

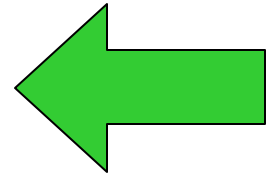


Chapter News

APRIL 2009

Thursday, APRIL 9

Holiday Inn, Independence
6001 Rockside Rd @ I-77



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

THANK YOU to our
Associate Member
Sponsors!



Chapters 10-20 of the ORC --
from an Inspector's Perspective

Michael Skvasik, BO, BI, ESI, PI & RBO, is currently the Chief Building Official in Glenwillow with over 16 years in the building inspection field.

In this interactive discussion, handouts of actual installations, proper interpretation of code requirements and the RCO-related standards (mechanical & building) will be reviewed and the solutions thoroughly discussed.

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:

APRIL 9, 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

Non-ACCA members: \$49

No Shows & Late Cancellations will be charged. Substitutes welcome

\$5.00 Additional Charge for No Advance Reservations

NATE HAS HELP TO GET YOUR COMPANY NOTICED

HVAC contractors are always looking for exposure and ways to get noticed by the consumer. Well, help is on the way in the form of www.hvacradvice.com. It is a new Website brought to you by NATE that is helping educate consumers and then matching those customers to quality, NATE-certified technicians.

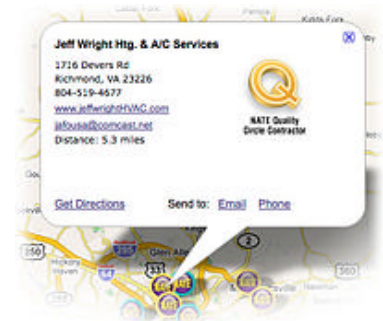


One of the key aspects of the site is the contractor locator that helps lead and boost sales by connecting consumers to the nearest HVACR contractor employing a high percentage of NATE-certified technicians. To become a preferred contractor, at least 50 percent of your technicians must be NATE certified. To become a NATE Quality Circle Contractor, 80 percent of your technicians must be certified by NATE with at least one NATE-certified technician in each area of installation and/or service offered. The NATE Quality Circle contractors are featured first on the right-hand side of the page. If you want to sign up, [click here to get started](#).

Studies have shown that an educated consumer is more likely to purchase higher end products. The goals of our new Website include helping educate the consumer on the importance of hiring NATE-certified technicians and the benefits of installing a quality home comfort system. This means you're able to sell them a higher end system and the consumer gets top-notch service from a NATE-certified tech. In addition to the contractor locator, the site acts as a resource for other home comfort issues.

Highlights include:

- **Tips and Resources** section that addresses heating and cooling needs, frequently asked questions, and provides homeowners with resources related to HVAC installation, maintenance and solutions;
- An **energy savings calculator** that helps determine whether a consumer should repair or replace their heating or cooling system;
- **Educational videos** explaining the different efficiency ratings, AFUE, SEER, and HSPF; the importance of high-efficiency equipment; and tips on how to save energy;
- **Installation and Maintenance** pages citing the benefits of each when using a NATE-certified tech.



“Although the new site is designed with the consumer in mind,” said Rex Boynton, president of NATE, “it also rewards contractors that employ NATE-certified technicians. Every page on the site provides visitors to the site the opportunity to locate the very best contractors in their area — those who acknowledge the value of NATE certification — increasing the number of qualified leads those contractors receive and helping to boost their sales.”

Get started today. To have your employees become NATE certified, visit www.natex.org/HVAC_HVACR/certification_home.html. Or call the Cleveland ACCA office if you have employees ready to test. 440-543-4011



7 Ways to Minimize the Need for PERFORMANCE IMPROVEMENT SESSIONS

1. Hire people who have the talent, desire, and ability to do the job well.
2. Clearly communicate job responsibilities and performance expectations.
Confirm that everyone understands.
3. Make training and continual learning a top priority.
4. Regularly provide specific performance feedback. Make sure people know how they're doing.
5. Consistently recognize and reward positive performance.
6. Hold people accountable for negative behavior and performance.
7. Hire people who have the talent, desire, and ability to do the job well.
8. Clearly communicate job responsibilities and performance expectations.
Confirm that everyone understands.
9. Make training and continual learning a top priority.
10. Regularly provide specific performance feedback. Make sure people know how they're doing.
11. Consistently recognize and reward positive performance.
12. Hold people accountable for negative behavior and performance.

Set the example. Be a positive role model for the team.

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
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Wolff Brothers

Blue indicates Premium Sponsors

GREATER CLEVELAND ACCA

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888-850-9994

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

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Metal 440-834-1717

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

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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

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Enos Detweiler, Burton Sheet Metal

Kris Guzik, Energy Management Specialists

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



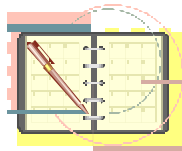
Jim Ellia Efficient Heating, Bedford, was installed Vice President, Air Conditioning Contractors of America, Ohio Chapter, at the Installation Banquet on March 20 in Sawmill Creek Resort, Huron, Ohio



Kris Guzik, Energy Management Specialists, was installed a Trustee in the Ohio ACCA chapter. Roger Gundlach is a Trustee at large and Jim Ellia is the newly installed Vice President.

COMING EVENTS

MARK YOUR CALENDAR



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

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

May 14 - David Johnson, NEOSINC.com
Best Practices for Networking via the Internet; Managing Your Email

May 19 -- Ohio Legislation Day -Columbus
 For details, contact 440-543-4011

FOOD FOR THOUGHT

?????

- Will your business work without you?
- Is profit something left over at year end?
- What's more important - profit or cash flow?
- Do you have a customer loyalty program?
- Budgets pre-planned with accountability?
- What's more important? Monetary or psychological pay?
- What techs leave you for \$1.00 more per hour?
- What's more important: # of calls or \$ per call?
- What would your family & employees do if something happened to you?



TOP ADVERTISING BLUNDERS BY Rov H. Williams

Spending all your money on ads but getting no results? Perhaps you're making one of these 12 huge mistakes.

Q: I've spent a ton of money advertising in lots of different media, but it doesn't seem like I have much to show for it. Can you tell me plainly and simply how to advertise so it will work?

A: I applaud your honesty. The simple truth is, most advertisers feel just like you do, but their pride won't let them admit it. Unfortunately, I don't have a "success pill" for you to swallow, but I can describe each of the most common mistakes you will need to avoid:

1. The quest for instant gratification: The ad that creates enough urgency to cause people to respond immediately is the ad most likely to be forgotten immediately once the offer expires. It is of little use in establishing the advertiser's identity in the mind of the consumer.

2. Trying to reach more people than the budget will allow: For a media mix to be effective, each element in the mix must have enough repetition to establish retention in the mind of the prospect. Too often, however, the result of a media mix is too much reach and not enough frequency. Will you reach 100 percent of the people and persuade them 10 percent of the way? Or will you reach 10 percent of the people and persuade them 100 percent of the way? The cost is the same.

3. Assuming the business owner knows best: The business owner is uniquely unqualified to see his company or product objectively. Too much product knowledge leads him to answer questions no one is asking. He's on the inside looking out, trying to describe himself to a person on the outside looking in. It's hard to read the label when you're inside the bottle.

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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! for ACCA members only.

Find it at www.acca.org

wise words

When times are tough,
you can see yourself as
having no place to go,

OR

You can see yourself as
completely free to explore
opportunity, and be joyful at
the prospect.

Bruce Cameron

4. Unsubstantiated claims: Advertisers often claim to have what the customer wants, such as "highest quality at the lowest price," but fail to offer any evidence. An unsubstantiated claim is nothing more than a cliché the prospect is tired of hearing. You must prove what you say in every ad. Do your ads give the prospect new information? Do they provide a new perspective? If not, prepare to be disappointed with the results.

5. Improper use of passive media: Nonintrusive media, such as newspapers and yellow pages, tend to reach only buyers who are looking for the product. They are poor at reaching prospects before their need arises, so they're not much use for creating a predisposition toward your company. The patient, consistent use of intrusive media, such as radio and TV, will win the hearts of relational customers long before they're in the market for your product.

6. Creating ads instead of campaigns: It is foolish to believe a single ad can ever tell the entire story. The most effective, persuasive and memorable ads are those most like a rhinoceros: They make a single point, powerfully. An advertiser with 17 different things to say should commit to a campaign of at least 17 different ads, repeating each ad enough to stick in the prospect's mind.

7. Obedience to unwritten rules: For some insane reason, advertisers want their ads to look and sound like ads. Why? **8. Late-week schedules:** Advertisers justify their obsession with Thursday and Friday advertising by saying "We need to reach the customer just before she goes shopping." Why do these advertisers choose to compete for the customer's attention each Thursday and Friday when they could have a nice, quiet chat all alone with her on Sunday, Monday and Tuesday?

9. Overconfidence in qualitative targeting:

Many advertisers and media professionals grossly overestimate the importance of audience quality. In reality, saying the wrong thing has killed far more ad campaigns than reaching the wrong people. It's amazing how many people become "the right people" when you're saying the right thing.

10. Event-driven marketing: A special event should be judged only by its ability to help you more clearly define your market position and substantiate your claims. If 1 percent of the people who hear your ad for a special event choose to come, you will be in desperate need of a traffic cop and a bus to shuttle people from distant parking lots. Yet your real investment will be in the 99 percent who did not come! What did your ad say to them?

11. Great production without great copy: Too many ads today are creative without being persuasive. Slick, clever, funny, creative and different are poor substitutes for informative, believable, memorable and persuasive.

12. Confusing response with results: The goal of advertising is to create a clear awareness of your company and its unique selling proposition. Unfortunately, most advertisers evaluate their ads by the comments they hear from the people around them. The slickest, cleverest, funniest, most creative and most distinctive ads are the ones most likely to generate these comments. See the problem? When we confuse response with results, we create attention-getting ads that say absolutely nothing.

*Nicknamed "the Wizard of Ads" by an early client, [Roy H. Williams](#) and his staff have often been the unseen, pivotal force in amazing come-from-behind victories in the worlds of business, politics, and finance. Williams is the author of *The Wizard of Ads*, *Secret Formulas of the Wizard of Ads*, *Magical Worlds of the Wizard of Ads*, *Accidental Magic* and *Free the Beagle*.*