

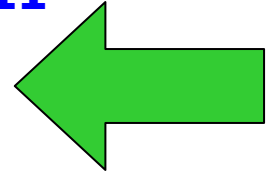


Air Conditioning Contractors of America  
Greater Cleveland

# Chapter News

February 2011

Thursday, February 10



THANK YOU to our  
Sponsors!



FAMOUS  
SUPPLY®

LENNOX  
Innovation never felt so good.™



FERGUSON®  
Heating & Cooling

**Holiday Inn, Independence**  
**7:45 a.m. Breakfast**

**Program:**

**Speaker: Dan Geyer, Dash Benefits**  
**Update on the Federal Healthcare Legislation:**  
**Implementation & Changes**

**Dan Geyer, Dash Benefits** will discuss the Current Healthcare Reform.

**Update on the Federal Healthcare Legislation:**  
**Implementation and Changes**

- \*Update on COBRA ARRA
- \*Update on HSA's
- \*Update on carrier status
- \*Law changes effective Sept 2010
- \*Controlling renewal increases
- \*Healthcare / law updates



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 / ComfortU
  - 5 - In Ohio - PUCO Scheduling Commercial Motor Carrier Listening Session
  - 6 - Education - ACCA National Conference / State of Ohio Conference
  - 7 - Advocacy - Setting the Stage for 2011
  - 8 - Business Help - Home Refrigeration Heads to New Standards / + more

## Why YOU Need to Participate in Heat & Plumb the Country

...Mr. G from Lyndhurst - (referred because of "red tag" to Cleveland Housing Network for new furnace)

"Thank you, thank you. I don't know who to thank for the furnace - I love it. The men were here all day, 3 of them. They were thorough and wonderful. When the Heat and Lighting place called back that I was getting a new furnace I couldn't believe it. I was so happy, they did a good job and it's wonderful."

### ACCA's Quality Installation Standard Updated

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, has announced that the updated ANSI/ACCA 5 QI – 2010 Standard (HVAC Quality Installation Specification) is now available in print form from the ACCA Online Bookstore. As a service to the industry, ACCA also makes the QI Standard available as a free, downloadable PDF at [www.acca.org/quality](http://www.acca.org/quality).

The QI Standard was updated in 2010 in response to stakeholder-requested changes. New sections on ventilation and hydronics were added, extensive edits and clarifications were incorporated, geothermal systems were specifically mentioned, additions made to the definitions, and updates made to the bibliography.

Newly-revised to support the 2010 QI Standard are the Technicians Guide for QI and the homeowner and building owner Checklists. Visit [www.acca.org/quality](http://www.acca.org/quality) for more information on these items. To assist those doing field verifications on equipment installed to the ACCA 5 QI – 2010 Standard, the ANSI/ACCA 9 QIvp Standard (HVAC QI Verification Protocols) has been updated and will be released in February 2011 for an ANSI public review period; the QIvp Standard is expected to be available later in 2011.

## 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](http://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)
- 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)
- 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)

*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. Box 13223**

**Fairlawn, OH 44334**

**P – 330-671-2191 / F – 330-752-2616**

## Start Strong

- The biggest thing to do during this time is gather more names for your hottest list. Watch for zip code response penetration.
- Allergy season is gearing up, so let prospects and customers know that you offer IAQ solutions and allergy relief.

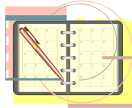
I t ' s O u r B u s i n e s s



t o P r o t e c t Y o u r s ®

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



**February 15-17** ACCA National Convention



**March 10** – ACCA Cleveland Membership Meeting in Kalahari Resort – Sandusky Meeting at 12:00 noon. EXPO 2011 from 1-5 p.m.  
\* **One hour CEU available.**

**NOTE:** No Meeting in Cleveland – it will be in Sandusky!

**March 8-11**



**April 14** – Federated Insurance Health Insurance Tips for the Small Businessman

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

**September 17** – Heat & Plumb the Country  
More Information Coming Soon



You can learn more at [www.acca.org](http://www.acca.org)

Don't forget – there are over 100 past webinars available for you to access. Go to [www.acca.org](http://www.acca.org) to learn more about this low-cost education benefit for you and your employees.

### Social Media in the Real World

**February 24, 2011**  
**2:00 pm**

Click here to sign up:  
<http://www.acca.org/comfortu/subscribe/>  
to participate live in this session  
(ComfortU subscribers only; click here to subscribe to ComfortU.

Social Media platforms like Facebook, Twitter, and YouTube are places that your business should be to boost business. Isaac will help you see how to be "friends" with your digitally savvy customers and prospects in a way never before possible with traditional media, and learn how to foster a "Raving Fans" mentality with customers in ways they won't forget and won't be able to help but share with their friends and family.

////////////////////////////////////



## **CO schedules commercial motor carrier listening session**

Ohio's motor carrier community is invited to provide the Public Utilities Commission of Ohio (PUCO) with testimony regarding new safety rules that apply to private intrastate commercial motor vehicles. The PUCO will host five listening sessions to learn from small carriers about the operational and financial costs of compliance with the rules.

### **The sessions are scheduled for:**

February 23, 2011 from 5:00 to 6:30 p.m.  
Oliver R. Ocasek Government Center, Auditorium  
161 South High Street  
Akron, Ohio 44038

The PUCO approved the rules to improve safety among motor carriers that use vehicles with a gross vehicle weight rating (GVWR) or gross combination weight rating (GCWR) of 10,001 to 26,000 pounds to transport property or passengers on a not-for-hire basis within Ohio. The PUCO is in the midst of an education and awareness campaign to identify and educate carriers that may be subject to the new rules. As a result, fines will not be assessed during roadside safety inspections until Jan. 1, 2012, unless egregious violations are discovered. However, vehicles and drivers found not to be in compliance with the rules may be placed out-of-service.

Additional information about the new motor carrier rules is available on the PUCO Web site at [www.PUCO.ohio.gov](http://www.PUCO.ohio.gov).

---

## **ACCA Benefit of the Month**

### **Sutton Leasing**

Sutton Leasing, Inc. is a National Fleet Leasing Company which handles all makes and models, import and domestic, and is recognized by all manufacturers for all dealer incentives and rebates.

#### **ACCA Member Benefits:**

- Unmatched vehicle pricing through volume discounts
- Any make or model
- Competitive interest rates
- Flexible funding options
- Flexible credit approval
- Fleet refinance programs to improve cash flow
- FREE fuel program to control fuel spend
- Maintenance programs to manage maintenance/repair Expenses
- Disposal services to maximize resale value

#### **Leasing Benefits:**

- Improved cash flow
- Off balance sheet accounting
- Section 179 expensing
- Reduced tax liability
- Separate line of credit
- Increased bonding capacity
- Consolidated monthly billing
- No mileage restrictions
- No wear or tear penalties
- Leasing leverage with the benefits of ownership



**ACCA Conference to Focus on Codes, Energy  
Efficiency, & Technology**  
**San Antonio, TX      February 15-17, 2010**



ACCA has scheduled a series of workshops focused on Technical Excellence during the 43rd Annual Conference and Indoor Air Expo. The event takes place February 15-17 in San Antonio, Texas.

The technical side of a business is complex and rapidly changing, which is why ACCA has included the Technical Excellence track at the Conference. The track provides information on various topics of interest that will help contractors gain the competitive edge in their markets.

“There is a lot of focus in the HVAC industry on energy efficiency, which changes the technology available and the codes that contractors must follow,” said Kevin Holland, ACCA’s Senior Vice President of Business Operations and Membership.

**For more information on ACCA’s 43rd Annual Conference and Indoor Air Expo, and to register, visit [www.accaconference.com](http://www.accaconference.com), call Vickie at 703-824-8856, or contact her via email at [vickie.ellis@acca.org](mailto:vickie.ellis@acca.org)**



## 2011 PHCC/ACCA Ohio Convention

March 8-11, 2011

Kalahari Resort, Sandusky Ohio

Plumbing & HVAC/R EXPO on March 10, 2011

**Register before February 8, 2011 and SAVE!**

Join other successful contractors in plumbing, hvac, hydronics & refrigeration at the 2011 PHCC/ACCA Ohio Convention. Registration information is available online now!

Go to [www.ohioconvention-phccacco.org](http://www.ohioconvention-phccacco.org) to download the convention brochure & registration form today. Mail it with your check or fax your registration with your credit card information to 216-393-0095.

Whether it's networking or learning in the seminars designed with your business in mind and accredited for CEU hours for licensed contractors, or seeing and talking with manufacturers' reps and suppliers about new and familiar products to help you work more efficiently day in and day out, you won't want to be anywhere else than at this convention. We look forward to seeing you there.

For Hotel Reservations call Kalahari direct at 877-525-2427 before February 8. Rates are subject to availability. Please reference PHCC/ACCA Ohio Convention. You will need a credit card to guarantee payment.

PHCC/ACCA Ohio Convention

Phone: 877-553-EXPO (3976) Fax: 216-393-0095

Email: [info@ohioconvention-phccacco.org](mailto:info@ohioconvention-phccacco.org) / Website: [www.ohioconvention-phccacco.org](http://www.ohioconvention-phccacco.org)

## SETTING THE STAGE FOR 2011

With the Republicans gaining control of the House of Representatives in the midterm elections, John Boehner, R-Ohio, became Speaker of the House. According to Jonathan Melchi, manager of government affairs at Heating, Air-conditioning & Refrigeration Distributors International (HARDI), “The big question is going to be: Can John Boehner control Republican members of the House of Representatives as effectively as he did when they were in the minority? Can they stay on message? Can they consistently produce legislation that resonates with the public and members of both parties?” He added, “The GOP will come up with a series of bills designed to put the Senate in difficult votes and put pressure on the White House.”

Senate Majority Leader Harry Reid, D-Nev., retained his position because the Democrats still hold a slight majority in the Senate. However, Melchi noted that 33 senators will be up for reelection in 2014 — and 23 of those are Democrats or independents who caucus with Democrats. “Those folks are going to be under tremendous pressure to watch their vote,” Melchi said. In addition, Melchi said that the GOP plans to roll out a weekly or biweekly spending cut. And he said, “It’s going to be extremely difficult for folks in the Senate to vote against a lot of it.”

### CLIMATE AND ENERGY POLICY

The focus on the national deficit and how to cut spending is expected to factor into many legislative actions this year, including climate change and energy policies. This is one of the reasons why last year’s Home Star legislation, which passed the House but not the Senate, is not expected to be successful in 2011. “Any type of program with rebates is going to have a difficult path with the budget situation the way it is,” Melchi noted. “It’s going to be interesting to see what type of energy policy will come out of the House.” “It’s a new dynamic in Congress,” agreed David Calabrese, senior vice president of policy at the Air-Conditioning, Heating and Refrigeration Institute (AHRI). “The issue this year with tax and incentives legislation, frankly, is the deficit. Since everything always has a cost, it’s always going to be the big issue that they’ll be looking at.”

However, climate change policy may move ahead through other channels, according to Calabrese. He said there may be an opportunity for climate change legislation to be enacted through more specific, sectoral-based bills. On the issue of energy policy, Calabrese noted, “I think there could still be energy legislation, especially the type we do where there’s consensus and everybody agrees to do it.” He added that AHRI would like to see tax incentives for commercial equipment, not just residential. But he also noted that any tax credit bills that benefit the industry will be in competition with those proposed by other, unrelated industries.

“The thing we always have to consider [with tax incentive legislation] is there’s a cost to it. Ours may not be that expensive by itself, but there are other incentives being proposed, as well.” In addition to the competition, Calabrese pointed out that the general focus on the deficit and the overall mood on the Hill will play large roles in the success of this type of legislation. In the absence of energy legislation, Charles McCrudden, vice president of government relations for the Air Conditioning Contractors of America (ACCA), said, “Regulatory agencies may look at new and innovative ways to promote whole-house incentives.” He added that the Department of Energy (DOE), along with state governments and utilities, will probably look at alternative ways to promote energy efficiency. Two DOE initiatives currently being tracked by ACCA include the department’s new Workforce Guidelines (a draft to provide standards for federally funded efficiency improvements) and Home Energy Score (a pilot program offering energy audits for homeowners).

## Home Refrigeration Heads to New Standards

Refrigeration contractors and technicians who work in the domestic refrigeration sector should be aware of increased efficiency standards that are also affecting ice making equipment and room air conditioners. And all those in refrigeration should look at such efficiency upgrades as a growing trend across the board.

According to a release from the Alliance to Save Energy, “Advocacy groups and appliance manufacturers hailed a 25 percent increase in energy efficiency for most new refrigerators, starting in 2014, thanks to new efficiency standards that the U.S. Department of Energy announced [in September], continuing a 40-year trend of improving energy efficiency for this essential home appliance.”

The groups said the new standards are the first step in the department’s implementation of the recommendations they proposed to DOE in July for new minimum efficiency standards, tax credits, and Energy Star incentives for appliances affecting six major categories of home appliances.

According to the proposed rule, a typical new 20-cubic-foot refrigerator with the freezer on top would use about 390 kilowatt hours (kWh) per year, down from about 900 kWh/year in 1990, and about 1,700 kWh/year in the early 1970s. According to statistics from the Alliance, on a national basis, the new standards would, over 30 years, save 4.5 quads of energy, or roughly enough to meet the total energy needs of one-fifth of all U.S. households for a year. Over the same period, the standards will save consumers about \$18.5 billion, the Alliance said.

According to the Alliance, DOE was to have finalized the standards by the end of 2010 to take effect in 2014. Based on the July agreement, home appliance manufacturers and efficiency, environmental, and consumer advocates have agreed to jointly pursue with Congress and the administration new standards for six categories of home appliances (refrigerators, freezers, clothes washers, clothes dryers, dishwashers, and room air conditioners), as well as a recommendation that Energy Star qualification criteria incorporate credit for smart grid capability and a package of targeted tax credits aimed at fostering the market for super-efficient appliances.

While DOE or Congress can act on the standards, the extension of the manufacturers’ tax credit for super-efficient appliances requires new legislation. EPA and DOE will consider the recommendation to jump-start the smart grid through incentives for the deployment of smart appliances through the Energy Star program. As part of the new refrigerator standards, ice maker energy consumption also will be reflected in product energy-use ratings.

“We appreciate that DOE has moved so quickly to adopt the agreed-upon standards,” said Andrew deLaski, executive director of the Appliance Standards Awareness Project. “The consensus standards not only save consumers a huge amount of energy and money, they also save DOE the energy, time, and money that a contentious rulemaking process can require.”

“The appliance industry has a strong history in reaching agreement with a broad base of energy and water efficiency advocates, as well as consumer groups, to develop energy conservation standards for home appliances,” said Joseph McGuire, president of the Association of Home Appliance Manufacturers. “The new minimum energy standards are a significant part of the agreement, as is the extension of the current super-efficient manufacturers’ tax credits, which we are urging Congress to act on, and a soon-to-be-submitted petition to Energy Star on smart appliances.”



“This big step forward for refrigerator efficiency proves that the well of innovation leading to energy savings is very, very deep,” said David B. Goldstein, energy program director for the Natural Resource Defense Council. “These standards pave the way for manufacturer investments in a next generation of products that demonstrate ever-increasing energy and cost savings.”

“Even though refrigerators have become much more energy efficient, they still account for about 10 percent of household electricity use,” observed Alliance Vice President for Programs Jeffrey Harris. “With the new standards, consumers will not only save energy, they’ll also have a better picture of total energy use, because the ratings will include automatic ice makers.”

“This kind of joint recommendation can expedite new standards,” said Steven Nadel, executive director of the American Council for an Energy-Efficient Economy. “By moving quickly to adopt the agreement, DOE encourages all parties who are willing to work in a collaborative way to agree on new standards.”

---

## **Cut Conflict with Internal Customer Service**

One extremely important – yet perhaps one of the least pleasant – aspects of management is conflict resolution among employees.

To some degree or another, some level of conflict will probably arise between two or more employees at some point in time. And in the event of any major conflicts, management’s help in resolving the issue will almost definitely be needed. However, Internal Customer Services can resolve the majority of conflicts before they escalate and begin to affect your business as a whole.

Internal Customer Service is the manner in which co-workers interact. Once you have realized that this is an important part of your company, you must also come to terms that it is inherently difficult to give exceptional customer service to any external customer if there is conflict, unhappiness, or lack of respect within the workplace.

A few tips for a healthier, happier, more productive workplace:

- Make sure each employee knows your company’s mission.
- Each employee must realize that Internal Customer Service is the responsibility of everyone in the workplace.
- Realize and respecting each other’s differences.
- Respect each employee’s personal space.

Internal Customer Service is a valuable concept to keep in mind. Everyone benefits from exceptional customer service through reduced conflict, increased respect, and a greater degree of overall happiness.

### **Rule Breaking 101**

“You shouldn’t be on your company’s mailing list.”

FALSE: You should mail letters to your salespeople and technicians at the same time. Two things happen:

- 1) You find out when your letters are delivered AND if there are any areas that receive them late,
- 2) Your employees who may have missed or forgotten about the mailed offer get a reminder.

## **A Few Things ACCA Offers that No-One Else Does!**

- Fighting for contractors within building codes organizations to ensure codes are reasonable and fair.
- Local Meetings that offer a level of networking with other 'Contractors of Excellence' you cannot find anywhere else. It is a good opportunity to find answers to daily questions of operating a business and dealing with employees and customers.
- Technical Articles and Bulletins that keep you up to date and your customers happy.
- CEU Credits toward renewal of your state License(s).
- Aggressive Advocacy in Washington and Columbus to promote contractor-friendly laws.

