

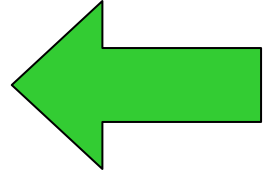


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

October 2011

Thursday, October 13



THANK YOU to our
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FERGUSON®
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Holiday Inn, Independence
7:45 a.m. Registration
8:15 a.m. Breakfast
8:45 a.m. Program

An Open Dialogue with Local Building Officials and Contractors

Speaker:

*There will be seven (7) Chief Building Officials and Inspectors
from jurisdictions on the east and west side of Cleveland*

Join us for an open dialogue with individuals in the field so that we can hear what they are seeing and likewise, this is an opportunity to express some of the common issues we run into on mechanical issues. 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



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We Want to 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

Federated Named to 2011 Ward 50® Top Performers

Federated Mutual Insurance Company and Federated Life Insurance Company have again been named to the 2011 Ward's 50 lists of top performing insurance companies. Federated is one of only two organizations that has had affiliated companies named to both **the property-casualty and life-health Ward's 50 group of companies every year since 2001**. Ward Group® is a Cincinnati-based consulting firm specializing in the insurance industry. It reviews approximately 3,000 property and casualty companies and 800 life insurance companies each year. Ward then recognizes 50 companies that have achieved outstanding financial results in the areas of safety, consistency, and performance over a five-year period (currently 2006-2010).

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ASSOCIATE MEMBERS
Thank you for your support!!

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- Federated Insurance** - Brian Mazzarella
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- Productive Air Duct Cleaning** - George Grozan
800-818-3398 info@4productive.com
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trappman@aol.com
- Robertson Heating Supply** - Brett Griffith
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- Webb Supply Co.** - Tony Valentino
216-289-7400 tony.valentino@webbsupply.com
- Wolff Brothers** - Tom Rundle
330-725-3451 trundle@wolffbros.com

Blue indicates Premium Sponsors

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. O. Box 13223

Fairlawn, OH 44334

P – 330-671-2191 / F – 330-752-2616

Rule Breaking 101

“Being good at what you do means you will be successful.”

False:

False: That is the greatest myth in all of contracting. If you’re great at what you do and no one knows, how does your talent translate into profits? You must get your name out there through any means necessary – including advertising,

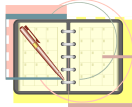


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*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.

COMING EVENTS



October 13 – Panel Discussion
Open Discussion with City and County Building Inspectors

November 10 – Federated Insurance
Industry OSHA Update

December 8 – George Trappe
Energy Efficiency

January 12 – Mike Murphy
Annual Industry Overview

2011 ACCA National Contracting Week
October 18-21, 2011
Loews Vanderbilt
Nashville, TN
www.contractingweek.com

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.

2011 ACCA Ohio Memorial Scholarship Recipient

The Air Conditioning Contractors of America – Ohio Chapter is proud to select Kenny Birt, St. Henry, OH, as the recipient of its Annual Memorial Scholarship. Kenny displayed academic achievement, extra-curricular participation and community service and will be awarded a \$500 scholarship to support his continuing education. Funded by ACCA Ohio members, the Memorial Scholarship Program enables students and adults to continue their HVACR education. ACCA Ohio members have a long-standing history of service to local communities and this fund supports those who exhibit the same commitment. Kenny Birt will be attending the University of Northwest Ohio this fall to pursue a degree in HVACR Technology. Kenny was sponsored by ACCA member and ACCA Ohio President Jim Ellia, Efficient Heating and Cooling. We are thrilled to award these Scholarships to some of the brightest young men and women studying in the HVACR field today," said George Brockman, Jr., Chairman of the ACCA Scholarship Committee. "By supporting the next generation of HVACR contractors and technicians we pay tribute to the HVACR industry."

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Heat and Plumb the Country – Cuyahoga County

Recap

Heat and Plumb the Country – Cuyahoga County is an annual program that provides free heating maintenance services, water audits and plumbing repairs for elderly/disabled, low-income homeowners in the Greater Cleveland area on one designated morning each year to insure proper operation and save lives.

Volunteer technicians from the Air Conditioning Contractors of America and the Plumbing-Heating-Cooling Association service and repair unvented room heaters one central furnace, one boiler, water lines, faucets, commodes, gas line checks. Time permitting, technicians may also install smoke detectors and/or carbon monoxide detectors and/or replace batteries in existing detectors.

The action by our technicians toward making the homes of low income homeowners safer and healthier for the past winter season was appreciated by over 100 recipients. The feedback to the county and city offices by those homeowners was overwhelmingly.

Thank You to our Contractors – We Could Not Have Done It Without You!

Apple Heating / Approved Plumbing / Bemer Plumbing / B.J.S. Plumbing / BTU Comfort solutions / Conserv-Air Co. / Cyngier Heating & A/C / Energy Management Systems / Haberk Plumbing & Heating / Hoffman Plumbing / J. R. Sbrocco Plumbing / Lakewood Heating / Norhio Plumbing / P. K. Wadsworth Heating / Pepera Plumbing / Raymond Heating & Plumbing / Stack Heating / Strongsville Heating & A/C / Tony & Sons Plumbing / The Plumbing Source / W.F. Hann & Sons

Thank You to our Sponsors – We Could Not Have Done It Without You!

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5 Great Management Insights

People skills. This one element of management can make or break your company. From interactions with employees and other businesses to furthering relationships with customers, nothing is more certain to stop you in your tracks than poor interpersonal communication. America's top CEO's understand that and have ranked the most important skills for managers below:

1. **Give or share importance.** The number 1 *failure* of managers is "ego driven, self-centered directive". Promote team strength, not your importance.
2. **Share your vision.** If they don't know where you're going, how do you expect them to follow?
3. **Admit your mistakes.** Since I presume you're human, it's okay to goof. It's more okay to admit it. you hide mistakes, why wouldn't employees?
4. **Stay connected.** Many owners and managers look forward to the day when they can sit back, detached. Don't be tempted. Even if you've earned the right to pull back, have weekly phone-ins, mini-meetings, or regular on-site appearances.
5. **Make your job and competition *fun*.** Sound impossible? Then you've gotten too serious. Have fun with team goals, individual goals, and collective team goals. If you can't think of a way to make your job fun, you're in the wrong job.

Without people, you have no customers, sales, or business. So make enhancing your people skills a management priority. But remember – they won't do any good until you put them into practice.

ACCA Announces ANSI Public Review of the Manual J8 Revision, Re-designation, and Consolidation

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 its Manual J8 as a Revised, Re-designated, and Consolidation of Addendums B-C-D and Section 28 Standard "Residential Load Calculations." The public review period started on September 9, 2011 and will close at midnight Eastern Time on October 24, 2011.

Manual J8 estimates heating and cooling loads for residential, low-rise structures. Established loads are required for the selection of HVAC equipment that will provide maximum operating efficiency and comfort to residential structures.

This proposed standard is referenced as BSR/ACCA 2 Manual J-201x. The 58 pages of addendum changes highlighted in redline addition/deletion or via yellow highlights, and the required response form can be downloaded at www.acca.org/industry/ansi-standards. Comments must be submitted on the response form in accordance with the instructions on the form. Comment response forms and questions are being addressed to Dick Shaw at standards-sec@acca.org.



How to Create Customers Out of Thin Air

by Adams Hudson

Quiz Time: Who do you think is more important to your business: a) someone who is your customer, or b) someone who is not your customer? Give up? Here's a hint: the answer is "a". (I'm not big on subtle hints.) Certainly, you couldn't exist without customers. Strangely, however, a lot of contractors seem to be trying their best to lose their customers. How?

By not contacting them. By forgetting about them. By letting them wander the Yellow Pages searching for another contractor when it's time for their next service call. Contact isn't some kind of big marketing mystery. Its easy things, like follow-up phone calls after repair or service calls, thank you letters, holiday cards and customer newsletters. The newsletter is, of course, where you have the most print space and the best opportunity to build your relationship with customers. You can use a traditional four-page format to send helpful, home care information – at no obligation to the recipients. With a quality design and useful content, it forges a far better image than plain "advertising," thus strengthening the relationship between you and customers (check out the ACCA member exclusive newsletter HomeWords at www.acca.org). Plus, it gets your name into their homes two to four times a year. That's a huge point.

For those who do it right, customer retention newsletters are among the most cost-efficient marketing methods around. Think of it. A good customer retention newsletter can cost less than \$3 a year per customer (including postage) for four issues! Not a bad return on investment, especially since it involves returning customers. When creating your newsletter mailing list, you should include every customer who has written you a check in the last 48 months. That's a paltry expense when you consider all you've just read. Build a fence around your customers with a solid customer retention campaign. Invest in a good, regular customer newsletter that keeps your name and your services in customers' minds all year long. In time, your customers become "un-switchable." You'll get more referrals, greater loyalty, and more sales.

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

ACCA Ohio License Bond Program

The ACCA Ohio Bond Program began in 2008 and since that time membership participation continues to increase. It is a member benefit that contractors need and one that saves substantial money. The program is underwritten by Federated Insurance with the guidance and support of ACCA Ohio. The Association works very closely with Federated and municipalities throughout Ohio to insure that the bond program covers member needs. The License Bond Program allows members to purchase plumbing, HVAC, sewer and water bonds at a discounted cost for all municipalities in which they work.

To better serve the needs of our membership, with the help of Federated Insurance, we offer the following license/permit bonds:

INDIVIDUAL BONDS are those which cover just one company under each bond. They may be ordered for any community in Ohio where a permit license is needed.

All ACCA members who qualify may participate even if they do not carry Federated Insurance. This is a MEMBERS ONLY benefit.

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?"

Do you think just because you're selling a "necessity" your job should be easy? Do you think 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 and buy:

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 how "price" was #4 on the list. Yes, it's the little number that all weak salespeople claim is the reason "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.

Worse than this is that "so-and-so" is seeing the same prospects you are, and unless some things change, he'll beat you every time with any customer who has even half a brain.

If you don't believe me (or my half brain), then I'd be willing to bet 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.



Contractors: Beware of Inappropriate Load Calculation Software

Manual J® is the ANSI-approved national standard for determining residential load calculations for HVACR systems, and is required by many building codes and regulations. It is produced by the Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals. Given the complexities of modern construction, contractors and design professionals are encouraged to use software for accurate system design. However, not all load calculation software is created equal. ACCA is reminding contractors that only those software programs that have been approved and licensed by ACCA as "Powered by Manual J®" can be considered in compliance with codes and regulations requiring the use of Manual J®.

As of today, the only software programs that meet the requirements for Manual J® load calculations are:
RHVAC Residential Load Calculation from Elite Software
Right – J from Wrightsoft
AccuLoads from ADTEK Software Company
Florida Solar Energy Center's EnergyGauge

Any other software program, online service or mobile application cannot be considered to be compliant with the Manual J® standard and should not be used where Manual J® is required. Use of non-authorized software may pose a liability for the contractor that installs the system. For more information on Manual J®, the ACCA system design process, and load calculation software, visit <https://www.acca.org/industry/system-design>. Software providers interested in applying for validation and licensing of their product should contact Glenn Hourahan at glenn.hourahan@acca.org.

New Website Feature Helps Contractors and Consumers Find Energy Efficiency Incentives

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, is excited to announce a new HVACR specific Database of State Incentives for Renewables and Efficiency (DSIRE) webpage as part of www.acca.org.

The new DSIRE tool can be found at www.acca.org/consumer/dsire, and it allows contractors and consumers to locate HVACR energy efficiency incentives in their local area. Unlike the National DSIRE website, which is ongoing project of North Carolina State University and the Interstate Renewable Energy Council, ACCA's DSIRE tool allows users to search for incentives by zip code, sector, or technology.

"This new HVACR specific DSIRE tool is a great way for ACCA to help its members and their consumers find available energy efficiency incentives in their area without a lot of effort," said Paul T. Stalknecht, ACCA president and CEO. "While energy efficiency upgrades save money over time, the initial cost can make some customers nervous, so having a list of incentives available will help contractors assist their customers make the right decision and save money now and in the future."

Contractors and consumers can use the ACCA's HVACR DSIRE tool by going to www.acca.org/consumer/dsire. For more information on this new feature, email Emily Rogers at emily.rogers@acca.org.