

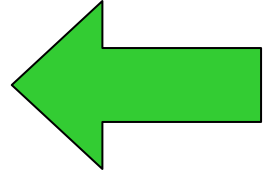


Air Conditioning Contractors of America  
Greater Cleveland

# Chapter News

November 2011

**Thursday, November 10**



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**8:15 a.m. Breakfast**  
**8:45 a.m. Program**

## **An OSHA Update and Industry Overview**

**Speaker:**

*Matthew Day, Federated Insurance*

Join us for an informative meeting and open discussion on OSHA. This will include an OSHA Overview, the OSHA Construction Industry, OSHA at your doorstep, and current OSHA news.

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](mailto:accacleveland@gmail.com)**



### **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"

## We Want to Again Thank our Heat & Plumb The Country Committee

Thanks to the members of the 8th Annual ACCA/PHCC Heat & Plumb the Country Committee for all of your hard work to make this year's event another huge success.

### Heat & Plumb The Country Committee

- Don Van Horn
- Jim Haberek
- Keith Raymond
- Cindy Griffith
- Mary McNamara
- Luanne Phipps
- Michelle Adams
- Arnie Pearl
- Dennis Schlekier

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### Contractor's Guides

**ACCA Members Only:** ACCA has launched a new series of e-books addressing important topics for contracting business owners. Written in easy-to-understand language, we make complicated concepts more accessible so you can make sure you are operating at peak performance and in compliance with the law and marketplace.

Learn more at

<https://www.acca.org/members/downloads/guides>

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## GREATER CLEVELAND ACCA

### 2011 Officers:

- President** -- Keith Raymond  
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- Vice President** - Brian Stack 440-937-9134
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### 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

***"A slow economy means slow business."***

**FALSE:** No matter the state of the economy, people still need heating and air conditioning; they still need IAQ options to help them breathe a little easier. The question is, do they need them from you? Make sure they do by using relationships to build sales.

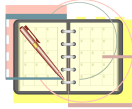
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## COMING EVENTS



**November 10** – Federated Insurance  
Industry OSHA Update

**December 8** – George Trappe  
Energy Efficiency

**January 12** – Mike Murphy  
Annual Industry Overview

**Spring Programs will include:**

- Distracted Driving
- Business BMP's
- *An all-day Code Meeting with Local CBO's  
Discussing the New Energy Code*

**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)

### 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](mailto:rgundlach@gundlach-hvac.com).

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Hello Friends,

*The holidays are right around the corner – and  
that means another year has flown by. Seems like  
the older I get, the faster they go!*

*Of course, I'm sure part of the reason time seems  
to fly is because here at the Greater Cleveland  
Chapter we stay busy. I'm not sure there's such  
a thing as a “slow” period for us! Hopefully the  
same can be said of your business. If not, then  
take advantage of your ACCA membership for  
ways to stimulate business growth.*

*This year ACCA has offered an unprecedented  
number of training opportunities. And with the  
new webinar series, you don't even have to leave  
your office.*

*We hope your current business climate keeps  
you warm now and through the rest of the season.  
Let us know how we can help.*

*Keith Raymond*  
*ACCA Greater Cleveland President*



## ACCA LAUNCHES NEW RADIANT & HYDRONICS COUNCIL

Contractor Group Will Offer Specialized Benefits, Services; Led By Nation's Top Radiant, Hydronics Professionals **including ACCA Greater Cleveland's Vice President = Brian Stack**

The Air Conditioning Contractors of America (ACCA), the nation's largest organization of indoor environment and energy services contracting businesses, has announced the launch of a new Radiant & Hydronics Council (RHC) within ACCA to provide specific services to this vital segment of the HVACR industry. "Radiant contractors have been seeking a dynamic, contractor-focused organization for some time, and many have asked ACCA to expand an emphasis into that sector," said Joe Nichter, ACCA 2011-2012 Chairman. "The RHC will provide first-class representation and services for radiant and hydronics professionals that wish to be the best in their field."

The changing indoor environment sector requires contractors of all kinds to master a wide variety of technologies; including air, hydronic, solar, geothermal, and other alternative energy services. The addition of the RHC to the ACCA umbrella is a key part of the association's strategic plan to help its members compete in the modern business climate. The RHC will be guided by an Advisory Committee comprised of the nation's leaders in this vital industry segment.

The first chairman of the RHC Advisory Council will be Dan Foley. Foley is president of Foley Mechanical in Lorton, Virginia, a recognized leader among hydronics contractors, and a past chairman of the Radiant Panel Association (RPA).

In addition to Foley, others serving on the RHC Advisory Committee are:

Greg Jannone, William Jannone & Son, Bound Brook, NJ (past chair, RPA)

John Abularrage, Advanced Radiant Design, Stone Ridge, NY

**Brian Stack, Stack Heating & Cooling, Avon, OH**

John Siegenthaler, Appropriate Designs, Holland Patent, NY

Mark Hottel, Harvey W. Hottel, Inc, Gaithersburg, MD

Dave Yates, F.W. Behler, Inc., York, PA

Bob "Hot Rod" Rohr, Caleffi, Milwaukee, WI (past chair, RPA)

Bill Shady, PE, Sustainable Design and Product Management, Santa Cruz, CA

"As a longtime active member of associations in both the air and radiant field, I am excited to see ACCA create this new organization," said Foley. "It is definitely time for the many different elements of the indoor environment industry to come together under one umbrella for the betterment of all contractors. ACCA offers us an incredible opportunity to do just that. Since it is an organization of, by, and for the contractor, it gives us one strong voice in advocacy, while providing services specific to radiant professionals through the council."



The Radiant & Hydronics Council (RHC) initial scope of work includes:

- The addition of a new Radiant & Hydronics educational track at the 2012 ACCA Conference, held March 5-8 in Las Vegas;
- The launch of a new monthly e-newsletter, Radiant Trends, specifically for RHC members;
- Development of a new two-day educational meeting specifically for radiant and hydronics professionals – the Hydronics Roundtable – to be held Fall 2012 as part of ACCA’s annual Contracting Week;
- Development of a new radiant-specific section of the ACCA website, featuring webinars, articles, and resources exclusively for RHC members;
- Addition of a hydronics-specific Contractor Directory on the ACCA website;
- Inclusion of RHC input into ACCA’s broader activities in government relations, industry advocacy, education, communications, and standards development.

Membership in RHC will be open to all ACCA member companies; in addition to ACCA membership dues, a nominal RHC fee of \$95 per year will be charged for participation in the council.

“The RHC is a continuing step as ACCA evolves with the changing industry,” Paul T. Stalknecht, ACCA president and CEO said. “We can’t wait to see radiant- and hydronic-focused contractors reap the benefits of the council. It’s going to be an exciting year.”

Details about the RHC, including information on how to join, will soon be available on ACCA’s website at [www.acca.org](http://www.acca.org). For more information, contact Kimya Bailey Cajchun at [radiant@acca.org](mailto:radiant@acca.org) or 703-824-8845.

## ACCA Ohio

**ACCA Video Magazine-** See your fellow ACCA Members promote the Value of Membership and Professionalism of ACCA contractors at [www.elocalink.tv/zmag/accaohio/](http://www.elocalink.tv/zmag/accaohio/). Please add this link to your website and promote ACCA!

**2012 PHCC-ACCA Ohio Convention / March 28-31, 2012 / Hilton Easton, Columbus**  
*“Learn Today, Earn Tomorrow”* / [www.ohioconvention-phccacco.org](http://www.ohioconvention-phccacco.org)

**Thank you 2012 Convention Sponsors!**

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## Send a “Different” Message This Holiday Season

*By Adams Hudson*

Two marketing “truisms” are especially relevant for this time of year:

- 1) you cannot stand out by sameness; and
- 2) any sales message sent between December 10 and January 12 is a waste of money.

Holiday cards offer the best chance to address both issues while making an important customer retention contact. Customers get the right message at the right time to a very valuable group of people – your customer base – and in a way that lifts their spirits and expresses appreciation for their business. A good thing.

Send something with an unexpected graphic and a message that’s “you” instead of the “Have a Great Holiday Season” yawn, yawn, type of message everyone sends. Tie in your appreciation of them and your business’ role in their home or office.

You can check out some samples of this type of memorable, different, and distinct cards at [www.hudsonink.com](http://www.hudsonink.com). Each year, we keep the cards of the highest response, and add fresh new designs.

Whether you choose ours or have your own personal cards designed and printed, just make sure you make contact with customers in “the spirit of the season.” After all, you don’t want to forget your customers during the holidays if you’re counting on them to remember you throughout the year. But because you don’t want to ‘sell’ to them either, holiday cards are a much better way to go.

Another great benefit to the Holiday Card strategy is to send them first-class to your entire customer base, which will “clean” your list of undeliverable addresses during the year. This saves you a fortune in postage over the year since you can send subsequent mailings at “standard” (bulk) rate.

When you send a Holiday Card, the word-of-mouth alone should more than pay for itself...along with being remembered enough to keep *your* customers out of the Yellow Pages! Now that should help guarantee that you have Happy Holidays.

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).

## The Simple Task of Selling

Many people perceive selling as simply a task of persuading someone to buy something. Yet if it were that simple, everyone would be a success, right? The truth is, the “sales” business has an overall failure rate of 95%. That means that almost everyone who goes into sales, fails and gets out. I don’t say that to discourage you, but to prepare you to be in that other 5%.

In the case of HVAC sales, your customer doesn’t come to you and browse through the shelves of your warehouse. You have to bring your “store” to them.

You must present your business’ solutions through carefully designed techniques. In most cases, as you know, the customer does not know what he or she needs. This is critically important. You are there to provide the answers and the value. And it can all be done through the three essential steps of a strong presentation:

- Fully discuss the features, advantages, and benefits of your product.
- Demonstrate its usage – how it works, how to take care of it.
- Explain your value or selling proposition. What’s in it for your customer? What risk are you willing to take from them? How is the value raised *beyond* the price?

The sales presentation is the time when the salesperson uncovers and satisfies the needs of a single buyer to the mutual, long-term benefit of both the consumer and the HVAC contractor. But, like I said, there’s a LOT of opportunity for failure in any sales business. So please, for your sake, be aware of some trouble-spots to avoid:

- **Don’t assume you know what your prospects want to buy before they tell you.** Your prospects don’t want to be cornered into a sale, and if you come off as the All Knowing Dictator of Contracting, you’re not going to get *nearly* as many sales as you could.
- **Don’t forget to qualify prospects.** If you’re not asking *early on* about their interest in financing, you’re wasting productive time. If you’re not asking when they plan to move, but have worked them up a super system with a 20-year warranty, you’ll be refiguring (or losing) the deal. Qualify wisely.
- **Don’t assume the prospect trusts you without earning it.** You’ve got to prove yourself, and handling objections is a great way to do it. Answer frankly, accurately, and confidently in plain English.

Your business team must fight for its business through good selling techniques. Selling is the process of effectively presenting the value of your products and services to a potential customer. It is about influencing and persuading. It offers a relationship. And it’s an opportunity to build trust.

## There's No "I" In "Team"

A strong team goes a long way toward a strong business. Remember the old adage "A house divided itself cannot stand"? Well, the same thing goes for your contracting company. You have to pull together as a team or you'll all fail. Here are some tips for uniting your workplace:

1. **Have clear goals.** And *express* them clearly. If your employees don't have a measurable goal in sight, then their just forging – hopefully ahead – blindly. With clear goals, employees begin at the same place and understand where they're going.
2. **Provide training.** The world – and the contracting industry – is constantly changing. That means that even the most experienced members of your team need training to stay at the top of their game. Remember, training isn't a cost; it's an investment in having the best business possible.
3. **Loosen the reins.** That means giving employees the power to make decisions. When you've invested in loyal employees, trust goes a long way toward making their job – and yours – a lot easier. Let them know that they don't have to run to you with every little question; some decisions are theirs to make.
4. **Meet regularly.** We're not talking about office group therapy here. But scheduled meetings cement the team. It's a time for everyone to come together and evaluate the business as a whole. Plus you'll get valuable information and insight that only comes from the security provided by a group dynamic.

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## ACCA Files Comments on DOE Rulemaking

The Air Conditioning Contractors of America (ACCA), the nation's largest organization of indoor environment and energy services contracting businesses recently filed comments to the Department of Energy (DOE) rulemaking on Energy Conservation Standards for Residential Furnaces and Residential Central Air Conditioners and Heat Pumps.

In June, the DOE published a Direct Final Rule in the Federal Register proposing elevated and regional energy conservation standards for residential furnaces, central air conditioners, and heat pumps. If the DOE receives comments it determines to be adverse to the Direct Final Rule, it may withdraw the Direct Final Rule and extend the rulemaking period through a Notice of Proposed Rulemaking.

In its comments, ACCA recommended that the DOE withdraw the Direct Final Rule and revert to the Notice of Proposed Rulemaking. The primary elements of the Direct Final Rule are based on a "Consensus Agreement" drafted by HVAC equipment manufacturers and energy efficiency advocates

jointly submitted under the Direct Final Rule process that sidesteps the normal notice and comment process.

ACCA contends that the Consensus Agreement represents the view of a minority of stakeholders and is an unsuitable use of the Direct Final Rule process. ACCA has previously opposed regional standards, because they would be nearly impossible to enforce. The Direct Final Rule also imposes an unprecedented regional standards scheme with insufficient consideration of the enforcement plan, while overlooking the rise in the sale of equipment across regional barriers through internet sales. It directly and adversely impacts contractors who were not included in the Consensus Agreement.

ACCA urged the DOE to withdraw the Direct Final Rule, because it justifies condensing furnaces in the Northern region based on incomplete or inaccurate assumptions on the costs and installation issues when replacing non-condensing furnaces with condensing furnaces.

“This Direct Final Rule creates regional standards without fully considering a regional standards enforcement plan or what the penalties would be on contractors,” says Paul T. Stalknecht, ACCA president & CEO. “Furthermore, the DOE has not done its due diligence on the installation cost increases that arise with condensing furnaces. The DOE's economic analysis underestimated the frequency of installation issues due to accommodating for venting and condensate disposal issues. Homeowners will either repair old inefficient equipment because they cannot afford a condensing furnace, or will seek out an unscrupulous installer who will perform an illegal installation.”

If the DOE receives substantial adverse comments, it will withdraw the Direct Final Rule. Otherwise, the Direct Final Rule is effective on October 25, 2011.

Under the Direct Final Rule, non-weatherized residential furnaces installed on or after May 1, 2013, in the Northern Region must be at least 90% AFUE. The Northern Region is comprised of the following states: 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. In all other states, the minimum AFUE standard for a non-weatherized gas furnace would be 80% AFUE.

For split system central air conditioners, the Direct Final Rule creates three regional standards, one for the Southeastern Region, one for the Southwestern Region, and one for the Northern Region.

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 system central air conditioners installed in the Southwestern Region must be a minimum 14 SEER and 12.2 EER. The Southwestern Region contains the states of Arizona, California, Nevada, and New Mexico.

Starting January 1, 2015, split system central air conditioners installed in all other states must meet 13 SEER, which is the current national minimum.

There will be no regional standards for split system heat pumps, but starting January 1, 2015, the new minimum efficiency standard for split system heat pumps is 14 SEER and 8.2 HSPF.