



# Chapter News

SEPTEMBER 2009

Thursday, Sept. 10

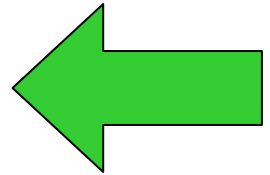
Holiday Inn, Independence  
6001 Rockside Rd @ I-77

7:45 am Social

8:00 am Breakfast

8:30 am Announcements

Speaker - Nick Lower, Federated Insur.



THANK YOU to our  
Associate Member  
Sponsors!

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**THE FACES OF YOUR BUSINESS** – An outstanding employee can significantly increase business profits; on the other hand, one “bad” hire can potentially ruin a business. Establishing good hiring practices and following them consistently can help business owners select the best “faces” who will help, not harm their businesses. Federated Insurance gives an overview of its comprehensive hiring program with sample forms and checklists to help businesses conduct proper background checks and comply with employment related laws.

**ATTRACTING AND RETAINING KEY EMPLOYEES** – Losing a good employee is inconvenient and costly. So, how can business owners “lock in” their most valuable employees? It may surprise some employers to learn that a bonus plan may be less expensive for the business and provide more benefits to key employees than simply increasing their salaries. This presentation compares the benefits of giving a pay-raise, expanding employee benefits, or providing a Private Bonus Plan and explains how to set up a bonus plan that suits specific needs.

## 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:

Sept. 10, 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

\$5.00 Additional Charge for No Advance Reservations

## GOLF OUTING JULY 30



**84** golfers enjoyed 18 holes of challenge at Fowlers' Mill Golf Course on July 30. And the **winner**s were:

#1 team from Burton Sheet Metal (photo upper left). 2<sup>nd</sup> place team headed by John Horger, R E. Michel; 3<sup>rd</sup> place team - Goodman.

Other winners included: Jeff Spring - shortest drive on #10; Jerry Gucanac - longest putt #6; Dave Zinn - closest to the green in 2 on #4; Dave Collins - longest drive hole #9; Rich Krajnyak - closest drive to bridge #12 & longest drive in fairway hole #16; Chris Martin - shortest putt on hole #14; Dave Hansford - closest drive to 1<sup>st</sup> bunker without going in; Tim Conway - closest to pin in 2 on hole # 4.

Thanks to **hole sponsors**: Arzel Zoning Technology, Enterprise Fleet Management, Famous Enterprise, Federated Insurance, Ferguson Heating & Cooling, Lennox, Morrow Control, R.E. Michel Company, Robertson Heating Supply Co., and Wells Fargo Advisors. Sponsoring the Score Cards -- appropriately -- Keeping Score -- and the hole in one was sponsored by Wells Fargo Advisors.

Multiple **door prizes** were donated and nearly everyone received one. Contributors were: NATE, Lennox Industries, Richard Peter, Ferguson, Morrow Control, Speedway Superfleet, Keeping Score, Apple Heating, Johnstone Supplies, Cleveland Hermetic.

*Thanks to everyone who participated!*



## PRESIDENT'S MESSAGE

**Brian Stack, Stack Heating**

Welcome back after a very quick summer. All of the kids are going back to school and the yellow school lights are flashing again. Having to retrain ourselves to slow down at these lights this time of year reminds me of all the preparations we must go through for the fall. Soon we will be performing heating system tune-ups! Where did summer go!?!

September also brings the start of our monthly chapter meetings and great "Heat & Plumb Cuyahoga County". We have some great programs lined up for the end of the year and are going to be starting a technical training series to give you and your technicians the opportunity to continue your learning.

This year Heat & Plumb Cuyahoga County will be on Saturday September 19<sup>th</sup>. We had a great turnout last year and hope to make this year better. Please fill out your forms as soon as possible. This helps make our scheduling and day run smoother for all. We have many families in need of our services that can't afford them and this really means a lot to them. Who knows, you could save someone's life by performing this simple service.

See you at the September meeting!

*Brian*

## ASSOCIATE MEMBERS

*Thank you for your support !!*

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*Blue indicates Premium Sponsors*

## GREATER CLEVELAND ACCA

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**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

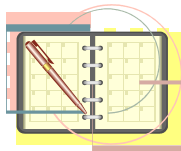
**Heat & Plumb the Country - Cuyahoga County** is our annual community service project -- this is the 7<sup>th</sup> year and we are again partnering with the Northeast Ohio Master Plumbing-Heating-Cooling Contractors to serve nearly 80 homeowners who are senior citizens and in the poverty level of income. We appreciate those who have made the commitment to volunteer. If you haven't, just call the office 440-543-4011 or Jim Ellia 216-663-6462. It's a very rewarding and fun experience.

**NATE testing** -- Did you know that Sandy is a NATE proctor and will come to your office if you have 5 or more technicians taking the test? Or if fewer, make arrangements to go to the ACCA Cleveland office to paper test. Three weeks notice and arrangements for mutually convenient time plus the cost of the tests is required. Call her at 440-543-4011 to schedule your techs to test. (This service is for members only)

**2010** We need more leaders. If you are willing to help focus this association on the future success, please contact nominating comm.. chairman, Paul Wadsworth at 440-248-2110 ext. 129 or [Paul@pkwadsworth.com](mailto:Paul@pkwadsworth.com) or Brian Stack at [brian@stackheating.com](mailto:brian@stackheating.com) or phone 888-850-9994 or the Cleveland ACCA office 440-543-4011 [accacleveland@aol.com](mailto:accacleveland@aol.com). The more participation, the less each one has to do. We need board members and committee members. Please volunteer now to help make a difference in YOUR association and YOUR industry.

## COMING EVENTS

### MARK YOUR CALENDAR



- |          |   |
|----------|---|
| Sept. 10 | Hiring & Retention Practices<br>Nick Lower, District Manager<br>Federated Insurance                             |
| Oct. 8   | Sales Person? or<br>Sales Professional? .<br>Marc Marchillo, Nat'l Sales<br>Trainer, Research Products<br>Corp. |

## FOR FUN -Proof Reading

*Proofreading is a dying art,  
wouldn't you say?*

**Hospitals are Sued by 7 Foot  
Doctors**      Boy, are they tall!

**Something Went Wrong in Jet  
Crash, Expert Says**

**Police Begin Campaign to Run  
Down Jaywalkers**

**Miners Refuse to Work after  
Death**

**Red Tape Holds Up New Bridges**  
You mean there's something  
stronger than duct tape?

### Promotion and Marketing Ideas that Work

#### Tips for Business in Tough Economic Times

Invite your customers in and let your people show off your products and/or services.

Make a trip to your store (or delivery from your store) the highlight of the customer's day.

Offer a company newsletter to your customers.

Test out your new products and services with your very best customers who will give them a true test, then influence others to buy them.

Partner with another business legend for a joint venture. Example, 800-FLOWERS hooked up with Kellogg's who ran a promotional advertisement on the back of one cereal package and increased the purchase of a dozen roses by 25-percent.

Do the little things as a matter of policy. Exceed expectations!

Reprinted from Mike Henning's Family News & Insights - August 2009

#### ATTACHMENTS:

1. ACCA-OH September Member Minute
2. Article: Top 5 Energy Management System Considerations

### EDUCATION OPPORTUNITIES

#### OSHA 10 & 30 hour certification

Coming to Akron and Cleveland in October & November. Watch for flyers from ACCA Ohio for details.

#####

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#### wise words

You don't make decisions  
because they are easy;  
You don't make decisions  
because they are cheap;  
You don't make decisions  
because they are popular;  
You make them because  
they are right!

*Theodore Hessburgh*