

NEWS & VIEWS

March, 2015

March 12th @ York

Maximizing Service Department's Profitability

The March meeting is scheduled to be held at York, 7245 SW Durham Rd. Tigard, OR. 97224, at 11:30AM on **Thursday, March 12, 2015.**

Lunch is being provided by York, so bring your appetite and join your fellow HVAC contractors to learn more about the ways to maximize your service department's profitability. Specifically, time is money!

You may have heard industry experts say that Service can be the most profitable department, and can even carry the overhead of your HVAC business. Yet you find it hard just to be profitable in Service with:

- Economic swings
- Taxes, regulation and mandates
- Fuel, insurance, and other uncontrollable expenses
- Labor and benefits costs
- Un-billed (unapplied) labor time
- Low-ball competition and internet price shopping

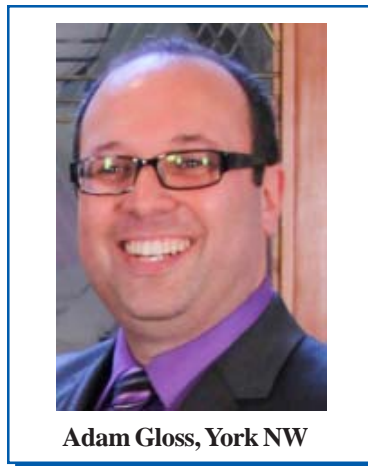
Whether you bill by flat-rate or time and materials (we won't enter that debate here), this presentation will teach you specific practices and key metrics to help you maximize your Service Department's revenue and profitability by:

- Maximizing applied (billed) labor hours
- Right-sizing inventory

- Reducing travel time and extra trips
- Getting more of the repairs you propose

You CAN have a highly profitable service department, and this presentation will help to show you how!

Our presenter, Adam Gloss is General Manager for York Factory Direct Distribution in the NW Region. Adam has been a featured presenter at ACCA Annual Conferences, Service Manager Forums,



and Home Performance Forums, as well as for Efficiency First.

Prior to joining York, Adam was Vice President of Bel Red Energy Solutions, a Seattle, WA area home services company. Adam has over 25 years of experience in business development and management including: operations, sales, advertising and marketing across a range of industries.



P.O. Box 87907
Vancouver, WA. 98687-7907
360-834-3805
dick@oracca.org

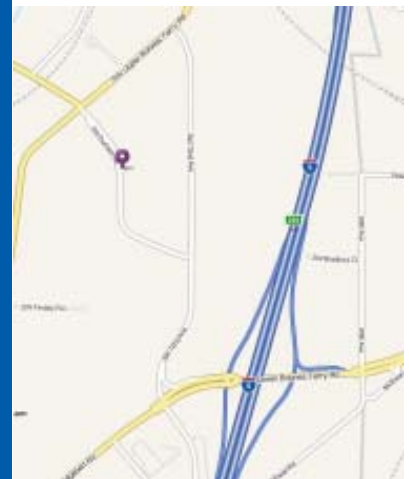
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What?
Service Profitability
Adam Gloss
When?
11:30AM
March 12th at
York
7245 SW Durham
Rd.
Tigard, OR 97224

NORTHWEST FACILITIES™



EXPO



Facility Solutions to Help You Succeed

April 1 & 2, 2015 | Oregon Convention Center | Portland, OR



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Visit FacilitiesExpos.com for more information

For exhibiting information contact Joyce Lortz at 800.827.8009 x4424 or Joyce.Lortz@cygnus.com



ORACCA distributes NEWS & VIEWS on a monthly basis 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 ORACCA provides. Contributions or suggestions can be faxed to Association Headquarters at 503-914-1999 or emailed to dick@oracca.org

GENSCO

Full Line Wholesaler of HVAC Supplies, Equipment & Service Parts

About Gensco

Gensco is a multi-state HVAC distributor and manufacturer serving the Northwestern United States. Gensco began business in 1947 as the General Sales Company and incorporated under the name Gensco, Inc. in 1948. The name Gensco is a contraction of the words General Sales Company. Over the last fifty years, Gensco has grown and currently operates from over twenty locations in Washington, Oregon, Alaska, Montana and Idaho. We have approximately 550 employees. Our Corporate Offices are located in Fife, WA, approximately 25 miles south of Seattle. Our corporate building has over 200,000 sq. ft. of warehouse, manufacturing and office space.

It's Our Business to Protect Yours

FEDERATED

INSURANCE

SPONSOR OF THE MONTH



**7245 SW Durham Rd.
Tigard, OR 97224**

TRAINING/TESTING

**Brazing Certification Test, March 20, 2015,
PCC @ Swan Island Facility**

**NATE HEAT PUMP Training/Testing.
April 18, 2015, 8:00AM, PGE
Facility in Wilsonville.**

**NATE GAS HEAT Training/Testing.
May 2, 2015, 8:00AM, NW Natural Com-
puter Lab. -**

Not a member? We'd love to serve you, too.

For additional information visit www.oracca.org or call 360-834-3805. Email dick@oracca.org

PRESIDENT Mark DeFrancisco Heat Relief 503/261-9915 VICE-PRESIDENT Dan Pfau BlairCo 360-573-1331 SEC-TREASURER Loren Watts Watts Heating 360-786-2858 LEGISLATIVE- CODES - ENERGY Mert Gagle Gagle's Htg. & AC 503/581-2972 IMMED. PAST PRESIDENT Buck Sheppard 503/ 936-9672 EDUCATION/ APPRENTICESHIP TRADE SHOW/ PROMOTION	Planning Ahead MEETING DATES	BOARD OF DIRECTORS Mark DeFrancisco Mert Gagle Dennis Klink Mike Morgan Dan Pfau Buck Sheppard Travis Smith Kelly Wilhite Loren Watts ASSOC. BOARD MBRS Keith Barrow Christopher Combs John Karasaki Larry Johnson Collin McHugh Stewart Mercer Marilyn Reed Tim Weintraut EXECUTIVE DIRECTOR Suzanne M. Stilwill Association Management 360/834-3805 Fax: 503/914-1999 <i>"We Meet The Second Thursday of Each Month." Starting in May, our meeting will be held on the the first Thursday of the Month</i>
	<p>A. January 8, 2015 - Rebate program roundtable with ETO, PGE, NWN.</p> <p>B. February 12, 2015 - Mar-Hy Distributors @ Mar-Hy March 12, 2015 - Codes Update -@ York, Tigard</p> <p>C. March 16-19, 2015 - ACCA National Meeting, Grapevine, TX.</p> <p>D. April 10, 2015 - Casino Night @ NW Natural</p> <p>E. May 7, 2015 - Johnstone Supply Presentation</p> <p>F. June 4, 2015 - Johnson Air Presentation@ Johnson Air</p> <p>G. July 13 , 2015 - Golf Tournament - Oregon city Golf Course</p> <p>H. August 2015 - No meeting</p> <p>I. September 3, 2015 -GENSCO Presentation @ GENSCO September 19, 2015 -Shoot out Canby Rod & Gun Club</p> <p>J. October 1, 2015 - Mitsubishi Presentation@ NW College Const.</p> <p>K. November 5, 2015 - York Presentation at York, Tigard</p> <p>L. December 3, 2015 - Xmas party @ Lennox</p>	

ORACCA

Oregon Air Conditioning Contractors of America
 P.O. Box 87907
 Vancouver, WA. 98687-7907
 360-834-3805

**ORACCA, March 12th
 at YORK, Tigard**

To:

Are you a member? We'd love to serve you, too!
 For additional information visit www.oracca.org or call 360-834-3805. Email dick@oracca.org

ORACCA

April Texas Hold'M/Blackjack Tournament



ORACCA is holding a "Texas Hold'M" tournament!

Also, we have several tables of Blackjack for those you who are so inclined
Proceeds from this event benefit the Oregon Air Conditioning Association of America (ORACCA). Join us for a great night of food, drink, gambling, networking, and FUN!

What to Expect

A Delicious dinner buffet.

A raffle ticket for prizes

The dollars you spend will benefit the Oregon Air conditioning Contractors of America (ORACCA) HVAC program and ultimately our industry. We need to keep the association financially stable to support the HVAC industry. Please add your support to this event and help us raise funds for the association.

Check in at 6:00PM

***Must be 18 years old or over.**



**Come Play with
ORACCA**

Friday, April 10, 2015

6:00PM to 10:00PM

at

**NW Natural - 4th Floor
220 NW Second Ave.
Portland, OR. 97204**

Dinner sponsored by
NW Natural Gas



**Fee : \$50 (\$90 for a Couple)
\$60 (\$100 for a Couple) at the door**

Texas Hold'm is the game, the first hour and a half there are re-buy's for \$25 all chips must be off the table blinds go up every half hour for the first hour and a half then every 20min after that. There is a break at an hour and a half and at that time you are allowed to purchase an "add on" for \$25.00 but must have chips on the table to do that, at the break we will do raffle prizes and draw 50/50 can, then re resume and finish playing no more rebuys, add ons and when you are out of chips you are done.

Decision on any disputes are strictly up to the host and are final.

\$50.00 Buy In

**\$25.00 ReBuys
(1st 3 rounds)**

**50/50 Can
(\$1.00 per Ticket)**

OREGON AIR CONDITIONING CONTRACTORS OF AMERICA

Texas Hold'M / Blackjack Tournament

Friday

April 10, 2015

**NW Natural - 4th Floor
220 NW Second Ave.
Portland, OR. 97204**

6:00PM-Registration

**Dinner Sponsored by
NW Natural**



Check in at 6:00PM

***Must be 18 years old or over.**

**Fee : \$50 (\$90 for a Couple)
\$60 (\$100 for a Couple)
at the door**

Please complete and return this registration form to:
ORACCA
P.O. Box 87907
Vancouver, WA. 98607
Voice: 360-834-3805
Fax: 503-914-1999
dick@oracca.org

Registration Information

Attendees

Name _____
Company _____
Name _____
Company _____
Name _____
Company _____
Name _____
Company _____
Name _____
Company _____
Name _____
Company _____

Method of Payment

Amount _____
Check # _____ Visa M/C Amex
Name _____
Card # _____
Expiration Date _____
Security Code _____
Signature _____
Billing Address _____
City _____
State _____ Zip _____

Sponsors

Yes our company would like to support ORACCA as:

Platinum (\$500) Gold (\$350) Silver (\$250)
 Table Sponsor (\$200)

Name _____
Company _____
Payment Check # _____ Visa M/C Amex