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**Letter
From the
2015 Outgoing
President**

Hello Friends,

First and foremost, happy New Year! It's hard to believe that 2014 is already behind us and the whole of 2015 stretches ahead.

That means lots of new opportunities for your business to grow – and to change.

While many of us dislike change, the truth is that it's necessary. Without change, *success* can easily become *inactive* and *routine* turns out to be a *rut*.

That's what makes your ACCA membership so valuable. You have year-round 24/7 access to the tools you need to avoid getting "stuck" in your business. Plus, you have a community of contractors who know exactly what you face in your industry – and how to help you through it.

We're here at the Greater Cleveland ACCA to help too, so give us a call and let us know what we can do for you in 2015.

Sincerely,

Don
2014 President

January 8th Membership Meeting

January 8th ACCA Membership Meeting

**ACCA Greater Cleveland Membership
7:45 a.m.
Holiday Inn Rockside Road Independence**

2015 HVAC Report

Don't be left behind in the new-year as ACHR NEWS Editor-in-Chief Kyle Gargaro will discuss the state of the HVAC industry. Gargaro will touch on legislation that could affect the industry, the financial health of the industry, and an assortment of other topics.

Speaker: Kyle Gargaro, Editor-in-Chief, ACHR News

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

Attend and have an opportunity to acquire one (1) CEU credit.

Tax Extenders Package Approved by Congress, Awaits President's Signature

On December 16, the Senate approved H.R. 5771 by a 76-16 vote, retroactively extending for 2014 more than 50 business and individual tax incentives that expired at the end of 2013. President Obama is expected to sign the bill into law soon.

Of the more than 50 incentives that now apply for all to 2014, a handful are of special interest to HVACR contractors, including:

- The \$500 residential energy tax credit to individuals who install qualified higher efficiency HVAC and hot water equipment in their primary residence. The tax credit is equal to 10% of the installed costs with caps based on each qualified retrofit measure.
- A \$2,000 tax credit for home builders that construct qualified new homes meeting certain criteria for energy efficiency.
- The Commercial Building Tax Deduction that allows for an above-the-line deduction for energy efficiency improvements to lighting, heating, cooling, ventilation, and hot water systems of commercial buildings. The value of the tax deduction can be as high as \$1.80 per square foot, depending on the types of improvements and the overall energy savings.
- The expanded Section 179 small business expensing limitation and phase-out amounts in effect from 2010 to 2013 (\$500,000 and \$2 million) for qualified property (vehicles, office equipment, machinery, software) placed in service during 2014. These amounts currently are \$25,000 and \$200,000, respectively. The special rules that allow expensing for computer software, qualified leasehold improvement property, qualified restaurant property, and qualified retail improvement property also would be extended through 2014.
- A provision allowing an additional first-year deduction of 50 percent "bonus depreciation" to property acquired and placed in service during 2014 (2015 for certain property with a longer production period). This provision would continue to allow taxpayers to elect to accelerate the use of AMT credits in lieu of bonus depreciation under special rules for property placed in service during 2014.
- An extension of the exclusion from capital gains tax of 100 percent of small business stock sold by an individual. In order to qualify for this exclusion, the stock must have been acquired at original issue and held for at least five years. Small business is defined as one having assets of less than \$50 million.
- An extension of the Work Opportunity Tax Credit that allows a maximum credit of \$2,400 to employers who hired employees from one of nine targeted groups, including veterans.

This short term extension only kicks the can down the road until 2015, when they all expire again. House and Senate Republicans have vowed to make comprehensive tax reform a top priority in the new Congress that convenes in January.

Legislative Update

Work continues on the Residential Contractor Licensing bill. Numerous contacts and conversations have been had with the legislative staff of Sen. Jim Eklund, R-18 (the sponsor), in order to facilitate and expedite a final "draft" version.

Once we have a final draft, a meeting will be held with the Ohio Department of Commerce (Only a short time period remains in the current legislative session which will end 12/31/2014, and all existing legislation will expire).

NEW ACCA Stickers Now Available!

Do your customers and your competitors know that you belong to ACCA?

Be proud of your membership and display the logo!

Want a sticker?

Send an email to mary@accohio.org and request yours today!

ACCA Ohio Needs Your Help with our PAC

If you are going to own a business then you have to be involved in politics!!

Fellow ACCA contractors,

We are working hard to pass the Residential licensing bill this year. The bill is ready and has potential sponsors. We need to engage our elected official and educate them to support this bill and what our industry does.

According to the OCLIB, 8 out of 10 complaint calls received each week are from homeowners who have issues with unlicensed contractors. Help protect your business and this industry against those who operate under the radar.

We are asking for your support of the Specialty Contractors Political Action Committee (Ohio PAC 892). A strong PAC is no longer a luxury, it's a necessity. In today's political climate you need a strong voice and that voice cannot be heard without more influence. We on the board have made contributions and hope you will join us. Any contribution makes a significant difference.

Show Me The Logo!

Show Me The Logo! Do your customers know what ACCA is? How about your competitors?

How Do They Know if You Don't Tell Them? Do your customers know when they see the ACCA logo they're choosing a member of the Air Conditioning Contractors of America - ***a professional?*** Be proud of your membership and display the ACCA logo! Need a logo? Send an email to mary@acchoio.org

News Flash

Contractor Comfort Index 71 in December; Up 4 from 2013

The December Contractor Comfort Index (CCI) shows that contractors are closing out 2014 feeling positive about short-term growth. ACCA began measuring contractor attitudes toward short-term economic growth with the CCI in February 2010.

For December 2014, the CCI is 71. The CCI also shows that contractors are feeling better than they were 12 months earlier when the CCI was 67.

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.

The CCI is released prior to the start of each month; the next index number will be released during the last week of January.

Upcoming Events

Thursday, January 8 – Annual 2015 HVACR Industry Outlook

Thursday, February 12 – Red Flags in Employment Issues - How to Spot Them, and What to do When They Arise with Jennifer Corso

Thursday, March 12 – Employee Financial Responsibility Seminar with Dollar Bank

Thursday, April 16 – Meeting and Tour of the CSA Group Facility

Thursday, May 14 – Preparing Your Business - Summer Weather Outlook with Channel 5 or 19 Meteorologist

June – July – August
No Membership Meetings

Fall Schedule Coming Soon...

Mark Your Calendars for the ACCA PHCC Golf Outing Monday, July 20th, 2015

Heat & Plumb the Country
September 12th, 2015
Mark on your calendar to volunteer next year.

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ACCA State News

MARK YOUR CALENDARS!

Rock Your Business! Planning has started for the 2015 Ohio Convention and EXPO. We are really excited about all that will be offered **March 25-27, 2015 in Cleveland!** There will be great information-packed education sessions, the always-popular EXPO and plenty of networking events where you can see old friends and make new contacts.

www.ohioconvention-phccacco.org

Platinum Sponsors: Blue Angel Pumps, Champion Pump, Lake Erie Winnelson and Welker McKee

Why are you ACCA? We asked ACCA Ohio members and here's what they said...

"I am ACCA...Getting my OCILB continuing education."

"I am ACCA...Because of the government work the organization does."

"I am ACCA...Allows me to understand the needs of the industry so that I can find ways to help and get involved."

"I am ACCA...Being able to network with other HVACR professionals."

"I am ACCA...MIX Group saves me thousands of dollars!"

"I am ACCA...As an associate member the most important value I have received is the interaction with the local contractors."

"I am ACCA...ACCA is one of this industry's very best sources of information, networking, and continuing education."

ACCA Ohio

Benefit of the Month

WorldPay

Credit card processing could save ACCA members up to 40% in savings for processing. After an initial review, Perry Pokrandt will recommend the program that best fits your needs. Perry and WorldPay will help you lower your costs and generate more revenue.

Call or email Perry Pokrandt at Perry.Pokrandt@WorldPay.us / 715-272-1246

Ohio PAC Fund

A strong PAC representing the PHC industry is no longer a luxury; it's a necessity. In today's political climate we cannot afford to be without a strong voice – we need PAC contributions so our voice is heard – the stronger our voice, the more influence and access we have. Any contribution – \$10, \$25, \$50 or more – makes a significant difference in our efforts.

Education and Training

ACCA members who upgrade their work skills and knowledge not only keep up with the latest technologies and business techniques, but receive other benefits, such as boosting their professional image, increasing their level of expertise, increasing profits and putting themselves at the cutting-edge of the HVACR industry.

ACCA, at the local, state and national levels, is the leading provider of technical and business education and training for HVACR contractors, managers, and other personnel.

The 4 Things That Drive Your Customers Crazy

Adams Hudson shares how you can avoid four common things that contractors do that drive customers crazy. [More](#)

Improve Your People Skills

It's impossible to be an effective manager without effective people skills. Trying is like asking a veterinarian to install an HVAC system – a plain-as-day bad idea. So if you have technical skill and business smarts but have a hard time dealing with people, use these tips to brush up on the most valuable set of skills you can possess:

1. Pay attention. That means listening, not just hearing. Know what your staff is trying to tell you, and let them know you understand by acknowledging their comments or concerns.
2. Smile. People – whether it's your employees or your customers – are more open with someone who smiles sincerely and frequently. You'll be more approachable too, which helps foster a team atmosphere.
3. Resolve conflicts quickly. No matter how much your team likes one another, conflict will eventually arise. The longer it lingers, the greater the toll it takes on morale. When you mediate swiftly and fairly, everyone can get back to business as usual.
4. Weigh your words. Communicating clearly can be tough, especially if you're not used to it. But being concise and to the point goes a long way towards avoiding misunderstandings. Remember too, it's not always what you say so much as how you say it. Keeping conversations professional and respectful builds trust in both directions.

ACCA Board of Directors

2014 Officers:

President – Don Van Horn 440-398-9415
Vice Pres. – Josh Bulloch 440-934-9265
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Al DiLauro 440-232-1861

Associate Membership Representative

John Marshall 440-328-3050

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Keith Raymond 440-244-5584 &

Brian Stack 888-850-9994

2014 ACCA Ohio Board Trustees

- Representing Greater Cleveland ACCA:

Al DiLauro, Cleveland Air Comfort

Mike Aerni, Conserv-Air Heating & Cooling

Chapter Manager: **Michael Mennett**

Getting Started

- Now's the time to set your budget by deciding your goals, media and ad selection.
- Send letters to missed sales from the past 90 days. Be sure to include incentives (such as rebates) since the holidays have just passed.



Service That Satisfies

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