. Do you see the pen in his right hand? (Sandy)

Your Path to Success (cont'd)

business swells from your retention program. New "clusters" markets loom, so you merely repeat what you did before to extract results.

Doing these 3 steps is easier with a plan, but 77% of contractors admit to not having one! Most contractors treat a Marketing Plan as a necessary evil... until they need sales. Then they treat it like a necessary evil with an impossible deadline! By creating an annual marketing plan, you can beat the season, the market, stay within budget, and in the process beat the pants off your competition.

Adams Hudson is ACCA's National Marketing Partner, winner of the Dan Kennedy National Sales Letter Contest, and author of Contractor Marketing Secrets. He is also available to speak at local and Chapter events.