

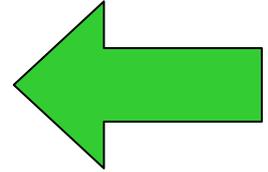


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

April 2011

Thursday, April 14



THANK YOU to our
SPONSORS!



FAMOUS
SUPPLY®



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

Program: Drugs and Alcohol in the Workplace and one (1) CEU credits.

Join us on Thursday, April 14 for our April Breakfast Membership Meeting at the Holiday Inn on Rockside Road in Independence.

This month's program topic is Drugs and Alcohol in the Workplace by Federated Insurance. 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

In this issue:

- 2 - Chapter News - Local Membership Drive - a huge success!
- 3 - Chapter Board & Associate Members
- 4 - Coming events / ACCA National News
- 5 - In Ohio - PUCO rescinds administrative rules applying to private commercial motor carriers
- 6 - Welcome to our ACCA Greater Cleveland New Members!
- 7 - Business Help - Marketing - *IAQ Sales Made Easy*
- 8 - Business Help - Sales - Tips for Successful Negotiating + more

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, April 14, 2011

DRUGS & ALCOHOL IN THE WORKPLACE – BUILD YOUR OWN SHIELD –

Practices and Policies to Protect your Business

The statistics on drug and alcohol abuse in the workplace are frightening! When high risk employees are hired, they can expose the business and the business owner to increased liability. What can businesses do to address, monitor, and prevent substance abuse on the job? Federated's new Shield Networks introduces a variety of resources to help create a drug- and alcohol-free workplace. This presentation highlights this newest risk management tool, and offers DOT compliance, implementation, and training suggestions and solutions.

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
Air Conditioning Contractors of America
Greater Cleveland

Thank you for your support!!

Arzel Zoning Technology, Inc. - Colleen Weston
216-831-6068 colleen@arzelzoning.com

Famous Enterprises - Mike Scott
216-529-1010 miscott@famous-supply.com

Federated Insurance - Brian Mazzarella
330-620-1166 bmazzarella@fedins.com

Ferguson Heating - Matt Coley
330-463-1280 matt.coley@ferguson.com

Honeywell - Jeff Holben
614-404-1196
Jeffrey.holben@honeywell.com

Lennox Industries - Dennis Kall
21-739-1100 dennis.kall@lennoxind.com

McGranahan & Associates - Jack McGranahan
440-835-1919 jmcgran@ix.netcom.com

Productive Air Duct Cleaning - George Grozan
800-818-3398 info@4productive.com

Residential Energy Services Co., LLC
- George Trappe 440-835-5735
trappman@aol.com

Robertson Heating Supply - Brett Griffith
216-328-2979 brettg@rhsonline.net

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 Menett**

P. Box 13223

Fairlawn, OH 44334

P – 330-671-2191 / F – 330-752-2616

Contractors Continue to Be Optimistic About Short-Term Growth in 2011

The March Contractor Comfort Index (CCI) shows that contractors continue to be optimistic in their outlook for 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 March 2011, the CCI is 62. The results also show that contractors are feeling more confident in March 2011 than they were in March 2010 when the CCI was 60. 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.



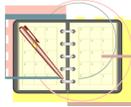
It's Our Business

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

COMING EVENTS



April 14 – Federated Insurance
Drugs and Alcohol in the Workplace

April 30 – **Spring Fundraiser**
Location: La Casa Bella (same place as last year)
Theme: The "60's"

May TBD – Legislative Update Meeting
Date and Location to be determined

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 Coming Soon

ACCA Today Android App Now Available

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, has released an Android version of its popular ACCA Today iPhone app.

ACCA Today offers you a direct link to industry news, profiles, and interviews with successful contractors, marketing and management techniques, technical tips, and much more.

From your Android device, search for "ACCA Today" in the market. ACCA Today channels include:

Press - the latest from ACCA
News - industry news and commentary
Profiles - interviews with successful HVACR contractors
Your Biz - contractors and experts share best management practices
Sales & Marketing - tips for generating leads and closing sales
Hot Air! Blog - latest HVACR insider info from Capitol Hill
ACCA Videos - videos straight from the ACCA YouTube channel
ACCA Events - latest news and blog posts related to ACCA events, including Contracting Week and the ACCA Conference

EPA ENERGY STAR Qualified New Homes Program Version 3 Becomes Effective January 1, 2012

At RESNET's annual conference in early March, Sam Rashkin, national director, ENERGY STAR for homes, announced that the EPA's ENERGY STAR for New Homes Program Version 3 will go into effect January 1, 2012, removing any question of whether the program would be delayed until April 2012. This announcement means that the Air Conditioning Contractors of America's (ACCA) Quality Assured (QA) Contractor Recognition Program also becomes mandatory the same day for HVACR contractors wishing to work on new ENERGY STAR homes.

"One of the most exciting developments with the latest ENERGY STAR for Homes Version 3 specifications is the opportunity to establish quality installed HVAC systems in the housing industry," said Rashkin. "The EPA looks forward to staying on schedule to start this important process the beginning of next year."

To participate in the QA Program, contractors must satisfy four requirements:
Attend an orientation course that provides an overview of the EPA ENERGY STAR New Homes Program, as well as the ACCA QA program (an online version is available);
Maintain licenses, insurance, and/or bonding as required by the federal, state, and municipal governments in which the business operates;
Implement written policies, procedures, and practices stating how the contracting business supports achieving quality in the field;
Install HVAC systems in ENERGY STAR-intended new homes that meet the requirement of the ACCA 5 QI Standard and comply with program requirements.
Contractors do not have to be members of ACCA to participate in the QA program.

For more information on the QA program, the orientation course, and to sign up to participate; visit www.acca.org/qa.



PUCO rescinds administrative rules applying to private commercial motor carriers

The Public Utilities Commission of Ohio (PUCO) today rescinded administrative rules applying to private commercial motor vehicles with a gross vehicle weight (GVW) between 10,001 and 26,000 pounds operating in intrastate commerce.

“The PUCO has received feedback from numerous interested parties, including lawmakers and industry members, that these rules deserve additional review,” said PUCO Chairman Todd A. Snitchler. “It is important for the PUCO to operate at the speed of business and implement regulations that promote safety while at the same time allow businesses to compete and operate efficiently. Today’s decision is a step in that direction.”

In 2008, the Commission approved amendments to Ohio’s motor carrier safety rules that applied PUCO jurisdiction to private commercial motor vehicles with a GVW between 10,001 and 26,000 pounds that transport property or passengers on a not-for-hire basis within Ohio. The Commission later delayed active enforcement of the rules until 2012 while it conducted an outreach program to further educate affected carriers.

The PUCO hosted a series of listening sessions across Ohio this winter to gather input from affected carriers about the operational and financial costs of compliance with the rules. Based on feedback from interested parties, the Commission finds it prudent to rescind the rules while changes to the rules are considered. As a result, roadside educational stops for these affected carriers will no longer take place. The Commission directed PUCO staff to file a report within 90 days containing an analysis and recommendations for possible future rule amendments. In preparing the report, staff will take into account Gov. John Kasich’s Executive Order 2011-01K “Establishing the Common Sense Initiative,” which accounts for the impact a rule has on small businesses.

Welcome NEW ACCA Greater Cleveland Members!

Contractor Members

Angie Lyczkowski
Energy One Heating & A/C
1854 Oberlin Lorain, OH 44052440-246-5440
alyczkowski@centurytel.net /
www.energyoneheating.com

Ray Petrime
All Weather Heating
30641 Center Ridge Road
Westlake, OH 44145
440-899-9755
allweatherray@sbcglobal.net

Bob Petry
Strongsville Heating and Air Conditioning
12650 Prospect Road
Strongsville, OH 44149
440-238-9080
service@strongvilleheating.com

Associate Members

Jeff Dennis
Bitboyz
20325 Center Ridge Road Suite 401
Rocky River, OH 44116
216-539-9655
jeff@bitboyz.com / www.bitzboyz.com

Chris Knipper
Kuno Creative
36901 America Way Suite 2A
Avon, OH 44011
chris@kunocreative.com



EPA to Develop New Home Performance Requirements

On March 2, the Environmental Protection Agency (EPA) sent a message to stakeholders in the Home Performance with ENERGY STAR (HPwES) program, clarifying the agency's original intent regarding contractor certification requirements. Although certain HPwES program sponsors have chosen to require a specific organization's credentials, the EPA wrote, "At this time, no single credential is required by EPA for all HPwES programs."

The HPwES team also announced its intent to work with the DOE to establish national criteria for recognizing contractor credentials in order to "ensure more consistent service delivery in all HPwES programs." Once completed, these criteria will serve as the basis for new requirements for HPwES programs instituted at the state and local level.

The complete text of the EPA's message follows:

"Dear Home Performance with ENERGY STAR Stakeholders,

It has come to our attention that some stakeholders have the perception that the Home Performance with ENERGY STAR (HPwES) program requires participation of certified contractors. Individual program sponsors have discretion to require a credential or use other means to determine that participating contractors have the knowledge, skills and abilities to complete high-quality home energy upgrades. In the past, HPwES program sponsors have referenced credentials from the Building Performance Institute (BPI), the Residential Energy Services Network (RESNET), or have established their own training requirements. During the past year, additional organizations have started offering training certificates and credentials for energy auditing and weatherization work. At this time, no single credential is required by EPA for all HPwES programs.

In the future, EPA, working in conjunction with the U.S. Department of Energy, intends to establish national criteria to recognize credentials that identify contractors with the requisite knowledge, skills and abilities to complete comprehensive whole-house energy audits and energy efficient home improvements. We will seek your input as we develop this process. Once completed, we will formally change the requirements of the HPwES program and allow a reasonable time (e.g., up to one year) for programs to meet these new requirements. We believe these steps will help ensure more consistent service delivery in all HPwES programs. We hope that this helps to clarify EPA's policy and future plans regarding contractor certification. We look forward to working with you as we develop this process.

Best Regards,

The Home Performance with ENERGY STAR Team"

For more information on HPwES, visit www.energystar.gov. ACCA Releases Annual Report to Members

TECHNO TIDBITS

Did you know there's an extensive range of boiler products that can easily retrofit existing equipment? It enables cost efficient optimization of combustion. The manufacturer says these packages allow upgrades and conversions of almost any equipment from any manufacturer. To learn more, you can check it out at www.achrnews.com/Articles/Products.

IAQ Sales Made Easy By Adams Hudson

Too many contractors focus on how much their product or service “costs” homeowners. Others look at “payback.” Yet I much prefer selling against the market comparison.

As an inside strategy, we do not “sell” CDs. We offer “Audio Seminars” instead. Nor do I sell “books,” but we do offer “study courses.” In either case, which is the more expensive? So I don’t put myself against a \$10 or \$20 product; I put my products against those in the hundreds or thousands.

For IAQ, don’t ever think of a “\$800 UV light” or “\$1200 filter” but more as an alternative to what not having these cost. Such as doctors’ visits, missed work and school (14 million absences a year according to the EPA) – and show how you can alleviate the pain, inconvenience, and cost to them. In this way, your solution is far less costly. And it’s not like you’re reinventing the wheel here. The solutions already exist:

- Whole house humidifying/dehumidifying systems. Certain environments make it easier for germs, bacteria, and viruses to proliferate. Too moist and mold or mites pose a problem. Too dry and the natural mucus that protects against irritants dries and becomes ineffective. Make humidity checks part of your IAQ screening process and help stop problems before they start.
- Air filtration systems. Systems exist that can effectively remove 99.97% of small particle pollutants. That means mold, pet dander, and allergens are almost completely eliminated and removed from the home air supply. Think that’s something an asthma or allergy sufferer might want to know is available?
- UV light purification. UV lights are able to break apart molecular binds and even kill viruses. In fact, UV lights are so effective that the Centers of Disease Control (CDC) recommends them in homeless shelters to prevent the spread of illnesses, including tuberculosis.

If positioned well, IAQ basically sells itself. Include your IAQ message in your newsletter, in your Spring tune-up postcards and in Press Releases to a hungry features editor who is sick of the same old “Spring allergy” stories.

Just decide you want and deserve another stream of income, then go for it. You can add dollars, customers, and benefits to a very needy market. They’d rather pay you for this anyway; all you have to do is effectively market it. And isn’t that a breath of fresh air?

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

Rule Breaking 101

“The weather dictates the success of your business.”

False: *Sure, the weather impacts and influences your business. But you dictate your success. That means thinking creatively to outsmart your competition and turning “slow” times into money makers.*

Tips for Successful Negotiating

Good salespeople are good negotiators. So are good buyers, which make this an interesting dance. The “old” style of sales and negotiation was to “sneak up” on weaknesses and fears, and then play heavily on them until the other person relented. This is pure high-pressure, marked by substantial repercussions including buyer remorse, future vow to disuse, bad-mouthing, and even lawsuits.

The “new,” more successful, negotiation still operates from a position of strength, but instead of playing off of their weaknesses, you help them gain the benefits you present.

That’s why your initial survey is so important. You are to find out the answers that frame the negotiation. What are their needs? What pressures do they feel? What options do they have?

Before you begin, you must know what you can negotiate. If you’ve got a margin to uphold, or a dollar amount you cannot go less than, then that is it. You’ve got to hold the line, but always remember —

Do not ever be put in the position of “Take it or leave it” on the first offer. This cuts your negotiation to the point of seeming unfairness in light of the regular negotiator.

Likewise, don’t always have to “check with the office” on every request. Know that you’ve got certain leeway within guidelines to make your own deal as needed. If you can add in a programmable thermostat, or filter upgrade with no additional cost, this can become part of your response instead of fumbling for what you can or cannot do. It’s also important to avoid these mistakes, which can cost you the sale, your integrity, and probably some sleep:

□ Giving up without getting. Everything must have value. If you give up something, get something in return, even if it’s just your competitor’s proposals or a referral or a written testimonial. Never give without getting.

□ Quitting too soon. Far too many salespeople quit the negotiation process before they have been able to take it to a point that is beyond the uncomfortable. Work to the point where both you and your prospect are happy with the outcome. If you have come this far, don’t quit too soon. A sales call that comes down to negotiation is one near closing. However, learn a lesson from it and don’t let your next call become a negotiation.

Now that you know what to avoid, you can delve into the right things to do for the best negotiating outcome. Realize that many customers are negotiating “silently” while you’re presenting. They’re thinking of ways to cut; items to get you to include; and issues of competition they can throw your way.

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 an 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 (440-493-0094) or 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.

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

Respectfully,

Laurie Hoover
2011 Spring Fling Committee Chairperson