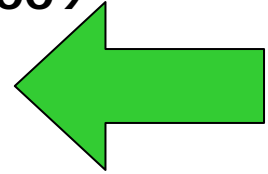




# Chapter News

NOVEMBER 2009

Thursday, Nov. 12



Holiday Inn, Independence  
6001 Rockside Rd @ I-77

7:45 am Social  
8:00 am Breakfast  
8:30 am Announcements

Speaker **Kathy Fischer**, Business Consultant  
Ohio Bureau of Workers' Compensation

THANK YOU to our  
SPONSORS!



In 2007, legislation transferred the director of BWC to a Board of Directors giving the 11-member board control over audit, actuarial and investment matters. Determining the maximum discount on group rating plans also falls under the board. Their focus has been to level the field between those with zero claims and those with high claims. Your BWC premium will CHANGE even more with the coming premium year based on actions taken by the Board.

The Board also created a business consulting program as an outgrowth of BWC's renewed emphasis on customer service. Its focus is to make the workers' compensation system a strong asset for Ohio. Kathy Fischer is a Business Consultant for the Ohio Bureau of Workers' Compensation (BWC) for the Northeast Region. She has extensive knowledge of the BWC services and programs available to employers. Kathy's twenty seven years experience in BWC include: premium auditing, claims management and for the last twelve years in risk management. She is located in the Garfield Heights BWC office.

## To Contact Greater Cleveland ACCA

Phone: 440-543-4011 Fax: 440-543-1699  
e-mail: [accacleveland@aol.com](mailto:accacleveland@aol.com)

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

Nov. 12, 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](mailto:accacleveland@aol.com) Non-ACCA members: \$49

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

## THANKSGIVING

- The original feast in 1621 occurred sometime between September 21 and November 11. Unlike our modern holiday, it was three days long. The event was based on English harvest festivals, which traditionally occurred around the 29th of September. After that first harvest was completed by the Plymouth colonists, Gov. William Bradford proclaimed a day of thanksgiving and prayer, shared by all the colonists and neighboring Indians. In 1623 a day of fasting and prayer during a period of drought was changed to one of thanksgiving because the rain came during the prayers. Gradually the custom prevailed in New England of annually celebrating thanksgiving after the harvest.
- The American tradition of college football on Thanksgiving is pretty much as old as the sport itself. The newly formed American Intercollegiate Football Association held its first championship game on Thanksgiving Day in 1876. At the time, the sport resembled something between rugby and what we think of as football today. By the 1890s, more than 5,000 club, college and high school football games were taking place on Thanksgiving, and championship match-ups between schools like Princeton and Yale could draw up to 40,000 fans. The NFL took up the tradition in 1934, when the Detroit Lions (recently arrived in the city and renamed) played the Chicago Bears at the University of Detroit stadium in front of 26,000 fans. Since then, the Lions game on Thanksgiving has become an annual event, taking place every year except during the World War II years (1939–1944).



## THOUGHTS FROM THELMA

*This homeowner left her caseworker a 4-minute message and gave permission to have us use any of her quotes. She said it was the best birthday gift she has ever received.*

*Mary McNamara, City of Cleveland - Department of Aging*

Thelma, age 83, was a recipient of the services of the **Heat & Plumb the Country** event that was held on Saturday, September 19. Thelma stated that this "blessing" happened on her birthday. She stated that she is still recovering from the joy of Saturday. Born in 1925, she married in Arkansas; she and her family later moved to Cleveland. She has lived in her home for some 32 years, a house that her son helped her get for her after he came out of the Army. Thelma received the information about Heat & Plumb the country from Senior Strides. She stated water "was dripping everywhere" and told of all the leaks that they repaired, including the water heater, and was so pleased that they worked until they were done. She stated that even the furnace was cleaned and given a new filter. She stated that she was so happy and thankful for "those young men" that she asked if she could give them a big hug ... and they agreed. Thelma, still overjoyed about the assistance three days later, repeatedly said "Thanks to the Lord for taking care of me."

### wise words

**"A successful person is one who can lay a firm foundation with the bricks that others throw at him or her."**

-David Brinkley, TV newscaster

## ANNUAL MEETING & ELECTION OF OFFICERS AND BOARD OF DIRECTORS

The annual meeting of Greater Cleveland ACCA will be at the **December 10** regularly scheduled meeting in the Holiday Inn, Independence at 8:30 a.m. following breakfast. At that time, the Chapter's Board of Directors and Officers will be elected for the coming year.

**Volunteers are needed** to fill the positions of Vice President, Secy-Treasurer, and Committee Chairs. [See the list on the right for the committees & phone #s.] Committee chairs are the Directors. If you have any questions about what the committee responsibilities are, please call President Brian Stack, Vice President Kris Guzik or the Chapter Manager.

For nominees to the positions of Vice President and Treasurer/Secretary, please contact Paul Wadsworth at 440-248-2110.



### Big Reward for Early Birds!

Get a recording of all of the 2010 Learning Lab workshops on DVD, **for free!** All you have to do is register for the ACCA Conference by December 1, 2009 --

**SAVE EVEN MORE!** Register through ACCA Ohio by Nov. 25 and save \$70 - a registration cost of first person is only \$625. To earn this, you must **submit your registration form with check payable to ACCA Ohio by Nov. 25.**

Caveat: We must have 10 persons register thru the state association in order to get this special discounted rate. You will be notified in time to still reap the savings of Dec. 1 registration if not enough registrants go through ACCA Ohio by Nov. 25 ... so ACT TODAY !!

## GREATER CLEVELAND ACCA

### Officers:

**President** -- Brian Stack, Stack Heating & Cooling  
888-850-9994

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

**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

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

Paul Wadsworth – PK Wadsworth - Immed. Past  
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

## ASSOCIATE MEMBERS

*Thank you for your support !!*

Aprilaire/Research Products Corp.  
Arzel Zoning Technology, Inc.

**Famous Enterprises**

**Federated Insurance**

**Ferguson Heating**

**Lennox Industries**

Midwest Compressor, Inc.

Productive Air Duct Cleaning

Professional HVAC/R Services, Inc.

Refrigeration Sales

**Robertson Heating Supply**

Wolff Brothers

Blue indicates Premium Sponsors

## COMING EVENTS

### MARK YOUR CALENDAR



**Nov. 26** A day for giving thanks

**Nov. 27** Association office is closed

**Dec. 10** HSA's, HRA's, HDHP's, COBRA-ARRA Stimulus Act, State Continuance, and much more = Dan Geyer, Dash Benefits

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

**March 7-9, 2010 "The Big Picture"** ACCA national convention and Indoor Air Expo in Tampa, FL (see special rates pg.3)



-- 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://r.listpilot.net/c/acca/3oxprex/1rdtj>  
**All for one low monthly fee. No risk. Cancel anytime.**

**Here's a glimpse of what's ahead in Nov.**

**November 5, 2009**

**What Green Can Mean for Retrofit Sales**

*Presented by:* Steve Saunders, Tempo Mechanical

**November 12, 2009**

**QI – Step 4 – Commission IT!!**

*Presented by:* Ellis Guiles, TAG Mechanical Systems

**November 19, 2009**

**Hydronics IV: Steam Boiler Room Piping**

*Presented by:* Jack Rise, Jack Rise HVAC Technical Training

## Managing the Email Monster

"It was the best of times, it was the worst of times," Charles Dickens said in *a Tale of Two Cities*. He was talking about the French Revolution, but his words perfectly describe today's *email* revolution. There's no question that email is an invaluable business tool, and that customers now *expect* to be able to communicate with you electronically.

But there's also no question that spam, redundant emails, and the electronic "chatter" that appears in your inbox can take more time away from your business than you bargained for. In the long run, that makes "free" email rather costly to your bottom line. So how do you manage the email monster?

- 1. Make appointments with your email.** It can be habit forming to check your email every time a new message comes in. But in actuality, the interruption wastes time as you try to refocus. Instead set aside times to check email, first thing in the morning, and mid afternoon. You'll stay focused and be more productive.
- 2. Get organized.** Setting up folder and organizing your incoming email can help you decide what to handle now, and what can wait until later.
- 3. Limit your lists.** It can be tempting to sign up for mailing lists that you don't really need. Be selective about which emailing lists you join, and be sure to read the fine print. You don't want your email shared with a third party unless approved by you first.

## Is Your Company Stuck in the Muck?

Is your business growing and giving you the results you want? Or are you stuck and can't seem to get moving? Most companies only grow to a level where the owner can stay in control. They grow to two men and a truck, or to eight employees at one location, or to three managers with twenty employees. The stuck business owner knows they need to do something different, let go, hire better people, delegate, install systems, find better customers, improve services, or find more hours in the day. But they don't know what to do next, get frustrated and stay stuck forever.

### Get growing again!

When you are stuck, you have more demands and pressures than you can handle. So what should you do to get unstuck and grow your business?

1. **Re-focus on what you want!** Stop and remember your original dream of owning a growing prosperous company that achieves your goals and is organized, profitable, has lots of great customers, run by your empowered managers, and gives you freedom and time to enjoy your life.
2. **Realize you are a business builder!** You will never reach your goals if you don't grow. Are you too busy working to make any money? To grow, you've got to let go, delegate, and do what you do best: sell. You must make time to go out and build relationships with loyal customers plus find new ones.
3. **Replace yourself with systems!** In order to delegate, you need systems and procedures in place that don't rely on



## SMART WORDS

*"I know the price of  
success:  
Dedication  
Hard work  
And a Devotion to the  
things you want to see  
happen."*

*Frank Lloyd Wright*

you directing every decision. Put your standards on paper and train your people to follow them.

4. **Hire the best!** Now that you know where you're going and have systems in place, you can start building a strong management team prepared to take your company to the next level.

5. **Enjoy the ride!** With your company organized and growing, you can now focus on creating more opportunities for your business to prosper and grow.

To get unstuck and grow your business, the choice is yours. What will you do different with your time and priorities?

**By George Hedley** \*An article based on George Hedley's new book "Get Your Business to Work!"

## Five Holiday Card Musts

By Adams Hudson

First thing to know is that every marketing case history from the dawn of time suggests that “Customer Base Marketing” prevails in down economies. Thus, your strategy revealed. A simple and cost-effective way of keeping the name of your business in the minds of all those potential customers is sending seasonal “Holiday Cards” or postcards. These are great because they are quick, to the point, and serve as an inexpensive way of attracting the fence-sitters and deferring people from seeking your competition. But you have to do them right:

1. **Break from the “Ordinary”** – There are some beautiful cards out there, but after a while, they all blend together. Make yours different and trade specific if you can.
2. **Choose an attractive graphic.** Children, photos depicting friendship, fun, and cheer work better than “normal” pictures of wreaths of decorated trucks. Think of your homeowners. The message is about the holiday wish first, your company second. As long as they read the card, both messages get through. (See several examples on our website at [www.hudsonink.com](http://www.hudsonink.com))
3. **Stand out from the junk mail.** People receive so much clutter in the mail that it’s difficult to keep your well-crafted marketing message from going straight to the trash. By spending a little extra money you can get a larger than usual postcard which will attract more attention than the standard size. We suggest 8 ½ x 5 ½. And do NOT waste money on an envelope. It’ll be trashed in the first 10 seconds. Is that a good idea in this economy? Better to spend the money on sending more cards.
4. **Make yourself available to the customer.** Remind them that you a) Appreciate them and b) Would love to hear from them and their family and friends anytime. That’s a very subtle sales message without being overt. And another...
5. **Clever Sales Twist:** Turn the postcard into a coupon for \$10 (or however much) off a system check-up, air quality package, or give a free home energy survey. This promotes good will, and even if the person who gets your card doesn’t want to use it, they might give it to a friend or neighbor who will. Would you take a “free” customer? Thought so.

Plus, Holiday Greeting Cards are a great way to set yourself apart from your competition. The company that gets remembered is the company who is *memorable*. Customers who forget you continue to use their heating and air so they’ve got to call someone else. Don’t let that happen to you.

*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.*

### How to Use Marketing “Triggers” to Boost Leads

*Adams Hudson, Hudson Ink*

If you understand the very basics of HVAC marketing, you know that Direct Response advertising is a great tool for generating leads. Direct Response ads go ‘directly’ to a prospect and ask for a ‘response’. With attention grabbing headlines, they speak to a prospect about his problem or need and propose a solution right then and there.

There is no mystery that the prospect is supposed to respond. Immediately, if not sooner, to the offer. He usually gets a little bonus for responding quicker, but that’s not necessary.

The experienced marketer can take the concepts of Direct Response one giant step farther and make the ads too powerful to resist. The experienced marketer uses strategic triggers to motivate customers – usually without them even realizing it.

A ‘trigger’ is a response mechanism wired to each of us. Behaviorists have conducted many tests to determine what makes people respond the way they do. In other words, a trigger is something that stimulates a customer to action, and that’s what you want to use in your ad copy.

So, what *are* the triggers? Here you go. Copy this list. Recite them ‘til you know them by heart. Use them for everything: Getting your hotel room discounted or seeing why your teenager is a great manipulator or how to sell in less time, with less resistance...

#### **The 7 most powerful sales triggers are:**

**Fear, Guilt, Greed, Anger, Exclusivity, Vanity, and Salvation.** Hit on 1 and you’ll get attention. Hit on 3 and you’ll get leads. Hit on 5 and you’ll get sales. Hit on 7 and you’ve got my job! (Oh, like you’d want it.)

**How to use the triggers for lead generation:** I start by headlining a customer’s strongest, most immediate desire. Then why the offer exists; why it’s an opportunity, and – if it’s hard Direct Response – why it’s limited. The price is mentioned early *if* immediately valuable or late *if* it requires building. If there’s a guarantee, I put it nearest the price. Why? To minimize the fear and risk at the point anxiety is highest.

It goes in that order, because this is how you ‘pull’ the trigger. Yet 80% of the ads I critique start with the company’s “greatness”, rarely build value or real benefits, throw prices out randomly, and fail to include a call to action. If any room is left over, a piece of equipment is tossed in so everyone will KNOW it’s an ad. And we wonder why it fails.

**Bottom Line:** As human beings, we’re very predictable. For the marketer, that’s good news. Repeatable behaviors make it easier for us to systemize the marketing approach.

Use triggers to *cause* response from your prospects, instead of ‘hoping and waiting’. Your customers *will* respond if you use the right triggers.