



# the plenum



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## 2023 Installation Banquet

The Palm Beach Air Conditioning Contractors Association (PBACCA) hosted their 2023 board of directors and officers installation banquet on Thursday, December 1 2022 at The Beach Club in Lake Worth Beach, FL. This year the event included the annual toy drive and a casino night.

A cocktail hour was followed by dinner, the installation ceremony, music, gaming and a raffle.

PBACCA 2022 President Tony Kiser began by presenting the 2021 Member of the Year Award to Arturo Alba of Arco Supply for his dedication and support of PBACCA during over 15 years of service. Tony also thanked several committee members for their valuable contributions to the association and the industry: Jim Carr of Complete Comfort and member of the Building Code Advisory Board, Jim Pickard of CMI and member of the Construction Industry Licensing Board and Steve Sparks of TWC Services and Florida Air Conditioning Apprenticeship Association Program Director. Tony concluded by swearing in the 2023 Officers and Directors and handing the gavel to incoming President Robin Worrell.

Robin gave her acceptance speech and, as her first action as President, recognized the 2022 Member of the Year, Kelly McCann. "For 22 of his 30-plus years in the HVACR industry, Kelly has been an integral part of the Florida Air Conditioning Apprenticeship Association and has always stepped up when asked to help out with PBACCA activities."

Several hours of action at the casino tables, music sponsored by CMI Air Conditioning and provided by DJ Tango and a raffle for prizes concluded the evening's activities.



2023 PBACCA Director Arturo Alba Jr., Committee Member Jim Carr, President Elect Kelly McCann, Past President Tony Kiser, Director Rob Mayhew, President Robin Worrell, Committee Member Steve Sparks, Director John Riley and Vice President Steven Castillo. Not shown: Secretary/Treasurer Sean Caplan, Directors Carissa Duemig, Tom O'Connor and Daryl Sholar and Committee Member Jim Pickard

### 2023 Slate of Officers and Directors

• Education Director - Steve Sparks

- President, Robin Worrell - State Energy
- President Elect, Kelly McCann - CMI Air Conditioning & Electric
- Vice President, Steven Castillo - Robert R McGill
- Secretary / Treasurer, - Sean Caplan - EDS Air Conditioning & Plumbing
- Construction Industry Licensing Board - Jim Packard
- Building Code Advisory Board - Jim Carr

### Directors

- Arturo A. Alba, Jr. - Arco Supply
- Carissa Duemig - StaffLink Outsourcing
- Rob Mayhew - Tropic Supply
- Tom O'Connor - Johnstone Supply Group
- John Riley - Al Packer Ford-Lincoln
- Daryl Sholar - Village of Wellington

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**Another way  
PBACCA  
Serves You!**



#### --PBACCA 2023 OFFICERS--

**President: Robin Worrell**  
**State Energy Heating & Air**  
(561) 688-6264 • Cell (561) 795-1130  
stateenergy@aol.com

**President Elect: Kelly McCann**  
**CMI Air Conditioning & Electric**  
(561) 844-1004 • Cell (561) 644-5668  
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**Vice President: Steven Castillo**  
**Robert R McGill Air Conditioning**  
(561) 588-2630 • Cell (561) 629-0707  
stevencastillo@mcgillac.com

**Secretary/Treasurer: Sean Caplan**  
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**Director: Arturo A. Alba, Jr.**  
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(561) 586-3331 • Cell (561) 436-7881  
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jriley@alpackerford.com

**Director: Daryl Sholar**  
(561) 753-2575 • Cell (561) 685-6309  
dsholar@wellingtonfl.gov

**Director: Carissa Duemig**  
**Fund-Ex Solutions Group**  
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cduemig@fundexsolutions.com

**Director: Rob Mayhew**  
**Tropic Supply**  
(561) 684-3997 • Cell (561) 703-8354  
Rob.Mayhew@tropicsupply.com

**Director: Tom OConnor**  
**Johnstone Supply Ware Group**  
(561) 689-3366 • Cell (561) 345-1517  
thomasOConnor@johnstonewaregroup.com

**Past President: Tony Kiser**  
**EDS Air Conditioning & Plumbing**  
(561) 586-7090 • Cell (561) 628-8084  
akiser@EDSAirconditioning.com

**Executive Director: PAM RIPPLE**  
**585-3880 • Fax-585-3347**  
e-mail: pripple@pbacca.org

**LEGAL COUNCIL: John Hockin - Linkhorst & Hockin, P.A.**  
(561) 626-8880

**FINANCIAL ADVISOR: Donna M. Sotillo, CPA**  
**Sotillo & Company • (561) 547-5730**

## President's Perspective

### HAPPY 2023!!



Robin Worrell

One thing that cannot be denied, licensed contractors are resilient. We are going on 3 years of some of the most challenging times to be in business, ie; COVID19, supply chain disruptions, labor shortages, tightening credit, new SEER2 regulations, inflation, talk of looming recession, etc. A lot has changed in a short time.

Belonging to an Association that actually tackles important issues that affect your livelihood has never been more important. There is no reason to go it alone. Getting the support and resources of an Association of like minded people giving you a voice, as they say, is priceless. We want your involvement, no matter what size company you are; one person or hundreds of people, you will benefit from being a member where everyone is treated equally.

Palm Beach Air Conditioning Contractors Association Inc (PBACCA) wants to make you an offer you can't refuse. JOIN us and if after one year you do not feel like you got your money's worth, that you did not receive enough value, we will return your membership fee. You just can't lose. Look at what we have to offer. Try us out!. There is strength in numbers. There is no financial risk to you

Our new Board is busy putting our general meeting agenda schedule together and looking into some new and exciting concepts. Think of what we could accomplish with more input from you. Come join us at our new location at the Beach Club in Lake Worth Beach FL, February 2, 2023. Come check us out  
No Cost To You!!

Look Forward To Seeing Everyone!!!

Regards,  
Robin Worrell

### Associate Distributors - Palm Beach County

Advanced Work Van, Riviera Beach	561-657-0406
Arco Supply, Lake Worth	561-586-3331
Baker Distributing, Boynton Beach	561-806-7075
Baker Distributing, West Palm Beach	561-848-1416
Carrier Enterprise, West Palm Beach	888-827-3352
Economic Electric Motors, West Palm Beach	561-683-6262
Gemair Distributors, West Palm Beach	561-842-6311
Goodman Distribution SE, Inc., West Palm Beach	561-616-9466
Johnstone Supply, West Palm Beach	561-689-3366
Refricenter, West Palm Beach	561-689-8075
Trane Company, West Palm Beach	561-683-3306
Tropic Supply, West Palm Beach	561-684-3997

Palm Beach Air Conditioning Contractors Association (PBACCA) is an independent association serving the needs of the HVACR industry in Palm Beach County. PBACCA is not affiliated with the national group Air Conditioning Contractors of America (ACCA). The mission of PBACCA is to assist and better enable PBACCA members to acquire, serve, and satisfy their customers.



## **PBACCA General Meeting**

**February 2, 2023**

**“The Beach Club” in Lake Worth Beach.**

**Guest Speaker: Patrick Lange of Business Modification Group**

**Building A Sellable Heating and Air Business**

**4 things to focus on today, to increase the value of your business when it is time to sell**

**With all of the talk about buying and selling in the heating and air space, what does it mean for you and your business? What can you do today to help increase the value of your company? In this presentation HVAC Business Broker Patrick Lange shares what buyers are looking for in today’s market, and 4 items you can focus on in your business to increase the value when it is time for you.**

**Reservations are required**

**Reservation deadline Monday January 30, 5:00pm**

**Thursday, February 2 “The Beach Club”**

**One 7<sup>th</sup> Avenue North, Lake Worth, Fl. 33460**

**5:30 p.m. Check-in 6:30 p.m. meeting start’s**

**No cost for meeting**

**Everyone will be ordering from the menu and paying for themselves**

**RSVP to Pam at [priple@pbacca.org](mailto:priple@pbacca.org)**

**\$250 Meeting sponsor / spotlight**

**(Includes 2 attendees and 5 minute introduction at the podium)**

**Thank you February Meeting Sponsor!**



**Contact Pam for more information: [priple@pbacca.org](mailto:priple@pbacca.org) or 561-585-3880**



Dear PBACCA ,

Please accept this email a formal notification that I am resigning from my position as a board member. Also I have put my resignation with the Village of Wellington and my last day will be March 31th 2023.



I want to thank you all so much for the opportunity to server on the board and to be your inspector in Wellington. My family and I have decided to move to South Carolina and start a new life. I will miss you all and will remember the great time at all of the events. I will let you know if I can get a going a way party set up in late February or early March some people have already said it is a must do.

Sincerely,

Daryl Sholar



## Member of the Year

### **CONGRATULATIONS!!!!** **ARTURO ALBA JR**

PBACCA members chose Arturo Alba Jr. as recipient of the 2021 SEER Award. Presented at the recent Installation Banquet, We recognize one of our peers who has demonstrated superior Service, Enthusiasm, Effort, and Reliability.



*PBACCA Past President Tony Kiser presents Arturo Alba Jr. of Arco Supply Inc. the 2021 Member of the Year Award*

### **CONGRATULATIONS!!!!** **KELLY McCANN**

PBACCA members chose Kelly McCann as recipient of the 2022 SEER Award. Presented at the recent Installation Banquet, We recognize one of our peers who has demonstrated superior Service, Enthusiasm, Effort, and Reliability.



*Accepting her 2022 "Member of the Year" award Kelly McCann*

**PBACCA and all of our Members thank you for your continuous support over many years.**



**From all of us at PBACCA  
we are wishing you a  
happy Holiday Season  
and a  
prosperous New Year**



On behalf of everyone here at PBACCA, we would like thank you for participating in our Annual Trade Show over the past 30 Years.

With the challenges we have faced over the past several years. Have limited our normal gatherings, fundraisers, and events that help fund our local Association. PBACCA hasn't stopped working for its members and this year we have decided not to hold Air Show 2023.

***In lieu of the next year's Air Show we are excited to announce our  
1st Annual Sporting Clays Shoot.***

Please know how much we appreciate your continued support to our association and we hope you will participate in next year's sporting clays shoot! To be held at OK Corral 9449 NE 48th St. Okeechobee, FL on February 18<sup>th</sup> 2023

If at any time I can be of assistance, please contact me at 561-561-3880 or [prippl@pbacca.org](mailto:prippl@pbacca.org)

With great appreciation  
Pam



## February 18, 2023

OK Corral 9449 NE 48th Street Okeechobee, FL 34972



### SCHEDULE

Registration - 8:45 am

Tournament Warm-Up - 8:45-9:45am

Shotgun Start - 10:00 am

BBQ Lunch, Raffles and Awards Celebration - 12:30 pm

This is a family friendly event for all skill levels. Please feel free to bring your own gun or rent a range gun at \$10.



### PLAYER OPTIONS

- **Single Player - Early Bird \$175 | Regular \$200**

Includes tournament fees, golf cart, team ammo, ticket for lunch buffet at awards celebration

- **Foursome - Early Bird \$700 | Regular \$800**

Includes tournament fees, golf cart, team ammo, four tickets for lunch buffet at awards celebration.

- **Tournament Warm-Up - \$20**

Includes 10 rounds of ammo and 10 targets. Gun available at stand or use your own gun.



### SPONSORSHIPS

All sponsors will receive signage at the tournament in addition to recognition on the PBACCA website and event promotions.

Title Sponsor - \$2000

Gun Sponsor (multiple) - \$850

Station Sponsor (multiple) - \$175

Breakfast Sponsor (2)-\$1000

Lunch Sponsor (2) - \$1500

Yeti Sponsor (multiple) - \$525

Cart Sponsor (2) - \$350

PBACCA • Po box 3407 Lantana, fl 33465 • -561-585-3880 • -prippl@pbacca.org • www.pbacca.org

**February 18, 2023**  
**Ok Corral Gun Club**

9449 NE 48th St  
Okeechobee, FL 34972



## SCHEDULE

Registration - 8:45 am  
Tournament Warm-Up - 8:45-9:45am  
Shotgun Start - 10:00 am  
BBQ Lunch, Raffles and Awards  
Celebration - 12:30 pm



## PARTICIPANT REGISTRATION



Select your choice of  
options available

Early Bird rates good  
until 1/6/23

☐

**Single Player - Early Bird \$175 | Regular \$200** Includes  
tournament fees, golf cart, team ammo, ticket for lunch buffet,  
one raffle ticket and awards celebration.

☐

**Foursome - Early Bird \$700 | Regular \$800** Includes  
tournament fees, golf cart, team ammo, four tickets for lunch  
buffet, four raffle tickets and awards celebration.

☐

**Tournament Warm-Up - \$20**  
Includes 10 rounds of ammo and 10 targets.

### Gun / Yeti Cooler Raffle

Purchase raffle tickets ahead or during event.

☐

**\$25 ea** | quantity \_\_\_\_\_

☐

**\$100** (package of 5 tickets)  
quantity \_\_\_\_\_

### Single or Foursome 1

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### Foursome 2

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### Foursome 3

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### Foursome 4

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Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT

☐ Check (payable to PBACCA)

Total: \$ \_\_\_\_\_

Send registration form to PBACCA, PO Box 3407 Lantana, FL  
33465 or email to [priple@pbacca.org](mailto:priple@pbacca.org). Questions? Contact us at  
561.585.3880 or via email at [priple@pbacca.org](mailto:priple@pbacca.org).

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## February 18, 2023 Ok Corral Gun Club

9449 NE 48th St  
Okeechobee, FL 34972



*All sponsors will receive signage at the tournament in addition to recognition on the PBACCA website and event promotions*

Please send a high resolution logo via email to [priple@pbacca.org](mailto:priple@pbacca.org).

## SCHEDULE

Registration - 8:45 am  
Tournament Warm-Up - 8:45-9:45 am  
Shotgun Start - 10:00 am  
BBQ Lunch, Raffles and Awards  
Celebration - 12:30 pm



## SPONSOR REGISTRATION

- ☐ Title Sponsor - \$2000 (includes one complimentary team)
- ☐ Lunch Sponsor (2) - \$1500 (includes 2 complimentary team members)
- ☐ Breakfast Sponsor (2) - \$1000
- ☐ Gun Sponsor (multiple) - \$850
- ☐ Yeti Sponsor (multiple) - \$525
- ☐ Cart Sponsor (2) - \$350
- ☐ Station Sponsor (multiple) - \$175

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT

☐ Check (payable to PBACCA 3407 PO Box Lantana, FL 33465) Total: \$ \_\_\_\_\_

Send registration form to PBACCA 9449 NE 48th St.  
Okeechobee, FL 34972 email to [priple@pbacca.org](mailto:priple@pbacca.org).

Questions? Contact us at 561-585-3880 or via email at  
[priple@pbacca.org](mailto:priple@pbacca.org).



PBACCA 3407 PO Box Lantana, FL 33465 561-585-3880 [priple@pbacca.org](mailto:priple@pbacca.org) [www.pbacca.org](http://www.pbacca.org)



# Having Fun at the 2023 Installation Banquet



Tom and Someone Carpenter of First Degree Air Conditioning with Kelly McCann and Morgan Brantley of CMI Air Conditioning



PBACCA Past President Tony and Brittney Kiser of EDS Air Conditioning with 2023 PBACCA President Robin and Mark Worrell of State Energy



Andy Sanchez of Pro Tech Coatings with wall art raffle winners Hubie Boyde, Vanessa Boyde of Arco Supply



Brittney Kiser won a piece of wall art made by Andy Sanchez of Pro Tech Coatings



Kelly McCann of CMI Air Conditioning with Robin Worrell, winner of the CMI-donated RGF air purifier



Steve Sparks Congratulated Kelly McCann on his member of the year award



Tony Kiser with Raffle winner Steven Castillio of Robert McGill Air Conditioning



Tony Kiser with Raffle winner Tony Thompson of AGS Fleet Services



Having a great time, Steve Sparks Rob Mayhew, and Tony Kiser





2023 PBACCA President Robin Worrell accepts the gavel from outgoing President Tony Kiser



Tony Kiser with Raffle winner Tony Thompson of AGS Fleet Services



2023 PBACCA President Robin Worrell presents outgoing President Tony Kiser a service recognition award



An exciting evening of casino action followed the formalities



Everyone enjoyed playing the casino games that were made available.



Everyone enjoyed music by DJ Tango, sponsored by CMI Air Conditioning



Thank You, Carrier, for the Grand Prize of a \$350 Gift card



Thank You CMI for the Mega Prize of a Reme Halo LED



Many great raffle prizes donated by, Carrier, CMI Air Conditioning, and Pro Tech Coatings





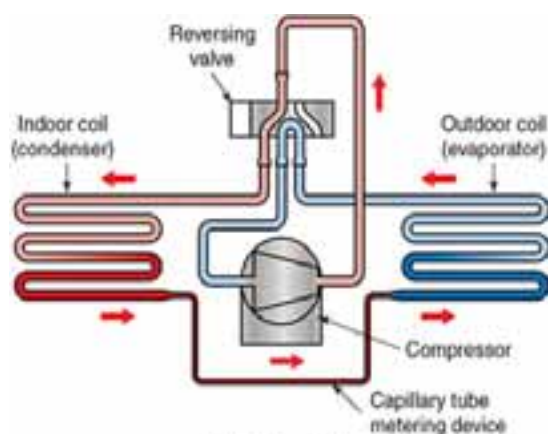
Here in “Sunny South Florida” we don’t get a lot of heater calls. However, when we get a cold snap for a few days it seems like that’s all we do. In this month’s article I’d like to discuss heater diagnosis. Here in our little slice of paradise we mostly have electric heaters and heat pumps, with that in mind we will highlight the diagnostics for those systems.

Let’s start with design criteria, according to ACCA’s Manual J we typically design to heat the home to 68° – 70° when its 47° outside. This 47° is for West Palm Beach, keep in mind other areas will have a different outdoor design temp (ACCA Manual J, Table 1). What this means is that when its colder than 47° outside the system may not have enough BTUH to get to the indoor design of 70°. Fortunately, we do not get many hours below our outdoor design temp.

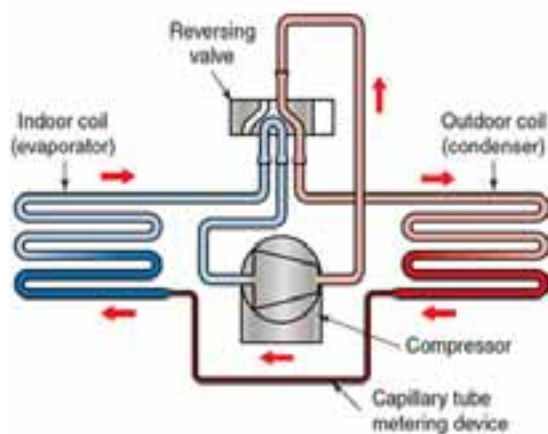
Most of the HVAC systems in south Florida are cooling units (straight cool) with electric heaters installed. Although, heat pumps are becoming more popular in our area. If the industry rumors can be trusted, cooling units will go away in the next few years with heat pumps taking over. When diagnosing electric heaters its best to have a strategy. For a cooling unit with electric heat, on a call for heat the electric heater and the blower are energized. Check the basics 1<sup>st</sup>; I will usually start with the thermostat. Is it powered up? Is it set up correctly for electric heat. Check the thermostat installer set up (ISU) menu to verify. Is the thermostat wired correctly and is there a call for heat? Once verified move to the air handler cabinet. Take safety precautions as you will be working in an electrically live cabinet. Verify that you are receiving the 24 volts (non communicating systems) on the “W” and “C” terminals. If yes, move on to the heater control (contactor or sequencer), is 24 volts present at the coil of this control. No? determine why, most manufacturers will have safeties on the low voltage and the high voltage side. If your low voltage is not reaching the contactor or sequencer check for open safeties. If you do have the 24 volts at the control and still no heat, its time to check the high voltage. Check the line side of the contactor or sequencer for proper voltage. If correct, check the load side, moving along through the high voltage safeties until you find the open. The last thing you may check is the heater coils themselves, they can break and that’s where the problem is. A final word of caution on electric heaters. Since they are not used much, they can have a build up of dust on the heater coils. Once energized this dust will burn off and cause an odor and possibly set off alarms. Put fire alarm systems in test prior to energizing the heater, or you may get a visit from your local fire department.

Next, we will discuss heat pumps. Heat pump systems use a switchover valve (SOV), sometimes referred to as a reversing valve, to change the direction of refrigerant flow. Thus, changing the indoor coil that serves as the evaporator in the cooling mode to the condensing coil in heat mode. This simple change in direction means we discharge the heat inside the home in the heating mode. When diagnosing start with the thermostat, using a similar procedure as described above for the electric heat. On the heat pump thermostat, we want to check that it is a heat pump capable thermostat and that it is set up properly. Energizing the reversing valve terminal O/B can be different between manufacturers, some will energize the valve in cool while others energize for heat. Check the specific manufactures installation instruction for their setting. Moving past the thermostat,

## TECHNICIAN'S CORNER CONTINUED



A—Heating Mode



B—Cooling Mode

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Modern Refrigeration and Air Conditioning  
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getting inside the air handler to verify the low voltage is at the correct terminal. A call for heat on a heat pump system will energize (or deenergize) the SOV, the compressor and the blower. Diagnosing a heat pump is different than electric heat due to the SOV and a defrost control, so there are more circuits to follow. The SOV is a simple device as seen in the image to the left. In the cooling mode the indoor coil is the evaporator, and the outdoor coil is the condenser. In the heat mode the coil functions are switched by the SOV - so the indoor coil is now the condenser and rejects the heat into the space and cool air is discharged from the outdoor (now evaporator) coil. The thermostat controls the SOV position (heat/cool) via 24-volt signal. The defrost control board can also control the SOV position based on the board's protocol (timed or demand) for defrosting the outdoor coil. Remember when in the heating mode the outdoor coil is serving as the evaporator, in cooler temperatures the outdoor coil can and will freeze; although, not so much here in south Florida. Looking at the refrigerant circuit when diagnosing a heat pump is very similar to the cooling only units just with a few added components: The switchover valve, a TXV (metering device) on the outdoor coil and a bi-flow drier. There will usually be some sort of storage device to handle excess refrigerant when the modes are reversed. Electric heaters are also installed in heat pump systems to act as emergency or supplemental heat and to temper the cool air during defrost cycle. The defrost cycle, when required, will send

the system back to cooling mode. Since this cycle will occur when the space is being heated, we need a way to temper the cold air from the evaporator; this is done by energizing the electric heater during the defrost cycle. I've seen many heat pump systems wired where the SOV and electric heat circuit are in parallel; so, they both come on at the same time. This is not the design goal; the electric heater should staged to only come on when the heat pump cannot keep up or when the unit is in defrost. A note on defrost, when the unit goes into defrost, based on ambient conditions, the steam from ice melting off the coil can look like smoke - causing some confusion.

I hope this information gets you started on your journey to diagnosing heaters. A lot more can be said on the topic from communicating systems to furnaces and boilers. I encourage you to ask questions and challenge yourself to get outside your comfort zone. Please stay safe in all you do.





*Thank you  
To all that participated  
in this year's toy drive!*





# *Annual* SPONSORSHIP OPPORTUNITY

Dear PBACCA Contractor and Associate Members:

***Palm Beach Air Conditioning Contractors Association (PBACCA) thanks you for your sponsorship and support.*** In an effort to simplify sponsorship opportunities for both the association and our sponsors, we are proud to announce our new “Annual Sponsorship Commitment.” This allows you to be a sponsor at ALL the PBACCA events! This also allows you to plan where you want your marketing dollars to go next year.

There are five Sponsorship Levels available which encompass our four different events: the Golf Tournament, Fishing Tournament, Installation/Casino Night and Sporting Clays Shoot. You may select from Platinum, Gold, Silver, Bronze or Contractor. Your company will be recognized at each event at the sponsorship level of your choice. For the top 4 levels, your Company name will appear for the entire year in **The Plenum** newsletter, in the section listing our Annual Sponsors.

**Platinum sponsors are eligible to sponsor shirts, hats and coolers for special events, at an additional cost.**

Please complete the attached form to indicate at what Sponsorship Level your company would like to participate.

**Don't miss this great opportunity to show your support for PBACCA and gain company exposure!**

PO Box 3407 • Lantana FL 33465 Ph# 561-585-3880 •  
Fax# 561-585-3347  
e-mail: [priple@pbacca.org](mailto:priple@pbacca.org)

## PREFERRED VENDORS

### PBACCA Annual Sponsorship Levels, which will provide the benefits listed below.

The sponsorships currently available are below. Please review the following list of opportunities and fill in the form and fax or mail to Pam Ripple at the address specified at the bottom.

#### **PLATINUM LEVEL SPONSOR** — 6 available **\$3,000.00 Sponsorship includes:**

- Platinum Level Sponsor recognition at each event ➤ Your logo in all advertising and trade publications . ➤ Half page ad space in the *Plenum* Newsletter for one year (\$1,300 value)
- One 4-some at annual Sport Clays Shoot (\$700 value)
- Recognized as Platinum Level Sponsor in the PBACCA Advertising.
- One boat registration for High-E-Fishin-Sea Tournament (\$300 value)
- Associate Membership (\$350 value) ➤ One foursome and hole sign at the annual Golf Tournament (\$950 value)
- Four dinner tickets for the Installation Banquet (\$500 value)
- Hat/Shirt /Cooler sponsorship opportunities for events (Added cost) Available only to Platinum Sponsors

#### **GOLD LEVEL SPONSOR** — 10 available **\$2,000.00 Sponsorship includes:**

- Gold Level Sponsor recognition at each event.
- Quarter page ad space in the *Plenum* Newsletter for one year (\$900 value).
- One foursome and hole sign at the Annual Golf Tournament (\$950 value)
- Three dinner tickets for the Installation Banquet (\$375 value)

#### **SILVER LEVEL SPONSOR** — 15 available **\$1,000.00 Sponsorship includes:**

- Silver Level Sponsor recognition at each event.
- Your logo in all advertising and trade publications.
- Eighth page ad space in the *Plenum* Newsletter for one year (\$540 value)
- One boat registration for High-E-Fishin-Sea Tournament (\$300 value)
- Two dinner tickets for the Installation Banquet (\$250 value)

#### **BRONZE LEVEL SPONSOR** — 20 available **\$750.00 Sponsorship includes:**

- Bronze Level Sponsor recognition at each event.
- Your logo in all advertising and trade publications
- Eighth page ad space in the *Plenum* Newsletter for one year (\$540 value)

#### **CONTRACTOR SPONSOR \$500.00 Sponsorship includes:**

- Contractor Sponsor recognition at each event.
- Five dinner tickets for the General Membership Meeting

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/ST/ZIP: \_\_\_\_\_

PH #: \_\_\_\_\_ FAX#: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Year \_\_\_\_\_



Please check one of the following:

- ☐ PLATINUM SPONSOR ~ \$3,000.00
- ☐ GOLD SPONSOR ~ \$2,000.00
- ☐ SILVER SPONSOR ~ \$1,000.00
- ☐ BRONZE SPONSOR ~ \$750.00
- ☐ CONTRACTOR SPONSOR ~ \$500.00

**The following Platinum Sponsor options will be available on a first-come, first-served basis. For an extra \$2,500.00**

**\*NOTE Please check ONE box to indicate your preference.**

- ☐ HEFS T-Shirts with your company logo
- ☐ HEFS Hats with your company logo
- ☐ Golf Shirts with your company logo
- ☐ Golf Hats with your company logo
- ☐ Sport Clay Shirt your company logo
- ☐ Sport Clay Hats with your company logo



## Should You Expand in to Other Trades?

Patrick Lange

I get this question often from HVAC owners: *I'm doing pretty well for myself, and I think there's more money to be made in my market - should I expand to include plumbing and / or electrical services?*

The idea of offering several services is appealing. You have more to offer homeowners, so you're their first call for most repairs. Your service contracts can cover more services more often. And you're obviously going to be able to make more revenue throughout the year.

But there's plenty to consider before you make the leap. Here are the factors that go into that decision.

First, how well is your current business running? I don't mean how much you're selling; I'm talking about your systems, your processes, your customer service, hiring, and training. If you're not running at top efficiency (or close to it), you'll need to get your current operation in order before you consider adding another trade.

For one thing, you'll be focused intensely on the new aspect of your company, so you won't want to be solving problems and fixing issues for what should be the smoothest part of your operation. Make sure that your HVAC business is running on all cylinders before you add complexity.

And new trades will add complexity. It's possible that you have experience in the other trades, but if you don't, you'll have a steep learning curve. Even if you acquire another company, you'll still need to get comfortable with overseeing new kinds of work from different tradesmen. You'll have cultural issues to manage – things like making sure the new team pays attention to the things that are important and



provides the same level of courtesy and service you expect. After all, you're putting every established and presumably happy customer at risk when you send in a new team of technicians.

You'll have a lot to plan for before you launch your new services: licensing, marketing, branding, and understanding the competition in your new field. Finding qualified workers is a challenge in every trade, and it might be harder for you to figure out how to find and retain the best talent. You'll need to make sure you have the resources to train and develop your workforce and stay on top of licensing and other certification requirements.

You'll be investing a lot of capital and energy into this new part of your business. You'll need new trucks, equipment, branding, marketing, and you'll probably have to invest heavily in advertising to get the word out. If your timeline to sell your company is short – less than five years – you may not have time to recoup your investment. It will be challenging to break even, let alone show a profit from the new trades. That will impact your selling price from a buyer, since the sale price is based on the Seller Discretionary Income.

Some buyers find multi-trade companies attractive, if they're well-run and profitable. But just as many owners prefer to stay in their lane, operating a trade they're comfortable with and confident they can manage and grow.

When you're ready to sell, the deal becomes more complex, even with a motivated buyer who is interested in a multi-trade company. They'll be considering all the issues mentioned above to see if it's the right time and the right fit for them.

Expanding into more trades can be an exciting and profitable way to grow your business. If your company is already a trusted brand within your market, your customers may welcome you as a provider for other home services and repairs.

#### **About the author: Patrick Lange**



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[Patrick Lange](#) is an experienced HVAC-specific business broker with [Business Modification Group](#) based in Horseshoe Beach, Florida. He has a unique background in financial planning and has even owned an HVAC business himself. This makes him well suited to working with some of the most successful HVAC business owners in the country. Specializing in companies with 1-10 million dollars in revenue, he maintains a network of buyers and sellers in the industry. He has sold more HVAC businesses than any other broker in the United States over the last three years and is currently the President of the Business Brokers of Florida (North Florida District.)

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## Events Calendar

### Palm Beach Air Conditioning Contractors Association, Inc.

#### 2022 CALENDAR of EVENTS

- |         |   |
|---------|---|
| Jan 5   | Board Meeting - 4:30 p.m.- <b>Via Zoom</b>  |
| Feb 2   | General Meeting - 5:30 p.m.- <b>The Beach Club</b><br>One 7th Ave. North, Lake Worth, FL                      |
| Feb 18  | Sport Clay Shooting - 8am shotgun start<br><b>OK Corral Gun Club</b><br>9449 NE 48th St. Okeechobee, FL 34972 |
| March 2 | Board Meeting - 4:30 p.m.- <b>Via Zoom</b>  |
| April 6 | General Meeting - 5:30 p.m.- <b>The Beach Club</b><br>One 7th Ave. North, Lake Worth, FL                      |
| May 4   | Board Meeting - 4:30 p.m.- <b>Via Zoom</b>  |
| June 1  | General Meeting - 5:30 p.m.- <b>The Beach Club</b><br>One 7th Ave. North, Lake Worth, FL                      |

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*All throughout dinner my wife's best friend's four-year-old daughter stared at me as I sat opposite her.*

*The girl could hardly eat her food for staring. I checked my shirt for spots, felt my face for food, and patted my hair in place, but nothing stopped her from staring at me.*

*Finally I asked her, "Why are you staring at me?"*

*Everyone at the table had noticed her behavior, and the table went quiet, waiting for her response.*

*Finally.....the little girl said.....*

*"I'm just waiting to see how you drink like a fish."*

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