

ACA/NE

AIR CONDITIONING ASSOCIATION
OF NEW ENGLAND

HVAC/R Technical and Management Training



Tuesday, February 25, 2020 | 8:00 am - 3:00 pm
Boxboro Regency Hotel | Boxboro, MA

The conference will include workshops for technicians, owners, office and sales staff, and the opportunity for vendors to promote their products and services, and network with HVAC industry leaders.



Technician Training Sessions

- ✓ Integrated Controls for Central and Mini Split Heat Pumps
- ✓ Practical Application of R-22 Replacements
- ✓ Residential System Design



Management Sessions

- ✓ Leverage and Scale High-Performance Growth
- ✓ 7 Steps to HVAC Marketing Success
- ✓ You Don't Sell HVAC, You Manufacture Comfort!

Agenda

- 8:00 am - 9:00 am **Registration and Exhibitor Visits**
- 9:00 am - 10:30 am **Management Seminar**
Leverage and Scale High-Performance Growth
Presented by: Joe Crisara | ContractorSelling.com
- Technician Training Seminar**
Integrated Controls for Central and Mini Split Heat Pumps
Presented by: Charles McCracken | CLEAResult
- 10:30 am - 11:00 am **Refreshment Break and Exhibitor Visits**
- 11:00 am - 12:30 pm **Management Seminar**
7 Steps to HVAC Marketing Success - Tune-Up Your Marketing
Presented by: Elaina Burdick | EB&L Marketing
- Technician Training Seminar**
Practical Application of R-22 Replacements
Presented by: Bruce Herberle | The Chemours Company, Inc.
- 12:30 pm - 1:30 pm **Lunch**
- 1:30 pm - 3:00 pm **Management Seminar**
You Don't Sell HVAC, You Manufacture Comfort!
Presented by: John LaPlant | Service Roundtable
- Technician Training Seminar**
Residential System Design Overview
Presented by: Chris Morin | Mitsubishi Electric Cooling and Heating



Lunch is included in registration.

Members

First Attendee \$100 per person

Additional Attendees \$75 per person

Non-Members

\$125 per person



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Program at a Glance

9:00 am - 10:30 am | Management Seminar Leverage and Scale High-Performance Growth

Presented by: Joe Crisara | ContractorSelling.com

America's Service Coach, Joe Crisara of www.ServiceMVP.com, will show you examples from the highest performing HVAC service and replacement companies in the United States. In this exciting 90-minute session, Joe will cover "small-bigs" -- small strategies that create big results in sales -- and office and work processes to leverage high-performance and profit.

Joe will outline the vision, strategy, training, coaching and accountability you will need to make 2020 your best year yet!

9:00 am - 10:30 am | Technician Training Seminar Integrated Controls for Central and Mini Split Heat Pumps

Presented by: Charles McCracken | CLEAResult

The development of Integrated Controls (IC) for central and mini split heat pumps has created an opportunity for consumers and contractors. The IC developments from Original Equipment Manufacturers (OEM) and Third-Party Control Manufacturers has created a vast array of wired and wireless options. These options allow the use of Heat Pumps as first stage heat for a variety of central heating systems.

This presentation will discuss the options and control strategies currently listed on the MassSave and Rhode Island Electric Heating and Cooling Programs Integrated Controls Qualified Products List (ICQPL).

11:00 am - 12:30 pm | Management Seminar 7 Steps to HVAC Marketing Success - Tune-Up Your Marketing

Presented by: Elaina Burdick | EB&L Marketing

Let's face it, HVAC is not exactly a "sexy" industry (meaning: consumers aren't interested in us until they're uncomfortable) so we need to be especially strategic about how we market ourselves. Contractors are bombarded by marketing suppliers, internet vendors, distributor programs and media reps throughout the year. Often, busy contractors practice "reactive marketing", instead of developing a plan, calendar and annual budget.

Here are a few symptoms of reactive marketing:

- Not getting enough quality leads and referrals;
- Unsure of the best way to spend your marketing budget;
- Running ads or billboards because your competitor does;
- Always rushing to use up co-op funds at year-end;
- Uncertain how well your marketing efforts are performing; and/or
- Operating without an annual marketing plan

If these sound familiar to you, it's time for a marketing tune-up! Learn how a solid recognizable brand is the difference between boldly standing out in a sea of other HVAC Providers and being just another name on the list. Then discuss how to apply it to your company marketing and build your customer base by marketing to existing and new customers, through all mediums.

Program at a Glance

11:00 am - 12:30 pm | Technician Training Seminar Practical Application of R-22 Replacements

Presented by: Bruce Herberle | The Chemours Company, Inc.

A two-hour NATE Training Course to discuss:

- New EPA Laws
 - R-22 Replacements
 - HC Refrigerants
 - Touches on HFO Refrigerants and covers the new R-410a Replacement (coming in 2024)
-

1:30 pm - 3:00 pm | Management Seminar You Don't Sell HVAC, Your Manufacture Comfort! How to Beat Low Price Competition

Presented by: John LaPlant | Service Roundtable

Companies don't make money and customers don't receive comfort when marketing and sales strategies are based on low prices. What limits a company's ability to increase sales and profits is labor capacity; so why should a company burn the most precious resource it has -- it's labor -- on jobs that don't return a good profit? What limits a customer's comfort is the quality of installation.

This seminar will discuss how to create a company strategy based on selling itself -- it's uniqueness, its quality, its culture, its products, its services and its people.

1:30 pm - 3:00 pm | Technician Training Seminar Residential System Design Overview

Presented by: Chris Morin | Mitsubishi Electric Cooling and Heating

ACCA Residential Design Procedures are not only required by code, but offer the industry time-tested, peer-reviewed procedures for sizing, selecting and designing comfort equipment.

During this presentation you will:

- Learn what information is needed to complete an ACCA Manual J, Residential Load Calculation Site Survey;
- Learn the sizing limitations put forth by ACCA Manual S for traditional residential equipment; and
- Learn how to apply the principles of ACCA Manual D, Residential Duct Design

Due to time limitations, only an Overview of the Principles will be covered. This is not a Manual J Software, Manual S Selection/Report or Manual D Duct Sizing/Layout Class. Although all the principles can be applied to the above.



Registration Form

Technical Training and Management Conference
 February 25, 2020 | Boxboro Regency Hotel
 Boxboro, MA | 8:00 am - 3:00 pm

[Register Online](#)

Company _____ Street _____

City _____ State _____ Zip _____ Phone _____

First Attendee = \$100 per person | Additional Attendees = \$75 per person | Non-Members = \$125 per person

Please check the three (3) sessions you will attend.

Name # 1 _____

Email # 1 _____

Cell Phone #1 _____

- Leverage and Scale 9:00 am - 10:30 am
- Integrated Controls 9:00 am - 10:30 am
- 7 Steps to HVAC Success 11:00 am - 12:30 pm
- Practical Application of R-22 11:00 am - 12:30 pm
- You Don't Sell HVAC 1:30 pm - 3:00 pm
- Residential System Design 1:30 pm - 3:00 pm

Name # 2 _____

Email # 2 _____

Cell Phone #2 _____

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Name # 3 _____

Email # 3 _____

Cell Phone #3 _____

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Total \$ _____ Payment Method Check   

Account Number _____ Expiration _____ Security Code _____

Cardholders' Name _____ Email _____ Billing Zip _____

Return to: ACA/NE | 11 Robert Toner Blvd., # 234 | North Attleboro, MA 02763
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