

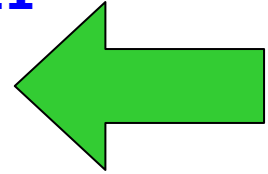


Air Conditioning Contractors of America  
Greater Cleveland

# Chapter News

May 12, 2011

Thursday, May 12



THANK YOU to our  
SPONSORS!



FAMOUS  
SUPPLY®



**Holiday Inn, Rockside Road, Independence  
7:45 a.m. – Breakfast Meeting**

**Program: Sexual Harassment on the Job and in the Workplace  
includes one (1) CEU credit.**

*Join us on Thursday, May 12 for our May Breakfast Membership Meeting at the Holiday Inn on Rockside Road in Independence.*

*This month's program topic is Sexual Harassment on the job and in the Workplace. Attend and have an opportunity to acquire one (1) CEU credit.*

Please invite a prospective member to join you for our breakfast membership meeting for free.



## 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
  - 3 - Chapter Board & Associate Members
  - 4 - Coming events / ACCA National News
  - 5 - In Ohio - Welcome ACCA Ohio's Newest Officers and Board Members
  - 6 - Business Help - ACCA Ohio Legislative Day
  - 7 - Business Help - Sales - A Great Close Begins with a Great Opening
  - 8 - Business Help - Sales - What's the Best HVAC Sales Personality? + More
- Spring Fling Fundraiser! - See you on April 30

## ACCA Membership Drive A Huge Success!

On March 16 and 17, ACCA Ohio held its most successful membership drive in its history. We were able to bring in **89** new members across the state. ACCA Greater Cleveland brought in five (5) new members: three (3) Contractor Members and two (2) Associate Members.

We want to thank all of our Captains and Co-Captains to for all of their hard work at recruiting our new members.

For members that are still speaking with new prospective members please keep up the good work as we hope to increase our numbers by the end of December.

## ACCA Membership Meeting Thursday, May 12, 2011

### Sexual Harassment on the Job and in the Workplace

#### Speakers:

Susan Johnson and Kim Popella,  
HR Generalist/HR Manager  
Famous Supply

What is sexual harassment and how it can affect your workplace personally and professional? Know how to recognize sexual harassment and what to do about it. We will also cover how it could affect both in the workplace and in your personal life.

## RAPID RECOVERY®



REFRIGERANT ABATEMENT EXPERTS®

**216.927.9500**

Call NOW for a free quote!

**877.3.RAPREC®**

### Job-Site Refrigerant Recovery

High speed recovery machines  
Certified, knowledgeable technicians  
EPA compliant / ARI certified  
• Nationwide service available •

### Value Added Services

Removal of liability  
Complete EPA documentation  
Reduced equipment maintenance

**www.raprec.com**



**ASSOCIATE MEMBERS**

*Thank you for your support!!*

- 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 [mscott@famous-supply.com](mailto:mscott@famous-supply.com)
- Federated Insurance** - Brian Mazzarella  
330-620-1166 [bmazzarella@fedins.com](mailto:bmazzarella@fedins.com)
- Ferguson Heating** - Matt Coley  
330-463-1280 [matt.coley@ferguson.com](mailto:matt.coley@ferguson.com)
- Honeywell** – Jeff Holben  
614-404-1196  
[Jeffrey.holben@honeywell.com](mailto:Jeffrey.holben@honeywell.com)
- Kuno Creative** – Chris Knipper  
440-934-3690 [chris@kunocreative.com](mailto:chris@kunocreative.com)
- Lennox Industries** - Dennis Kall  
21-739-1100 [dennis.kall@lennoxind.com](mailto:dennis.kall@lennoxind.com)
- McGranahan & Associates** - Jack McGranahan  
440-835-1919 [jmcgran@ix.netcom.com](mailto:jmcgran@ix.netcom.com)
- Productive Air Duct Cleaning** - George Grozan  
800-818-3398 [info@4productive.com](mailto:info@4productive.com)
- Residential Energy Services Co., LLC**  
- George Trappe 440-835-5735  
[trappman@aol.com](mailto:trappman@aol.com)
- Robertson Heating Supply** - Brett Griffith  
216-328-2979 [brettg@rhsonline.net](mailto:brettg@rhsonline.net)
- Webb Supply Co.** – Tony Valentino  
216-289-7400 [tony.valentino@webbsupply.com](mailto:tony.valentino@webbsupply.com)
- Wolff Brothers** - Tom Rundle  
330-725-3451 [trundle@wolffbros.com](mailto:trundle@wolffbros.com)

## GREATER CLEVELAND ACCA

### 2011 Officers:

- President** — Keith Raymond  
Raymond Plumbing & Heating 440-244-5584
- Vice President** – Brian Stack 440-937-9134
- Sec/Treasurer** – Kris Guzik  
Energy Management Specialists - 216-676-9045

### Board of Directors / Committee Chairs:

- Mike Aerni – Conserv-Air -Golf Outing 216-889-8800
- Al DiLauro –Cleveland Air Comfort-Golf Outing  
440-232-1861
- Jerald & Laurie Hoover, Hoover Heating & A/C  
Spring Fling Social Event 440-439-2994
- 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 Mennett**  
**P. Box 13223**  
**Fairlawn, OH 44334**  
**P – 330-671-2191 / F – 330-752-2616**

## Techno Tidbit

Did you know there's an HVAC system that uses both ground source and air source heat pumps? According to the manufacturer, GeoEnergy Enterprises, the system "does not require ground water, water pumping or anti-freeze agents to function" – and can be installed in a relatively small space. Learn more at: [www.geoenergyusa.com/column.htm](http://www.geoenergyusa.com/column.htm)

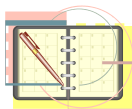
It's Our Business

**FEDERATED  
INSURANCE**

to Protect Yours

Federated Mutual Insurance Company • Federated Service Insurance Company\*  
Federated Life Insurance Company  
Home Office: 121 East Park Square • Owatonna, Minnesota 55060  
Phone: (507) 455-5200 • [www.federatedinsurance.com](http://www.federatedinsurance.com)  
\*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.

## COMING EVENTS



### April 30 – Spring Fundraiser

Location: La Casa Bella (same place as last year)

Theme: The "60's"

### May 12 – Sexual Harassment on the Job and in the Workplace

### No Membership Meetings

June, July, or August



**July 28 – ACCA Annual Golf Outing**  
Fowlers Mill Golf Course

### September 17 – Heat & Plumb the Country

More Information in our Summer Newsletter

**ACCA Benefit of the Month – 4<sup>th</sup> Annual  
ACCA/PHCC Ohio Legislative Day  
May 24, 2011 - Columbus  
FOR PHCC & ACCA MEMBERS ONLY  
1:00 pm Issues Briefing / 3:00pm-5:00pm Visits /  
5:00pm Reception**

Together, with strength in numbers, let's take our pro-business message to the Statehouse. We can't let uncertain economic conditions drag us down and keep us up at night. Instead, be strong enough to stand up for our industry.

### America's small businesses got a reprieve from a looming paperwork nightmare...

... as President Obama signed H.R. 4, the "Comprehensive 1099 Taxpayer Protection and Repayment of Exchange Subsidy Overpayments Act of 2011" into law.

H.R. 4 repeals the provision of last year's health care reform law that would require all businesses to file 1099 forms to the Internal Revenue Service on payments for goods of \$600 or more annually to other businesses. Repealing the 1099 form filing requirement before it took effect on January 1, 2012, was a top legislative priority for ACCA.

President Obama made the following statement upon signing the bill into law: "I was pleased to take another step to relieve unnecessary burdens on small businesses by signing H.R. 4 into law. Small business owners are the engine of our economy and because Democrats and Republicans worked together, we can ensure they spend their time and resources creating jobs and growing their business, not filling out more paperwork. I look forward to continuing to work with Congress to improve the tax credit policy in this legislation and I am eager to work with anyone with ideas about how we can make health care better or more affordable."

Paul Stalknecht, ACCA president and CEO, said, "ACCA was one of the first small business trade associations to recognize and denounce the 1099 requirement when Congress debated the Patient Protection and Affordable Care Act. Over the last year, ACCA's small business contractors have sent thousands of messages to Capitol Hill urging Congress to repeal of this onerous provision. ACCA applauds Congress and President Obama for listening to the concerns of small businesses and repealing this mandate."

ACCA thanks all of the contractors who took the time to contact Congress and let them know that the 1099 provision was detrimental to their small businesses. The repeal of the 1099 filing requirement is a major victory for our members.



**Congratulations to ACCA Ohio's New Officers and Board  
Installed at the Ohio Convention**

**2011-2012 Officers**

**President, Jim Ellia, Efficient Heating & Cooling**

President-Elect, Roger Gundlach, Gundlach Sheet Metal Works

Vice President, Ed Reid, Bartels Heating & Cooling

Treasurer, Gary Jacob, Jacob Bros Heating & A/C

**2011-2012 Directors**

John Walter, Brandon Heating & A/C

Bruce Beckwith, Beckwith Heating & Cooling

Deborah Ratcliff, Ratcliff's Heat & Air

Jeff Reed, Custom Air-Conditioning & Heating

Jim Kruspe, Arlinghaus Heating & A/C

Michael Weber, Thomas & Galbraith Htg-Clg

**Kris Guzik, Energy Management Specialists**

**Brian Stack, Stack Heating & Cooling**

Curt Gholston, Airtron, Inc.

Greg McAfee, McAfee Heating & A/C

Bobby Thompson, Kish Heating & Cooling

Akron/Canton

Akron/Canton

Central Ohio

Central Ohio

Cincinnati

Cincinnati

**Cleveland**

**Cleveland**

Dayton

Dayton

Northeast Ohio

**Congratulations to the ACCA Ohio 2010 Award Winners**

Supplier of the Year: Sam McDonald, Honeywell

Contractors of the Year: Gary Jackson, Jackson Comfort Systems and John Walter, Brandon Heating

---

**New Online Career Center for ACCA Members**

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, has announced that they have added an online career center as the newest benefit for its members. ACCA members can post as many jobs as they have available at no additional cost on the new ACCA Career Center. Jobs will stay active on the site for 30 days, and can be reposted if needed. The ACCA career center also includes tips for posting jobs and companies can upload their logo to each of the job listings.

To help candidates find available jobs, the career center is prominently displayed on [www.acca.org](http://www.acca.org). As an additional benefit, candidates can apply for the jobs online, and the application and any résumé attachments will be emailed to the hiring company. For more information on the ACCA Career Center, visit [www.acca.org/careers](http://www.acca.org/careers). To post jobs, ACCA members will need to login to their website account.

---



**Specialty Contractors  
2011 Legislation Day  
May 24th**

For ACCA Members ONLY...

Join fellow ACCA members from across the state for Legislative Day 2011. We'll be meeting and bringing important issues affecting your business to state lawmakers. Before heading to the Statehouse, we will hold a briefing to prepare you for those meetings.

Together, with strength in numbers, let's take our leadership in HVACR and our pro-business message to the Statehouse. We can't let uncertain economic conditions drag us down and keep us up at night. Instead, be strong enough to stand up for our industry.

## SCHEDULE

1:00 pm	Issues Briefing Athletic Club of Columbus 136 E. Broad Street, Columbus, OH 43215
3:00 pm	Appointments at the State House Appointments with Senators and/or Reps (or staff) (Appointments will be made for you and you will be provided with information)
5:00 pm	Reception (State House Crypt)
7:00 p.m.	Adjourn

## Pay For The Gain In Business... Or There Might Not Be One

It used to be that salespeople were the only ones on incentives, but some business owners got the bright idea that everyone should be eligible for performance-based pay. Now we see many companies adopting this strategy in some unconventional places.

Hourly workers can all be encouraged with incentives that aid in the reaching of company goals. How to implement incentives? Job boards with specified goals are the most publicly enticing way. If a 10-hour install gets done in eight, pay for 10. Let workers know that there can be much more than eight hours of pay in an eight-hour workday and you'll see efficiency increase substantially.

Tell your receptionist that you hired an independent caller to call each week and rate her manner and tone, as well as the efficiency with which she handles the caller. If she "passes the test" with the caller, she gets \$50. You will find a more pleasant and prompt receptionist beginning now.

Tell your office manager you'll split any savings they scour. A drop in phone rates, a better postage deal, printing savings, supply items...If you split it with them, they'll find it.

All of these efficiencies and savings continue on down the line. You get the benefits of a smoother running company and your employees get the idea that you care what they think, as well as a financial boost for the help. There is no loser in this at all. It works for everyone.

## A Great Close Begins with a Great Opening

By Adams Hudson

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!

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 warming and cooling your home? 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...”

With any of these opening strategies, make sure they apply to the subject at hand and in some way involve the prospect.

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.

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).

### Rule Breaking 101

*“When business is good, there’s no need to advertise.”*

***FALSE:** If many people are in the market shopping for goods and services, that seems like a pretty darn good time to be advertising. In super busy times, you can use advertising to generate sales for only the most profitable jobs, allowing the weather to bring you the volume jobs. It’s nice to be*

## What's the Best HVAC Sales Personality?

If you hire the wrong type of salesperson, you'll have poor results. In one year, a \$1m HVAC retail business can easily have 300-500 leads (depending on replacement to service mix).

The "wrong" type salesperson that is closing 25% instead of 35% is costing you 30-50 jobs a year! That's \$120,000-\$200,000 a year... on 10 measly percentage points in closing ratio.

Choose salespeople wisely and match their skills to the job and their customers. The "match rate" shown is their acceptance and trust level by customers in our industry.

- 1) The hard "Closer" has only a 34% "match" rate with customers in our business. Why? Because installations require more time, more thought, more understanding than the closer can muster. He also irritates as many as he sells.
- 2) The "Consultant" does much better. He takes his time, and listens intently. He takes no risks scaring prospects into a decision. However, he's pretty slow. His match rate is 64%. The only reason it's not higher is that his professional air can occasionally be regarded as stiff and not terribly relaxing for homeowners.
- 3) The "Display" seller does poorly. Why? His stand back and "there it is" approach or his over-description of technical function wears poorly on prospects. They trust his initial knowledge, yet waver at giving up thousands of dollars for vaguely described benefits. Just 10% "match" with customers.
- 4) The "Relationship" salesperson does the best in this industry. His style is to understand and relate to the customer. Trust building, credibility earning discourse is their specialty. The pressure is low, but the trust is usually so high that the customer tends to exert his own buy signals because they "feel" comfortable. Additionally, a long time purchase like cooling and heating must be tended to by a trustable, consistent, reliable type. Their match rate is an astounding 72%.

See how your current sales staff rates. If you identify any salespeople as "non relationship", make immediate plans for training toward that goal.

2011 ACCA – Cleveland “Age of Aquarius”  
DINNER & REVERSE RAFFLE  
April 30, 2011 from 6:00 - 11:00 PM  
La Casa Bella Party Center  
26353 Broadway Avenue, Oakwood

We invite you to help us make this an incredible event for all!

1. ATTEND We would love to have you join us for an evening of FUN! Bring a few members of your family, friends, invite your Distributor or Salesman.....!!!
2. DONATE As part of our evening of festivities we hold a Chinese Auction....we need items to be included for auction. (last year a ladies PANDORA Bracklet and ENERCO Patio Heater –“stole the show”) We are looking for any item you would like to donate – such as: Restaurant Gift Cards, Beauty Items, tickets to sports events, rounds of golf, etc.  
AND of course we would love to recognize you as the generous Benefactor!!!

We look forward to having you enjoy this evening of fun with us, so please plan to attend!

If you have any questions or would like to make arrangements to drop off a donation or buy reverse raffle tickets, please call Laurie Hoover (440-439-0094).

If you are donating and item for the Chinese Raffle, please feel free to contact Laurie Hoover to make arrangements for pick up or delivery to our office. Office Fax: 440-786-8166

Company  
Name

Contact info (phone or email)

Please be sure to attach a business card to the item(s) you bring or send so that we can recognize your contribution in the follow-up newsletter and send a thank you to you.

March 25th, 2011

Dear ACCA Members and Friends:

“Age of Aquarius” our DINNER & REVERSE RAFFLE, will be held on Saturday, April 30, 2011, beginning at 6:00 PM at La Casa Bella Party Center, located at 26383 Broadway Avenue, Oakwood Village, Ohio 44146 (behind Roseland Bowling Alley). As in the past, there will be a Chinese Auction of donated gifts and the chance to buy Side Boards as we build to the opportunity for you to win the CASH GRAND PRIZE.

As you know, this annual spring event is one of our chapter’s major fund raising events each year. This year, more than ever, we’re counting on everyone’s participation. Your participation will allow us to continue to provide informative monthly meetings, guarantee the publication of our newsletter, and provide support for our worthwhile community service projects such as Heat the Country - Cuyahoga County.

A ticket with your lucky number, an evening of fun, buffet dinner, open bar and wonderful desserts are yours for only \$75.00 for an individual with one (1) ticket or \$125.00 per couple with one (1) ticket. All you need to do is complete the enclosed reservation form and mail it to Laurie Hoover in care of Hoover Heating & Air Conditioning with your payment. Reservations for this event are required by Friday, April 22nd. Your reservation will be confirmed by email or fax (if included at the bottom of the registration form) and your tickets will be waiting for you when you arrive.

We will also welcome donations for the Chinese Auction to be held that evening. Please notify me at my office at (440-439-0094) or [hooverhvac@aol.com](mailto:hooverhvac@aol.com) what your donation will be. All donations should be received at my office by Friday, April 22nd, 2011 or arrangements for pick up can also be made before that date>

I’ve enclosed a flyer, and if you should have any questions, please feel free to give me a call at (440) 439-0094 or e-mail me at [hooverhvac@aol.com](mailto:hooverhvac@aol.com).

Don’t miss out on your chance to have fun and win, too!

Respectfully,

Laurie Hoover  
2011 Spring Fling Committee Chairperson