



Air Conditioning Contractors of America
Greater Cleveland

Chapter News

January 2012

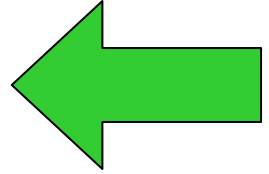
Thursday, January 12

Holiday Inn, Independence

7:45 a.m. Registration

8:15 a.m. Breakfast

8:45 a.m. Program



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2012: Outlook for Change

Speaker: Mike Murphy, Editor-in-chief/Manager of conferences with The NEWS

Mike Murphy of The NEWS will present a review of 2011 and events that helped to shape that year. Then, he will provide projections for 2012 and identify some issues, trends, and opportunities to be aware of in the coming year. Topics include the green movement, dry-shipped R-22 units impact upon overall sales, home performance contracting, and stock market tips. *Just kidding, do not follow his stock advice.*

TO Contact Greater Cleveland ACCA

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ACCA Benefit Highlight

Residential Financing

ACCA is pleased to announce access to exclusive residential financing options through a new partnership with GE Money (www.acca.org/members/financing). ACCA contractor members now have access to:

- A wide variety of consumer financing promotions, ranging from deferred interest promotions to reduced interest rate / reduced payment promotions, meeting many different consumer needs at competitive prices
- Fast funding within 24 to 48 hours upon completion of the work
- Access to 24/7 training on how to sell financing and integrate it into the sales process

Contractors Ending Year With Cautious Outlook

According to the December Contractor Comfort Index (CCI), contractors are continuing to have a cautious outlook when it comes to 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 December 2011, the CCI is 53. These results also show that contractors are feeling less confident than they were 12 months earlier when the CCI was 61.

The CCI is calculated based on a survey of the association's contractor members, who are asked how positive they feel about new business prospects, existing business activity, and expected staffing decisions in the short-term future. Weighted and averaged into one number, a CCI of 50 or above reflects anticipated growth.

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Chapter Manager: **Michael Mennett**

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Rule Breaking 101

“Once you’re tired of an ad, you should pull it.”

FALSE: You’re far more likely to get tired of an ad before your customers and prospects. As long as it’s pulling in leads and sales, leave it alone. Repeating your successes can only increase your profit. Trying to fix what’s *not* broken can only damage your bottom line in the long run.

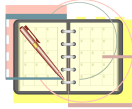


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COMING EVENTS



January 12 – Mike Murphy
Annual Industry Overview

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*

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

Hilton Easton, Columbus

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

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,

Can you believe it's already a new year? It
seems like there's always a new opportunity
or challenge that keeps us working to be the
best here at ACCA Greater Cleveland.

I know you feel the same way about your
business. You can never learn too much, do
too much, or be too successful.

That's part of why your ACCA membership is
so valuable. The latest news and industry
updates are delivered right to your doorstep,
helping you stay a step ahead.

*Even though seasons change and years
pass, our commitment to serving you stays the
same. Let us know if there's a way ACCA
Greater Cleveland can be better in 2012.*

*Keith Raymond, 2011
ACCA Greater Cleveland President*

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Business Helps

5



ACCA Ohio

March 28-31, 2012 / Columbus Hilton at Easton

"Learn Today, Earn Tomorrow" / www.ohioconvention-phccacco.org

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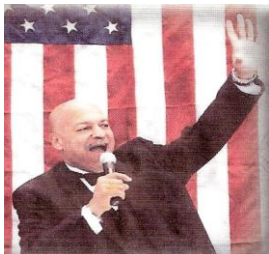
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Opening Keynote...Harvey Alston

Considered one of the most dynamic, "high octane" speakers in America. Harvey Alston has been a full-time speaker since 1989. He has spoken to millions of people throughout the US who have benefited not only from his knowledge, but also from the wisdom that Harvey brings to the finish line.

Mr. Alston's unforgettable words of individual responsibility for achievement have improved spirits, spurred growth, and changed lives. His powerful, soul-searching presentations uplift audiences to a higher standard, and to a level where they strive only for the best. Harvey believes in solitary achievement, shared accomplishment and the dignity of human beings.

Over the years, Harvey Alston has received recognition and awards from such diverse groups and organizations as the Ohio House of Representatives as one of Ohio's Finest Citizens, the City of Columbus declared a Harvey Alston Day, and he was commissioned a Kentucky Colonel, and has received numerous national recognitions and awards.

Planning Is The Path To Profit

By Adams Hudson

A simple marketing “attack” plan gives you a strategy that considers the needs of your market and provides a year-round plan to meet those needs. It gives you a calm, rational approach to anticipate the slow times and gives you ways to keep promoting yourself when business is booming.

To get your “strategic thinking” in gear, look to these ways to get on the right course:

1. **Quit thinking your “old” marketing will suddenly have “new” results.** Amazingly, contractors crumble up thousands of dollars in “dead” ads a year. If it’s not helping your image or your lead count, chunk it.
2. **Quit depending on the Yellow Pages as your salvation.** Over 70% of contractors spend half their entire marketing budgets here. If it’s not pulling an equivalent lead count, that’s a big mistake. Trim your YP down to 21% of your marketing budget. If you can get away with less, do it.
3. **Zig while your competition zags.** You cannot stand out by sameness. That’s so obvious, but contractors still use the competition as a model. And that’s a bad idea. Your ads and marketing message should be the most unique thing you have. Parade your unique benefits over the “same old thing” offered by your boring competition.
4. **Set a marketing budget.** This is so simple, yet not one in eight contractors do this right. If you’re aggressively pursuing market share, it’ll cost you 8-10% of your sales budget; moderate marketers spend 5-8%; conservative marketers spend 3.5-5%. If you’re trying to be “aggressive” but spending 2% of your sales on marketing, you’re looking for diamonds at the price of cubic zirconium. Spend what it takes.
5. **Set a marketing plan in motion, no matter how small.** At the most basic level, divide your year into quarters and define which ones are your peak seasons and which are “off-peak.” Figure exactly what you’ll spend to promote what during that time. Then decide “how” you’ll deliver that message (media). You’re ahead of most of your competition just by doing this.

Your marketing plan should give a great deal of weight to marketing timing. The good news is that, after you build it, it can run itself. I don’t mean, “Build it and forget about it.” I mean you can build it, chart its results, monitor it, and then only modify what needs work. After the first real planning efforts, your workload is tremendously reduced.

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

“Unlearn” the Teachings of Youth and Inexperience

Through your school days and beyond, I’m sure you heard sayings along these lines: “If you’re good at what you do, you will be rewarded.” That’s a comforting thought, right? It keeps you trying to be the best at what you do. So when you are sure your level of competence is far higher than the average Joe’s, you’ve got it made.

Well, that may be the prevailing theory, but let me alert you to one small detail. That theory isn’t based on fact or actual experience. Nope. The voice of experience tells you the sad truth: you can be good at what you do – and not be rewarded.

What makes the difference? Sales and cash flow. Sorry to seem so “obvious,” but if the application of that answer were truly that obvious, everybody would be successful.

Many people perceive selling as a simple task: persuading someone to buy something. Your objectives should be much broader than that. A good salesperson builds a relationship that benefits both parties in the long-term. Selling involves:

- Helping a customer identify needs, fears, problems, voids, discomfort, loss, desire. (Commit these to memory. They haven’t changed in thousands of years.)
- Presenting information that solves these problems.
- Providing follow-up to maintain satisfaction, encourage future “solutions” and referrals. (Thus begins the cycle anew.)

Simply put, selling is the single business activity involving a person-to-person communication process during which the salesperson uncovers and satisfies the needs of the buyer to the mutual, long-term benefit of both the consumer and the contractor.

Your sales are the truest reflection of your company’s health. It is the surest measure of your ability to get your message heard, understood, and acted upon in your market.

It’s tempting to think that being good at what you do will bring you success. But the wisdom of experience reminds us all of this important distinction. To be competent, you must be good at what you do. To be successful, you must know how to sell your goodness.

The “Must Do” List For Placing “Help Wanted” Ads

When you place an ad for salespeople, you’re sometimes limited by budgets and word count. Here are the things you must express as soon as possible to get the best applicants:

- Your company name should be in the ad. If not, your interviewer needs to “sell” the company as one looking for the highest quality salesperson right up front.
- Product knowledge can be overstressed sometimes, but it helps to tell your applicants that they’ll be expected to be able to understand the product’s benefits from the customer’s perspective. Too often, technically minded applicants dazzle interviewers, when it’s the customer who needs to be impressed.
- If you want experience, state it in the ad. If you want to discourage rookies, do so quickly. Be very careful about legal limitations on applicant qualifications. Contact the EEOC if you’re at all unsure.
- Make sure you talk compensation early or put it in the ad. If your plan has benefits over your competition, say so!
- Put contact information in the ad. P.O. Boxes are occasionally a turn off, but regardless, be very clear about who is to be contacted and during which hours.

Finding good help can be a daunting task. Make it easier and more productive by placing ads that will get your company the best results.

NLRB Extends Deadline to January 31, 2012

The National Labor Relations Board (NLRB) has postponed the implementation date for its new notice-posting rule by more than two months in order to allow for enhanced education and outreach to employers, particularly those who operate small and medium sized businesses. The new effective date of the rule is January 31, 2012. The decision to extend the rollout period followed queries from the business and trade organizations indicating uncertainty about which businesses fall under the Board’s jurisdiction, and was made in the interest of insuring broad voluntary compliance. No other changes in the rule or in the form or content of the notice will be made. Most private sector employers are required to post the 11x17 inch notice that describes employee rights under the National Labor Relations Act. The posters are available at no cost through the NLRB website, www.nlr.gov/poster, or by ordering a print in the mail.



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.

ACCA, AHRI, HARDI Agree to Collaborate on Hydronics, Radiant Initiatives

The three leading trade associations in the indoor environmental industry have announced they will collaborate closely on educational initiatives to benefit the industry’s hydronics and radiant panel sectors.

The three associations are Air Conditioning Contractors of America (ACCA), which represents contracting businesses; the Air-Conditioning, Heating & Refrigeration Institute (AHRI), which represents manufacturers; and, the Heating, Air-conditioning and Refrigeration Distributors International (HARDI), which represents wholesalers and distributors. These three organizations have a longstanding history of collaboration and partnering for the betterment of the air conditioning and heating industry.

The hydronics partnership was developed in a series of meetings at ACCA, which recently launched a Radiant & Hydronics Council (RHC) to provide specific support to member companies who work in the hydronics field.

“Hydronics is of growing importance to our industry, as contractors are now being expected to understand a wide variety of different technologies in order to serve their customers, from air to

water to ground and back again,” said Paul T. Stalknecht, ACCA President & CEO. “The three legs of our industry – contractors, manufacturers, and distributors – all recognize this importance. We understand we need to work together to ensure that systems are properly designed, installed, and maintained.”

Through the collaboration, AHRI will continue to update basic hydronics training and curricula. This material will be used by HARDI to encourage its distributor members to provide hydronics training in their local areas. ACCA also will use this material to develop online education for contractors and their employees, and encourage members to take advantage of HARDI member training where available. The ACCA RHC will develop advanced online training modules for contractors that need to go “beyond the basics” in hydronics design and installation.

In addition, the ACCA RHC and HARDI will be represented on the AHRI committees responsible for developing or revising hydronics training materials. The ACCA RHC will join AHRI, HARDI, and many others in the North American Council on Hydronics, a USA-Canadian alliance group.

“We are delighted about this new collaboration, said Stephen Yurek, AHRI President & CEO. “Working together, our three organizations will provide a higher level of service and professionalism than we could on our own to the entire hydronics industry.”

Talbot Gee, HARDI Executive Vice President & COO, added, “Our members are very excited about the opportunities presented by collaboration between our three organizations. There are tremendous possibilities for future projects that will pay great dividends for those who specialize in hydronics, an area where industry-specific education is sorely needed.”
