

# NEWS & VIEWS

## June, 2013



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dick@oracca.org

## How to Determine your Company's Overhead June 13th @ Johnstone Supply

The **June meeting** of the Oregon Chapter of Air Conditioning Contractors of America is scheduled to be held at **Johnstone Supply** 1010 SE Ash, Portland, OR 97214, at 11:30 AM, Thursday, June 13th.

**Lunch is being provided by Johnstone Supply**, so bring your appetite and join your fellow HVAC contractors to network and hear about these exciting programs.

Every time you attend any meeting you learn something that will benefit your business. Well, this month's meeting is no exception.

One of the folklore rules of thumb in the HVAC industry deals with there being only one customer for every 10 contractors. So, to be competitive, we are so in the habit of reducing prices on every job that it has become the norm in some of our operations. But, our operating costs are sure not going down, so what happens to our bottom line?

We are not suggesting that all contractors need to raise their prices, what we are suggesting is that you need to understand your overhead and its relationship to your pricing structures.

The downturn in the economy caused everyone to perhaps give away some of your services, or at least discount them. Contractors perform a very important service to their customers and to the community. Perhaps it is time to take a minute and review your costs in relation to your pricing and make sure that you are not pricing yourself out of business.

Three of the ORACCA Board Members are willing to share their insights for

determining a company's overhead and share this information with ORACCA members.

**Buck Sheppard**, service manager for Tri County Temp Control and First Call heating, **Mark DeFrancisco**, Heat Relief Heating & Air and **Loren Watts**, Watts Heating, are all long time members of ORACCA and the HVAC industry. They are presenting information on their own operations, supported by actual spreadsheets with comparative information on not only how to calculate overhead, but some insights as to how many companies fail to properly do so.

Consequently, the company ends up losing money on jobs that could have contributed to its net profit.

So how do you calculate your true overhead cost? How do you calculate your hourly service rate? How often do you change your flat rate sheets to take into account changes in your costs? Do you pay for the hours worked from you employee's timesheet, or do you pay for the billable hours?

Do these questions raise any issues with you? If not, they certainly should.

Your fellow ORACCA members are willing to share their information with you, to help you improve your bottom line, so make plans to attend.

Those ORACCA members interested in receiving a copy of the information presented, electronically can contact the ORACCA office for an emailed version.

### Inside This Issue

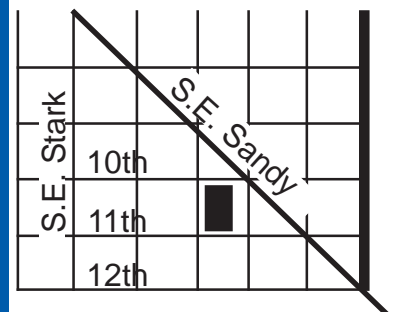
June Meeting 1

Prez's Message 2

Sponsorship 3

Calendar 4

### Johnstone Supply



1010 S.E. Ash  
Portland, OR 97214

### What?

How to determine your company's overhead!

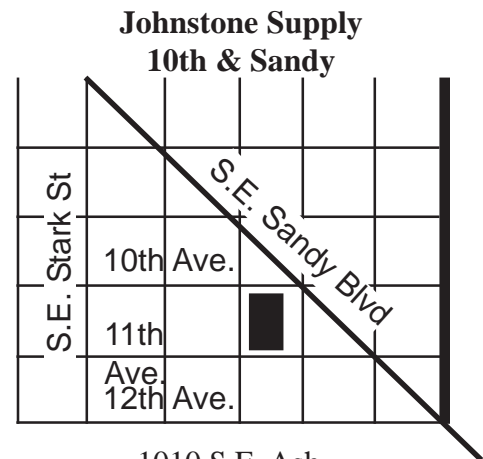
### When?

11:30AM , June 13th  
at

**Johnstone Supply**  
1010 SE Ash.  
Portland, OR 97214

ORACCA Meeting  
Thursday, June 13, 2013  
11:30AM

## How to Determine your Company's Overhead



1010 S.E. Ash  
Portland, OR 97214  
503-238-0103

### *President's Corner By Buck*

So, I guess the rumor is true! Summer may return to the Great Northwest this year, ....sometime this year. Weather being weather, we still have to run our businesses. So, as we switch back and forth between heating and cooling and back to heating calls, the fact remains that we must manage our businesses for a profit or face extinction.

To this end, several members of the ORACCA Board of Directors and myself will be sharing some management financial statistics, which we use in our own companies at the June meeting. Mark DeFrancisco and Loren Watts have some spreadsheet information to present, which deals with the various costs we are all burdened with. Controlling these costs and their effect on our pricing is a universally heavy cross we all bear. Failing to recognize changes in costs and the related effect on pricing and the bottom line is not only bad for our businesses, but can be fatal if not addressed frequently.

So being good ORACCA members, we shall share our insights about these subjects and will even email samples of the spreadsheets to any **attending ORACCA member who requests them.**

This is what friendly competition is all about, so join us at Johnstone Supply on the 13th for lunch, sponsored by Johnstone, and some in-depth discussion on "how to determine your company's overhead". See you there.

Buck



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](mailto: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.



## ORACCA annual Golf Tourna-

**ment, July 8th.** Mark your calendars and get your (attached) registration in soon to reserve a spot.

Additional registration forms may be downloaded from the ORACCA website. [www.oracca.org](http://www.oracca.org)



## . TRAINING/ TESTING

**BRAZING** Are you ready to get your brazing certification? **The next local tests are scheduled for June 14, 2013** at Portland Community College, Cascade Campus, Technology Education Building (TEB 116) 565 Killingsworth - Room # 116 - Portland, OR. 97217. Classes are already filling fast, so get your registration form in soon.

**The next Brazing class, following this is scheduled in December, so if you miss this one, you'll have to wait 6 months.**

See the enclosed calendar of events for other training/testing opportunities in the second half of 2013.

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

For additional information visit [www.oracca.org](http://www.oracca.org) or call 360-834-3805. Email [dick@oracca.org](mailto:dick@oracca.org)

<p><b>PRESIDENT</b> Buck Sheppard Tri County Temp Cntrl 503/312-3204</p> <p><b>VICE-PRESIDENT</b> Mark DeFrancisco Heat Relief 503/261-9915</p> <p><b>SEC-TREASURER</b></p> <p><b>LEGISLATIVE-CODES - ENERGY</b> Mert Gagle Gagle's Htg. &amp; AC 503/581-2972</p> <p><b>PROGRAMS</b> Mark DeFrancisco</p> <p><b>EDUCATION/ APPRENTICESHIP TRADE SHOW/ PROMOTION</b> Mark DeFrancisco Heat Relief 503/261-9915</p>	<p style="text-align: center;"><b>Planning Ahead ....</b></p> <p style="text-align: center;"><b>MEETING DATES</b></p> <p>A. January 10, 2013 - Rebate program roundtable with ETO, PGE, NWN.          B. February 14, 2013 - Universal Repl. Parts - NW College of Constr.          February 26-March 2, 2013 - ACCA National Meeting, Orlando, FL.          C. March 14, 2013 - Codes Update - York          D. April 11, 2013 - ETO - Lennox          E. May 9, 2013 - NATE - Johnson Air          F. June 13, 2013 - How to determine your overhead- Johnstone Supply          G. July 8, 2013 - Golf Tournament          H. August 2013 - No meeting          I. September 12, 2013 -Outing - TBA          J. October 11, 2013 - Casino Night @ NW Natural          K. November 14, 2013 - Medical Insurance Update - TBD          L. December 12, 2013 - Xmas party - Lennox</p> <p style="text-align: center;"><b>Visit our Website for information on the association's activities.</b> <a href="http://www.oracca.org">www.oracca.org</a></p> <div style="text-align: center;">  </div>	<p><b>BOARD OF DIRECTORS</b> Mark DeFrancisco Mert Gagle Dennis Klink Larry Michelsen Mike Morgan Dan Pfau Buck Sheppard Loren Watts Kelly Wilhite</p> <p><b>ASSOC. BOARD MBRS</b> Keith Barrow John Karasaki Larry Johnson Marshall Johnson Collin McHugh Stewart Mercer Dan Wilkinson</p> <p><b>EXECUTIVE DIRECTOR</b> Suzanne M. Stilwell Association Management 360-834-3805 Fax: 503-914-1999</p> <p style="text-align: center;"><b>"We Meet The Second Thursday of Each Month"</b></p>
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# ORACCA

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

**ORACCA, June 13th at Johnstone Supply**

To:

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

For additional information visit [www.oracca.org](http://www.oracca.org) or call 360-834-3805. Email [dick@oracca.org](mailto:dick@oracca.org)



# ORACCA PLANNING CALENDAR

2013

**New Year's Day, Jan 01**

**M L King Day, Jan 16**

**Utility Update at NW Natural - 1/10/13**

January 2013						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

July 2013						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Independence Day, Jul 4**

**Golf Tournament, July 8th.**

**Valentine's Day, Feb 14**

**President's Day, Feb 20**

**Universal Service Parts- Dave Thomas NWCC - 2/14/13 GENSCO to Sponsor.**

February 2013						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

August 2013						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**No Meeting**

**BOARD MEETING Mar 14 10:00AM**

**Codes Update / DOE - York- 3/14/13**

**Texas Hold'M Tourney Watts - 3/16/13**

March 2013						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September 2013						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**Labor Day, Sept 2**

**NATE Gas Heat Training- 09/14**

**September 21st Shootout Trap at the Canby Rod & Gun Club**

**BOARD MEETING Apr 11 10:00AM**

**ETO Presentation - Lennox 4/11/13**

**Board to start planning for Golf in July Mother's Day, May 12 Memorial Day, May 27**

April 2013						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2013						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Casino Night October 11th, NW Natural**

**Manual D Training- 10/19**

**Halloween, Oct 31**

**Daylight Savings, Nov 3**

**Thanksgiving, Nov 21**

**Hanukkah, Nov 28**

**NATE H/P Training-11/02/13**

**BD MTNG 11/14 10AM**

**Medical Coverage update / - 11/14/13**

May 2013						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November 2013						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Father's Day, June 16**

**BOARD MEETING June 13 10:00AM**

**How to determine your company's overhead. Johnstone Supply 6/13/12**

June 2013						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2013						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Christmas, Dec 25**

**New Years Eve, Dec 31**

**NATE Gas Heat Training- 12/07/13**

**Brazze Testing- 12/13**

**Xmas Party - Lennox - 12/12/13**

**BOARD MEETING Dec 12 10:00AM**

= Training



Date/Time #	Course Description <b>July to December 2013</b>		Cost/Class ORACCA	
			Mbr.	Non-Mbr
Sept. 14, 2013 8:00AM-5:00PM	NATE Gas Heat Training/Testing. Training will consist of four hours of training and test preparation dealing with special emphasis on the Core and Gas Heat sections. The proctored NATE test(s) will be on line. <b>Price is per test. i.e. Core or Gas Heat, or you can save by ordering the combo pack, which includes both tests.</b>	Core Gas Heat Combo	\$295 \$295 \$550	\$395 \$395 \$750
<b>TBD</b> 8:00AM-5:00PM	<b>Manual J&amp; S</b>	MJ Class/ Test Retest	\$195  \$100	\$279
Oct. 19, 2013 8:00AM-5:00PM	Duct Design - Program consists of 8 Hours Training/Testing with special emphasis on Duct Design. Testing consists of 50 question multiple choice written exam. <u>*Students are required to purchase both manuals D&amp;T for this class. A Trane Ductulator, donated by GENSCO, is included in the class price. The purchase of an ACCA ductulator is optional</u>	Class <u>Man. D *</u> <u>Man. T *</u>  Ductulaor (Optional)	\$195 \$79.95 \$40.75  \$44.95	\$295 \$88.59 \$45.25  \$49.95
Nov. 2, 2013 8:00AM-5:00PM	NATE Heat Pump Training/Testing. Training will consist of four hours of training and test preparation dealing with special emphasis on the Core and Heat Pump sections. The proctored NATE test(s) will be on line. <b>Price is per test. i.e. Core or Heat Pump, or you can save by ordering the combo pack, which includes both tests.</b>	Core Heat Pump Combo	\$295 \$295 \$550	\$395 \$395 \$750
Dec. 7, 2013 8:00AM-5:00PM	NATE Gas Heat Training/Testing. Training will consist of four hours of training and test preparation dealing with special emphasis on the Core and Gas Heat sections. The proctored NATE test(s) will be on line. <b>Price is per test. i.e. Core or Gas Heat, or you can save by ordering the combo pack, which includes both tests.</b>	Core Gas Heat Combo	\$295 \$295 \$550	\$395 \$395 \$750
Dec. 13, 2013 8:00AM- 12:00PM	ORACCA Brazing certification testing. The class consists of a class lecture on the subject matter (1-2 hour preparation lecture before test). a written, multiple choice, certification test and a practical brazing lab.	#918 Test Retest	\$195 \$100	\$279
	EPA testing, Section 608 CFC available on demand. Requires up to two weeks to arrange a test date.	Test Retest	\$150 \$100	\$195

To register for any of the above courses, please contact the ORACCA office, 360-834-3805, email: dick@oracca.org or check the ORACCA website, www.oracca.org. Class dates and times are subject to change, based upon level of registrations.

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

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