

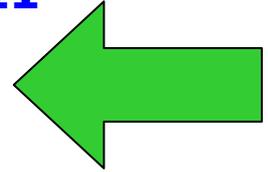


Air Conditioning Contractors of America
Greater Cleveland

Chapter News

Summer 2011

Thursday, July 28



THANK YOU to our
Sponsors!



FAMOUS
SUPPLY®



**3rd Annual Joint Golf Outing
Greater Cleveland ACCA & ACCA Northeast Ohio**

Join us on Thursday, July 28
Fowlers Mill Golf Course
13095 Rockhaven Road
Chesterland, OH 44026

Shot Gun Start begins at 10:00 a.m.

\$100 per Golfer includes 18 holes of golf, cart, coffee / donuts, lunch at the turn, 2 drink tickets, and dinner.

Register by July 22, 2011



To Contact Greater Cleveland ACCA

Phone: 330-671-2191

Fax: 330-752-2616

Email: accacleland@gmail.com

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- 3rd Annual Joint golf Outing! - See you on July 28 - REGISTER BY JULY 22

3rd Annual Golf Outing Sponsorship Opportunities

Be Seen among other ACCA Members!

Sponsorship Opportunities

- Hole Sponsor - \$225
- Score Card Sponsor - \$400
- Beverage Sponsor - \$500
- Cart Sponsor - \$600

*Every Sponsor receives a
Complementary Golf Ticket!*

ACCA Membership Meeting Thursday, September 8

Exiting a Business – Learn the nuts and bolts of Exiting Strategies.

Speaker:

Wayne Minich, CLU, ChFC
President

Applied Financial Concepts, Inc.

Exiting a business may be the most important financial event of an owner's life. Learn exiting strategies including the facts, problems, and solutions Baby Boomer business owners face.

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ASSOCIATE MEMBERS
Thank you for your support!!

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

Bitboyz – Jeff Dennis
216-539-9655 jeff@bitboyz.com

Famous Enterprises - Mike Scott
216-529-1010 mscott@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

Kuno Creative – Chris Knipper
440-934-3690 chris@kunocreative.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

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

Contractors Continue Positive Outlook for Short-Term Growth

The May Contractor Comfort Index (CCI) shows that contractors are continuing to have a positive outlook for short-term growth in 2011. The Air Conditioning Contractors of America (ACCA) began measuring contractor attitudes toward short-term economic growth with the CCI in February 2010.

For May 2011, the CCI is 66, which is slightly lower when compared to a year earlier when the CCI was 68.

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.



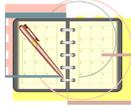
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COMING EVENTS



No Membership Meetings

June, July, or August



July 28 – ACCA Annual Golf Outing
Fowlers Mill Golf Course

September 8 – Membership Meeting

Exiting Strategies for your Business

September 17 – Heat & Plumb the Country

ACCA Benefit of the Month – 2011 Ohio Legislative Day

One of the many benefits of membership with ACCA is advocacy on behalf of the HVACR industry. ACCA Ohio works behind the scenes every day with lawmakers, regulators and agency officials to protect our industry. ACCA Ohio is grateful to those members who took time away from their busy schedules to advance the interests of our industry at this year's very successful Legislative Day.

Heat & Plumb the Country

Saturday, September 17

7:00 a.m. – RSC, Valley View

This is the 8th year for ACCA to provide safe heat & 4th year for PHCC to provide water audits & plumbing repairs for elderly/disabled, low-income homeowners in the Northeastern Ohio Area!

We need YOUR help on September 17!

How Can I Participate?

- ACCA and PHCC Cuyahoga County needs service techs, helpers, dispatchers, owners, managers, friends and family to help. Technicians must be from ACCA or PHCC member companies.
- Contractors are needed to volunteer the use of their trucks (for their own employee to use).
- Technicians are needed to run a couple of service calls (most are finished within four hours), diagnose the problem and if a minor problem, fix it. If it requires a major system component replacement, document it and give the information to your team leader upon your return from your visits.
- HVAC & Plumbing Students have been recruited to ride with technicians, talk with the homeowners while the technician is making the needed repairs and helping in other ways as determined on the call.
- Dispatchers, parts runners and other administrative help are also needed.

Contact the ACCA Greater Cleveland for more information and how to participate or donate materials and supplies.

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2011 ACCA-PHCC Ohio Legislative Day

On May 24, more than 25 ACCA and PHCC members descended on Columbus to meet with state lawmakers to discuss residential licensing, the PUCO, privatization of workers comp and natural gas rates. Members met with over 48 legislators in the Ohio House of Representatives and Ohio Senate.

Legislative Day is a one-day event with an issues briefing to kick-off the event, meetings and evening reception, that was attended by more than 50 state Reps and Senators, at the Statehouse Crypt.

“This was my second trip to Columbus and again I was very pleased with the pre-meeting info and the meetings we were scheduled to attend. It’s good to know that we can make a difference by giving a small portion of our time and even better to know what we are saying is being heard.”
-John Walter, Brandon Heating and Air Conditioning

The Meeting with 14 State Senators and 19 State Representatives Photographs from Legislative Day are online. See your friends (or yourself) at www.accohio.org



The Issues...position papers can be found at www.accaohio.org
PUCO- Lawmakers have a responsibility to the people and small businesses of Ohio to ensure that the PUCO is not hindering job creation or economic development

RESIDENTIAL LICENSING - The Specialty Contractors Coalition endorses Residential Licensing for the trades now licensed under the Ohio Construction Industry Licensing Board (plumbing, hydronics, HVACR, electrical) and legislation (SB 289) was introduced in 2010 to support it. We believe statewide contractor licensing for the trades must be passed prior to any other licensing legislation.

PRIVATIZATION OF WORKERS COMP- Like every other state, Ohio continues to struggle through our nation's economic recession. Our state's leaders are looking for ways to raise revenues without raising taxes. One of the ideas being studied is a proposal to open Ohio's workers' compensation system to private insurers.

NATURAL GAS RATES- On Feb. 10, 2011, the House of Representatives introduced legislation that could potentially raise customer rates by allowing natural gas utilities to increase distribution rates without being subjected to a thorough public review by state regulators.



ACCA Quality Standards Raising Bar for HVAC

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, has made four of its ANSI recognized standards available for free electronic download. The four standards available for free download are:

- ANSI/ACCA 5 QI – 2010 HVAC Quality Installation Specification, which identifies consensus requirements, associated with quality installations, acceptable procedures for measuring or verifying the attainment of those requirements, and acceptable forms of documentation to show compliance to the requirements.
- The recently revised ANSI/ACCA 9 QIvp – 2011 HVAC Quality Installation Verification Protocols, which are for those who intend to protect the value and integrity of the QI Standard through qualified and objective examination of submitted HVAC system installations.
- ANSI/ACCA 4 Maintenance of Residential HVAC Systems – 2008, which provides a common platform for contractors to create a maintenance program, while allowing for bundling different recommended corrective actions at different fee structures.
- ANSI/ACCA 6 HVAC System Cleanliness – 2007, which is intended for restoring the cleanliness of HVAC systems. The procedures are also designed to reduce an adverse effect on the indoor environment and other building systems.

All four standards are available for free electronic download or can be purchased as a hard copy at www.acca.org/quality. The QI standard and the QIvp standard are also the foundation of the Quality Assured (QA) Contractor recognition program. The QA program is required for contractors who install HVAC systems in new homes that are intended for ENERGY STAR rating and are finished January 1, 2012 or after. For more information on the QA program visit www.acca.org/qa.



Positive Attitude, Positive Product

In a research project at the University of Pittsburgh, a group of volunteers were taught how to use a word processing program. Three research assistants were "planted" to pose as students in the program.

One assistant spoke to other students nearby of how great the program was, and how beneficial they thought its application could be. Another assistant spoke only of the terrible quality, poor services, how they could hardly hear the teacher and - in general - how lousy the entire idea was. A third assistant said nothing.

The people seated nearest the positive person grasped the program quicker, used it more effectively, and even came up with different more creative ways to use the program. They took more eagerly anticipated turns at using the program that was set up as a demonstrator.

The group nearest the negative person hardly wanted to even try the program. They showed little interest with questions, and primarily shunned even offering ideas for improvement.

This demonstrates the "one bad apple" theory to its fullest. Do not let a negative situation, or negative employee pull down a crowd around him or her. And likewise, encourage your "upbeat" employees to stay that way, or even spread them around your different departments. Encourage them to speak at key meetings to get the crowd toward the positive side of things. Bounce ideas off of them. Let others see that the attitude makes a difference in performance, respect, and company promotion.

Create Off-Peak Income in Peak Season

By Adams Hudson

Maintenance agreements are a great source of income for the off-peak season. They get your techs into your customers' homes twice a year for a pre-season tune-up, which brings in income for the service itself as well as any upgrades – a programmable thermostat, anyone?

But your best chance to sign customers up is going to be during the very busy times. After all, that's when they'll be calling you for their heating emergencies, and that's the entry point into their homes before the maintenance agreement is established.

When you're in a rush, its human nature to say, "I can't do that right now. I've got all the business I can take care of as it is." But think of it this way: what you do on the busiest day of the year can have an impact on whether you're taking a call on the slowest day of the year.

The process works like this: you're called into the home for service or a repair. The first thing you do is address exactly what the customer has called you out to do.

Just as you complete the job, and before you shove an invoice in their general direction, you show the customer...

1. What you did (either on the invoice or maintenance agreement form)
2. What you found
3. What this service can help prevent
4. How they can be better at preventive maintenance (filtration, etc.)
5. The price for today's service

Next – after they agree and understand the value – you utter the following question which will change your conversion rate dramatically: "Would you mind if I showed you a way to save \$10 in 10 seconds?"

You will almost certainly get a "yes" (or they didn't hear the question !). At this point, you begin discussing your maintenance agreement.

The message you're trying to convey is that you're not trying to sell them anything; you're trying to give them a discount. That's something you can believe in, and soon your customer will too.

"Sending your techs to training seminars automatically means you will have a better business."

FALSE: Ten percent. That's a low – but dead accurate – figure of what people learn at seminars that carries over to the workplace. To make sure that your reps actually learned something, ask for a review of the material.

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

Quit Trying To Get Your Customers to Upgrade Their Equipment

By Drew Cameron

That's right, you read that correctly. It's not a typo, but rather a mandate. We all learn Sir Isaac Newton's Third Law, The Law of Motion, at some point early in our lives. To paraphrase: *For every action there is an equal and opposite reaction.*

When you try to convince someone of something you are exerting a certain amount of force to prove your point, no matter how gentle your demeanor may be. The force you exert will be met with resistance and/or apprehension from your customer and yield low or no sales.

To reverse this disastrous effect, stop telling your customers they should replace their equipment and start asking them a series of questions that lead them to determine for themselves that it might make sense to consider replacing their equipment at this time.

Most salespeople that attempt to sell something feel compelled to tell potential customers everything they know about their products and services and why they should buy. Customers tend to have their guard up when dealing with anyone trying to sell them anything and doubt a fair percentage of what salespeople say. The larger the expense, the more guarded the customer.

As I say in training and coaching sessions: *Seek first to listen and hear before seeking to be heard, and seek first to understand before seeking to be understood.* This holds true on **ALL** service, maintenance, and sales calls.

Simply put, you need to change your mindset and goal on the sales call if you want to rise to a higher level of success, especially when opportunities are few or in lean times. When you seek the truth about what the customer really wants, you will find that the customer is more open and honest with you since you are more open and honest with them. This will cause your sales and referrals to flourish.

Inquire about what the customer likes and dislikes about their current system; if they could improve something what would it be; are they happy with the comfort level; is the system noisy; are they satisfied with the energy bills; and many other questions along these lines that help you better understand how your customer interfaces with their system and how they like to live their lives in their home. The answers you gain are exactly what the customer wants to have and is willing to buy if it makes sense.

Drew is a renowned and much sought after speaker, trainer, coach, and consultant for HVAC, Indoor Air Quality, Plumbing, Electrical, Fuel Oil Service and Delivery and other Home Services contractors, usually booked out for months in advance. You can reach him at drew@hvacsellutions.com or visit his website, www.hvacsellutions.com.