



Air Conditioning Contractors of America  
Greater Cleveland

# Chapter News

MARCH 2009

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FERGUSON  
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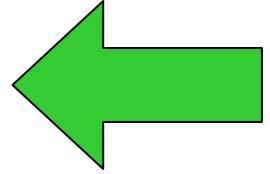
WELCOME  
NEW CONTRACTOR  
MEMBER

PRECISION HEATING &  
COOLING  
Brian Zifzal  
North Royalton

Thursday, MARCH 12

Holiday Inn, Independence  
6001 Rockside Rd @ I-77

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



## "Understanding & Implementing Break-Even"

Brad Hone

Dealer Development Specialist, Famous Supply

This workshop will help the dealer understand business overhead and how much revenue is needed to stay in business. Topics include how to determine key performance indicators, set sales targets, and breakeven for your company. Working examples and formulas for calculating various percentages that are critical to your success will be provided

REGISTRATION form & more details attached.

To Contact Greater Cleveland ACCA

Phone

Fax

440-543-4011

440-543-1699

e-mail:

[accacleveland@aol.com](mailto:accacleveland@aol.com)

### In this Issue:

From the President -- pg. 3  
From the [Business] Coach pg. 2  
Calendar -- pg. 4  
Member Minute - Members ONLY

### ATTACHMENTS

March. 12 meeting details &  
REGISTRATION form  
March 7 - Jukebox Saturday Night  
BWC Safety Congress Tracks (3 pages)

## WHAT NOW COACH?

**Bill Harrison - 2009 Ohio Convention Speaker & Professional Coach**

Not surprisingly, this is a question that is often asked these days. I encourage everyone to look at the current climate as an opportunity and not an obstacle.

### **First – Clean up past hiring mistakes:**

Now is the time to recover from our past mistakes. That's right, too many of us got lazy when we were swamped. Let's admit it and move on.

Can't handle that statement; let's talk.

Is it possible you have hired some folks in the past that could not perform? You sure did!

And even worse, you sometimes paid those folks more than team members who had been with you for years.

And you gave poor performers a raise!

STOP! Now is the time to let every C or D player become a free agent. I have been writing about this for months, and too many poor performers are still employed.

And we are talking about every level; that includes folks inside the office, not just our field forces.

### **We now have an excellent opportunity to clean house of those who aren't getting the positive results we need.**

Your business is not a personality contest; it is about getting players on the field and in coaching positions that make us a profit.

### **Second – clean up errors of execution:**

Success is getting it right the first time and then doing lots of it.

Ouch! Did I hit a nerve there? There's more.

We fielded teams that often made serious errors in omission or commission that cost us thousands or even tens of thousands of dollars. Our margins were so good we didn't care. We often didn't even go ballistic when serious mistakes were made.

Oh yes, we made "noises"; but there were no consequences for poor performance. It was a culture akin to working for the government; it was almost impossible to be fired. And that was a culture that was cultivated by top management. We were so busy we never had time to get it right. We ignored procedures that were in place or didn't take the time to create what would make us the best.

Now is the opportunity to put checklists in place, refine procedures, etc. and then require them to be followed.

### **Let's make it simple – use the tools consistently or become a free agent. Do it right – keep your job!**

### **Third – Clean up the confusion:**

Many companies didn't even actively use position descriptions to make it clear what was expected.

For a very good sample of a position description/evaluation tool, just send me an e-mail.

Then we ignored regular and consistent employee evaluations to let folks know where they stood. If we do not give them a regular evaluation how do team members feel they are doing?

Correct; they feel they are doing great.

**The Coach. Bill, will provide powerful workshops for the Ohio ACCA/PHCC March 20, at Sawmill Creek, in Huron.**

**To contact Bill Harrison and/or get on his newsletter list, send email to [wjharrison@comcast.net](mailto:wjharrison@comcast.net)**



## PRESIDENT'S MESSAGE Brian Stack, Stack Heating & Cooling

ACCA has done it again! You may not know it, but the efforts of the ACCA Political Action Committee (PAC) have been successful at encouraging our Congress and Senate to pass into law new Energy Tax Credits. A great one page document has been prepared by ACCA for you to use to explain the new Energy Tax Credits to your customers. Find it on the [acca.org](http://acca.org) website.

This organization we all belong to is doing more than just providing you with money saving benefits for your company. ACCA PAC is leading the charge on Capitol Hill to make sure the HVAC industry is represented in all issues that relate to our businesses. Some of these issues include the R-410a transition, Health Care, Estate Taxes, Card Check, and FMLA.

If you would like to help ACCA and voice your opinion join us on April 29-30 in Washington, DC. ACCA members from around the country will be taking to the Hill to meet with our elected officials and discuss our concerns. Ask me how to get involved or go to the ACCA website and look under Outreach and Advocacy. You can make a difference and help our industry.

ACCA National Convention just wrapped up on February 26<sup>th</sup>. What an experience! If you have never been, you are missing out. From informative seminars, a huge indoor air expo and great social and networking events, there was something for everyone.

Speaking of Convention, just around the corner is our very own ACCA State Convention! Mark your calendars for March 18-21 to be at Sawmill Creek in Huron. I hope to see many of you there. If you can't make the whole convention, be sure to go to the EXPO on Friday, March 20, between 1:00 pm & 5:00 pm -- Lots of new exhibitors will be there as well those familiar.

Thanks again to everyone for attending our breakfast meetings, what a great turnout last month. We will continue to strive to find the best speakers and provide you with the best education we can.

*Brian*

## 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**

Productive Air Duct Cleaning  
Professional HVAC/R Services, Inc.

R.E. Michel Co., Inc.

Refrigeration Sales

**Robertson Supply**

Welker McKee

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## 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

State Trustees representing Greater Cleveland  
ACCA:

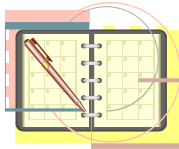
Enos Detweiler, Burton Sheet Metal

Kris Guzik, Energy Management Specialists

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

## COMING EVENTS

### MARK YOUR CALENDAR



**March 7 -- Jukebox Saturday Night**  
50's Dinner & Reverse Raffle  
Pazzo's Grand Ballroom, Garfield Hts.  
There's still time to get a ticket and attend -  
contact the chapter office (440-543-4011)  
or Jim Ellia (216-663-6462)

**March 18-21 -- ACCA-PHCC Ohio Convention**  
Sawmill Creek Resort, Huron, Ohio  
[www.ohioconvention-phccacco.org](http://www.ohioconvention-phccacco.org)

**March 20 -- Plumbing & HVACR EXPO**  
1:00 - 5:00 p.m. Sawmill Creek Resort  
Huron, Ohio

**March 29 (noon) - 30 -- National Legislation**  
Conference partnering ACCA, HARDI,  
PHCC and ASA.

**April 9 - Michael Skvasik, Building**  
Commissioner, Village of Glenwillow

**Future Meetings -**  
David Johnson, NEOSINC.com  
**Best Practices for Networking via the**  
**Internet; Managing Your Email**



National ACCA in Ft. Worth, Texas...  
L to R ... Sandy Pogan, Kris Guzik, Mike  
Aerni, Brian Stack, and John Hettersheidt  
(Central Ohio ACCA) - back is Joe - MIX  
group member of Mike's.

## SAFETY CONGRESS '09

Attached find information on three "tracks" of  
educational information being provided to all  
Workers' compensation employers at the Safety  
Congress being held in Columbus on March 31 -  
April 2.

wise words

***Ideas are powerful  
things;  
they are not  
diminished  
by sharing.***

Bill Harrison, Business Coach

## TAX CREDITS

An update was provided on the **new tax credits** in the Stimulus Bill at the national convention. Charlie McCrudden, VP, Gov't Affairs, National ACCA, continues to research the information in the 1000 page document and is keeping ACCA members informed through his blog at [www.acca.org](http://www.acca.org) - you must log in as a member, then go to Government Relations -- you'll find Charlie's blog - Hot Air -- with this and other important information.

Also on that site is a chart identifying the preliminary information that is known about the amount of tax credits -- and a one page customer information flyer for you to use with your own company name on it.

A compilation of renewable energy tax credits prepared by NC State University is available at [www.dsireusa.org/](http://www.dsireusa.org/) You can check Ohio for application of solar electric systems, fuel cells, geothermal heat pumps, & other sources that can be taken as personal tax credits.

Educate your customers

## EDUCATION OPPORTUNITIES

**COMFORT U** -- 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.

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

That's Comfort U!

American Air Conditioning Academy:  
Discounted for ACCA members

### 2009

Air Conditioning Basics - March 30 & Apr. 1

Air Conditioning Startup - April 13 & 15

Heating Basics - August 17 & 19

Heating Start-Up August 31 & Sept. 2

All are 6 hour courses. Fees are \$120 for ACCA member companies and \$150 for non-members.

For details on the courses- contact Bill Radigan at American Air Conditioning Academy 216-332-9188



# Greater Cleveland ACCA

## Air Conditioning Contractors of America

18961 River's Edge Drive E., Chagrin Falls, OH 44023

Phone: 440-543-4011

Web-Site: [acca-cleve.net](http://acca-cleve.net)

E-mail: [accacleveland@aol.com](mailto:accacleveland@aol.com)

**Thursday, March 12, 2009**

**7:45 am Gathering & Breakfast**  
**8:30 am Announcements & Program**  
**9:30 am Adjourn**

Holiday Inn, Independence  
 6001 Rockside Road  
 I-77 at Rockside Road

### "Understanding & Implementing Break-Even"

**Brad Hone**, Dealer Development Specialist, Famous Supply

Brad Hone has a proven track record of operating a number of retail operations which include the food, concrete, home improvement, and most recently the HVAC industry. He has a complete package of HVAC contracting skills covering Budgeting, P&L, Forecasting, In-Home Sales, Sales Management, and Customer Service and executing a strategic and specific Business Plan. In the last 27 months, he has worked and consulted with over 90 HVAC and Plumbing companies in the Ohio, Pennsylvania, West Virginia, and Michigan markets where Famous Supply operates.

This workshop will help the dealer understand business overhead and how much revenue is needed to stay in business. Topics include how to determine key performance indicators, set sales targets, and breakeven for your company. Working examples and formulas for calculating various percentages that are critical to your success will be provided. For on-the-spot application, please complete this **confidential** information and bring it with you.

Enter your financials from your 2008 P&L in the following boxes

	<i>Dollars</i>	<i>Percent</i>
2008 Revenue		
COGS		
Gross Profit		
Gross Profit		
Overhead		
EBIT		

#### EXAMPLE

2008 Revenue	\$1,000,000	100%
2008 Cost of Goods Sold	\$620,000	62%
Gross Profit or Gross Margin	\$380,000	38%
Gross Profit from Cell B12	\$380,000	
2008 Total Overhead	\$320,000	32%
Earnings Before Interest & Taxes	\$60,000	6%

*EXAMPLE Number from above*

38% Operating Margin

\$26,666 is average monthly Overhead from above (320,000 / 12)

Know your Operating Margin %

Know your Average Monthly Overhead

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

March 12, 2009

Reservation for :

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

Check

Credit card

Company: \_\_\_\_\_

Members: \$30

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

Non-ACCA members: \$49

No Shows & Late Cancellations will be charged. Substitutes welcome