

2019 ANNUAL REPORT



Air Conditioning Contractors of America



ACCA CORPORATE SPONSORS - OFFICIAL PARTNERS IN CONTRACTOR EXCELLENCE



2019 CONFERENCE & EXPO

ACCA "Optimize" San Antonio, Texas, took place in March at the Henry B. Gonzalez Convention Center. Nearly 1,000 industry professionals from across the U.S. discussed employee recruitment and retention, Quality Installation training, managing opioid addictions and legalized marijuana, reducing distracted driving, digital marketing techniques, leadership, and many more popular topics.



ACCA hosted federal and state policy makers responsible for HVAC efficiency programs. Daniel Simmons, Assistant Secretary for Energy Efficiency and Renewable Energy, Department of Energy, offered a keynote address and toured the Expo to meet with manufacturers and contractors. Simmons discussed efficiency programs and the Trump Administration's efforts to address concerns with lab-tested efficiency programs. ACCA also welcomed Dub Taylor, Texas State Energy Director, who is working with contractors on state-wide installation training programs funded by the Department of Energy.

During the opening, outgoing Chairman of the Board, Steve Schmidt, welcomed ACCA President and CEO, Barton James, as ACCA's new president and chief executive officer. Schmidt then spoke about ACCA's ongoing strategic plan that includes a strong focus on member growth, business training, and continued thought leadership from ACCA. Attendees heard from talent management and leadership expert, Seth Mattison, on personal growth, reexamining leadership attributes, and defining who ACCA's future leaders will be. ACCA's second plenary session featured Super Bowl Champion Darren Woodson. Woodson's *Creating a Winning Culture* speech walked attendees through the four "Cs" in the workplace: complacent, compliant, committed, and compelled. His guidance on coaching complacent and compliant employees to become committed and compelled teammates proved to be a winning message for the contracting industry.

ACCA's closing ceremony featured the induction of ACCA's 2019 Board of Directors, led by Eric Knaak, ACCA Chairman of the Board. Knaak's acceptance speech focused on ACCA's work to lead a more collaborative industry, reinvigorate ACCA's membership and volunteer leaders, and build stronger relationships with state and regional contracting associations, especially former ACCA chapters.



FALL MEETINGS

ACCA held back-to-back fall meetings, bringing together hundreds of contracting professionals for industry-lead educational programs and networking events in November in Dayton, Ohio. The educational sessions at ACCA Next Level addressed the challenges and opportunities that the next generation of HVAC owners and managers need to develop their own leadership and management styles.

ACCA's popular Service Managers Forum featured exciting educational sessions led by leaders directly from the front lines of contracting – business owners, service leaders, and other industry experts – giving first-hand accounts of the tools and resources that are needed to be successful in a competitive playing field. ACCA also presented its Service Manager of the Year award to Craig Sabol of Presidential Heating

& Air Conditioning in Gaithersburg, MD. Sabol received ACCA's American flag that was flown over the United States Capitol Building on June 22, 2019, National HVAC Technician Day. The flag was flown by Congressman Markwayne Mullin (OK-2), former president of Mullin Plumbing, a full service HVAC company.

Both events included a tour to the Emerson Helix Innovation Center and were supported by the largest number of vendors in several years.

TECHNICAL EDUCATION

ACCA's Residential & Light Commercial Design for Quality Installation classes, both in-person and online, continue to grow! Attendance at the in-person classes held at ACCA headquarters in Arlington, VA, increased by 15 percent, with most classes selling out. The popularity of the online course was also at an all-time high.



qtech

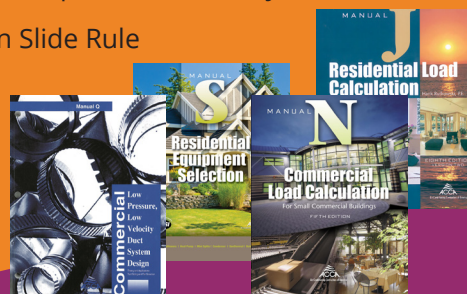
ONLINE EDUCATION

Contractors often tell us they are looking for convenient and affordable ways to improve technician performance, reduce callbacks, increase job margins, and reward quality employees. That's why ACCA has developed Qtech®, an online training program that can help meet those needs. The current list of offerings are:

- Brand New! Entry Level Technicians
- Technician Field Practices for Quality Installation
- Home Evaluation and Performance Improvement
- Duct Design Basics
- Basic Electricity for the HVAC Contractor
- Duct Diagnostic and Repairs
- Hydronics
- Commercial HVAC Design Basics: Maria's Restaurant
- EPA 608 Test Prep Course
- Zoning

PRODUCTS

1. Manuals J, D, S ® (top sellers for 10+ years in a row)
2. Duct Calculation Slide Rule
3. IBR
4. Manual N
5. Manual Q
6. Manual LLH



NEW MANUALS & GUIDES

Understanding Basic Electricity – A Companion Guide

Electricity is a very large part of an HVAC technician's day-to-day experience. Almost every system failure involves one or more electrical components in the equipment being serviced. An HVAC technician must be fluent in line and low voltage electrical circuits. In fact, much of a technician's reputation has to do with how well-versed they are in low voltage circuitry.

This book will cover conductors and insulators, basic principles, transformers, series and parallel circuits, relays, contactors motors, Ohm's Law, voltmeter, ohmmeter, flame rectification, wiring diagrams, thermostats, compressors, capacitors, impedance relays, line voltage, hydronic systems, thermocouples, electrical safety and more.

Technician's Guide & Workbook for Entry Level Tech's

This workbook is a basic boot camp level of training for refrigeration and air conditioning. Basic skills needed to successfully integrate into an operating HVACR business as a recruit with little or no HVAC training are covered. The goal is to provide prospective entrants into the field with a in-depth overview they can rely on to quickly develop into entry level technicians.

The basics that HVACR technicians need to know span many areas of expertise. This guide and workbook is designed to break the standard training mold. Basics required by technicians to succeed in the field go beyond a basic level of understanding the science and fundamentals of HVAC. The training will broadly integrate science and practical field guidance with an added emphasis on how to be a successful HVAC company team member. Technicians will be provided with ways to become integrated into the company culture and represent that company's values in the work they perform.

ACCA STAFF

INFORMATION TECHNOLOGY



Director of Information Systems
CRAIG GOTTHARDT
703-824-8844
craig.gotthardt@acca.org

FINANCE



Director of Finance
SAMUEL AWOTWI
703-824-8857
samuel.awotwi@acca.org



Manager of Accounting
DEBORAH SUTHERLAND
703-824-8848
deborah.sutherland@acca.org



President & CEO
BARTON JAMES
703-824-8862
barton.james@acca.org



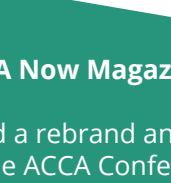
General Counsel & Senior Vice President for Administration
HILARY ATKINS
703-824-8855
hilary.atkins@acca.org



Director of Technical Services
WES DAVIS
703-824-8847
wes.davis@acca.org



Product Support Specialist
SEAN TOLBERT
703-824-8877
sean.tolbert@acca.org



Manager of Codes
DAVID BIXBY
703-575-4477
david.bixby@acca.

The New ACCA Now Magazine

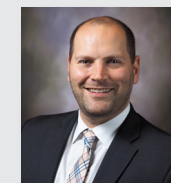
ACCA launched a rebrand and redesign of its magazine at the ACCA Conference and Expo in San Antonio. The rebrand brought the focus back to ACCA's members from cover to cover starting with a new name, ACCA Now.

Each issue of the bi-monthly magazine features an ACCA contractor member on the cover, along with articles focusing on news, strategies, and ideas to help contractors grow their businesses, ensuring they are profitable, and help them be the most professional and successful companies. Some new features in ACCA Now include: CEO Column; Chairman's Column; Partner Spotlight; and Training, as well as the return of the Commercial Capital.



The magazine website is also undergoing a redesign for 2020. The new look and feel of the magazine website will create a more streamlined look and feel, while creating a more user-friendly experience. Plus, there will be new ACCA member-only content on the redesigned site. Look for the new site in early 2020.

PUBLIC POLICY & INDUSTRY RELATIONS



Vice President, Public Policy & Industry Relations
TODD WASHAM
703-824-8864
todd.washam@acca.org



Government Relations Representative & Coalitions Manager
CHRIS CZARNECKI
703-824-8869
chris.czarnecki@acca.org



Manager of HVACR Education
MATT AKINS
703-824-8867
matt.akins@acca.org



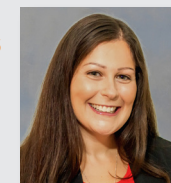
Manager of Standards
DANNY HALEL
703-575-4477
danny.halel@acca.org



Director of Member Communications, ACCA Now Editor, & Committee Liaison
MELISSA BROADUS
703-824-8842
melissa.broadus@acca.org



Government Relations Representative
ALYX SIMON
703-824-8863
alyx.simon@acca.org



Manager of Communications and Strategic Partnerships
DEB WEINER
703-824-8862
deb.weiner@acca.org



Director of Events & Benchmarking
KIMYA BAILEY CAJCHUN
703-824-8845
kimya.cajchun@acca.org



Director of Membership & Advocacy
MATT GRIZZARD
703-824-8854
matt.grizzard@acca.org

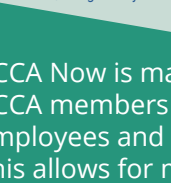
MARKETING & PRODUCTS



ACCA Services Assistant
YETTA GARDNER
703-575-4477
acca@brightkey.net



ACCA Services Assistant
JOHN SPENCER
703-575-4477
acca@brightkey.net



ACCA Services Assistant
HUMBERTO "B.T." RAMIREZ
703-575-4477
acca@brightkey.com

ACCA Now is mailed to all ACCA members and their employees and then sent digitally. This allows for more of our members to have the magazine in their hands in the way that works best for them.

A ROBUST FOCUS ON MEMBERS

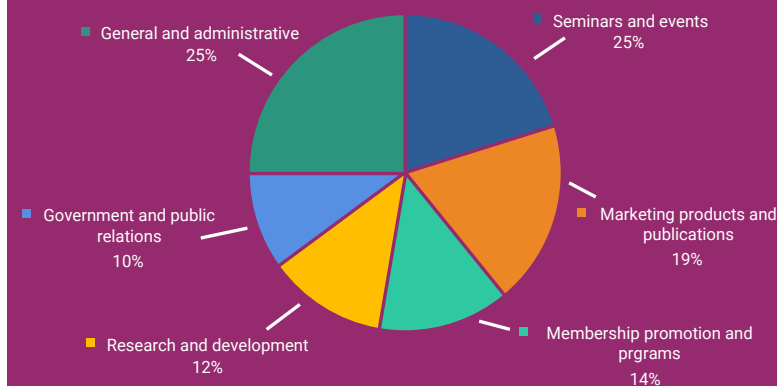
ACCA's 2019 restructuring brought on an all-new membership team tasked with refocusing ACCA's events, technical programs, website, and new services that add more value for members.

We launched new partnerships to help contractors save money and grow their businesses. We invested in a refreshed website for our members to find business and technical tools for entire teams. ACCA staffed up to refocus on technical products, trainings, and support that more directly serve contractors' pressing in-house training needs. Transitioning to more intimate conferences that provide members with valuable business training and fun networking opportunities.

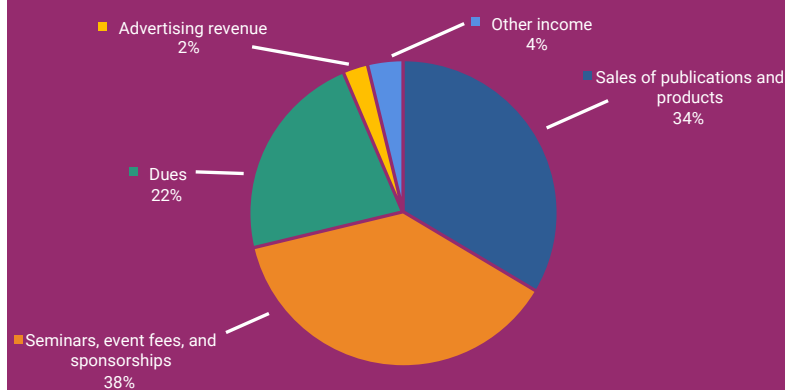
Perhaps most importantly, we're eager to provide every member a dedicated Member Services Manager as their guide to all that ACCA has to offer in their region. Together these efforts have served to reverse recent declines in membership and lay a strong foundation for creative recruitment campaigns.

ACCA took a strong look at its finances before developing its budget for 2019 - 2020. After the review, ACCA aligned its funds to allow for increase spending on new member services that will set ACCA members apart from their competition and prepare them for future changes in the industry.

EXPENSES



REVENUES



SAVINGS THAT PAY FOR YOUR MEMBERSHIP

In its first few months, ACCA's Savings4Members program saved participating contractors an average of \$735!

Savings include: fuel, uniforms, office supplies, credit card processing and more. And that's just one of nearly two dozen discounts available to ACCA members!

SAVINGS4MEMBERS

BENCHMARKING

ACCA released its first Financial & Operating Performance Survey results this year. Survey data helps members determine whether they are selling enough maintenance plans, spending too much on staff, keeping up with the competition, and more. Benchmarking is a check-up for businesses to identify strengths, weaknesses, and opportunities for improvement. Members who participate every year can see how your company grows and changes over time and relative to peers.

All data is tabulated by a third-party benchmarking firm that crunches the numbers and reports the findings. Sharing this information is 100% confidential. Each year, participating members get a personalized Company Performance Analysis Report when the survey results are published.

Social Media Toolbox:

ACCA's brand new Social Media Toolbox provides members pre-made social media posts for Facebook, Instagram, and Twitter. This is an easy, plug and play way to boost your social presence with consistent seasonal posts that reinforce your brand and customer relationships.



Training:

ACCA developed an exclusive members-only training program for technicians and customer service representatives to build trust with customers, understand their needs and, ultimately, book more Quality Installation work for your company.

2019 - 2020 ACCA BOARD OF DIRECTORS

OFFICERS AND DIRECTORS



Joining the ACCA Board of Directors in 2020

Craig Elliott, NICE Home Services, Springfield, VA
Matt Marsiglio, Flame Furnace, Warren, MI
Cody Novini, SoCal Airflow Pros, Mission Viejo, CA
Jen Pierce, Clay's Climate Control, LLC, Lindwood, NJ

Retiring from the ACCA Board of Directors in 2020

Steve Schmidt, Frederick Air, Frederick, MD
Michael Stanfield, Comfort Systems USA, Chandler, AZ

New Manager of Education Promotes Safety & Success

ACCA is committed to making its technical resources more accessible to support contractors’ in-house training needs. ACCA hired a Manager of HVACR Education to develop contractor-focused educational materials and programs that communicate value to promote sales opportunities, develop a network of ACCA certified instructors and provide technical support to members. For example, ACCA is developing a micro-learning library of short educational videos to provide technicians and installers technical tips. The development of ACCA’s online training and certification exam for A2L flammable refrigerants to ensure that technicians are prepared, safe and legally protected as these new products enter the marketplace.

Defending Contractor Interests in Code Proceedings

ACCA pushed back against the rapid deployment of A2L flammable refrigerants in the residential market. With a coalition of allies, ACCA successfully delayed adoption of model codes that would allow flammable refrigerants for direct systems in residential applications, providing time for standards, training, and certification programs to protect contractors. ACCA also secured code recognition for ACCA manuals SPS and Zr and successfully fought for a contractor’s right to use press-connect fittings for refrigerants, which had been proposed to be disallowed in the 2018 Uniform Mechanical Code (UMC).

Investing in Quality Standards

In 2019, ACCA completed an American National Standards Institute (ANSI) audit, ensuring its continued accreditation as a Standards Developing Organization for another 5 years.

Maintaining Technical Excellence

Under the leadership of Past Chairman John Sedine, ACCA also began work on a refresh of Manual S to address cold-climate heat pumps, dedicated dehumidification, and improved language for code compliance. In addition to updating the Manual S standard, ACCA will create an easy to read Manual S User’s Guide and revise the Manual S Speed-sheet.

Quality Assured Contractor Accreditation Program

ACCA administers the Quality Assured (QA) contractor accreditation program in support of EPA’s ENERGY STAR™ programs. With approximately 800 accredited contractors throughout 2019, ACCA accredited contractors complete approximately 90% of the HVAC systems in EPA’s Energy Star News Homes Program! ACCA also launched new efforts to help QA contractors’ market around their investment in quality, including a new contractor locator and partnerships to promote the ENERGY STAR™ Verified Installation Program for existing homes.



NEW COMMITTEE STRUCTURE FOR STREAMLINED EFFORTS

ACCA implemented a new committee structure for 2019 to streamline the efforts and more effectively meet contractors’ needs. The new committee structure consists of five committees overseeing all of ACCA’s work: Events, Membership, Member Services, Partners, and Products.

Events Committee

If ACCA sponsors, attends, or creates an event, this is the committee responsible. They provide support for the annual conference, fall forums, regional training events, and anything else that they come up with that will help to support our members and our Industry partners.

Membership Committee

This committee is responsible for two areas; bringing in new members to ACCA - our numbers are our strength, and the stronger we are, the louder the voice we have in the industry. This committee by natural extension will also help retain current members by creating a more engaging dialogue.

This group is the marketing arm of ACCA and we need to let people know who we are and what we can offer their business when it comes to being successful.

Member Services

This committee responsible for delivering the products and services that ACCA offers our members through numerous sources including internet sales, online training, and education downloads and anything else that provides value to members. This committee works in conjunction with other committees to develop new materials and assist with repackaging of currently offered materials, making them easily accessible.

Partners Committee

This committee is responsible for nurturing relationships that matter to our association and our members. This includes ACO’s such as TACCA, MIACCA, as well as HARDI, AHRI, PHCC and any other association that would benefit our mission. This is accomplished through different modes of communication, advertising, newsletters, and whatever else the committee can come up with.

Products Committee

This committee develops and maintains the technical materials that ACCA offer our members. They are responsible for creating new standards as needed and ensuring that any ANSI certified products remain qualified/certified. They also help to create whitepapers to support questions that come from our members or industry partners.



2019 ACCA Federal Victories

ACCA Goes to the White House! Takes Pledge to America’s Workers

- ACCA met with President Trump, Vice President Pence, and Ms. Ivanka Trump and pledged to provide career advancement opportunities for 75,000 men and women in the HVACR industry over the next five years.
- Dozens of ACCA members have taken the pledge, committing over 5,000 more opportunities in the HVACR industry!



ACCA Top Priority Introduced in Congress

- ACCA secured introduction of the Home Energy Savings Act which would reinstate and extend the HVAC efficiency tax credit for homeowners.
- Most important - the Home Energy Savings Act requires systems to be installed according to ACCA quality installation standards in order to receive the tax credit!

Federal Action on HFC Phasedown: ACCA Works to Curb Patchwork of State Phasedown Schedules and Regulations

- The American Innovation and Manufacturing Act (AIM) Act was introduced in the Senate, this legislation would create a federal HFC phasedown.
- ACCA supports the AIM Act and continues to lobby on behalf of contractor safety in preparation for the introduction of mildly flammable refrigerants to the HVACR industry.



ACCA Secures 179D Extension

- Section 179D of the tax code permits a tax deduction of \$180 per square foot to owners of new or existing commercial buildings who install HVACR systems that reduce the building’s total energy and power cost by 50% or more.
- ACCA succeeded in including this provision in a government funding bill. However, it is set to expire in December of 2020.

ACCA Works to Repeal the Death Tax

- ACCA supports the Death Tax Repeal Act which was introduced by Senator John Thune (R-SD) and Representative Jason Smith (R-MO).
- In 2017, ACCA succeeded in raising the death tax exemptions to \$12 million for individuals and \$24 million for couples.



New Overtime Regulation Takes Effect Jan 1, 2020

- In 2018, ACCA stopped the Overtime Rule that would have increased overtime requirements to more than \$47,000.
- In 2019, ACCA lead efforts to update the Overtime Rule, increasing overtime requirements from \$23,660 to \$35,308, which is inline with inflation and has ACCA members’ support.

ACCA Members Take Down ILLICIT CASH ACT

- ACCA stoped the ILLICIT CASH Act from moving in the Senate. This bill would require small businesses to file onerous paperwork with the Financial Crimes Network or face criminal action.
- ACCA members contacted hundreds of members of Congress through the ACCA Action Alert System and helped stop this legislation.



ACCA Secures Confirmation of Three Cabinet Officials in U.S. Senate

- ACCA wants pro-business and pro-contractor officials in government!
- ACCA took action to help EPA Administrator Wheeler, Secretary of Labor Eugene Scalia, and Secretary of Energy Brouillette through the U.S. Senate.

ACCA Hosts EPA/Contractor Roundtable on Refrigerant Reclamation

- On September 26, 2019 ACCA hosted a roundtable discussion between officials from the Environmental Protection Agency (EPA) and ACCA members to discuss the refrigerant reclamation industry.
- ACCA members advocated for more government funding for consumer education programs and EPA enforcement activities.



ACCA is the national trade association furthering the interests of HVACR contracting businesses and the broader HVACR industry.
www.acca.org

