

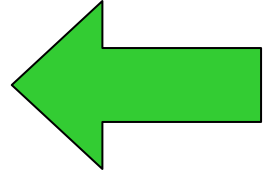


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

August – September 2011

Thursday, September 8



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Holiday Inn, Independence
7:45 a.m. Registration
8:15 a.m. Breakfast
8:45 a.m. Program

**Exiting a Business – Learn the nuts and bolts of
Exiting Strategies.**

Speaker:

Wayne Minich, CLU, ChFC, President
Applied Financial Concepts, Inc.

Exiting a business may be the most important financial event of an owner's life. Learn exiting strategies including the facts, problems, and solutions Baby Boomer business owners face. Please invite a prospective member to join you for our breakfast membership meeting for free. Attend and have an opportunity to acquire one (1) CEU credit.

TO Contact Greater Cleveland ACCA

Phone: 330-671-2191

Fax: 330-752-2616

Email: accacleveland@gmail.com



In this issue:

- 2 - Chapter News - We Need Your Techs and Donations! For Heat the Town!
- 3 - Chapter Board & Associate Members
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- 8 - Business Help - Sales + Speedway SuperAmerica SuperFleet Information
- 9 - Business Help - Golf Outing Photos + DOE Publishes New Rules!

We Want to Thank our ACCA Golf Outing Committee and Sponsors

Thanks to the members of the 3rd Annual Greater Cleveland ACCA & ACCA Northeast Ohio Joint Golf Outing Committee for all of your hard work to make this year's golf outing a huge success.

Golf Committee

*Mike Aerni
Al DiLauro
Tim Volpone
Stan Zwaduk*

Score Card

Keeping Score, Inc.

Hole

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Sutton/ACCA Special Offer!

ACCA-Ohio Associate Member Sutton Leasing has new 2011 Chevy Express Cargo Vans (1500's, 2500's and 2500 extendeds) available. These vans have been ordered and are stocked for ACCA members in Ohio. For more information, please Contact Mark Francis, Vice President Sales at 888-259-0145 x101 or mfrancis@suttonleasing.com

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Greater Cleveland

Thank you for your support!!

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trappman@aol.com
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- Brian Stack, Stack Heating & Cooling,
Education 888-850-9994
- Don VanHorn, BTU Comfort Solutions,
Heat the Town 440-398-9415
- Mike Scott, Famous Supply -
Associate Representative 216-529-1010

ACCA Ohio Board Trustees representing Greater Cleveland ACCA:

- Kris Guzik, Energy Management Specialists
- Brian Stack, Stack Heating & Cooling

Chapter Manager: **Michael Menett**

P. O. Box 13223

Fairlawn, OH 44334

P – 330-671-2191 / F – 330-752-2616

Rule Breaking 101 "Customer Retention is a waste of time."

False: It costs more to get a new customer than to keep one you've already paid for. Plus, loyal customers spend 33% more than non-loyal, and referrals among loyal customers are 107% greater than non-loyal.

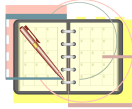
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COMING EVENTS



September 8 – Applied Financial Concepts
Exiting a Business – Learn the nuts and bolts of
Exiting Strategies

September 17 – **Heat & Plumb the Country**
See Page 5 for more information!

October 13 – Panel Discussion
Open Discussion with City and County Building
Inspectors

November 10 – Federated Insurance
Distracted Driving

December 8 – George Trappe
Energy Efficiency

2011 ACCA National Contracting Week
October 18-21, 2011
Loews Vanderbilt
Nashville, TN
www.contractingweek.com

2012 ACCA Annual Conference & Indoor Expo
March 5-8, 2011
Paris Las Vegas Hotel
Las Vegas, NV
www.accaconference.com

ComfortU - Online Learning from ACCA
www.acca.org/comfortu

2012 ACCA/PHCC Ohio Convention and Expo

“Learn Today...Earn Tomorrow”
March 28-31, 2012, Hilton Easton,
Columbus, OH

Planning continues for the 2012 ACCA-
PHCC Ohio Convention. ACCA Co-Chair
Roger Gundlach, Gundlach Sheet Metal
Works, would like you to contact him direct
with ideas and requests. Please contact
Roger at rgundlach@gundlach-hvac.com.

Ohio Commercial Code - The Ohio Board
of Building Standards (BBS) took final action
on the Ohio Building Code (OBC), setting the
effective date for November 1, 2011. The
rules were recently re-filed with JCARR after
concerns were raised regarding the
incomplete fiscal analysis. After amending
its filing, the BBS rules passed through
JCARR and were formally adopted.

**The Residential Construction
Advisory Committee (RCAC)** - has
completed its review of the text version of the
Residential Code of Ohio (RCO). Before
making its recommendation to the Board of
Building Standards (BBS), the RCAC has
posted its second draft online for 30 days to
allow interested parties to review the draft
language. RCAC proposed changes are
shown in italicized text and a list of sections
proposed to be modified is located at the end
of each chapter. Full text of the draft can be
viewed at www.com.ohio.gov/dico/BBS.aspx
Written comments should be sent to the BBS
office or E-mailed to
dic.bbs@odoc.state.oh.us by August 22.



Business Helps

Heat the Town

5



Heat and Plumb the Country – Cuyahoga County

It is that time of year for ACCA along with PHCC to make a difference in someone's life. We need your assistance to make this a success, please donate your time as a tech, dispatcher, parts runner, and donate parts and supplies – everything helps!

Heat and Plumb the Country – Cuyahoga County is an annual program that provides free heating maintenance services, water audits and plumbing repairs for elderly/disabled, low-income homeowners in the Greater Cleveland area on one designated morning each year to insure proper operation and save lives.

Volunteer technicians from the Air Conditioning Contractors of America and the Plumbing-Heating-Cooling Association service and repair unvented room heaters one central furnace, one boiler, water lines, faucets, commodes, gas line checks. Time permitting, technicians may also install smoke detectors and/or carbon monoxide detectors and/or replace batteries in existing detectors. Homeowners who did not receive a free furnace check and water audit in 2010, and whose annual income is at or below 175% of 2011 federal poverty guidelines (\$18,200 for a one-person household) are eligible to participate in the Heat the Country program.

The action by our technicians toward making the homes of low income homeowners safer and healthier for the past winter season was appreciated by over 100 recipients. The feedback to the county and city offices by those homeowners was overwhelmingly “the guys were so nice and it was obvious they were here to help, not take advantage, of me.” ***Here's a note from just one of the recipients...I just wanted to send my sincere thanks and gratitude to all the wonderful men and women who volunteered their time to make me feel confident in knowing my furnace will make it through the winter safely. Your crew came and inspected my furnace and found I needed a new thermal coupling. It was installed at no charge to me. I also had purchased a new programmable thermostat months ago and couldn't afford to pay anyone to install it but one of the guys who came out did it for me. I am disabled and on a tight budget so this was a Godsend to have this done. It is wonderful that people are so generous as to donate their time to make us "old" folks more comfortable and safe this winter. I also appreciated knowing my water and plumbing were in good working order. All the men who came out were extremely professional and very nice. I loved my bag full of goodies and ate my muffin right away. God Bless you all.***

This ACCA & PHCC Heat & Plumb the Country program does not receive any government funding and relies solely on volunteers for donations of cash, labor, equipment and parts. This beneficial program can dramatically improve the quality of life for elderly, low-income and disabled homeowners.



Obama Administration Proposes Rules to Favor Union Organization

The Department of Labor issued two proposed rules that would tip the playing field in favor of union organization in small businesses. One rule could result in union representation elections being held within 10-21 days of a union petition, thus reducing a business owner's ability to communicate with its employees. Another rule would require attorneys, consultants, and maybe even trade associations to comply with onerous disclosure requirements regarding information about union activities -- and make it more difficult for small businesses to get advice on critical aspects of labor relations, even legal advice.

These proposed rules must undergo a 60-day comment period, which ends August 22. As written, these rules would have a serious impact on small businesses that are targeted by strong-arm union tactics, and limit their ability to talk to their own employees during an organization attempt. ACCA national will be filing comments on the proposed rules and we encourage our members to do the same.

Opportunity to Participate in New HVAC Program

A new HVAC program for residential & small commercial customers of Ohio Edison, The Illuminating Company and Toledo Edison (FirstEnergy's utilities) will be launched soon. Honeywell was selected to implement this new program and is currently recruiting licensed HVAC contractors serving FirstEnergy's utility customers in Ohio to participate in the program. Participating contractors can offer rebates to residential and small commercial customers on tune ups of central air conditioning systems and on the installation of new high-efficiency HVAC systems. In addition, participating contractors will receive a free listing on FirstEnergy utilities' energy efficiency website (www.energysaveOhio.com) and free customer education handouts on energy efficiency. There is no cost to participate in this program.



For more information on becoming a participating contractor, please contact Mark Clapp, HVAC Energy Efficiency Program Coordinator at Office (216) 459-6046, Cell (614) 332-7303 or mark.clapp@honeywell.com.

Thanks to All of our Sponsors and Golfers!





The Who Do Your Customers Think They Are? (Hopefully You Know Who They Are)

By Adams Hudson

Calls from returning customers don't automatically come. In fact, quite a few of the ones you rushed out to see on a cold winter (or warm summer) day for an emergency repair don't even remember your name. So, how could you expect them to remember that they're your customer? When they need a contractor again, they'll probably be flipping through the Yellow Pages – starting the process all over.

Now, don't be offended that customers are so fickle. Instead, you'd be much better off recognizing that human nature and sound marketing practices can work together to keep your customer files filled with active customers. Customers value relationships with their vendors. In fact...

- 37% said the relationship was the most important reason they bought.
- 22% said it was because they owned another product of yours.
- 14% were referred by a friend or family member.

Add those up, and 73% of your business has some relationship tie-in. That means in order to keep your customers; you have to build the relationship. But here's where these issues get complicated.

Contractors typically spend up to 80% of their marketing money going after people with whom they have little or no relationship (Yellow Pages are the best example). Yet, if they would redirect a portion into effective retention marketing, they could transform their contracting business.

Customer Retention campaign investment will range from a minimum of 6-8% of your total marketing budget. You should send newsletters between 2-4 times per year to every customer who has written you a check in the last 48 months. Why? Look at these figures...

- Loyal customers spend 33% more than non-loyal.
- Referrals among loyal customers are 107% greater than non-loyal.
- Rate of referral is highest when closest to the point of contact.

The fact is your company's current customers are the absolute #1 source of your future sales. When you lose customers through neglect, you lose all of their future business and all of their referrals to your competition. When you keep customers by maintaining regular contact, you keep that pool of sales for yourself. A strong Customer Retention program is the tried-and-true method for making that happen.

Adams Hudson is ACCA's National Marketing Partner. You can request his free marketing ezine and free marketing reports by emailing FreeACCAstuff@hudsonink.com.

Simple Sales Strategies A Great Close Begins with a Great Opening

How well you close is perhaps the ultimate judge of your sales success. But how you open has a lot to do with whether or not you get to close at all.

Now, what will your customer see when they open the door? Smile and introduce yourself. Greet all people present and shake their hands. Once in the door, don't jump straight into your presentation. Take a moment to make small talk and make the most of those first minutes. This will help you get inside your prospect's comfort zone.

Make neutral, personal, and sincere comments throughout the process. Be observant. (If you see a bowling trophy on the bookshelf, use it as a conversation starter!) Be yourself and be natural. Have a confident manner that is neither superior nor inferior to your prospect.

Open with a Bang

Now that you've made a good first impression, follow it up with a great opening. A prospect's reactions to you in the early minutes of the presentation are critical to a successful sale.

To begin the presentation, you first have to get your prospect's attention, so open with a bang, just like a headline. Start with a strong, effective statement that you build on throughout your presentation and support it along the way.

There are many different ways to open, and which one you choose will depend on your audience (illustrating the importance of knowing your prospects well).

You might choose to open your presentation by saying something like, "One of the great things about doing business with..." to imply that there are many great things, and to gain and hold a customer's interest. Other attention-grabbing opening options include:

- Startling statistics – "I was just reading that if your system is over 8 years old, a new system generally saves more in repairs and energy than the new one costs! You don't often find a machine that buys itself..."
- A rhetorical or open-ended question – "Did you know that 55% of your energy bill goes toward keeping your home cool (or warm)? That's why it just makes good sense..."
- An analogy – "Usually, repairing a system that age is kind of like putting a \$100 saddle on a \$10 horse." (Or for female: "Repairing a system that age is kind of like getting a \$100 alteration on an outdated dress.")
- An anecdote – "I was just around the corner from you last week, with an almost identical situation. Must be catching! Turns out that we were able to solve their problems pretty easily by..."

Presenting is serious business, but it should also be entertaining. A good opener will get your presentation off to a great start. And another thing that's just as true: a great start gets you one step closer to a great close.

We want to congratulate all of our Annual Golf Outing Winners!

Overall Results

- 1st Place – Famous Enterprises
- 2nd Place – BTU Comfort Solutions
- 3rd Place – R E Michel



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5¢
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Marketing ACCA Speedway Fuel Program

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ACCA members can save up to 5 cents per gallon of gas. This is based on the total usage by ACCA members (50,000+), so if you only have 1 or 2 trucks, your discount is based on the monthly consumption of all our members

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- Flexible payment terms
- Product restrictions electronically enforced
- No annual, monthly card or account fees
- More information at www.SuperFleet.net

ACCA MIX GROUP®

The ACCA Management Information eXchange (MIX) Group® program is an organized forum of ACCA non-competing contractor members joined together to share ideas. It is essentially a peer group whose members work together to help each other improve their businesses -- frequently acting like an informal "board of directors" for each other's company. Most MIX Groups® consist of 8 to 10 HVACR contractors. Typically, these contractors are the presidents, owners or heads of their companies.

MIX Groups® are an ACCA membership benefit and are trademarked by the association. You need to be a member in good standing to be considered for MIX Group® membership.

Each MIX Group® is unique and run entirely by its members, so there may be some differences between meeting frequency and content. But typically MIX Group® members meet 2-3 times a year, rotating the meetings between member locations.

During meetings, MIX Group® members review company financials, policies, operating procedures, employee performance and related labor issues, advertising and marketing strategies, quality improvement, industry sensitive issues, and service operations, among other data. The host location gets a thorough and honest review from the other MIX Groups and all members share current challenges and ideas for their colleagues' feedback.

In addition, many groups set aside some time outside of the meetings for other activities such as golf outings and other recreational functions that allow the members to forge relationships which, in the history of many groups, have proven to be lifelong and very close.

"If all I got from ACCA was the opportunity to participate in a MIX Group, I would remain a member for life. My MIX Group is the most valuable business improvement tool I have."

-Gary Jackson, Jackson Comfort Systems

"Being involved with the MIX Group has been the best thing that could have happened for my business...I have learned about pricing for profit, marketing, how to classify items in accounting...and every item I have implemented in my business was some way related to the MIX Group."

"I believe anyone who is not involved, is missing out on the greatest opportunity to learn about yourself and how other contractors run their businesses."

-Ryan Johnson, Ryan's Heating & Cooling

DOE Publishes New Rule Setting Energy Conservation Standards for Residential Furnaces, Central Air Conditioners, and Heat Pumps for Review

The rule also creates three regions for cooling appliances, a National standard, a Southeastern Region standard, and a Southwestern Region standard. The National standard and Southeastern Region standards for cooling appliances use a single SEER value. The standard in the Southwestern Region must meet a minimum SEER and EER value.

On June 27, the Department of Energy (DOE) simultaneously published the Direct Final Rule and the Notice of Proposed Rulemaking detailing the new energy conservation standards for residential furnaces and central air conditioners and heat pumps in the Federal Register. DOE will take public comments on the proposed Direct Final Rule until October 17, 2011.

The rule creates two standards for heating appliances, one National Standard and one Northern Region standard. Under the proposed rule, condensing furnaces will be required in the Northern Region starting May 1, 2013.

Once these rules are finalized, DOE has 90 days to initiate a rulemaking to develop an enforcement plan for the regional standards.

Below are some key elements of the new rule. For more detailed information, see the rule in its entirety:

- Starting May 1, 2013, gas furnaces installed in the Northern Region will have to be at least 90% AFUE. The states included in the Northern Region are: Alaska, Colorado, Connecticut, Idaho, Illinois, Indiana, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New York, North Dakota, **Ohio**, Oregon, Pennsylvania, Rhode Island, South Dakota, Utah, Vermont, Washington, West Virginia, Wisconsin, and Wyoming. Gas furnaces installed in all other states must be at least 80% AFUE.
- Starting January 1, 2015, split system central air conditioners installed in the Southeastern Region must be at least 14 SEER. The Southeastern Region includes: Alabama, Arkansas, Delaware, Florida, Georgia, Hawaii, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia.
- Starting January 1, 2015, split systems central air conditioners installed in the Southwestern Region must be a minimum 14 SEER and 12.2 EER. The Southeastern Region contains the states of Arizona, California, Nevada, and New Mexico.
- Starting January 1, 2015, the standard for split system central air conditioners installed in all other states will not change and must still meet the 13 SEER requirement.
- Starting January 1, 2015, the new minimum efficiency standard for split system heat pumps is 14 SEER and 8.2 HSPF, but there are not regional standards for heat pumps, only one national standard.

ACCA staff is in the process of reviewing the Direct Final Rule and will submit comments to the DOE before the October 17 deadline. ACCA will also be providing information on how others in the HVACR industry can submit their own comments to the DOE.

New OSHA Regulations for ALL RESIDENTIAL CONTRACTORS!

On June 16th, new revisions to OSHA fall protection regulations went into effect. The core of these revisions is that ANY residential contractor working 6' or more above ground must use:

1. An established fall safety system (guardrail, safety net, or personal fall arrest system) OR
2. An alternative safety system WITH
 - a. A written plan detailing operation of alternative fall protection system
 - b. AND a written explanation for why standard safety systems were not feasible for the jobsite.

How has the regulation changed?

Prior to this revision, residential contractors did not have to 'prove' that standard fall protection systems were not feasible at a job site. Now, the burden is immediately on the employer to provide written evidence that a jobsite was properly evaluated for fall safety concerns, and that the safety measures to be used are known to all employees at the jobsite.

What happens if I do not have a written plan onsite during an inspection?

From now until September 15th, OSHA will not cite companies for compliance on the new regulations UNLESS that business is not already compliant with the previous regulations.

Typically, any violation pertaining to safety training or preparedness is considered a Serious violation with a fine up to \$7,000. Example: Absence of written Fall Protection plan on the job-site. Any violation pertaining to the absence of physical safety measures at the jobsite is considered a Willful violation with a fine up to \$70,000.

What do I do now?

You have three options:

1. Do nothing, and hope that OSHA does not catch up with you.
2. Research, develop, and maintain a compliant Fall Protection plan on your own. Spending unknown amount of man-hours on the task.
3. Contact CES today for additional information on this and countless other HR & Safety compliance issues at a fraction of the cost and time of doing it yourself.

Comprehensive Employment Solutions can be found under Roundtable Rewards / Human Resource Services. Members receive a 15% cash rebate.

