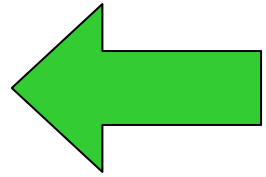


# Chapter News

February 2012

**Thursday, February 9**

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



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## Cancellation Rights of Consumers

Speaker: Tom McGuire, Senior Assistant Attorney  
General Consumer Protection Section – Cleveland  
Office

Cancellation Rights of Consumers - Certain consumer laws require sellers to provide cancellation rights to consumers who enter into contracts for specific goods or services. Also, How are cancellation periods measured?, What is the seller's responsibility?, What is the consumer's responsibility?, and when to offer cancellation rights.

### To Contact Greater Cleveland ACCA

Phone: 330-671-2191

Fax: 330-752-2616

Email: [accacleveland@gmail.com](mailto:accacleveland@gmail.com)

- In this issue:**
- 2 - Chapter News - ACCA Ohio New Benefit for Members
  - 3 - Chapter Board & Associate Members
  - 4 - Coming Events / President's Letter
  - 5 - Business Help - 2012 ACCA/PHCC Ohio Convention and Expo
  - 6 - Business Help - The Most Powerful Marketing Combination on the Planet
  - 7 - Business Help - How to Sell to Woman
  - 8 - Business Help - The Best Place to Find a Technician
  - 9 - Business Help - ACCA National & Ohio News

## ACCA OHIO Benefit Highlight

### ACCA Benefit of the Month - Central Messaging

Central Messaging is a 24-hour per day, 7 day per week telephone answering service with over 20 years of experience. All Central Messaging operators are extremely professional, courteous and well trained. They understand the responsibility that goes along with answering your phones.

You will find Central Messaging to be a solid, reliable company with extensive experience in the answering service industry. Central Messaging is unique in that we specialize in providing our customers with quality professional services at preferred prices.

The skills of our management team combined with the skills of our knowledgeable staff have gone unmatched in the answering service industry. Central Messaging is proud to call ourselves "An Industry Leader".

### Almost Spring!

- Prepare your "end of season" offers to send to your list of unclosed sales.
- Biggest thing to do during this time: Gather more names for your hottest list – your customer database.
- Get ready now for the beginning of Allergy Season next month.



ACCA Ohio President Jim Ellia swears in the 2012 Board of Directors



Outgoing President Keith Raymond presents Incoming President Brian Stack with his 2012 Board President Gavel



Mike Murphy from TheNEWS speaks to our membership on the 2012 Industry Outlook



## ASSOCIATE MEMBERS

*Thank you for your support!!*

**Aprilaire** – Jim Blind  
[jab@aprilair.com](mailto:jab@aprilair.com)

**Arzel Zoning Technology, Inc.** - Colleen Weston  
216-831-6068 [colleen@arzelzoning.com](mailto:colleen@arzelzoning.com)

**Bitboyz** – Jeff Dennis  
216-539-9655 [jeff@bitboyz.com](mailto:jeff@bitboyz.com)

**Famous Enterprises** - Mike Scott  
216-529-1010 [msscott@famous-supply.com](mailto:msscott@famous-supply.com)

**Federated Insurance** – Nick Lower  
330-721-0024 [nrlower@fedins.com](mailto:nrlower@fedins.com)

**Ferguson Heating** – Kurt Davis  
330-463-1280 [kurt.davis@ferguson.com](mailto:kurt.davis@ferguson.com)

**Honeywell** – Jeff Holben  
614-404-1196 [Jeffrey.holben@honeywell.com](mailto:Jeffrey.holben@honeywell.com)

**Kuno Creative** – Chris Knipper  
[chris@kunocreative.com](mailto:chris@kunocreative.com)

**Lennox Industries** - Dennis Kall  
216-739-1100 [dennis.kall@lennoxind.com](mailto:dennis.kall@lennoxind.com)

**Productive Air Duct Cleaning** - George Grozan  
800-818-3398 [info@4productive.com](mailto:info@4productive.com)

**Rapid Recovery** – Rick Boettcher  
216-927-9500 [rboettcher@raprec.com](mailto:rboettcher@raprec.com)

**Refrigeration Sales Corp.** – Jack Tobik  
216-525-8232 [tobikj@refrigerationsales.com](mailto:tobikj@refrigerationsales.com)

**Residential Energy Services Co., LLC**  
George Trappe  
440-835-5735 [trappman@aol.com](mailto:trappman@aol.com)

**Robertson Heating Supply** – Dale Hochevar  
216-328-2979 [dhochevar@rhs1.net](mailto:dhochevar@rhs1.net)

**Webb Supply Co.** – Tony Valentino  
216-289-7400 [tony.valentino@webbsupply.com](mailto:tony.valentino@webbsupply.com)

## GREATER CLEVELAND ACCA

### 2012 Officers:

**President** – Brian Stack 888-850-9994  
**Vice President** – Mike Aerni 216-676-9045  
**Sec/Treasurer** – Kris Guzik 216-676-9045

### Board of Directors / Committee Chairs:

#### Associate Membership Co-Chair

Kurt Davis 330-463-1280

#### Golf Outing Co-Chair

Al DiLauro 440-232-1861

#### Associate Membership Representative

Chris Klefsaas 440-328-3050

#### Heat & Plumb the Country Chairs

Keith Raymond 440-244-5584

Don Van Horn 440-398-9415

### ACCA Ohio Board Trustees

representing Greater Cleveland ACCA:

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

Chapter Manager: **Michael Mennett**

**P. O. Box 13223**

**Fairlawn, OH 44334**

**P – 330-671-2191 / F – 330-752-2616**

### Rule Breaking 101

“Rebates and financing options are only to fool customers.”

**FALSE:** If a customer wants a new heating system, but doesn't want to pay for it for 6 months, that's his business. If a customer wants a rebate instead of a discount, that's his business. And if you don't offer these to customers, that's losing some of your



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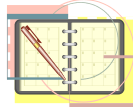
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## COMING EVENTS



**February 9** – Tom McGuire,  
Ohio Attorney General Office, Cleveland  
*Cancellation Rights of Consumers*

**March 15** – TBD

**April 12** – Federated Insurance  
*Distracted Driving*

**May** – Joint Meeting with Code Officials  
New 2009 IECC Code Update – **Date may  
change**

**June, July, & August** – No Meetings

**July 26** – ACCA Joint Golf Outing with ACCA  
Akron/Canton

**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](http://www.accaconference.com)

**ACCAOhio Convention & Expo**

March 28–31, 2012  
Hilton Easton, Columbus

**ComfortU** - Online Learning from ACCA  
[www.acca.org/comfortu](http://www.acca.org/comfortu)

*Hello Friends,*

*Whew! It's been a busy start to the New Year at the Greater Cleveland ACCA. It seems like 2011 is just a distant memory as we get ready for next month's ACCA Conference & Indoor Air Expo in Las Vegas.*

*We trust the same can be said for your business as you dig in for a successful 2012.*

*Part of that success is your continued involvement in ACCA. Whether it's participating in our new training classes, or taking advantage of our special relationship with industry vendors, ACCA has something to offer everyone.*

*And if you can think of anything else that would make your membership even more valuable, just let us know. Greater Cleveland ACCA is always looking for better ways to offer you more.*

*Brian Stack*

**ACCA Greater Cleveland  
2012 President**



# Business Helps



**Registration is now OPEN!**  
**Education - Networking - Information - 2012 EXPO**  
**Visit [www.ohioconvention-phccacco.org](http://www.ohioconvention-phccacco.org) to download the registration form.**

March 28-31, 2012 / Columbus Hilton at Easton  
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### Gold



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**Ice Cream Social**  
**Williams Training Agency**

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### TV Giveaway

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**Webb Supply**  
[www.webbsupply.com](http://www.webbsupply.com)



### “The Price is Right - Understanding Overhead,” Mike Bohinc

The sad truth is that many small business owners are so busy running their companies that they just take a guess when setting their selling price. They may try to figure out what their customers are “willing to pay” or worse, call competitors and set their price by what others charge.

If you are charging customers less than your costs to do the job, it doesn't matter how hard you work or how many hours you put in. It's just matter of time before your cash flow will come to an end.

This session is a must for anyone who has not done the math to determine their own correct selling price. It's also aimed at business owners who must compete against companies that are undercharging for their services and is a great session for opening the eyes of technicians who may not understand all the costs that go into running a successful business (somebody does have to pay for the trucks, gas, insurance, and uniforms).

**FREE SOFTWARE for Every Attendee – a \$249 value!** The seminar will include a review of the Overhead & Profit Calculator, a software tool designed to make the process of finding a proper selling price easy for contractors. Every attendee will receive a free copy of the software, courtesy of Kohler and the PHCC Educational Foundation.



## The Most Powerful Marketing Combination on the Planet

By Adams Hudson

Like tools in your toolbox, ads have different “messages” for entirely different purposes. The effective combination of tools builds your perfect marketing machine. I didn’t say expensive, or complicated, or difficult to do, as you’ll find in upcoming articles. So since you’ll go out of business if your phone doesn’t ring enough, let’s look at that “simple” part to see **the only 5 ad types you’ll ever need:**

1. **All Purpose** – These are the do-all ads. All-Purpose ads are for pushing a range of services. All-Purpose ads can also blanket a neighborhood or purchased list as an “introductory” piece. They “plant the seed” with a broad, all-encompassing message that speaks to everyone.
2. **Direct Response** – You want leads, right? Well, that’s the purpose of Direct Response. And it can be highly effective in almost any media. They ask directly for a “response” and go “directly” to a prospect. The headlines of Direct Response ads often contain the offer and are extremely attention getting. Immediately, if not sooner, the prospect will respond to the offer, usually getting a little bonus for a quick response.
3. **Image** – You must assume that the vast majority of your market who is *not* your current customer only knows you by the ads you run. They have or are forming an opinion with every ad. They don’t know your integrity or professionalism; they only know your ads and the image they project. *You’ll get an image whether you advertise for one or not.* Therefore, we recommend spending a little to build a better, more professional image.
4. **TOMA** – Your marketing is about commanding a position in your prospect’s mind. It’s what you want your prospects to believe when they think of your company. These very small ads usually “trickle” your name in front of your prospects *with supremely high frequency.* For customers, branding ads are to continually remind them of your name, credibility, and professionalism.
5. **Retention** – Retention ads keep customers. That’s their purpose and it’s a very good purpose to have. A retention effort is *not* about pumping a sale in someone’s face with each contact. It is about maintaining credible, reliable, trustable relationships with your client base. A strong retention program will out pull, out profit, and generally outperform other forms of marketing – dollar for dollar – than any other marketing investment you can make. Period.

Adams Hudson is ACCA’s National Marketing Partner. You can request his free marketing ezine and free marketing reports by emailing [FreeACCAstuff@hudsonink.com](mailto:FreeACCAstuff@hudsonink.com).

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## How to Sell to Women

**FACT:** You will encounter more women in your sales and service calls.

**FACT:** 91% of the home-based decisions on what is good/ not good, fair/ not fair, likeable, or reprehensible are made by a female.

**FACT:** 90% of sales decisions are made in the subconscious mind, which means image and emotion are more compelling than raw fact. Women are the emotional superiors to men in virtually every category.

**FACT:** Most HVAC techs and salespeople are men and sell based on logic, selling as if to men.

Understanding how to sell to women starts with the age-old question, “What do women want?” The answer is not that complicated at all:

- Being understood – They want to know that you understand what the problem is that prompted them to call you to their home.
- A feeling of connection – Are you someone they actually want in their home? Do they feel like you’re on their side and want to try to help them?
- Peace of mind – What assurances can you provide them that they are making the right decision about their repair or Maintenance Agreement membership? How will this help them rest easier?
- Trust – What do you do to demonstrate that you’re trustworthy? Do you listen when they speak? Do you provide solutions that are based on the needs they have expressed?
- Long-term relationships – Will you (or your company) be there if they have a problem with their equipment? Will they feel confident calling you again? Do they feel enough confidence in you that they would trust you to help their friends and other family members?
- Never ask a woman if she is the head of the household. This is the same as asking, “Do you have the authority to make this decision?” Whether the woman is married or single, you have just challenged her right to purchase your product or service – and that’s a no-no.

These facts can be a big problem or a big opportunity. The tech who best understands and appreciates the difference in communication styles between men and women is the one most likely to provide the best service – and get the most sales.

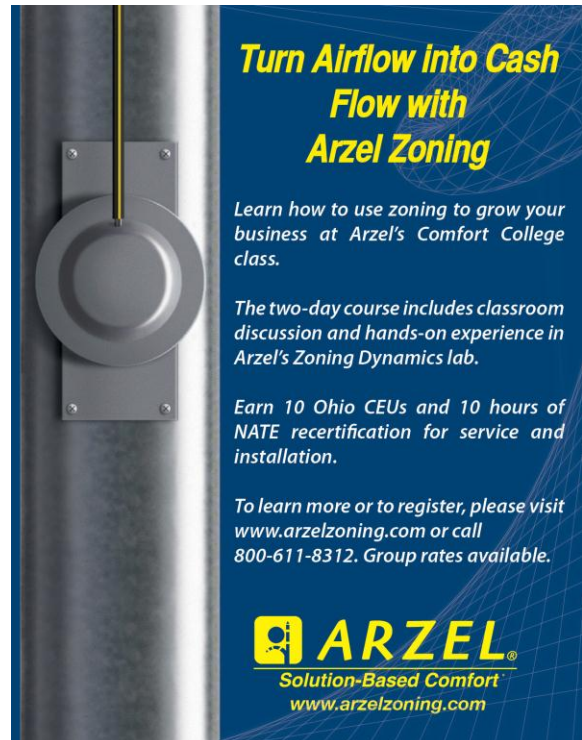
## The Best Place to Find a Technician

Often the current workforce knows or hears of people who are looking for jobs and can tell you far more about them than an employment agency ever could. The trick is to make a four-prong effort into enacting this search:

- Offer meaningful rewards. Pay a significant finder's fee for successful referrals. It doesn't even have to be money. It can be time off, transportation upgrade, or another desirable company perk.
- Adapt the reward to the position. If you were looking for a lower level position, the referral reward would be less than for an upper level (Service or Installation) manager. For these positions, you could give half the reward at hiring, and half after a successful probationary period.



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- Promote the program. Put it on the bulletin board, by the soft drink machine or water bottle, email it weekly, bring it up at meetings. Other employees need to develop a sense of mission that won't come with one or two casual mentions.

- Pay special attention to the referrals. This makes both parties feel sort of special. You can cut interview time, introduce to decision-makers sooner and use other ways to fast track the process.

The hardest thing about making good hires is to make sure that they fit in, do their job well, and are well-liked. Technicians tend to be very hard on Supervisors if they aren't "one of them," but if they were recommended from within the ranks, their acceptance rates are much higher.

## 25c Tax Credits Expired At End of 2011

Despite the efforts of ACCA and its industry partners, Congress failed to extend the Residential Energy Tax Credits (25c) before they expired on December 31, 2011. This is the first time since 2008 that there is no federal income tax incentive for homeowners to make energy efficient upgrades to their homes.

All hope is not lost on these tax credits though. We are continuing to work with Congress on getting them extended, but it is uncertain when that may happen and if it does happen, if they will be retroactive to January 1, 2012. Charlie McCrudden explains what may happen to these tax credits and what other tax incentives were not extended in his latest Hot Air! Wondering if there are any state or local tax incentives to offer your customers? Try using ACCA's HVAC specific DSIRE web tool. It allows you to search for incentives by state, zip code, technology, and industry sector.

## IE3Online.com Launches

Yesterday we launched the new [www.ie3online.com](http://www.ie3online.com) website. This website is an extension of the new IE3 Magazine that will be arriving in your mailboxes soon. But as you will see, there is nothing typical about IE3!

The new website was designed to be able to be used by you, the way you want to use it...whether that means on a PC, a smartphone, or an iPad. And it's not just a reprint of the articles in the magazine. There are extended articles, videos, and special downloads that you can share with your entire staff. You can also get into the conversation by sharing your thoughts and ideas. Who knows, we may ask you to your story in the future.

Check out the new website at [www.ie3online.com](http://www.ie3online.com), start exploring and get into the conversation today!

## RCAC Recommends Final Draft 2009 RCO to BBS

At its meeting last week, the Residential Construction Advisory Committee (RCAC) unanimously voted to recommend its final draft of the 2009 Residential Code of Ohio (RCO) to the Board of Building Standards (BBS). Included in its most recent draft are an alternative energy code, amendments to the 2011 NEC to eliminate the need for GFCIs on sump pumps and garage door openers, removal of residential sprinkler mandates, as well as, overall code provisions resulting from a deliberative review process. The RCAC voted to recommend the code for the BBS adoption with an effective date of no sooner than January 1, 2013. Moving forward, the BBS will review the RCAC recommendation before moving the code to its public hearing and formal rule adoption process

## New For 2012: ACCA Contractor Members Receive Free Shipping On Online Orders

The Air Conditioning Contractors of America (ACCA), the nation's leading association for indoor environment and energy service businesses, is now offering free shipping on select products ordered online by ACCA contractor members. [www.acca.org/store](http://www.acca.org/store)

In order to receive free shipping, orders must be placed online at [www.acca.org/store](http://www.acca.org/store), by an active ACCA contractor member that is logged into their account. All items that are eligible for free shipping are marked online and include:

- ACCA technical manuals such as Manual J, Manual D, and Manual N.
  - ACCA standards such as the Quality Installation (QI) Standard.
  - ACCA training DVDs and CDs such as Understanding Manual J and Mastering AC Service.
-

## What's Going On With R-22

Recent actions by the US Environmental Protection Agency (EPA) regarding HCFCs have led to uncertainty about the availability of R-22 in the coming months and years. In response, contractors have noticed a ramp-up in the chatter about R-22 and price changes as some manufacturers and importers have amended their sales policies. This situation is the culmination of several factors, including the continued implementation of the federal government's policies regarding HCFCs, current market conditions, and delays in the regulatory process.

As most contractors know, the EPA controls the production of HCFCs, including the refrigerant known as R-22, through allowances that limit how much each gas manufacturer and importer can produce or import in a given year. Under the implementation of the Montreal Protocol, the production and use of R-22 is slowly being phased out.

In August 2011, the EPA proposed to adjust the allocations in place for the years 2012-2014. This adjustment was necessary because of a lawsuit filed by two HCFC producers who had completed a legal trade of allocations that EPA had failed to recognize in its allocations released in 2009. EPA consulted with industry stakeholders before proposing to reduce the annual allocations. In gathering information used to develop the August 2011 allocation adjustment, EPA found that there was an oversupply of R-22 in the marketplace, partly evident by a lack of demand, increased reuse of R-22, and low wholesale prices. In fact, in 2010, producers of R-22 only utilized 86% of their allocations. A trade organization representing the manufacturers and importers of R-22 supported these claims, and advocated for a 20% reduction in allocations for 2012-2014.

By the end of 2011, EPA had yet to finalize its adjustment proposal for the 2012-2014 allocations. But EPA did release a subsequent version of the August 2011 adjustment proposal on December 30, 2011, one that proposed to reduce the allocations for 2012-2014 between 11-47%. Without a finalized adjustment rule, the producers and importers of R-22 were stuck in a legal limbo – on January 1, 2012, they did not have the authority to manufacture or import R-22.

Recognizing this problem, on January 20, 2012, EPA sent “non-enforcement” letters to the producers and importers of R-22, alerting them that they could resume the manufacture and import of R-22 in the interim even though EPA had yet to set the new allocation amounts. The non-enforcement letter advised that production would be curtailed by 45% of their last allocation amount, the high end of the allocation adjustment proposal. It is expected that the EPA adjustment proposal will take at least until the summer of 2012 to be completed. The end result could be a reduction in R-22 allocations somewhere between 11-47%, meaning it is likely the final adjustment proposal will be less than the interim 45% reduction and that more R-22 may be produced or imported.

ACCA has been following this issue to provide contractors with the most up-to-date and precise information available. We will continue to monitor the allocation adjustment rulemaking process and alert members of any progress or actions taken by EPA.

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