



Air Conditioning Contractors of America
Greater Cleveland

Chapter News

December 2011

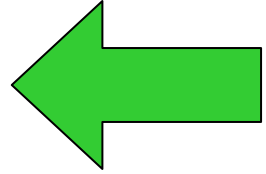
Thursday, December 8

Holiday Inn, Independence

7:45 a.m. Registration

8:15 a.m. Breakfast

8:45 a.m. Program



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Energy Star Requirements for HVAC Contractors

Speaker:

George Trappe, Residential Energy Services, LLC

Learn about the HVAC contractors checklist and the contractors procedure for completing the checklist. This is now required for all residential projects, new construction and renovations where the government agencies are involved. This includes The City of Cleveland, The City of Akron, all Neighborhood Development Programs like Neighborhood Stabilization, federal and state tax credits programs.

TO Contact Greater Cleveland ACCA

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In this issue:

- 2 - Chapter News - ACCA National News
- 3 - Chapter Board & Associate Members
- 4 - Coming Events / President's Letter
- 5 - Business Help - ACCA launches new radiant & hydronics council
- 6 - Business Help - ACCA National and ACCA Ohio News
- 7 - Business Help - Send a "Different" Message This Holiday Season
- 8 - Business Help - The Simple Task of Selling
- 9 - Business Help - There is No "I" in "Team"

ACCA Announces ANSI Public Review of Errata for ANSI/ACCA 1 Manual D

The Air Conditioning Contractors of America Educational Institute (ACCA-EI) Standards Task Team (STT) announces an American National Standards Institute (ANSI) public review period for a revision to existing standard ANSI/ACCA 1 Manual D – 2009 (Residential Duct Systems). The public review period started on November 4, 2011, and will close at 5:00pm Eastern time on December 4, 2011.

The errata changes can be downloaded at <http://www.acca.org/ansi>. Comments must be submitted on the response form in accordance with the instructions on the form. Comment response forms and questions for this public review must be addressed to Dick Shaw at standards-sec@acca.org.

A residential duct system must be carefully designed and properly installed in order for the owner to fully benefit from an efficient structure and high-efficiency equipment. Manual D is the comprehensive procedure for sizing residential duct systems. It matches system pressure drop with manufacturer specified blower performance data. Following the procedures in Manual D will result in a system that delivers the proper airflow to each room, in accordance with the Manual J load calculation.

Contractors' Outlook Continues To Be Cautious, But Optimistic

According to the November Contractor Comfort Index (CCI), contractors are continuing to have cautiously optimistic outlook on short-term growth. The Air Conditioning Contractors of America (ACCA) began measuring contractor attitudes toward short-term economic growth with the CCI in February 2010. For October 2011, the CCI is 55. These results also show that contractors are feeling less confident than they were 12 months earlier when the CCI was 65.

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Rule Breaking 101

“Being rejected by a prospect means you’re a poor salesperson.”

FALSE: Accept the fact that you will get “no” for an answer. Don’t take it personally. Even the best salespeople don’t have a 100% closing ratio so let it go. Remember, every “no” brings you closer to a “yes” – but you’ll never get there if you give up.

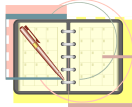


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COMING EVENTS



December 8 – George Trappe
Energy Efficiency

January 12 – Mike Murphy
Annual Industry Overview

February 9 – Associate Members
Industry Product Preview

March 15 – Joint Meeting with Code Officials
New 2009 IECC Code Update – Date may change

April 12 – Federated Insurance
Distracted Driving

May – TBA - Night at the Races

June, July, & August – No Meetings

July 26 – ACCA Joint Golf Outing

September 15 – Heat & Plumb the Country

2012 ACCA Annual Conference & Indoor Expo

March 5-8, 2011

Paris Las Vegas Hotel

Las Vegas, NV

www.accaconference.com

ACCAOhio Convention & Expo

March 28–31, 2012

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2012 ACCA/PHCC Ohio Convention and Expo

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“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.

Hello Friends,

It's hard to believe that another year is drawing to a close. It seems like as soon as I get used to writing 2011, it's time to start all over again. Hopefully this year has been as productive for you as it has been for us here at ACCA Greater Cleveland..

We've been working hard this year to give you the tools you need to be successful. And that's even more important as the industry continues to face new and unforeseen economic challenges.

Hopefully you're ready for the challenges – and opportunities – the new year represents. If not, let us know what we can do to help. Training, technical, legal, and marketing expertise are yours for the asking. Hope to hear from you soon, even if it's just to say hello.

Keith Raymond
ACCA Greater Cleveland President

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ACCA Forms New Media Subsidiary New Flagship Publication, Websites Launching in January

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environment and energy services contracting businesses, has formed a new subsidiary company to oversee the association's growing media programs. The company, ie3media, Inc., is a wholly-owned subsidiary of ACCA, focused on creating new value for ACCA's members and customers through expanded online, mobile and print services.

"ACCA is a forward-thinking, fast-paced organization and it's important that we continue to take advantage of our key strengths in order to do what we're here to do -- help contractors achieve business success," says Joe Nichter, ACCA's 2011-2012 Chairman of the Board. "ie3media will play a key role in our future ability to provide first-class service to the entire industry." ie3media's first offering will be a brand new magazine and website aimed at ACCA's core audience, owners and managers of the nation's most influential contracting firms. The publication, IE3: indoor environment & energy efficiency, is being built from the ground up as a mobile-ready enterprise, offering provocative, useful and fast-paced content that will be available in print, on the web, on smartphones, and on iPads. More information, including the initial media kit for advertisers, is online now at <http://www.ie3online.com>.

IE3 and its associated web hub will be launching in January 2012. The bi-monthly print magazine will replace the association's previous quarterly magazine, Contractor Excellence, which has been published since 2002. Owned by ACCA, ie3media will be led by an independent board of directors. Initial board members include Chairman Larry Taylor, of AirRite Air Conditioning; Richard Dean, of Environmental Systems Associates; and, Stan Johnson, of Stan's Air Conditioning.

Paul Stalknecht, ACCA President & CEO, has also been named President & CEO of ie3media. Stalknecht has appointed Kevin Holland to serve as ie3media's Executive Vice President & Chief Operating Officer. Holland will also continue to serve as ACCA Senior Vice President for Business Operations & Membership.

"ACCA's members are seeing significant opportunities to expand their expertise and offerings in the indoor environment and energy services arena," Stalknecht says. "We are committed to helping contractors take advantage of those opportunities, both through the association's services and through new offerings from ie3media."

For information about advertising opportunities in IE3 and related media, contact Tom Murphy, ie3media's Director of Sales, at 703-824-8875 or tom.murphy@acca.org. For editorial information, contact Melissa Broadus, IE3 managing editor, at 703-824-8842 or melissa.broadus@acca.org.

ACCA Announces a 3rd ANSI Public Review of the Existing Home Evaluation and Performance Improvement

The Air Conditioning Contractors of America Educational Institute (ACCA-EI) Standards Task Team (STT) announces an American National Standards Institute (ANSI) 3rd public review period for a new standard "Existing Home Evaluation and Performance Improvement." This third public review period, started on November 4, 2011, will close at 5:00pm Eastern Time on December 4, 2011.

Due to the limited number of revisions to the standard for this public review, the revisions are presented in a two-page table. Only the revisions in these two pages are subject to review and comment. The table indicates changes to the proposed standard via underline (for additions) and strikethrough (for deletions) along with the rationale for the change.

The proposed standard identifies the metrics, tolerances, approved procedures, and required documentation to (1) evaluate the current performance, (2) establish the basis to create performance improvement specifications, (3) identify approved approaches to implement the specified improvements, (4) and establish the procedures to objectively assess the performance change of the completed improvements.

This standard is referenced as BSR/ACCA 12 QH - 201x (Existing Home Evaluation and Performance Improvement) and the required response form can be downloaded at <http://www.acca.org/ansi>. Comments must be submitted on the response form in accordance with the instructions on the form. Comment response forms and questions for this third public review must be addressed to Dick Shaw at standards-sec@acca.org.

ACCA Ohio

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Price Yourself For Profit

By Adams Hudson

Some of you probably feel that your customers won't appreciate or understand a price increase. If so, please know that the only cure for this self-imposed guilt trip is to realize it is NOT illegal or immoral to distinguish yourself from your competition in ways other than what color truck you drive.

Hey, all of you buy similar equipment for similar prices from similar sources. Don't bore me – or your customers – with why “your” brand is superior right now. Your customers don't care... yet.

All that customers care about is getting their problem solved. “Fix me!” is their collective cry. If you THINK your customers will say, “Fix me at the cheapest price possible or else,” then you have my permission to let them go “or-elsewhere” for a kid with two left hands, a rusty pair of channel-locks and a job ticket written on a fast-food napkin.

Distinguish yourself by a higher degree of value and benefit. Faster service, more service, longer service, better guarantees, etc. There are 3 ways and only 3 ways to do this: More convenience, higher value, lower risk. Do all of these and you're beyond the crowd... and deserving of more dollars as a result.

Price your jobs for profit. Your ideal retail replacement margins should be 50-55% gross. You know what your industry is charging, and now you need to ask yourself if you're worth it.

Think of it this way. Your attorney charges \$200 an hour. Your accountant is at \$125. How many fires have they spotted? How many water-ruined homes? How many CO poisonings? Not many I'd guess.

If you've done any of these things, you've shown integrity, respect, and caring. If that's not worth more than your current paycheck, I don't know what is.

Don't keep your prices low simply to “fit in” with the competition. Your mission is to give a value to your customers. That's all that matters.

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

Know What You're Selling

What are you really selling? Before you answer, let's talk about what you're *not* selling. You're not selling air conditioning and heating.

Can you imagine coming across a customer in a Southern state who asks, "Why would I need air conditioning?" Can you imagine any customer in a Northern state asking, "Why would I need a heating unit in my home?"

Though climate control was once only for the wealthy, air conditioning and heating are now seen as necessities in almost all U.S. households and businesses.

Do you think that because you're selling a "necessity" your job should be easy? Do you think that since air conditioning and heating needs are here to stay, your business is too? The simple answer is: only if you know what you're selling.

Since HVAC units have become a requirement for nearly every building, the consumer does not just demand a unit. They demand:

1. Trustworthy service from a reliable dealer (*46% cite as their primary purchasing reason.*)
2. Features *that translate into* benefits to them (*23%*)
3. Excellent quality, brand-name products (*15%*)
4. Price (*11%*)
5. Other (*5%*)

You should be encouraged reading that list – especially notice that "price" was #4 on the list. Yes, that's the little number that all weak salespeople claim is the reason that "all my customers are buying from so-and-so..."

The point is, maybe "so-and-so" explains his products better, sounds more credible, gives better guarantees AND has a price that translates into higher value.

If you don't believe me (or my half brain), then I'd be willing to bet that your company is in for some rocky times. If you *do* believe this, then you must do one or more of the following:

- Change your marketing to target more customers who are less price-resistant.
- Increase your *product benefits* to increase your competitive advantage.
- Learn how to clearly communicate your superiority in value-oriented terms to the customer.

Do all three and you win – and win big. No competition can withstand this "triple threat" except for the weak-kneed response to lower prices. Believe me, customers do want to save money, but they don't want cheap. Sell them value – not cheapness – and they'll buy.



It's A "Quality User" Kind Of Thing

You'll be hearing that phrase more in the future. It is an emerging trend in business that begs us to identify the brightest, most influential, quality conscious of our market groups. For you, it would be those customers who you feel are representative of a forward thinker, or an astute businessperson, or clearly a rational member of a large group of customers.

Build excellent relationships with them... ask for their ideas... even ask them to critique you, your company, your approach, on how things could move swifter or better. Very small cash incentives or inexpensive gifts (such as movie passes, meals, or a free Clean and Check) are usually enough to lubricate the flow of ideas such as...

What do you feel "quality" is? Some may say "product," some may say "service" some may say "reliability." This elusive subject of quality is perceived differently by all different types of consumers, and if you're pushing "service" on "product oriented" buyers, you're missing the boat. And most likely many sales.

The perception of quality is EXACTLY what the customer perceives it is. Nothing more, nothing less. The average customer will be right about quality because he is the end user of quality. Whether you use brass, nylon or zinc fittings may not be as important to him as whether the outdoor unit is attractive or not.

Ask your customers what they think quality is, and you can get an entirely new definition of how you can sell quality. Ask. Sell. Ask. Sell.

Raise the Stakes at the 2012 ACCA Conference and Indoor Air Expo

Air Conditioning Contractors of America (ACCA), the nation's largest organization of indoor environment and energy services contracting businesses, has opened registration for the 2012 ACCA Annual Conference and Indoor Air Expo. The 44th annual event will be held in Las Vegas, Nevada, March 5 - 8.

The ACCA Conference is the largest educational event for the HVACR contracting industry. This year, to provide more focused learning labs that cover more of the topics that contractors want to learn about, some learning labs will be 90 minutes and some will be 45 minutes. Topics will cover residential and commercial contracting, refrigeration, technical excellence, radiant and hydronics, business fundamentals, contracting leaderships, and quality assurance. Some of the learning labs scheduled are:

- Google's Rise, How It's Changed Your Customer's Expectation And What Contractors Should Do About It (45 mins)
- Time Management: Get More Done By Working Smarter, Not Harder (45 mins)
- Regional Standards & What They Mean For You (45 mins)
- Service Lead Turnover Avalanche (90 mins)
- The Customer Satisfaction Pyramid (90 mins)
- Culture & Consistency Leads To Profitability (90 mins)

A full list of scheduled learning labs is available at www.accaconference.com/education.

ACCA has scheduled some of the nation's most sought-after keynote speakers to create a well-rounded educational experience. Tommy Spaulding will open the event with powerful keynote focusing on relationship building and why contractors need to focus on "ROR" (return on relationships) and not just ROI. Then Erik Wahl will wrap up it all up by talking about "The Art of Vision," which will prepare you to go back to your business and look at things in a broader scope, so you can make adjustments that will truly improve business.

ACCA has also added a special "High Stakes" learning event on March 8, featuring Jason Young, a former Southwest Airlines executive. This half day session will help you come up with a solid plan for creating a company culture where your employees will thrive and you can achieve greater profitability. This event is limited to 300 people, so make sure to mark the box on your registration to save your seat at the event.

To make sure that participating contractors leave the event armed with valuable information to drive their businesses in the future, ACCA is recording all of the conference presentations and workshops. Those who purchase a full, "first employee" registration before December 15, 2011, will receive the full Learning Labs DVD set for free after the conference.

"It's impossible to remember everything you learn at an event like our conference, so as we have done in the past, we are offering a free DVD of all the sessions to attendees who register early," says Paul T. Stalknecht, president and CEO. "It's a great way for us to thank them for attending and it helps them refresh their learning experiences, and share valuable information with the top leaders in their companies that may not have been able to attend. We will mail out the DVDs as soon as production is complete, to all attendees who either registered early to earn it for free or purchased a copy on-site."

Full conference registration includes all of the learning labs, sessions, and forums, as well as passes to the Indoor Air Expo and the evening Chairman's Banquet. Many other meals and networking opportunities are included with registration. The different registration options are detailed at www.accaconference.com/register.

The ACCA Conference is held in conjunction with the Indoor Air Expo, the industry-wide marketplace and showcase. The 2012 Indoor Air Expo is co-presented by ACCA and the Indoor Air Quality Association. The show floor is filling up fast, as HVACR suppliers gear up to present contractors the latest in improvements and technological advances aimed to make contractors'

businesses more efficient and productive. More than 3,000 decision makers in the indoor environment and energy services industry will be converging in Las Vegas. It is an audience that is eager and ready to explore new products, technology, and ideas. The Indoor Air Expo continues to be the industry's premier trade show and the leading marketplace for HVACR and IAQ buyers and sellers. For more information about exhibiting and sponsoring, contact Tom Murphy at tom.murphy@acca.org or 703-824-8875.

The official hotel of the ACCA event is the Paris Las Vegas. Make hotel reservations by calling 877-796-2096 and mention ACCA for the special discounted room rate of \$195 (plus applicable fees and taxes) before February 1, 2012.

Complete program information, including accommodation and schedule details, may be found online at www.accaconference.com.

Registration opens for the 2012 ACCA Conference next March 5-8, in at Paris Las Vegas.

This year ACCA have planned an exciting new conference featuring a slew of Learning Labs taught by contractors and experts in a new schedule of 45-minute and 90-minute sessions. Plus, we've lined up some of the best speakers in the country for our general session, added new parties and events, and will even feature a special half-day workshop on building the ultimate customer service company from one of Southwest Airlines' leaders. The 2012 ACCA Conference will offer a whole new experience in a one of a kind location!

And groups are gone! No more extra work -- instead use your unique discount code that your members can use to register online and save \$100 on the first registration from a company. That's right, just use the code online by December 15 and the first attendee from a company will pay the same fee as an additional employee, just \$695.

But wait, there's more: The first registrant from each company will also receive a free copy of the Learning Labs DVD, featuring recorded PowerPoint and audio from all of the workshop sessions at the 2012 conference, usually sent 3-4 weeks after the show. Again, only if they sign up by December 15!

And there's even more: If ten or more first registrants sign up using your chapter's code, you will receive one free chapter executive registration for the CLC and conference. That's a \$450 savings for your chapter!

Here's how it works:

-- Your Chapter Discount Code is: GRCLV2012

-- *Your code will only work until December 15 - after that, the code will expire and everyone will pay full price.*

-- To receive the discount, contractors must register online at www.accaconference.com by December 15. When they register, they'll enter their email address, then select First Attendee, and then enter the code in the "Enter Discount Code" box. They can register additional employees at the bottom of the Chairman's Banquet & High Stakes Learning page. Your code will automatically calculate the discount for the first attendee in the payment section.

We encourage contractors to register with a credit card online at www.accaconference.com. However, I've attached a flyer and form you can use for contractors wishing to pay by check. Please make sure you enter in your Chapter Discount Code at the top of the page so they can receive the discount and we can track your registrants.

Let us know if you have any questions at kimya.cajchun@acca.org. Thanks.