
ACCA West Michigan

NEWSLETTER

October 2009

ACCA is the largest HVACR organization in the world (members in all 50 states and foreign countries). A contractor –led organization that exists to improve the industry and help members to succeed!

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westmiacca.org

Speaker Meeting

Date: October 20, 2009 (Tuesday)

Time: 5:30-6:00 P.M. Social Hour
6:00-7:00 P.M. Dinner
7:00-8:00 P.M. Speaker

Place: Vitales Italian Restaurant at 834 Leonard St NE, Grand Rapids, MI 49503 (616) 458-8368

Topic: Profitable Pricing Practices and What Your Hourly Rate Should Be!

Speaker: Larry Van Rhee, of Van Rhee Plumbing

- Are you happy with your bottom line?
- Do you know how to establish your hourly rate (not what the other guy charges).
- Are you paying your bills on time?
- Do your employees really know what they cost your company per hour to have the privilege of working for you? (Fully loaded payroll.)
- Did you know that a one- to three-man shop needs to charge more per hour than a ten-man shop? You will hear the answer to this at the meeting.
- Are you making good profits?
- And remember he is not selling anything, he is just offering free business advice backed by factual math. He would really like to see each attendee bring a copy of the empty spreadsheet so attendees can fill in the blanks with some realistic numbers.

LEARN HOW TO:

1. Price your products and services for a profit.
2. Cover your fixed and variable costs.
3. Set and exceed your profit goals every year.
4. Financially grow and invest in your own business.



President's Letter

Raising the Level

You've kept up with Federal and State tax credits and Utility rebates. You've kept up with technology, offering heat pumps of all kinds, radiant heat, 95 percent furnaces, and up grades. You keep up with the political landscape, bills, laws, and code changes that affect your business. Most importantly you watch your bottom line and try to make a profit and run a solid business thru one of the toughest economies West Michigan has seen in more than 25 years. You head out to the potential customers house for a sales call only to be told, "I'm getting four or five more quotes."

Do You;

- A) Lower your price.
- B) Lower your standards and expectations.
- C) Offer less efficiency.
- D) Offer the shirt off your back and first-born.
- E) Invite your competitor to the October 20th West Michigan ACCA meeting at Vitales Italian Restaurant in Grand Rapids. Please note the time change (6:00 p.m. dinner, and 7:00 p.m. speaker)

As your president of West Michigan ACCA my goal is to get a dialogue going on several fronts. Considering my lack of dialogue skills, it will be a challenge to make this happen.

I invite anyone and everyone with an opinion and the need to make our industry better to call, write, or send a smoke signal to me with their message. We are about helping the good contractors become great, and the not so good contractors to open their eyes, and the bad ones to stay at the bottom with the mud eating micro organisms. Making money is not a sin.

Sincerely,

Mark R Grant
Ace Heating and Cooling Co

ACCA 42nd Annual Conference

The ACCA 42nd Annual Conference is slated for March 7-9, 2010 in Tampa, Florida! Make your plans to attend today.



Permit Information & Report All Permits Form

REPORT

What are permits for? A permit assures a safe and proper installation according to local codes and assures your family's safety. A qualified inspector will come out and check the installation, then place a sticker of approval (with their initials and the date) on the equipment and system being inspected.

ALL

When is a permit required? When adding or replacing a furnace, air conditioner, water heater, heat pump, boiler, etc.

PERMITS

What is the RAP program? This is a program of West MI ACCA Association designed to assist in eliminating mechanical contracting work being done **without proper permits and inspections**. This request form will be forwarded to the inspector listed below. This report is within your rights per the Freedom of Information Act.

What could happen if no permit is pulled?

- No legal recourse for homeowner or contractor and warranties could be voided.
- Equipment may not be installed according to codes.
- Equipment may not be installed safely and could cause illnesses.
- It could shorten the life of your newly installed equipment.
- Insurance companies may not cover homeowner's damage resulting from improper installation.

All RAP forms will be promptly forwarded to an inspector by your association in an anonymous manner and all identities will be held in strict confidence.

Please complete the form below and mail or fax back to your Association office:

West MI ACCA Association
9115 E 36th Street
Newaygo, MI 49337
Fax: 231-856-0006

If you suspect that work is being done without the proper permit being pulled, please complete the following!

(please fill out as much as possible to speed up the process)

Observation Date:

Property Owner's Name:

Owner's Phone Number:

Street Address:

City/Municipality:

Area Inspector's Name:

Equipment Installed or Work Performed:

Installed By:

The section below will be completed by the Inspector & Association

**Reminder: The TIME and PLACE for the Meeting Has CHANGED!
The time is one hour earlier and we have a new location.**

**Social Hour 5:30 PM.
Dinner 6:00 P.M.
Speaker 7:00 P.M.**

Place: Vitales Italian Restaurant on Leonard, in Grand Rapids

Meeting RSVP Call or Fax it Back Form to 231-856-0006

Date: **Tuesday, October 20, 2009**

Where: **Vitales Italian Restaurant ~ 834 Leonard St. NE, Grand Rapids, MI 49503 (616) 458-8368**

Topic: **Profitable Pricing Practices and What Your Hourly Rate Should Be!**

Speaker: **Larry Van Rhee, of Van Rhee Plumbing, out of Zeeland Michigan**

Meal Cost: **\$25 for West MI ACCA members, and \$30 for non-members – Make your meal selection below (Note: if no selection is made New York Strip Steak will be served as your selection.)**

_____ New York Strip Steak or _____ Polo Ala Marsala (Chicken with Ham)

Your Company Name: _____

Person(s) Attending: _____

Phone Number: _____

Address: _____

Method of Payment (If you have questions or to make your reservation fax or call 231-856-0006.)

_____ I am Sending a Check for \$_____

_____ Please Invoice me (members only) \$_____.

Mail check to: West MI ACCA Association, 9115 E 36th Street, Newaygo, MI 49337



West Michigan ACCA
 9115 E. 36th Street
 Newaygo, MI 49337
 Email me at wmiacca@triton.net
 Web page at www.westmiacca.org

Mark Your Calendar for Upcoming Meetings and Events

October 20, 2009 Speaker Meeting at **Vitales Italian Restaurant** on
 834 Leonard Street NE, Grand Rapids, 49503
New Times Starting at **5:30 PM Social Hour**
6:00 PM Dinner
7:00 PM Speaker

2009-2010 West MI ACCA Board of Directors

President	President Elect	Treasurer	Board of Directors	Phone No.
Mark Grant ACE Heating 231-733-1216	Bill Adams Adam's Heating 231-873-2665	Todd Forner Allendale Heating Co. 616-895-4949	Jeff Blanzky, AmeriGas Scott Hoogewind, Seaman's Refrig. & A/C Roger Mullennix, Williams Distributing John Thompson, MI Temperature Supply Jan Anderson, Executive Director/Secretary <i>West MI ACCA Association</i>	231-324-1205 616-458-1544 616-771-0502 616-437-3737 616-915-2565 Cell 231-856-0006 Office 231-856-0006 Fax

