

- 2016 Mark Your Calendar
- 2016 Officers
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2016 General Meeting Dates

Mark your Calendar!

January 14, 2016

Could Employment Issues Derail Your Future??
DoubleTree–Meadowlands
Joe Hamilton, Federated Ins.

February 11, 2016

TBA

March 10, 2016

R07C / R410 Refrigerants Updates

April 14, 2016

New Tools – W-FI Linked



Just for Fun

Tell a man that there are 400 billion stars and he'll believe you. Tell him a bench has wet paint and he has to touch it.

How come Superman could stop bullets with his chest, but always ducked when someone threw a gun at him?

How much deeper would the ocean be if sponges didn't grow in it?

Why do we wash bath towels? Aren't we clean when we use them?

Why doesn't glue stick to the inside of the bottle?

Exciting New Year!

ACCWPA has an exciting year planned!

Watch for your Monthly Newsletter for more details!



Your 2016 Officers!

Steve Woodring, President, Wade Htg & Clg
Rege Dumm, Vice President, A-Air Inc.
Chuck Rauch, Treasurer, Valley Htg & Clg
Rob Champe, Secretary, Shearer Htg & Clg

The Six Dangers of Discounting by Donn Carr

Early on in my career as a men's designer and later men's buyer, I had the opportunity to work with one of the real genius of retail, Mr. William Dillard, Sr. He and Sam Walton of Wal-Mart fame, grew up together in Arkansas and were friends. Good men with great vision and understanding of customers, how they think, what motivates them, and most importantly how to create value and successfully run a retail operation.

Mr. D was full of quotes that I have never forgotten. They are even truer today than they were back in the late 1970's. Here are two that always stood out for me.

"YOU CAN'T DO BUSINESS FROM AN EMPTY WAGON," - This was at the height of the 1980's recession when our competitive department stores had reduced their inventory offerings so drastically that there was now no selection from which the consumer could choose. We used to laugh that that the inventory was so sparse you could dance between the fixtures. He realized this opportunity early and instructed us as we went to market with our open-to-buy to "load up". "We cannot expect to survive if we have nothing to offer", he said.

"ANY FOOL CAN GIVE AWAY HIS BUSINESS." - During this same recession, as stores were starving themselves out of business, stores were seeing who could mark down their goods and services more than the next.

Those of us who were merchandise managers and execs then almost fell into that same markdown trap. Mr. D would have nothing of it. His advice was spot on then as it is now. We added value and experience to the shopping, while holding the line on markdowns and reducing the number of sale events.

The end result was that four of the five competitive department stores at that time are no longer in existence today! Dillard Department Stores remain one of only a few department stores that are surviving and thriving.

Are you finding your business in the bottomless pit of markdowns? Have you convinced yourself of the mental lie that you can't sell anything unless it is marked down? There is no easy way out my friend. Because once you begin selling at a discount six very important dangers suddenly become real.

1. You are now creating a negative image for your company. It is an image that shouts your products or services are cheap and may be of lesser quality and your original prices you offered never were worth what you asked. This is a slippery slope as once you begin selling at a marked down price, it is all but impossible to ever sell at full retail again without a major facelift to who you are and your brand image. This danger is the first missed and the most critical to the health of your business.

2. Any sense of integrity as a legitimate business is now lost. *You have now become a discounter* and all of the negative imagery that comes with that title.

3. Are you in danger of starting a price war you can't win? At what point have your marked down your profitability to such a point you have basically put yourself out of business?

4. Are you setting a precedent? *If this is a one-time thing - you are probably going to be okay.* Everyone expects businesses to lower prices to rid themselves of old inventory. If, however, you remain on sale constantly - you will never be able to sell merchandise or services at full retail again. **You have just signed your own death warrant.**

5. You are now at risk of affecting the quality of your products and service down the line as profitability will fall to such a low you have to cut corners financially to stay open.

6. You are now causing stock inefficiencies and inconsistent buying. To buy inventory specifically to be sold at a discounted level is a fool's errand. It is not sustainable over time and the ability to create a brand image of any consistency is all but impossible.

If you are aware of these six dangers of discounting and yet continue to do so - *Welcome to the Danger Zone.*

Donn@CarrMG.com.

EDUCATION EVENTS



*Integrity is the
essence of
everything
successful.*

Smart Words You Must Remember

*"The most profitable
commitment you can make
is to your own personal
growth."*

— David Humes

Inspiration

*Be*LIEVE
IN
*You*RSELF

ACCWPA By-Law Changes Approved

ACCWPA Board of Directors approved the following By-Law changes at the September 9th board meeting. Since we re-branded our Association from Air Conditioning Contractors of America, Western PA Chapter to Air Conditioning Contractors of Western Pennsylvania we needed to update our by-laws. All reference to ACCA National has been removed insert of our new name and ACCWPA.

Members voted on these changes at the November 12th general meeting.

- 5.1 Active membership (also known as Contractor Membership) in ACCWPA is open to any persons, firms, or corporations engaged in any or all phases of the heating, ventilation, air-conditioning, and refrigeration (HVACR) systems contracting industry as a contractor, and who is not a subsidiary, affiliate, division or related entity of a public utility. Active membership shall be vested in the contracting firm or corporation as such or in the individual doing business as a contractor in his or her individual capacity. One member of the firm or corporation shall be designated as its representative and shall be entitled to hold office in this association, vote, and exercise all the rights and duties of active membership.
- 7.1 All dues will be payable each year. The Board of Directors may adopt pro-rated amount for membership periods covering less than a full year.
- 7.2 This Association establishes the associate and vocational member's dues.
- 10.10.5 The **PRESIDENT** shall be ACCWPA's representative at Industry Related meeting(s) or any other related function which is considered relevant and requires our association representation by the Board of Directors, and shall designate an alternate representative of ACCWPA to such meetings in the event that he/she is not able to attend. ACCWPA shall reimburse its representative for all expenses of such meetings not otherwise reimbursed.)

ARTICLE XIV - LIMITATIONS

- 14.1 No contributions, except dues and special assessments, shall be solicited by ACCWPA without the written approval of the Board of Directors.
- 14.2 ACCWPA shall give no recommendations, endorsements, or approvals of scientific, literary, mechanical, or engineering products for the promotion of private enterprise.
- 14.3 Any condition(s) that exists contrary to these amendments is (are) in compliance covered under the grandfathering clause.

ARTICLE XV - INSURANCE

- 15.1 The association will own a comprehensive general liability policy on its Officers, Board of Directors and Executive Director, and it will be reviewed annually for renewal.

12 Universal Laws of Discounting Services

I ran across these basic truths of business early on in my career. I have found it holds true regardless if you are a business and decide to begin discounting your goods and services or if you are an entrepreneur providing services. These are human behavior truths well worth considering and committing to memory.

1. No customer is as demanding as the one who is getting something for nothing.
2. The discount customer will always expect you to drop everything to:
 - a. Take his call
 - b. Return his call NOW
 - c. Put his need ahead of all others
 - d. Meet with him, wherever, and whenever he says.
3. When you discount your services, the person benefiting the most thinks your time is worth the least.
4. The discount customer requires a guarantee. He expects you to have and be able to use a crystal ball and thus assure him there is absolutely no risk and that everything you do will result in his success.
5. The discount customer does not recognize or appreciate your talent, experience, or expertise, and never understands what you go through to meet his needs.
6. The discount customer can never tell you what it is he wants or likes, only what he doesn't like, and only after you have done it.
7. When your efforts result in success, the discount customer believes what you did was easy and that he could have done the same thing himself.
8. When your efforts do not result in success, the discount customer is convinced you did nothing.
9. The discount customer will never be satisfied, and will always ask for something more of something different.
10. The discount customer is never on time for an appointment with you, but will always expect that you will never keep him waiting.
11. The discount customer is loyal to the dollar, not to you.
12. The discount customer will not be organized or timely in providing you what you need to do the job, but believes that it will only take you a "few minutes" to complete. His schedule for you is as unrealistic as your belief that you are making a profit.

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ACCWPA Upcoming Events

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2016 Officers and Directors

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