

- 2024 Meets Dates
- HVAC Rebranding
- Risk Mgmt. your FLEET!

## 2024 Meeting Dates

### 2024

#### March 14<sup>th</sup>

Board & General Mtg.  
Topic: Risk Managing Your Fleet  
Speaker: Bobby Oehling  
Federated Insurance  
Meeting Place: Carmody's

#### April 11<sup>th</sup>

Board & General Mtg.  
Topic: A2L Refrigerants  
Speaker: Chris Belculfine  
Meeting Place: TBD

#### May 9<sup>th</sup>

Board Mtg. & 2024  
Apprentice Graduation  
Topic & Speaker: TBD  
Meeting Place: TBD

#### June 13<sup>th</sup>

Board Meeting ONLY



*The mission of the Air Conditioning Contractors of Western PA is to assist its members in managing their companies more efficiently, therefore becoming more profitable, together with increasing their exposure and credibility within the community.*

## March 14<sup>th</sup> General Meeting – Risk Management your FLEET . . . Federated Insurance

### Risk Managing your FLEET!

Automotive crashes continue to be a large exposure for all types of businesses. Vehicle crashes, fatalities, and distracted driving are a serious problem. With more drivers – and their mobile devices – on the road every day, the potential for behind-the-wheel distractions increases, and so does your business's exposure to this risk. This presentation will address leadership strategies to impact employee driving behavior and ideas for implementing a mobile device/driving policy. It will also introduce you to technology tools to aid in restricting mobile phone use in vehicles – such as the Federated DriveSAVE(SM) telematics app. Be prepared to discuss actions that can make a positive difference to your business and your employees.

**Bobby Oehling**

Federated Insurance Marketing Representative

**Thursday, March 14<sup>th</sup>**



4905 Grand Avenue (on Neville Island)



Pittsburgh, Pa 15225, - 412-458-1813 Upstairs meeting room.

3:00 pm – Board Meeting ♦ 5:30 – 6:00 pm - Social (cash bar)  
6:00 - 7:00 pm – Guest Speaker Discussion  
7:00 pm – Dinner Buffet and Social resumes (cash bar)

**Dinner Buffet - \$50.00**

**RSVP: 724-687-7860** (phone, email, or fax)

**NO cancellations after March 5<sup>th</sup>, noon!**



Happy Easter



**Turn your clocks forward on March 10<sup>th</sup>!!**  
**REGISTRATION FORM ON PAGE x**

## Membership Benefits...

### Air Conditioning of Western PA

will continue to be your local industry partner,  
as we have been since 1950.

#### Annual Membership Brings You the Following Benefits:

- Networking events
- Discounts on seminar
- Current info from local suppliers
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- Technical training courses
- Apprenticeship program  
State recognized
- Monthly newsletter
- Information of industry news  
changes within the industry
- Insurance for member's company discount
- Code enforcement updates
- ACCWPA Apprenticeship School
- Voice for the local contractors
- Golf Outing
- Education opportunities for your technicians  
office staff
- Advocacy agenda promote contractor interest.
- Labor and HR legal advice before utilities
- Helping members to stay ahead of the curve
- 8 Monthly informative meetings



### Federated Insurance's HR Question of the Month: Pay Discussions

**Question:** Our HR employees have access to other employees' confidential information, such as pay. One HR employee is talking to non-HR employees in our company about other employees' pay. Are we allowed to prevent her from sharing other employees' pay? I thought we weren't allowed to prevent employees from discussing pay.

**Answer:** Under the federal National Labor Relations Act, employees have the right to communicate with other employees at their workplaces about their wages. Wages are a vital term and condition of employment, and discussions of wages are often preliminary to organizing or other actions for mutual aid or protection. Employee discussions about their own compensation are protected by law even in workplaces where no union is present and/or no organizing is underfoot.

That said, managerial, HR, and other employees who have access to compensation data for their subordinates or other employees in the organization (in the ordinary course of business) do not have the right to disclose that data to others in the company who do not have a legitimate need to know it. Such discussions are not the same as employee discussions about their own compensation with each other for their mutual aid and protection. Employers must safeguard employees' personal information. In this regard, an employer should seek to prohibit managerial, supervisory, HR, and other employees who legitimately have access to employee compensation data from discussing it with other employees who do not need to know it for appropriate business purposes.

Employers, of course, should nonetheless be cautious to avoid violating any employee's right to discuss his or her own wages. An employer may wish to consult with local counsel for assistance with drafting a policy that addresses these issues without running afoul of applicable law.

The HR Question of the Month is provided by Zywave®, a company wholly independent from Federated Insurance. Federated provides its clients access to this information through the Federated Employment Practices Network with the understanding that neither Federated nor its employees provide legal or employment advice. As such, Federated does not warrant the accuracy, adequacy, or completeness of the information herein. This information may be subject to restrictions and regulation in your state. Consult with your own qualified legal counsel regarding your specific facts and circumstances.

## Upcoming Meetings!

# 2024

### Meetings Schedule!

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#### June 9<sup>th</sup>

Board Meeting Only



**Work Hard in  
Silence,  
Let Success  
make the Noise!**

**Make  
Today  
Amazing**



## HVAC Company Rebranding Guide

Christie Waldrop, ACCA Content Coordinator

In the modern world of business, even well-established organizations can find themselves at a crossroads where they must breathe new life into their operations. That's when rebranding may be a good strategy for the company to consider. A successful rebranding not only preserves the core values of a business but also reimagines how consumers perceive and interact with it. But rebranding is not without its own set of challenges as well; if done poorly, it risks turning off a company's loyal consumer base. For HVACR company owners, it is vital to know why, when, and how to rebrand.

### Should Your Company Rebrand?

A company's brand is its identity brought to life; physically, it can be seen in the company's vision, objectives, and unique story. It is the defining factor in a competitive market that makes one company distinguishable from other companies and can, therefore, attract customers. Rebranding has to be done when the existing brand doesn't fit the company's core values any longer, doesn't appeal to potential new clients, and the company stops growing. Before deciding to rebrand your company, you must understand your 'why' to be successful.

For a successful company rebrand, it's important to have a solid plan in place. This planning isn't just about managing things smoothly but also to ensure you get the results you're hoping for. When a company decides to rebrand, business owners are usually looking for increased demand, more website traffic, and recognition among their target customers.

Remember, rebranding is a major undertaking, and it's not something to take lightly. You need to be fully committed, and you might have to let go of any personal attachments to your old brand, as they can get in the way of introducing something new. You'll also need to be flexible with any changes and challenges that come with rebranding; they're a part of the whole transformation process.

### Types of Rebranding

There are several types of rebranding including but not limited to a brand refresh, a partial rebrand, and a full rebrand. A brand refresh typically involves making minor adjustments, mainly on the visual side of things. This might include tweaking elements in a logo or slightly updating the brand's color palette to give it a more modern feel. A partial rebrand is changing some elements but not changing the company's core. A full rebrand is like starting over entirely, transforming all aspects of the brand as if you were launching a new company.

Whichever approach you take, keep in mind that a brand strategy is about the way an organization is positioned in the market and there should always be a clear goal that drives the strategy's implementation. These are the aspects of your brand that are flexible and can be set and adjusted to align with your strategy.

Rebranding a company isn't something one can do alone and isn't just about changing your logo or giving things a new look. Creating a solid plan and a diverse team is a must when you're rebranding. Leave tasks like designing a logo or making cool new truck wraps to the professionals who can handle both the aesthetics and strategy.

Switching over all your branded stuff can be a real challenge, especially if your company is big, has multiple locations, products, or services. You've got to take stock of everything with your logo on it and come up with a plan that works with your budget and goals. Sometimes, simplicity works best.

To succeed in getting your new ideas across to your current and potential customers, you should follow a step-by-step approach and make sure you're not rebranding for the wrong reasons. Also, be ready to embrace the changes that come with rebranding; it's a big part of the transformation.

Continued on page 7

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*Integrity is the  
essence of  
everything  
successful.*

**PEACE, LOVE  
and JOY  
thru out 2024!**

**SmartWords  
One Kind  
Word can  
change  
someone's  
entire day!**

**Inspiration**

*Work  
HARD  
Dream  
BIG  
Never  
GIVE UP*



# Risk Managing your FLEET!

Automotive crashes continue to be a large exposure for all types of businesses. Vehicle crashes, fatalities, and distracted driving are a serious problem. With more drivers – and their mobile devices – on the road every day, the potential for behind-the-wheel distractions increases, and so does your business's exposure to this risk. This presentation will address leadership strategies to impact employee driving behavior and ideas for implementing a mobile device/driving policy. It will also introduce you to technology tools to aid in restricting mobile phone use in vehicles – such as the Federated DriveSAVE<sup>(SM)</sup> telematics app. Be prepared to discuss actions that can make a positive difference to your business and your employees.

**Bobby Oehling**

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**RSVP: 724-687-7860 (phone, email, or fax) – NO cancellations after March 5<sup>th</sup>, noon!**

**\* Important – RSVP is a must! \***

Email: pforker@accwpa.org or fax (724) 687-7860

Company \_\_\_\_\_

Name \_\_\_\_\_

Email address \_\_\_\_\_ Cell # \_\_\_\_\_

**Dinner Buffet - \$50.00**

**NO Cancellations after March 6<sup>th</sup> - NOON. No shows will be billed.**

**IF YOU ALREADY MADE YOUR RESERVATIONS, THANKS!  
PLEASE PASS THIS NOTICE TO SOMEONE ELSE THAT WILL BENEFIT!**



## Not a Contractor or Associate member?

We'd love to serve you, too.

For additional information visit

[www.accwpa.org](http://www.accwpa.org)

or call 724-687-7860

Email: [pforker@accwpa.org](mailto:pforker@accwpa.org)

### Additional reasons for membership are:

- Company membership applies to all employees of your firm.
- **NEW!! Contractors Free Associate Membership in Service RoundTable!!**
- Networking!!!
- Monthly meetings with informative presentations that benefit both the Contractor and Supplier.
- Relevant technical training and educational classes.
- 4-year Apprenticeship School with curriculum that is focused only on the HVAC industry!
- Monthly newsletters and email communications filled with industry information and updates.
- Insurance for member's company discount.
- Social Outings that everyone can participate
- And much more to come!



**Join today!**

**ACCWPA is the Professional Alliance designed exclusively for today's HVAC/R Contractor!**

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*Turn your clock forward March 10<sup>th</sup>!!*



# ACCWPA

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## Be There Fund™

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**Next General Meeting - \$60.00**



## Do Your Research

A strong brand is one that stands out, but before you jump into rebranding, it's essential to do your market research. The new brand should be driven by data from sales and marketing, online analytics, and consumer feedback. Understanding which customer demographics respond best to the existing brand and which resonate with specific aspects is vital before embarking on a company rebrand.

**Collect Feedback:** Engaging with customers is crucial to understand their needs. Before diving headfirst into a rebranding effort, it's essential to grasp the 'why' behind it. The focus should be on the overall impact and how the project benefits your target audience.

**Keep Up with Trends:** Since branding is ever evolving and visual styles continuously change, rebranding is a natural part of the process. The timing of rebranding depends on factors like the industry and the target customer base. Regular discussions about rebranding are necessary, especially when trends are shifting.

**Audit Branding Elements:** A comprehensive audit of the current brand strategy is essential. This should cover everything from the company name and logo to marketing campaigns and content. The audit will help identify what works in these areas and what needs to be kept or discarded.

**Analyze Competitor Strategies:** Studying competitors' strategies can provide valuable insights into what works and what to avoid. Observing how competitors' branding decisions impact their market positioning is essential.

**Craft Your New Brand's Personality:** Think of your brand as a person and define traits that align with the company's goals. These traits should influence everything from color choices to typography. To overcome creative challenges, create a list of adjectives that best describe your ideal brand and select the most fitting ones.

## Execution and Promotion

Launching your rebrand should be as exciting as your initial debut and you've got only one shot to make a great first impression. To nail it, you need a solid launch plan that lines up with your rebranding game plan. Before you make your big debut, build some buzz and excitement. Tease the launch with sneak peeks, previews, and even events or contests leading up to the official reveal. Share the behind-the-scenes stuff, like what you love about the new logo or why you decided to change your values and mission statement. This personal touch makes your brand relatable and shows you're confident in the new look.

Your employees can be your brand's biggest cheerleaders, but they need to understand what the rebrand is all about and really get on board. Surprise them with new company swag or throw a kickoff party. Give your employees a chance to really understand why the rebrand is happening and how it's gonna set your company up for the long haul. Instead of just telling them what's what, involve them in brainstorming sessions to help bring the new brand to life. Good training also breaks down the idea that only the marketing team is responsible for the rebrand. Get everyone on the same page, no matter their job.

When you're talking to folks outside your company – like customers and investors – make sure they get why your rebrand is a big deal. Show them how it fits into the market and plays on your brand's strengths. Make your launch communications exciting, interesting, and meaningful, so the outside world has fresh reasons to love your updated brand. Think about throwing an event in person or online, rolling out new media and ads, unveiling new signs, or dropping a brand-new website. Don't be shy about showing off your hard work. Use the right channels to spread the word about your rebrand, tailored to your audience's preferences. This is your moment to shine, so make the most of it!

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Of the Person  
who does it.  
Autograph your  
work  
with  
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Happy St. Patricks Day!!!



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March 2024

## ACCWPA is the Professional Alliance designed exclusively for today's HVAC/R Contractor!

### Membership Advantages:

Networking with other contractors. This source of information is invaluable in handling problems within your own company. ACCWPA members help fellow members to be successful!



ACCWPA distributes ACCWPA Newsletters monthly to members and selected non-members, so that all those in the HVAC/R industry can keep informed of issues regarding our trade, and Chapter activities. We hope the non-members will see this newsletter as an example of the quality services that ACCWPA provide.

Contributions or suggestions can be emailed to [pforker@accwpa.org](mailto:pforker@accwpa.org)

ACCWPA is proud to be a Service Roundtable Affiliate Associate.



### ACCWPA Upcoming Events

#### March 14<sup>th</sup>

Board & General Mtg.  
Topic: Risk Managing Your Fleet  
Speaker: Bobby Oehling, Fed. Ins.  
Meeting Place: Carmody's

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2024 Apprentice Graduation

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Board Meeting ONLY

### 2024 Officers and Directors



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<b>VICE PRESIDENT:</b> John Wilcox, Wilcox Plbg & Htg	412-212-7525
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<b>SPECIAL ADVISOR:</b>	NONE

Executive Director:  
Pat Forker  
[pforker@accwpa.org](mailto:pforker@accwpa.org)

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