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WINTER 2017 Volume 2

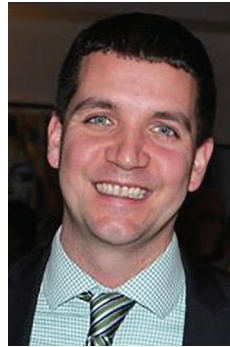


MACC Visits the Islanders Photos on pages 15 & 16

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From the President...



Brian Aull
Atlantic Contracting & Specialties

The winter is half over and it's been a mild one in terms of snow. Hopefully it remains the same the rest of the way. Spring can't come soon enough.

We have a great event planned for our April 6th meeting. Fujitsu will be hosting a comedy night at their Fujitsu Airspace showroom. The Fujitsu Airspace is in a penthouse located in New York City that overlooks Times Square with floor to ceiling windows. The comedian on hand will be Michael Palascak who was featured on TV shows such as Last Comic Standing and The Late Late show with Colin Ferguson. It will be an excellent event to attend and network with your peers. — Brian

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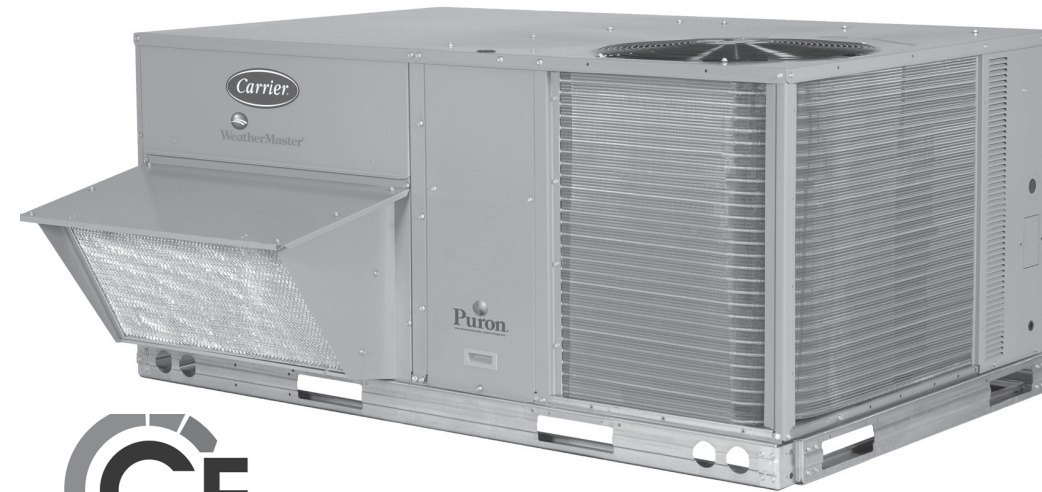
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Editor's Notes
 by Anthony N. Carbone

I have found that between the cooling season and the heating season, it's a great time to re-discover parts, hidden away in service technicians' trucks. The time wasted from them rummaging around in their trucks to find a part is extremely inefficient. Many technicians believe they are aware of everything they have packed away in these trucks. They may remember they have it, but they can't remember where it is hidden. So, they will think nothing of spending inordinate amounts of time sifting through trays of parts, boxes, tools, and buckets to find this needle in a haystack! In the end, they might even call in and say, "I have it, but I can't locate it." So the next adventure begins in trying to get the part to them or allowing them to venture off to find the part at a supply house.

The value of these "spare parts" in moving warehouses is extraordinary. I am interested in the efficiency of the call, the time wasted in locating a part and the profits spent on inventory only to be hidden like a mystery.

So, use this time of the year to clean out these treasure chests and get your inventory back into action making you money during lean service times. And, get ready for the Cooling Season!!!

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VRF Air Source Heat Pumps Set to Capitalize on Geothermal's Loss

By John Ottaviano Air Ideal

As we have written previously, the Federal Renewable Energy Tax Credit for geothermal HVAC systems has sunset (as of 12/31/16). The 30% Federal Tax Credit for residential and 10% for commercial systems is now part of history, unless a Republican Congress and Executive branch happens to see the green light, which is obviously doubtful. In essence, this makes geothermal HVAC installations no longer economically viable for short term life cycle costs versus fossil fuels. Consumers have short memories and tend to be cost driven rather than conscience driven. It is therefore a likelihood that the US geothermal market will take a nosedive in the first quarter of 2017.

The question is, what form of HVAC will benefit from this geothermal market downturn? Locally, The New York/Long Island Metropolitan market is still primarily oil based and there are many suburban areas with no access to natural gas. So what is the next best alternative for someone who no longer wants a buried oil tank acting as an environmental Sword of Damocles?

Variable Refrigerant heat pumps and ductless heat pumps are poised as the next best alternative to geothermal to replace

fossil fuel heating systems. Although they do not qualify for federal incentives, they do qualify for rebate programs available from NYSEDA, Con-Edison and PSEG. They have been proven to provide consistent heating down to sub-zero temperatures. They have also proven to be one of the most maintenance free of all available alternatives. Consumers want a reliable, low cost heating and air conditioning system. Although the initial installation cost of these systems is higher than a standard cooling only system, the gap is closing between VRF and combined forced-air heating and cooling systems.

The only thing that could derail market penetration of VRF at this point is if a new government decided to significantly increase tariffs on imported HVAC equipment. The vast majority of VRF products are still manufactured in foreign markets (primarily Asia), including those that are name-branded by most American manufacturers. Although there are several VRF plants in the US, most of them are assembly lines for primary components that are manufactured elsewhere. It is only the finished product that rolls off the line here.

So, until new trade agreements are put in place or new tariffs added, it is a good bet that VRF heat pump market share will continue to grow, especially in the wake of the fall-off of ground source heat pump demand. •

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The revolutionary EcoAdvance module is easy to install in conjunction with air handling units, energy recovery ventilators or rooftop units. It minimizes the amount of outside air necessary to maintain air quality, while meeting and exceeding the requirements for ASHRAE Standard 62.1 – Ventilation for Indoor Air Quality (IAQ). The technology's intelligent, self-cleaning operation automatically removes contaminants from the building via exhaust and uses smart sensors to continuously monitor system performance and air quality inside a building.

Historically, customers have had to pay more for higher energy efficiency HVAC systems, but YORK EcoAdvance turns this upside down. When installed at a large corporation's headquarters, HLR technology enabled a \$200,000 savings in HVAC equipment, while increasing the energy efficiency of its existing systems, reducing HVAC system water consumption, and improving air quality. Similarly, HLR technology helped a nationally recognized university's fitness center achieve energy consumption savings of 28% and peak savings over 40%, while improving IAQ measurements of CO₂, VOCs and formaldehyde.

The York EcoAdvance can help buildings achieve U.S. Green Building Council Leadership in Energy and Environmental Design (LEED[®]) status. A Fortune 10 technology company implemented HLR technology and earned 14 LEED points by leveraging the Indoor Air Quality Performance pilot credit (EQpc68) and energy efficiency credits. EcoAdvance is also eligible for utility rebates where applicable, making retrofits to existing HVAC systems an

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Online Tips from the Experts: To Blog or Not to Blog

By Tom Casey

Chief Quality Officer, Climate Partners

According to Webster's, a "blog" is "a website on which someone writes about personal opinions, activities, and experiences", typically written in an informal, conversational style. Blog-smog... don't get hung-up or

Bloggging is a simple way to strategically add practical content in your own voice to resonate with your target clients/prospects.

freaked-out about blogging. A blog is nothing more than a micro-site, and is basically the same as just adding another page to your website, with a date and time stamp.

The key to your website's success is content, content, content. CONTENT IS KING, and you should always

be adding and improving content on your site. Blogging is a simple way to strategically add practical content in your own voice strategically to resonate with your target clients/prospects. It's as easy as adding a section on your site called "Blog", then just starting!

Don't worry about being a Pulitzer award-winning author, or penning the next great American masterpiece. In fact, if you're uncomfortable "writing", just use a dictation app, and start talking about things that your prospects care about. Don't worry about getting comments back either; most likely you won't most of the time. Remember the goal; lots of unique pages on your website, so that Google can index as many pages as possible.

Not sure what to blog about? Keep it simple. Focus, focus, focus. Make sure it's "keyword rich", with search terms, words, and phrases that your prospect is using and ones you want Google to serve-up your website to them.

Some good blog subjects might include:

- Recent completed jobs that had challenging, or even just "cool", elements that you want to show-off, and/or get more of the same type.

- "How-To" articles that are relevant to your company; i.e. how to replace your filter, how to clear around your AC, etc.

- Great customer experiences or testimonials, with photos, that go beyond just reviews, highlighting a type of job you want to highlight.

- Industry specific trends or events that you tie to your company to demonstrate you are keeping up with the latest and greatest training, techniques, products, etc.

- Charitable events or donations that support your local community, and keep it fun and personable, not stuffy or too formal.

- Major company events like parties or picnic, additions or remodeling, new services, new team members, and anything that shows you're growing, very active, and having fun.

TIP: Always be reinforcing the "keyword" terms, words, and phrases that tie-back directly into what you want Google to find when a prospect is typing in their search box.

Bottom line, blogging is a key, crucial strategy to adding unique pages to boost your relevance and search results in Google, and resulting in more clicks and more business. Keep blogging! (Or, start if you're not!)

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About the Author:

Tom Casey, Jr. is chief quality officer at Climate Partners, Milford, CT, a multi-generation company in existence since the early 1900s.

Climate Partners has won multiple Contracting-Business.com Quality Home Comfort Awards, for excellence in efficient home HVAC installations. Tom currently resides in Saint Johns, Fla., where he is also serving as a consultant to HVAC businesses.

He can be reached at tom@comfortjedi.com / 518-732-JEDI.

This article previously appeared in Contracting Business.



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When Cupid's Arrow Strikes In The Workplace

Valentine's Day is fast approaching, and love is in the air – including at the workplace. Workplace romance is very common; according to a 2015 survey, 37% of workers have dated a co-worker at some point. While many companies maintain written policies on workplace romance, there is no real consensus on the most effective approach. Some companies attempt to prohibit workplace dating altogether, while others seek only to prohibit supervisor-subordinate relationships. Other companies require employees who enter into romantic relationships with each other to sign a document stating the relationship is consensual. Still others have no policy regarding workplace romances at all.

With so many competing approaches to choose from, it can be difficult for businesses to navigate the possibilities and decide on an appropriate policy. Below, we discuss a few of the more common approaches to workplace romance.

"Love contracts"

Some companies require employees who enter into romantic relationships with each other to disclose the relationship to HR. Then both members of the couple must sign a document stating that he or she entered into the relationship voluntarily and without coercion, promising not to engage in any favoritism toward the other employee, and acknowledging the company's rules regarding appropriate conduct. Such documents are colloquially known as "love contracts."

The primary purpose of having an employee sign a love contract is to avoid claims of harassment or coercion that might be raised later when the relationship sours. But critics of love contract policies maintain that they have the unintended effect of encouraging employees to hide their romantic relationships. Clandestine relationships lend themselves more easily to allegations that the relationship was harassment-based than relationships that are conducted out the open.

Fraternization policies

Some companies seek to totally prohibit workplace dating. Others take a less extreme approach, imposing some restrictions but not an outright ban. Both types of policies are generally known as "fraternization policies."

While imposing an all-out ban on all workplace romances may seem attractive to some employers in its simplicity, it is unlikely to be effective. The reality of today's economy is that many workers spend more time with their co-workers than with their families and friends. It is thus inevitable that attractions and romantic connections will form among employees. An outright ban is, therefore, unlikely to be successfully enforced, and a policy that cannot be enforced has no value to the employer.

For employers who wish to exert some control over the potential fall-out from workplace relationships, a more

tailored approach is to prohibit some, but not all, romantic relationships. Commonly, romantic relationships between supervisors and their subordinates are prohibited, since such relationships may result in other employees making claims of favoritism toward the subordinate or, when the relationship ends, the subordinate claiming sexual harassment. Employers that prohibit supervisor-subordinate relationships should be vigilant in enforcing those policies, by taking appropriate action when such a relationship develops.

Robust anti-sexual harassment policies

Many employers choose to forego maintaining a workplace romance policy, preferring instead to focus on preventing and addressing sexual harassment. These employers may believe that, while they have no real control over employees' romantic proclivities, they *can* control their own policies, procedures, and response to sexual harassment.

All employers should, of course, include a section on sexual harassment in their handbooks. These provisions should prohibit sexual harassment, explain what it is, and provide methods for employees to re-

port it. But including such a provision in the handbook is the bare minimum, from a legal and HR standpoint. Taking a more proactive approach can go a long way toward limiting potential liability for sexual harassment. Holding regular training sessions, for example, is one way to enhance a company's sexual harassment _____. It is also helpful to allow employees to report harassment via several different avenues rather than, for instance, having them choose between only their supervisor (who may be the harasser) and upper management (who may be intimidating)). Ensuring that the policy is clearly and frequently communicated, rather than just another page in a handbook employees may never open, is another way to boost the effectiveness of these policies.

Employers concerned about office romances are well-advised to give their policies careful thought. While it is true that "the heart wants what the heart wants," that doesn't mean employers have no say when it comes to workplace romance. Adopting an appropriate, pragmatic workplace romance policy may well save an employer from future heartache. If you need guidance in this regard, please call me at 516-479-6300 or email me at ABP@Silverman-Acamora.com. •



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Statement From Stuart S. Zisholtz, Esq.

Beware The Lien Law When Working For a Board of Managers

Many contractors perform work for condominiums. The contractor is hired by the Board of Managers to perform work throughout the common elements in the building. Beware, the Lien Law, as well as the Real Property Law, do not protect the contractors sufficiently in order to secure payment.

Real Property Law Section 339-L prevents a contrac-

tor from filing a mechanic's lien when it is engaged by the Board of Managers to perform work in the common elements.

The common elements are defined as the land in all other areas of the property that are not expressly part of the individual units. A condominium unit is owned by an individual unit owner. Each individual unit is treated as a separate parcel of real property. The condominium Purchaser acquires title to his/her unit and also acquires an allocable share of the common elements. While work performed on an individual unit is lienable, the common elements are not lienable.

The only recourse a contractor has is to pursue a claim against the condominium and Board of Managers for breach of contract and diversion of trust funds.

If a mechanic's lien is filed on the condominium's common elements, the mechanic's lien will be vacated. While this is a quirk in the Lien Law, the reality is that you must know, in

advance, that your lien rights are worthless when performing work directly for the condominium.

Never let your lien time run out!!

For a free copy of a pamphlet pertaining to mechanic's liens and payment bond claims, kindly contact me or the Association. •

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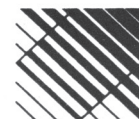
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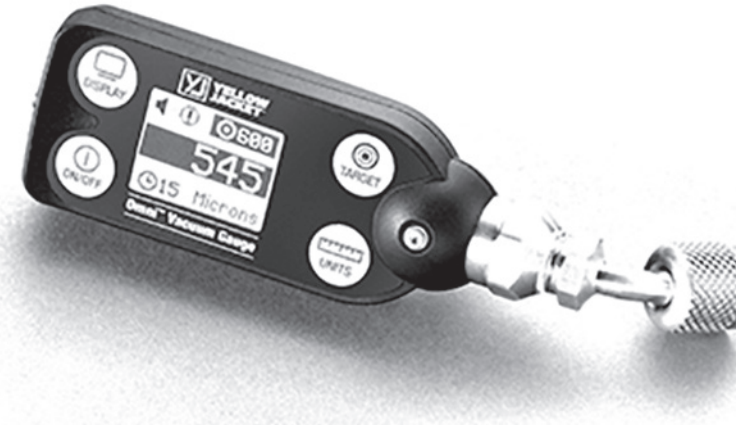


Quality
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Small But Powerful: Introducing Yellow Jacket's New Omni Vacuum Gauge

The new YELLOW JACKET OMNI digital micron vacuum gauge may be small, but it packs a wallop of a punch, and it's jam packed full of features. For many



accidental drops or attachment to a high pressure line. Its easy-to-clean vacuum sensor can handle up to 450 psi positive pressure. The gauge features a 45 degree bend for quarter-inch or 5/16 in. fittings. Adapter fittings are available.

The gauge features a rich and intuitive user interface that automatically adjusts to the user's default settings when turned on. It's lighted display features easy-to-read alphanumeric characters for HVAC/R technicians who operate in low-light conditions. A built-in stability indicator helps HVAC/R technicians know when the scale is ready for reading, and an overload indicator offers an audible and visual alarm if the gauge becomes overloaded.

The unit also features a low battery indicator light and an automatic power-down when the gauge is not in active use.

"Tough, compact and smart – that's how I would describe this new gauge from YELLOW JACKET," adds Johnson. "It has everything an HVAC/R technician is looking for...and then some."

The YELLOW JACKET Omni vacuum gauge features a one-year warranty and is made in the USA – in Bloomington, Minnesota, home of Ritchie Engineering.

YELLOW JACKET
yellowjacket.com

HVAC/R technicians, this will be a new must-have, go-to vacuum gauge.

Weighing in at less than 8 ounces, the Omni digital vacuum gauge is perfect for HVAC/R technicians who find themselves hauling around a lot of equipment on their jobs.

"When we designed this new gauge, we had in mind the HVAC/R technician who climbs a lot stairs and ladders to get to the job site," says Karl Johnson, head of engineering at Ritchie Engineering, the manufacturer of YELLOW JACKET-branded HVAC/R tools and equipment. "Our intent was to make a powerful piece of equipment that could get the job done as quickly and as efficiently as possible, but in a low-weight package that reduces the wear and tear on HVAC/R technicians."

While the new Omni vacuum gauge may be lightweight, it packs a powerful punch. It quickly and accurately measures vacuum in microns, pascals, millibar, and Torr with a resolution to 1 micron.

Oh, and did we mention that it's rugged, too? Made with a high impact, glass reinforced housing, the new Omni vacuum gauge thrives in moisture and will survive



Kevin Cirincione
President

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Innovative Dehumidifier Systems Cited for its Energy Star Certified Model

Trade publication "Commercial Construction & Renovation" has selected Innovative Dehumidifier Systems (www.humidityhappens.com) as a Leading HVAC Energy Controls Manufacturer for 2016, cementing the company's reputation as a true innovator in this space. Now in its fifth year of operations, the North Carolina-based product developer and manufacturer continues to offer the only in-wall dehumidification solution of its kind on the market today.

Originally designed for multifamily residences, the ENERGY STAR® certified IW25-2 model from Innovative Dehumidifier has become popular among homeowners for its effectiveness at solving the toughest moisture problems. The unit can quickly and efficiently improve the air quality of even the dampest basements and garages, all without expensive and time-consuming renovation and installation.

With energy efficiency standards calling for "tighter" dwellings, indoor mold and mildew are an increasingly serious problem in newer residences. The IW25 solves this problem; it can be installed quickly and easily between

existing studs, or surface-mounted on an interior wall. Either way, installation usually requires less than an hour. The IW25 operates independently of the HVAC system, removing excess moisture quietly and efficiently through a precision-engineered grille. A tamper-proof cover ensures that only property managers or owners have access to the hardware. Overall, the IW25 is a simpler, better solution for interior moisture reduction and mold prevention.

ENERGY STAR® certification means that the IW25-2 meets the highest standards in energy efficiency. The latest model draws 23% less power than the IW25-1 and uses 35% less absorbed current – the result is a reduction of energy costs of about one third. Developers and builders who install the IW25-2 are therefore eligible for points for participating LEED and EarthCraft projects. Private homeowners, meanwhile, can enjoy both cleaner air and relatively lower energy bills compared to any other dehumidifier system.

In addition to their ENERGY STAR® certification, the IW25 units are manufactured with an emphasis on safety and reliability. The unit's epoxy-coated coils work to prevent corrosion and improve indoor air quality. A protective shroud secures the circuit board and, in the event of condensate pump failure, auxiliary pump safety contacts will shut off the unit immediately. •

Stan Gelber and Alvin Soffler

Stan Gelber founder of Stan Gelber & Sons and Alvin Soffler of Dynaire Corp have passed away.

Both men played a major role in our HVAC industry and will be missed.

The officers and directors of MACC extend sincere condolences to their families.

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MORE THAN 40 MACC PEOPLE ATTENDED THE ISLANDERS VS CAPITALS GAME AT BARKLEY CENTER— THANKS TO SPONSORS USI AND DAIKEN.



More Photos On Back Page

MACC AT THE ISLANDERS GAME

More photos on page 15

