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JUNE 2023 VOL. 38 • NO. 6

Take Advantage of the

Early Registration Discount!! By May 27th.

PBACCA presents...

High-E-Fishin-Sea-XXXI

King Fish • Dolphin • Wahoo Tournament

Saturday, June 17, 2023 7:00 AM to 3:00 PM

Don't miss the boat! Register today!

Tournament held at the

RIVIERA BEACH MARINA

Another
way
PBACCA
Serves You!

31st Annual High-E-Fishin-Sea Captains Meeting
Rafiki Tiki 6pm
Call Pam at 561-585-3880

JUNE 15, 23



--PBACCA 2023 OFFICERS--

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

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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



Robin Worrell

As I write this, it is hard to believe we are in June already. Halfway through the year. The Good News is summer has arrived and this is good for our businesses. But, I know there is always a "but", you need to be aware and prepared for the rapidly changing economy. The economic data is pointing to a slowing of the economy. Layoffs are on the rise and interest rates are up. Banks are tightening up lending standards for businesses. Consumers are

finding it more difficult to access credit. Debt service is costing more bank failures and bank bailouts are happening. (Sound Familiar??) The cost of doing business is rising. Overhead and operating expenses keep increasing. I regularly speak to business owners and the one thing I keep hearing over and over is how concerned they are over the large jump in insurance costs. That along with all the other increases in doing business has a negative consequence on earnings. You need to understand your financial numbers; your key performance indicators (KPI); know your true costs and have a plan and work that plan. Trying times for sure, but we can all get through this. PBACCA has members who have a wealth of knowledge and experience. They have navigated these financial storms before.

Join us.

Come to our meetings.

Support us.

Get involved and be around similar minded business people.

We want this to be a close knit association.

Remember, We are Stronger Together!!

A good way to start is to join us on Saturday, June 17, for our annual High-E-Fishin-Sea XXXI Tournament.

Pam has the information in this issue. Hope to see you there!!

Stay Safe and Well Robin Worrell

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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.

TECHNICIAN'S CORNER

TECHNICIAN SOFT SKILLS

By Kelly McCann



In our business we are faced with several challenges and we are competing with other HVAC/R contractors for the same slice of pie. What sets us apart? How do we gain the competitive edge? Many will say pricing, some will suggest technical ability; however, we often overlook customer service as an important factor. Think about when you are the customer, how do you feel when you are provided with poor customer service? Customer service applies to more than just the folks working in the back office or the sales staff. Technicians and installation crews are where the "rubber meets the road" and have a direct impact on the business as a whole.

Let's start with the technician interacting with the client, they are the face of the company, good or bad. It stands to reason that if they provide a good client experience the company is considered in a favorable light. Obviously, there is much more to discuss here but it's a good start and can be the deciding factor if something goes wrong. Let's discuss some of the items we in the field can do. First on my list is the "call before;" call, text or email the client to let them know you are on the way and your expected arrival time. Where you park shows consideration and respect by following established rules for many locations. Residentially speaking you may not want to block in the resident's driveway or even park on the driveway at all. Commercial applications we should avoid no parking areas, reserved parking, loading zones and fire lanes. When approaching the door, ring or knock then take a few steps back so you are not too close to the door when it's opened. Introduce yourself and show your ID credentials. I suggest using shoe covers to cover your shoes prior to entering the home or business. Remember to take the shoe covers off if you need to go back outside and then put them back on when you return inside.

Communication is very important, from listening to the client's description/complaint to acknowledging their concerns. Active listening skills should be engaged, listening and understanding the clients is important. I've known some technicians who, I think, just like to hear themselves talk. Those types are not actively listening, they are thinking of the next thing they want to say. Communication between the technician and the client should be clear and concise. We want to understand the concern and address it accordingly. We should keep in mind that as friendly as the client may seem they rarely have an interest in our personal life. I've taken calls from clients to express their dislike of the technician's comments about his relationship with a girlfriend and living arrangements. I try to remember the adage, in good customer service you never talk about Finances, Religion, Politics...and in some instances college football! Additionally, written invoices are a part of our communication. We write what we found and what our corrective action is, or in some instances our proposal for corrective action. Some technicians have an uncanny ability to not completely fill out paperwork; this leads to poor communication. Leaving the client or the office wondering what exactly happened on the call. I should point out that the service invoice is a legal document often called upon for claims or litigation, taking pride in your work includes more than a good diagnosis/repair, it's in the paperwork too.

Occasionally we encounter an angry client, I'd say in South Florida there is a higher risk of that! Having good tools at our disposal is helpful in de-escalating the situation. All situations are different and should be addressed individually; however, we can do our best to resolve the concern. I want to stress your safety; we

TECHNICIAN'S CORNER CONTINUED

may encounter a "hot head" and should recognize our personal safety. If it's an unsafe environment, excuse yourself, notify your office and leave the situation.

Your company may provide specifics on how to handle these situations. If you have the ability to discuss the situation, that's helpful, gather as much information as possible to understand the issue. With that done we have an opportunity to solve a problem; after all, that's what drives us – solving problems! Never employ the tactic of throwing the previous technician "under the bus." Contrary to what you may think it doesn't make you look good, just the opposite. It makes you look bad and creates more doubt in the client's mind. There are many tools to handle unpleasant situations. I won't try to address them all in this article. I will give some advice; always take the high road, if you are being treated unprofessionally, take the high road, don't give them back what you are getting. Responding "in kind" is not helpful and only aggravates the situation. Be empathetic and do your best to provide a resolution. Sometimes the resolution may have to come from someone higher in your organization, know when and if you should "kick it up the chain."

Showing courtesy and respecting the client's property carries a lot of weight in customer service; smoking on their property may or may not be tolerated, know beforehand. Talking on the phone excessively while on site shows that you may not have the attention to detail the client is paying for and expects. Leaving trash on their property is also a bad idea, I like to say leave the site cleaner than you found it...of course, I used to apply spray Turtle Wax to the condensers I was maintaining....so, there is that (I'm a bit nutty). I hope this is enough information to pique your interest in the topic and you will research some soft skill topics. You may consider a book by Steve Coscia, "HVAC Customer Service Handbook," or several other resources. It really is an important part of what we do. Remember to stay safe in all that you do, getting home safely at the end of the day is the priority.



APPRENTICESHIP INSTRUCTORS NEEDED

Florida Air Conditioning Apprenticeship Association (FACAA) is hiring! We are planning for our Fall 2023 school year. We are looking for five new instructors. Below I've listed the items for instruction based on the individual year so you can get a feel for what each year teaches.

<u>First year instruction includes</u>: Safety, Math, Fundamentals of the HVAC trade, Gas Laws, Refrigeration Practices, Basic Refrigeration Cycle, Tools, Brazing and Soldering, Recovery and Evacuation procedures and EPA Certification.

<u>Second Year instruction includes</u>: Safety, Electrical & Electronic Terms, Define AC & DC Current, Describe Series & Parallel Circuits, Discuss Basic Motor Theory, Ohm's Law and Formulas to Solve Electrical Problems, Components of an Electrical Circuit, Common Circuit Controls in A/C Systems, Safety Devices Used in Electrical Systems, Procedures for Servicing Electric motors and components.

<u>Third Year Instruction includes</u>: Safety, Blueprint Reading, Mechanical & Architectural Drawings, Use Basic Drafting Tools, Draw Simple Prints & Sketches, HVAC Formulas, Florida Energy Code, Calculate Heat Loss & Gain using the ACCA Manual J, Equipment sizing using ACCA Manual S, Duct sizing using ACA Manual D, Airflow Testing and Psychrometrics.

Did you see something above that you enjoy even excel at? Why not join our team? My thoughts are, if I enjoy doing this wouldn't others be interested in teaching the next generation? I know there are very well qualified people in our trade who may want to share their knowledge. I can tell you from my 20+ years teaching it's a rewarding experience. The interaction with the students, the relationships you develop, it all worthwhile. I always enjoy it when a former student calls me to say "hey" or ask a question. To me, it makes me feel like I've made a difference. I also enjoy the feedback I get every Monday and Wednesday night from our apprentices. Our trade has so much to offer the next generation, I'm happy to share in that. I believe you will have a good time interacting with your class while sharing your knowledge and experience when you decide to become an instructor for FACAA. Our classes meet each Monday and Wednesday night (September – April) from 6:30pm –

If you are interested, give us a call: 561.315.8187, or 561.644.5668



Sponsor the 31st Annual PBACCA High-E-Fishin-Sea Saturday, June 17, 2023

We are presently seeking sponsors on several levels. GOLD Level Sponsors are sponsors donating \$1000.00 or more. SILVER Level Sponsors are sponsors donating \$500.00 or prize items to be raffled off and BRONZE Level Sponsors are those sponsors who are donating give-away items, such as fishing items, hats, cozies etc.

\$2500 OO

GOLD LEVEL SPONSORS

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Prize Donator			\$500.00	
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GOLD LEVI	EL SPONSORS			
		company banner on Ju	une15th and June 17th, to be recognized at the	
			Sponsor in our August issue of The Plenum,	
PBACCA's monthly publicat			,	
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		usiness cards and brod	chures to be displayed at the Prize Table during	the
			ny name displayed on and June 17th, and	
recognition as a Silver Level				
		\$100 Prize Awards a	nd Prize Donators	
			Story and Flip Flop It Got Away	
We are looking for cozies, p				
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a Bronze Level Sponsor in t				
Yes, I would like to be a	a Sponsor for the	 31st Annual High-	E-Fishin-Sea fishing tournament.	
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Phone	Fax		e-mail	
Gold Level	Amt	Item		
Silver Level	Amt	Item		
Bronze Level	Amt	Item	me e-mail	
		e, PBACCA, 561-5	85-3347 or call Pam with any questions	at
561-585-3880. Thank yo	ou!!!			

Bronze Level Sponsorships Available are:

Sponsorship Available	:		
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Worst Hard Luck Sponsor \$10	0		
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anglers at the HEFS event. PERAFFILE Prize Sponsor: Federate I would like to donate an item Jacobson Scholarship Fund.	e <mark>d Insurance</mark> n(s) to be raffle	ed with the proceeds	going to The Maury
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This fund raising event not on	aly provides rev	renue for PBACCA, bu	ıt all proceeds from ou
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This fund raising event not only provides revenue for PBACCA, but all proceeds from our raffle go toward **The Maury Jacobson Scholarship Fund**. PBACCA provides funding for **The Maury Jacobson Scholarship Fund** for Palm Beach County Students interested in pursuing a career in HVAC/R. This vehicle is intended to motivate and support the efforts of young people into the HVAC/R career pathway.

If you do elect to participate as a sponsor, your organization will be recognized at the time of presenting the prize, on a Large Sign at the Tournament and also in our August issue of The Plenum, PBACCA's monthly publication, which reaches over 1000 readers each month. So, **please sign up for sponsorship of choice now!**

Thank you for supporting Palm Beach Air Conditioning Contractors Association Remit to: PBACCA, PO BOX 3407 Lantana, FL 33465

Call with Any Questions to Pam Ripple, 561-585-3880 or Fax to 561-585-3347

PBACCA PRESENTS... HIGH-E-FISH-SEA MMXXIII

Palm Beach Air Conditioning Contractors Association will hold its 30th Annual fishing expedition Saturday, June 17, 2023 The Tournament will be open to all anglers.

Cash prizes will be awarded for the three largest fish in any or all of the categories: Dolphin, Kingfish or Wahoo, one prize per boat. More prizes will be announced the day of the "Captain's Meeting" on Thursday, June 15th, 2023 and end with an awards ceremony on Saturday afternoon.

1. **Captain's Meeting:** Thursday, June 15, 2023, 6 p.m. Location *Rafiki Tiki At the Riviera Beach Marina*

Mandatory for all Captains to attend. One person per boat please.

- 2. **Boat Check-in:** June 17, 2023 all boats check in with tournament committee 7 a.m. Call Pam @ 585-3880 or 308-8181.
- 3. **Fishing Begins:** Lines in the water at 7 a.m.
- 4. **Official Weigh-In:** Weigh-in begins at 12 noon all fish are to be weighed in at *Tournament Headquarters at the Rafiki Tiki at Riviera Beach Marina*, 200 East 13th Street, Riviera Beach. Boats must be in line and recognized by Official Tournament Weigh-in Staff no later than 4:00 p.m. (If in route, radio communication does not constitute being recognized.) Absolutely no fish will be weighed in from a vessel that has not been officially recognized by Weigh-in Staff by 4:00 p.m. Fishing stops and lines are out of the water at 3:00 p.m. All fish must be weighed-in directly from the vessel. Weigh Master has right to disqualify any fish for freshness. In case of a tie the first fish weighed in wins.

All boats must adhere to the State and Federal required size and bag limit on the three tournament fish categories. A salt water-fishing license is required. Entered fish eligible for only one cash "place" prize per boat.

- 5. **Fishing Stops:** Lines out of the water 3 p.m.
- 6. Scales Close: 4 p.m.
- 7. Awards Ceremony: Immediately following at Rafiki Tiki at Riviera Beach Marina.
- 8. **Prizes:** First, Second and Third Largest Fish in any or all categories of Kingfish, Dolphin or Wahoo. *First Place \$1000.00*; *Second place \$750.00*, *Third place \$500.00*, *Cash Prizes limited to one per boat. There will be many other prize giveaways.*

If you have any questions, please contact Pam Ripple @561-585-3880. To register, fill out application Mail to PBACCA - "High-E-Fishin-Sea", PO Box 3407 Lantana, FL 33465.

Tournament Agenda



Tournament Rules

- 1. Boat and anglers must be registered with PBACCA Tournament Committee. Late entries will be taken up to 7:00 p.m. Thursday, June 15th at Captain's Meeting. No exceptions.
- 2. Early registration fee is \$275.00 per boat for PBACCA members, Non-members \$325.00. Entries received after Friday, May 27th 3:30 p.m. are \$300 PBACCA members, \$350 non-members. Early registrations are eligible for the Captain's Party prize drawing.
- 3. Entry Fee includes 4 anglers per boat, 4 tournament T-Shirts, and 4 dinner tickets for Saturday, June 17th. Additional anglers are (\$50 before May 19th, \$55 after.) Additional dinner tickets for June 17th tournament ceremony may be purchased in advance for \$20 and additional T-shirts may be purchased at the Captain's Meeting for \$15 (as long as supplies last.)
- 4. Fish may be taken by rod and reel only. Down riggers and planers are permitted. No wire lines.
- 5. Dead bait, live bait or artificials may be used.
- 6. Chartered boats are allowed.
- 7. In case of a tie, the first fish weighed in wins.
- 8. Fishing hours are 7 a.m. 3 p.m.
- 9. If you have a fish on the line, beyond the lines out time you may continue to fish, but you must radio into the committee boat. Inform them of your boat number and circumstances. All boats are still required to be in line and recognized by Official Tournament Weigh-In Staff no later than 4:00 p.m. weigh in by 4:00 p.m. to be eligible for cash awards.
- 10. Tournament Committee will have the final decision.
- 11. All boats must adhere to the State and Federal required size and bag limit on the three tournament fish categories. A salt water-fishing license is required. Entered fish eligible for only one cash "place" prize per boat.
- 12. PBACCA has the right to cancel the tournament and return all entry fees if the 15-boat minimum has not been met by three weeks prior to the tournament date.

Make checks payable to PBACCA and mail with entry to: PO Box 3407, Lantana FL 33465 Registration Form must be filled out completely
 Boat Name:
 Boat registration#
 Hull Color:

 Boat Make:
 Boat Size:
 Captain:

 Address:
 City:
 State:
 Zip:

 Phone:
 (Work)
 (Fax)
 E-mail:
 Company:
 ADDITIONAL ANGLERS First Mate's Name: ______ Phone (Work) _____ (Fax) _____ E-mail: _____
 Address:
 City:
 State:
 Zip:

 Second Mate's Name:
 Phone (Work)
 (Fax)
 E-mail:

 Address:
 City:
 State:
 Zip:

 Third Mate's Name:
 Phone (Work)
 (Fax)
 E-mail:
 Address: Release of Tournament from Liability

It is expressly understood that all participants in the PBACCA "High-E-Fishin-Sea" fishing tournament enter at their own risk and that the PBACCA, their officers, directors and all persons connected directly or indirectly with the operation of the tournament or sponsors of said tournament shall be exempt from any liability caused by negligence or any act or omission, for libel, slander, loss, damage, harm, injury or death suffered by any participant, sports fisherman, their companions, mates, crew members, guest, vessels and equipment which may occur during this tournament. Each Captain accepts full responsibility and liability for their angles, crew and boat.

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- » Rivian Giveaway

Promo valid June 1 - August 31, 2023 while supplies last. *For Official Rules Go To: JohnstoneSupply.com/SummerofSavings Promo may be cancelled or revised without advance notice. Offer may not be combined with any other offers.



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Contractors Association, Inc.
Name:
Company:
Email:
Cell Phone:
What can PBACCA do for you?
What meeting topics would you like?
Would you like to be added to email
and text msg?

Events Calendar

Palm Beach Air Conditioning Contractors Association, Inc.

2023 CALENDAR of EVENTS

June 15	31st Annual High-E-Fishin-Sea Captains Meeting Rafiki Tiki 6pm
June 17	31st Annual High-E-Fishin-Sea Tournament Awards 4-6
July 6	Board Meeting - 4:30 p.m Via Zoom
Aug 3	General Meeting - 5:30 p.m The Beach Club One 7th Ave. North, Lake Worth, FL Apprenticeship Graduation
Sept 1	Board Meeting - 4:30 p.m Via Zoom
Oct 5	General Meeting - 5:30 p.m. 9th annual food drive
Nov 3	Board Meeting - 4:30 p.m Via Zoom
Nov 18	20th Annual Golf Tournament: Winston Trails Golf Club 6101 Winston Trails Rlyd Lake Worth, FL 33463







Another Reason to Smile

Back Seat Driver

We were driving in my friend Larry's new car. I asked him about its features.

He listed the usual, then added: "It tells me to slow down as I approach the speed limit. It warns me when I have to stop. It points out solid no-passing lines."

I expressed my amazement.

"But," he explained, "these features work only when my wife is in the car."

SOTILLO & COMPANY

Certified Public Accountants

Donna M. Sotillo, C.P.A.

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Palm Beach Air Conditioning Contractors Association PO Box 3407 Lantana, FL 33465 561-585-3880

Become Certified

PBACCA will provide a proctor upon request for onsite testing.

The E.P.A. has established a Mandatory Technician Certification Program. Technicians are required to become certified under the mandatory program. Under the final E.P.A. rule, the sale of refrigerant will be restricted to certified technicians.

For more information on EPA testing call Pam at 561-585-3880.

OUR MISSION: To assist and better enable PBACCA members to acquire, serve and satisfy their customers.

Apprenticeship Corner

Need Qualified Technicians?

The next time you have an opening for a technician, call the local Apprenticeship office at 561-262-7523. They can help you find a qualified apprentice to hire and enroll in the local PBACCA sponsored Apprenticeship Program offered at Palm Beach Community College. You'll be sure your employee is being taught the right skills and acquiring the training to become a productive journey man.

Another way PBACCA serves you!