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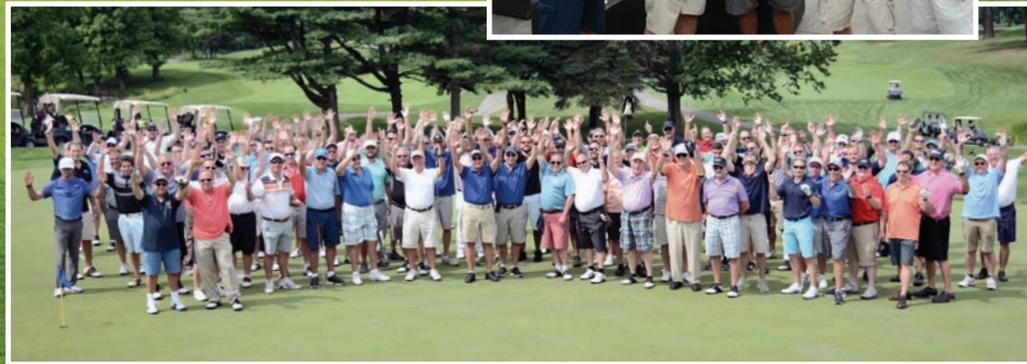
## 40TH ANNUAL GOLF OUTING!

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*Visit [maccny.org](http://maccny.org) for more details!*



### INSIDE THIS ISSUE:

- ✓ Spotlight on ARISTA
- ✓ Featured Article
- ✓ News Clips

### PHOTOS FROM MACC NIGHT AT THE METS



### PLAN AHEAD!

#### Fabulous Fall Seminars

- Sept. 15 - Introduction to Heating
- Nov. 17 - Soft Skills





## From the President

I hope everyone is enjoying their Summer!

**Brian Aull**  
Atlantic Contracting & Specialties, LLC

We received overwhelmingly positive feedback on the redesign of MACC News! This response brings such great joy to everyone who

has worked hard on making this newsletter the best it can be. I would like to thank our longtime advertisers, as well as those we are just bringing on, for your support. We have great plans for articles in the future and can't wait to release them!

Our annual Night at the Mets was another great success and just so happened to land on National HVAC Tech Day! It's a little late, but thank you to all HVAC techs in the industry because "extreme conditions are just another day at the office for an HVAC hero".

Over 750 people attended our event, which is always a great opportunity to not only network, but bring families together. Thank you to ABCO and American Standard for sponsoring the event and supporting our organization! The night ended in a loss for the Mets, but our event ended on a fun note with a special concert by Busta Rhymes and Jaden Smith after the game. We hope everyone enjoyed the event and look forward to next year!

We will move right along to our next special event, our 40th Annual Golf Outing! The 40-year tradition will continue this year on Monday, August 6th at the Village Club at Lake Success. If you are interested in playing some golf or sponsoring, please visit our website. Every year this event sells out and we expect this year to be no different!

- Brian



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## **SPOTLIGHT ON:** **ARISTA Air Conditioning Corp.**

We are excited to present the MACC Summer Spotlight featuring an interview with Scott Berger, President of Arista Air Conditioning Corp. Scott was eager to share his thoughts and experiences on business and the industry.

### **At the Foundation of Our Success**

"In our industry, we often hear how difficult it is to find and keep good people. There is no question that a skilled workforce is vital to our success. What has helped us grow is the culture we've created and the deliberate actions we've taken to create this culture. It's all about how you treat people and the things you do.

"At Arista, we focus on family events that bring everyone close together. Events like the summer camp, where we took over a whole camp for our employees ... or the upcoming trip to Great Adventure for our entire company ... and the holiday casino party in our warehouse, where our employees from the office interact with our field technicians. (Thank you, MACC for providing the concept for this event including the same MC and pit boss Steve, and that super magician!)

"These events bring us all together as a team and create a strong bond among our entire workforce.

### **A Passion for the Business and the Industry**

"I am doing what I love – I love business and mechanical things and I'm involved in both. I am part of a team and an environment that creates and builds ... what could be better?! I believe we are in a fantastic industry with great leaders and business owners.

"It's a given that we always must exceed expectations on a project. We work hard to train our technicians so that they continually do outstanding work. I have found that the real challenges in our business usually aren't about fixing equipment. They are about effectively communicating different aspects of a job with customers such as arrival times, departures, services rendered, and more. Effective customer communication is vital to success and can make the difference between a good contractor and a great one.

### **Involving the Next Generation...**

"Internships are an excellent way to bring young people into our industry. We participate in New York City's Summer Youth Employment Program (SYEP) which provides us with an intern who is paid by the city. This program gives an individual the opportunity to get involved in what we do. We've gotten some very qualified people with excellent skill sets. And we are giving them great business experience!

### **MACC has Enriched My Industry Relationships...**

"My association with MACC over the years has brought me a lot of fond memories ... and a great network of friends and associates. I have remained close with many of my peers from other companies. I am always delighted to sponsor an event like the Beer Tasting party we held at Big aLiCe in May. What a fantastic turnout and fun-filled evening for everyone!"

### **About Arista**

*For six decades, Arista has been in the NYC Metro Area commercial and luxury residential HVAC, refrigeration, and restaurant kitchen services. From repairs and maintenance agreements to installations and system design, Arista techs are trained and experienced in both the latest HVACR technology and decades-old legacy systems. With a fleet of over 100 trucks, our customers can count on our expert technicians to solve their problems quickly and correctly.*



Having a blast at the Holiday Casino Party



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## Editor's Notes

By Anthony N. Carbone

### On the Fly. . .

Recently, during a 90° heat wave, the daily dynamics change in the office as the decisions are coming from every direction. I began to count the number of incidents and changes that occurred in the office to direct the techs and installers in the field.

The fast changes were required to satisfy the client's needs, but also, to "follow the money." These HVAC outfits need to survive with money made in the summer. The positioning of the techs and installers in the correct direction satisfies the needs of the client who need immediate attention (i.e. no cool, water leaks). . .

The practicality of these decisions can make or break an organization. A wrong decision can cause a competitor to "eat your lunch." Being involved and collaboratively moving your resources takes talent, skill, intuition, and experience.

During that spell of the heat wave, I reached out to several of my counterparts and asked, "How many decisions did you make on the fly today?" . . . All responded with different answers. All knew exactly what I meant. There is no auto pilot during hot weather. A skilled pilot needs to be in the seat when flying this HVAC aircraft or otherwise it goes down in flames!!!

Do you agree? Have you experienced similar situations? What is your advice. . . Come to our next event or program and tell us your thoughts and provide us with the experiences you and your company have had.

- Anthony N. Carbone

**FEATURE STORY**

**MACC Members Share Insights on Building a Quality Website**



**How Important is a website?** In an increasingly competitive marketplace, having your own website is extremely important and provides a number of real bottom line benefits for contractors. Even if you get most of your business through networking and personal connections, almost everyone will want to check out your website.

MACC recently caught up with three contractors who provided us with their insights on developing a good website. Read on and listen to the suggestions of Air Ideal’s John Ottaviano, All Heating, Ventilation & Air Conditioning Services’ Peter Arbeeny and Comfort Tech’s Stu Ellert.

**MACC: What is the primary purpose of your website?**

**John:** Marketing! A website shapes the image that you want to present to everyone else. Through Google Analytics, we can track who views and interacts with our site and where they are viewing from. All inquiries through the portal are tracked and are solid leads.

**Peter:** Visuals and Resources. I regard my website as an advertisement of my company and I use my site as a database of pictures of our work as well as valuable industry resources and information that people need.

**Stu:** Vital Information. Just like putting an ad in the yellow pages was once standard practice, now having a website is a must for any business. Our website provides basic information as well as an overview of our services and specific manufacturers we deal with.

**MACC: What are your must-have features, benefits & recommendations for others building a website?**

**John:** A good website should be a portal for customer inquiries as well as for potential employment candidates, which are even harder to find than customers these days. Inquiry forms for contacts and leads, a career portal for resume submission, your mission statement and narrowing down your target audience are all important as well as links to all of your social media pages. Keywords should be embedded to improve Search Engine Optimization, which will bring you a higher return in organic Google searches.

**Peter:** Less content, more pictures ... and content should be focused on what people need. I’m all about visuals. For example, I took pictures of every type of Mitsubishi equipment and how it is installed. People go to my site – even people from Mitsubishi -- to see how the product looks and works. I also feature resources such as MEA numbers for every air conditioning unit in New York, as well as a classified section that includes companies outside of HVAC. Whether someone is hiring you ... or you’re doing the hiring, they will all check out your website.

**Stu:** Must-haves include the types of services performed as well as specific manufacturers you deal with. Often, our customers discover a service we provide that they were unaware of, such as maintenance agreements or emergency service. Another “must-have” is the ability for the customer to click a button to schedule service, as service requests are the most likely reason they went to the website in the first place.



(Continued on page 6)

**FEATURE STORY** (Continued from page 5)

**MACC: Do you update your website regularly?**

**John:** We have completely redeveloped our website since our business has grown and changed. Our last site was stale and wasn't mobile friendly. Our new website just went live!

**Peter:** We initially launched our site 15 or 20 years ago. I try to upgrade my site twice a year with new photos.

**Stu:** Our site was redesigned about 4 years ago. Originally, we had to hire someone to build our first site, but our redesigned one was done entirely by us. It is incredibly simple to make regular edits, updates, and post seasonal specials.



**MACC: Do you believe every HVAC contractor should have a website?**

**John:** Without a doubt. Most people do their research on the Web. If you don't have a presence, it leaves the impression that you are not legitimate. Your website gives you the ability to shape your image to the market at-large. Otherwise, you are relying solely on word-of-mouth.

(Continued on page 7)

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**Peter:** Yes, I think it's important. It is a billboard of your work ... like an ad on the highway. My recommendation: Less content, more pictures, and content should be what people need!

**Stu:** Websites are an integral part of your business in today's marketplace. It is super important that the website cater to mobile devices as the click rate is about 3:1 on a mobile device vs. computer.

---

According to Internet World Stats (IWS), there are 16,091,772 internet users in New York – that's 81.5% of the population. Strengthening your online presence with an informative and well designed website offers an ideal platform for customers and potential employees to check out your products and services, 24/7.

All of us at MACC extend a big THANK YOU to John Ottaviano, Peter Arbeeny and Stu Ellert for sharing their thoughts and recommendations.

Be sure to check out their websites at these addresses:

**Air Ideal Inc.-- [www.airideal.com](http://www.airideal.com)**

**All H.V.A.C Service Co. Inc. – [www.allhvac.com](http://www.allhvac.com)**

**Comfort Tech Mechanical – [www.comforttechmechanical.com](http://www.comforttechmechanical.com)**



**NEWS CLIPS****Lincoln Tech, Johnson Controls Team Up To Build Technical Workforce of the Future**

Lincoln Educational Services Corporation, a leading provider of specialized technical training, has entered into an agreement with Johnson Controls to provide expanded career opportunities for Lincoln Tech graduates and to help build the Johnson Controls workforce. This marks the second partnership with a leading global employer that Lincoln has announced within the last several weeks.

Graduates of Lincoln Tech's Heating, Ventilation and Air Conditioning (HVAC) and Electrical and Electronic Systems Technology (EEST) training programs throughout the country will have the opportunity to pursue careers with Johnson Controls, which will assist Lincoln in recruiting new students for these programs. Johnson Controls will provide training equipment and sponsor classrooms at 10 Lincoln Tech campuses across the country: Columbia, MD; Denver, CO; East Windsor, New Britain, and Shelton, CT; Indianapolis, IN; Mahwah and Union, NJ; Marietta, GA; and Melrose Park, IL.

Scott Shaw, President and CEO of Lincoln Tech, says partnering with Johnson Controls demonstrates the school's commitment to helping students and employers alike overcome the skills gap that exists in many hands-on industries today. "Having the support of an employer like Johnson Controls will prove to be invaluable for our graduates who can connect with a company that's really defined the fields of climate control and energy efficiency for more than a century," Shaw says. "Johnson Controls was paving the way in these arenas long before the fields were even being thought about as critical to our environment and our world. Now, as Johnson Controls continues its drive toward the development of 'smart' cities built around integrated infrastructure, it's exciting to know that our students can one day be a part of it."



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### NEWS CLIPS

## Available Now: United States HFC Refrigerant Market Report 2018: By Product, Application, Manufacturer, Sales and Segmentation

The United States HFC Refrigerant Industry Report 2018 is an in depth study analyzing the current state of the United States HFC Refrigerant market. It provides brief overview of the market focusing on definitions, market segmentation, end-use applications and industry chain analysis. The study on United States HFC Refrigerant market provides analysis of China market covering the industry trends, recent developments in the market and competitive landscape. Competitive analysis includes competitive information of leading players in China market, their company profiles, product portfolio, capacity, production, and company financials. In addition, report also provides upstream raw material analysis and downstream demand analysis along with the key development trends and sales channel analysis. Research study on United States HFC Refrigerant market also discusses the opportunity areas for investors.

The report provides key statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market.

**Log on to request a sample of the report at:**  
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Statement from Stuart S. Zisholtz, Esq.

## The New York State Lien Law

Recently, we have seen an influx of claims by subcontractors where the General Contractor received funds and used those funds for other purposes. These claims fall under the trust provisions of the New York State Lien Law.

The New York State Lien Law is unique in that it declares funds received by an owner from a financial institution as trust funds for the benefit of the General Contractor and subcontractor. When those funds are paid to the General Contractor, they become trust funds for the benefit of the subcontractor.

The harsh remedy of diverting trust funds is specifically addressed in the New York State Lien Law. The result of a diversion of trust funds may constitute personal liability of the officers, directors and shareholders of the corporation. The New York State Lien Law also declares such diversion as a larceny with criminal implications associated with it.

In certain circumstances, the District Attorney will prosecute a diversion of trust funds. In a civil matter, the lawsuit must be brought as a class action with the individual officers, directors and shareholders named as defendants.

A diversion occurs when funds are specifically paid to an owner or General Contractor and utilized for purposes other than paying the contractors, subcontractors and suppliers on the specific project. If the funds are used for other projects or for other reasons, it may result in a claim for diversion of trust funds.

The purpose of this article is to clarify the mistaken belief that a General Contractor can close up shop and walk away without any repercussions. A debt can continue to haunt a General Contractor and an owner who deliberately avoids paying a debt and diverts the funds to the detriment of hard-working subcontractors and suppliers.

Never let your lien time run out!

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**NEWS CLIPS****AQUAEDGE® 19DV CENTRIFUGAL CHILLER IS NOW AVAILABLE IN NORTH AMERICA**

Carrier has announced the commercial availability of its AquaEdge® 19DV in North America. The centrifugal chiller features breakthrough technologies, Greenspeed® intelligence and a low global warming potential (GWP) refrigerant R1233zd(E), which has a GWP of ~1. The AquaEdge 19DV, with installations worldwide, delivers on customer demands for ultimate performance, leading efficiency and environmental responsibility. Carrier, a world leader in high-technology heating, air-conditioning and refrigeration solutions, is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).

“Carrier is excited to announce that our AquaEdge 19DV chiller is available in North America. The 19DV represents our unwavering commitment to satisfy our customers’ needs through innovative and efficient solutions that deliver optimal comfort with an environmental focus. The 19DV is Carrier’s newest model of intelligent HVAC design,” said Greg Alcorn, vice president and general manager, Carrier Commercial Systems. “Its simplicity, flexibility and performance make it easy to own and operate.”

The 19DV also features Carrier® SMART Service, and includes a number of connectivity solutions such as: remote diagnostics, long-term performance trending, benchmarking, decision analytics, and advanced notifications. By leveraging insights derived from these capabilities, Carrier SMART Service can help improve equipment reliability and reduce energy usage, maintenance expenses and resource consumption.

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This webinar will share unique insights into the current state of the HVAC industry and take you through projections for ways every HVAC contractor can ensure their continued growth and prosperity in the future.

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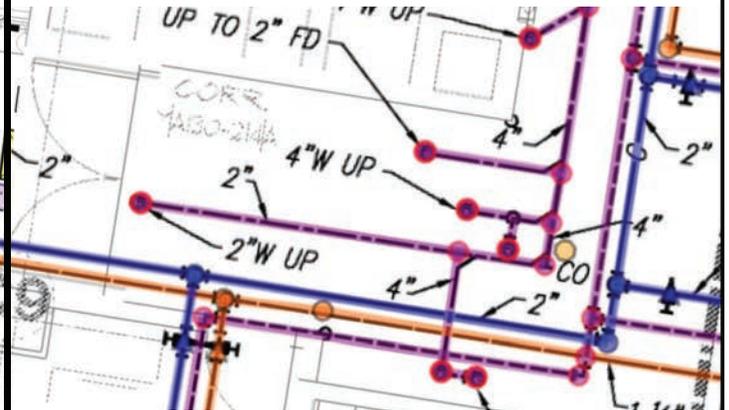
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# People & The Workplace

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## Best Practices for Onboarding New Employees

Yes, hiring new employees is a complex process. Yes, you have spent a good amount of time and money to find smart and innovative talent to add to your team. Yes, you have set high goals and expectations for your new employees to meet. And yes, you know the best retention tool you have is the employee's overall relationship with his or her manager.

Unfortunately, many employers know all of these facts yet stop short of completing a proper onboarding process to allow new employees to seamlessly integrate into their companies. As a business owner, you have a lot at stake in how you welcome and orient your new employee. Here are the do's and don'ts when onboarding new employees:

### Do's:

- Create a written draft of your orientation and onboard plan detailing how new employees are efficiently onboarded. What will their first day look like? Who will they meet with and what topic will they discuss? How will you teach them what their responsibilities are? How will they learn your internal company systems?
- Group new hires together. If possible, try to schedule new hires on the same or similar start dates so they can be educated together. Not only will this save you time, but it will give your new hires a friendly face or two with whom to learn together.
- Introduce new employees to their team members and assign each a mentor. A mentor can help new employees integrate into their new workplaces and interested, friendly coworkers will increase employee retention and satisfaction from the first day on the job.
- Create an employee playbook that provides a simple overview of your company. Include your values, mission, perks and policies.
- Set up attainable 30, 60 and 90 day goals. By providing a few easily achievable goals new hires will find immediate success and will be re-energized about their decision to join your company.

### Don'ts

- Forget the new hire's start date and leave them at reception for a half-hour while the reception staff figures out what to do with them or who is expecting them. It is important to welcome new hires in a supportive, informed way. Reception staff should be prepared to greet the new employee. Remember, welcoming new hires at reception is the first impression you get to make.
- Leave the new employee in the noisy lobby to fill out paperwork and read and sign off on a 100 page employee manual for an hour. Instead, send the manual and paperwork to the new employee ahead of time. Build in a little bit of time during the first day for HR to answer any questions they may have. But remember, the first day is your last chance to make a positive impression on your new employee. Don't waste that first day by having the new employee fill out paperwork and only meet with HR.
- Only show the new hire where their work area is. Give new hires a tour of the office and be sure to include where the kitchen, break room, supply closets, and restrooms are located.
- Give the new employee busy work that is not related to their core job description because their supervisor is busy. New employees want to feel productive and immediately valued. Let new employees make a contribution to their team on the first day.
- Forget to check in with new hires on a regular basis over the first 90 days of their employment. Remember the 30, 60 and 90 day goals you set out for your new hire to achieve? If you don't check in regularly with them how will you know if they have met your expectations?

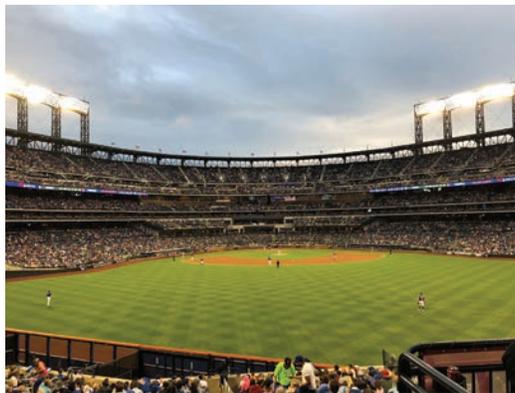
Remember, you are onboarding a person, not a role. It's easy to skimp on the orientation process by thinking "they're smart, they'll figure it out." Failing to think of the onboarding process as an opportunity to inspire new employees increases the chance you will make a bad first impression on new hires. Follow these do's and avoid the don'ts when onboarding new employees and you will increase productivity and employee retention.

If you have any questions about these changes, or other employment law matters, please contact me at 516-921-3400 or email me at ABPearl@pmpmr.com.

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