



2018 Winter Cool News

2017 FALL FORUM

Learn, Live, Laugh!

The 2017 Fall Forum event at Woodbine Racetrack was again reported by the ORAC Special Promotions Committee, as a much favoured event, bringing familiar faces together and creating memorable experiences.

On November 9, 2017, ORAC's Social Committee Chair, Dino Russo, who has dedicated himself to conducting a majority of our ORAC events, welcomed everyone and thanked our sponsors for their continued involvement and commitment to our association and this successful event.

No ORAC event is considered triumphant without *Lobster!* Yes, lobster was on the menu, but it was also a topic from our first guest speaker, Bill Bishop, who motivated and moved us with his business book titled, "How to Sell a Lobster". What an interesting look at strategic marketing for the digital age, the first book ever published about Internet marketing.

Other guest speakers included, Andy Bush from Bush Marketing, who has assisted dozens of companies in increasing exposure and profits with advise on website business development and marketing strategies, addressed the topic on, "How your website can get you in trouble", and provided valuable and expert advise to the audience; Trevor Matthews, from Emerson Climate Technologies, had the opportunity to speak about, "The Future of Technical Training", and how, as an HVAC/R Training and Development Specialist, offers training and support within the industry and finally, Glenn Kilmer of Kilmer Environmental, enthusiastically spoke on "Water Source Heat Pumps". All these great speakers were then followed up by the hilarious comedian, Graham Chittenden!

Dino continued by acknowledging special guest, Robert Bronk, the new CEO of the Ontario Construction Secretariat, then as dinner concluded, presented ORAC membership awards to 50, 30, 20 and 10 year recipients. Congratulations for your continued commitment to our association!

Make sure to "Save the date", Thursday, November 8, 2018 for next year's event!

A HUGE THANK YOU TO OUR 2017 FALL FORUM SPONSORS



PHOTOS COURTESY OF THE ORAC TEAM!



Dolores and the six dwarves won the most \$\$ for the evening! BRAVO!



FALL FORUM PHOTOS CONTINUED...
COURTESY OF THE ORAC TEAM!



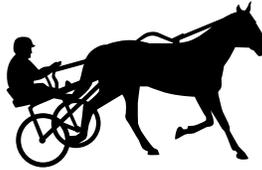
ORAC Membership Commitment Awards



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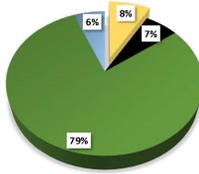
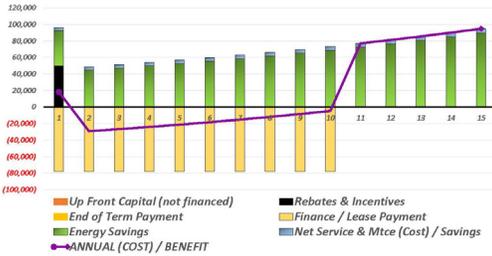
COMMERCIAL LEASE PROGRAM



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* Vista Credit is not owned by or affiliated with Enbridge Inc. or Enbridge Gas Distribution.

2018 APPRENTICE INTAKE

Hire an Apprentice today!

Our first intake has been closed since February 28 and we expect to have an updated list of apprentices by the end of April for all regions in Ontario. The next intake opens May 1 and runs through to June 30 (GTA only).

Highly qualified first year apprentices are currently available for hire on the orac.ca website. Simply log into your ORAC account and hit the "Hire an Apprentice" tab to access the list.

If you do not have your login information, feel free to contact Alison at 905-670-0010 or email alison@apprenticehvacr.ca anytime.



INTO THE BLUE!

APRIL 26 | 27 | 28 | 29 | 2018

In celebration of our 51st AGM, be sure to join us at the Westin Trillium House in Blue Mountain — Ontario's only four season mountain village resort.



51st ANNUAL GENERAL MEETING



ORAC is pleased to be hosting this year's AGM at the Westin Trillium House in the city of Blue Mountain, Ontario.

Blue Mountain has long been a familiar destination, however, ORAC has worked hard to show you aspects you may have never before considered. Friday night will be our "Big Fat Greek Wedding" theme night at Tholos Greek Restaurant. We will have Greek dancers, plenty of ouzo and even a plate throwing extravaganza!

AGM invitation packages have gone out so please complete your registration forms by March 30, to reserve your spot! If you did not receive this, contact Marshalette at marshalette@orac.ca to request your registration!

We encourage you to think outside the box, "Think into the Blue!"



2018 PLATINUM SPONSOR
ANNUAL GENERAL MEETING



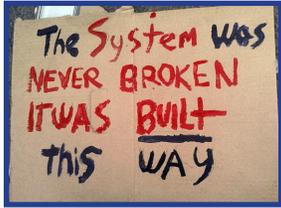
2018 SPRING FORUM
Save the date!

Orac's Annual Spring Forum is just around the corner! This event will be held on Wednesday, May 23, 2018 at Richmond Hill Golf and Country Club.

Registrations will be going out before April 1, so be sure to save the date and we look forward to an informative lineup of speakers and a great afternoon of golf!

Your Recruiting Process Doesn't Work – Here's Why

Written by: Larry Smith, Kathbern Management



Recruiting fails because of a handful of poor tactics. Fix these classic pitfalls and watch your talent acquisition success soar.

- 1. You Are Fishing in a Puddle – Go For the Ocean!** The whole idea of successful recruiting is to choose the best candidates from a very large pool of talent. When you place a limit on the size of the pool, you will naturally have fewer good “fish” to choose from. All of the following missteps lead to fishing in a puddle.
- 2. You are Doing It Yourself – When You Get Around to It!** When you take the Do-It-Yourself approach to recruiting, you are taking on a job that is best done full-time in order to identify good candidates and then screen them, interview them and potentially make the job offer and get them on board.
- 3. You Are Using Multiple Recruiters on the Same Search – Wrong!** If you decide to get outside help and want improve your chances by putting several recruiting firms on the job at once, you are guaranteeing that NONE of them are taking the task very seriously. Choose one.
- 4. You Aren't Tapping Your Competitors – Why Not?** Let's face it, the employees who work for your competitors know quite a lot about your industry. They have relationships with clients that could be yours. Why would you not specifically target them with whatever it takes to move them to your team?
- 5. Your Job Postings Are Boring – Does Anyone Care?** Most job postings are just dry and boring job descriptions. They focus on the job from the company's perspective. Candidates are interested in “What's in it for me?” They want to know what the challenge is, what new experiences they will have, what new skills they will learn and what the stimulating responsibilities will be.
- 6. You are Ignoring Passive Candidates – And that is 80% of the Total!** Some estimates indicate that up to 80% of all individuals currently working would be interested in hearing about a new opportunity. Job ads do not reach these people because they are not looking. They must be contacted directly and presented with the opportunity.
- 7. Your Process is Painfully Slow – Good Candidates Have Alternatives!** Whether you run your recruiting internally or involve a recruiting firm to help you, it is deadly not to move



quickly once the process starts. Every time a recruiting process is initiated there will be a few “A” level candidates, more “B” level candidates and a lot more “C” level candidates. The candidates with the most alternatives are the “A” level candidates, the “B”'s next and then the “C”'s who have relatively few prospects.

If your evaluation process moves at a snail's pace, don't be surprised if your “A” level prospects start to disappear as they accept offers from employers who are more adept than you at making decisions and getting an offer in front of them.

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MANAGEMENT

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Enbridge is serving up special incentives

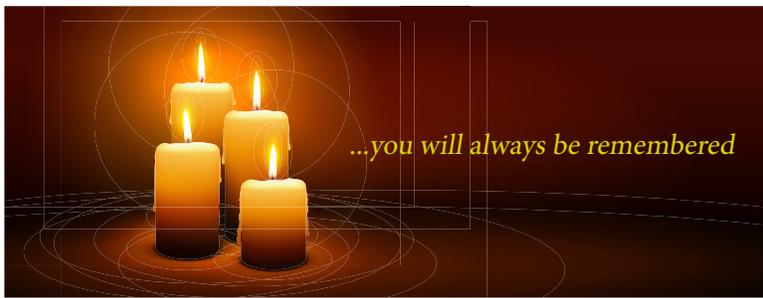
Whether you are looking to purchase new equipment or replace existing equipment, natural gas is the smart choice for your kitchen. To help offset the cost of installing energy-efficiency technology in your kitchen, Enbridge offers commercial customers a range of financial incentives on:

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Lori Allan, Johnson Controls



It is with heavy hearts that we announce the sudden passing of Lori Anne Allan on Monday, October 23 2017. Lori always lived her life taking care of others in the most generous and loving way. She was very spirited; full of life, adventure, and sass. She was always a willing participant at our ORAC Women's Day events and was a leader who always had a smile on her face. Your adventurous spirit will be missed.

Thomas "Bud" Allen, Coolcheck



Thomas "Bud" Allen peacefully passed away on December 15, 2017. Instrumental in the establishment of Coolcheck, a commercial HVAC firm and past president of ORAC, Bud was a tradesman at heart. Bud and his wife Lucie were staples at our Annual General Meetings and brought his passion of the industry and positive spirit with him every time. Your ORAC family will surely miss you.

Boyd Gerard Stuckless, Boydaire



Boyd Gerard Stuckless passed away peacefully, on February 10, 2018. Boyd had a great sense of humour and a zest for life. He was a proud owner of his business Boyaire and his integrity as a businessman will resonate in the hearts and minds of his associates, both blue and white collar.

David Ward, Ward Crane



It is with heavy heart that we announce the passing of David Ward on February 15, 2018. Dave and the Ward family have always been a strong supporter of our industry and Dave will truly be missed.

NOW AT DEVIL'S PULPIT!
2018 ORAC HVAC GOLF TOURNAMENT



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SAVE THE DATE!
MONDAY, JULY 9, 2018



ONTARIO COLLEGE OF TRADES
ORDRE DES MÉTIERS DE L'ONTARIO

OCOT to Modernize the Ratio Review Process

The latest news posted on March 5, 2018, on the Ontario College of Trades website, The Ministry of Labour and the Ontario College of Trades will continue to work together to implement recommendations set out on Tony Dean's review, Supporting a Strong and Sustainable Ontario College of Trades, the Dean Review. The Ministry of Labour is consulting on a possible extension of the ratio review process in order to allow the Ontario College of Trades time to determine how best to implement recommendations regarding ratio reviews.

The College can now prioritize its work on journey person-to-apprentice ratio reviews now that most of the Dean's recommendations have been implemented. To enable this, the Ministry of Labour is consulting on a proposal to extend the College's initiation of the next round of ratio reviews by 12 months.

The College began the work related to ratios in early 2017 with an initial consultation, hearing from over 150 stakeholders and receiving over 2,400 survey responses (online survey) and plans to conduct further consultations over the coming months.

The College has also initiated work internally related to data collection and a policy and evaluation framework which will be used to enhance the process.

George Griziotis, CEO and Registrar of the College said, "Since the release of the Dean Review the College has been working hard to implement many of its 31 recommendations as well as other requirements that followed in Bill 70, including the creation of a new Compliance and Enforcement Policy. By taking the extra time to examine the criteria, consult with stakeholders and modernize the ratio review process, we will ensure Ontario continues to be the best and safest place for skilled tradespeople to work in the world."

According to the news article, the Dean Review made eight recommendations – including greater collaboration, communication and use of data – for the next round of ratio reviews. These priorities are consistent with the College's objective of becoming a more modern regulator as expressed in its new Strategic Plan and 2018 Priorities.

For more information, please feel free to visit the College's website at www.collegeoftrades.ca.

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Apprenticeship Training Tax Credit (ATTC) is replaced with GAGE

On November 16, 2017, the Ministry of Advanced Education and Skills Development sent a notification that the Fall Economic Statement (FES) was released on November 14, 2017, which contained items relevant to Apprenticeship and New Employer incentives.

The government's goal is to develop a modernized apprenticeship system with will focus on increasing completion rates, the participation of traditionally underrepresented groups and creating clearer, better pathways for apprentices.

It was announced that the Ontario government is proposing to replace the Apprenticeship Training Tax Credit (ATTC) with a new Graduated Apprenticeship Grant for Employers (GAGE).

Eligible employers will receive funding through GAGE as the apprentice moves through to completion. As of November 15, 2017, eligible employers who register apprentices will be eligible for GAGE.

The government is also introducing changes to the Employer Completion Bonus (ECB). The ECB will continue to be available for employers with apprentices in trades that are not eligible for GAGE. There is also work underway to explore developing a grant program for new and existing group sponsors, with a focus on small business employers.

New Employer Incentives

In addition, The Fall Economic Statement also announced incentives to help small businesses and employers hire and retain youth. Starting in the new year, Ontario will offer retention incentives to employers through Employment Ontario, as part of the Employment Services and the Youth Job Connection programs. If you have any further questions, please contact your local MAESD office.

ORAC ASSOCIATES COMMITTEE



Our Associates Committee continues to meet quarterly to continually raise the profile and reputation of our industry through sponsorships, involvement in speaker recommendations, advertising ideas and continuous relationship building at our events.

New members include:

- Gregg Taylor and Troy Futher, Dafco Filtration, and
- Michael Nituda and Alessandro Finateri, McLean Hallmark Insurance Group Ltd.

Be sure to look out for them at one of our upcoming events. Welcome to ORAC!

On a sad note, we regret to inform you that Dave Ward from Ward Crane passed away this year. Dave religiously donated a BBQ each year to our Charity Golf Tournament (now known as the HVAC Industry Golf Tournament) to help raise funds. Your kind heart will be missed Dave!

Provincial members, please visit our website for a list of our committed and loyal Associate members. orac.ca.

REFRIGERATION REFINED

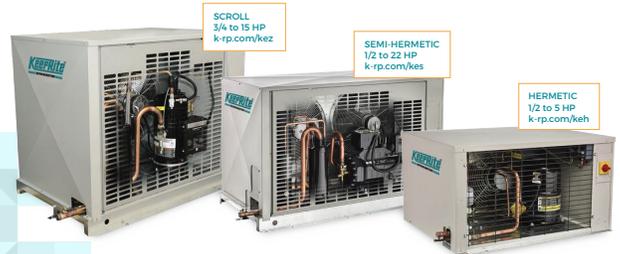
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ANNOUNCING.....



2018-2019 ORAC Associate Committee Chair:
Glenn Kilmer - Kilmer Environmental

2018-2019 ORAC Associate Committee Vice-Chair:
Darren Keates - Vista Credit

Congratulations!



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Looking for new customers? Why?

I am constantly amazed by the amounts of money business owners will spend to attract new customers. Before calling in the website specialists or the marketing gurus, determine what you are best positioned to “market” and your business’ ability to profitably service growth.

The tool I most often employ to do a 360 degree analysis for clients is a SWOT analysis. While this can take many forms, it evaluates your:

- Strengths
- Weaknesses
- Opportunities
- Threats

Many times the results will show that a business has not exploited the natural resource it already has - its current customers.

Why spend many dollars on designing and implementing a marketing plan to attract new customers, when you haven’t told your full story to your existing customers or past customers? Money is best spent on ensuring that information about your products, services and the solutions they provide is clearly presented on your website. Develop methods to regularly drive customers to your site to check for new additions. Have a look at your competitors’ sites and create a better story. Spend quality time with your customers. You will learn about changes in their business and industry that you were not aware of, and for which you can offer a quality product or service solution.

So, if you are going to develop a plan, make sure it first focuses on mining your existing customers. Your growth will be steady, profitable and manageable. Customers will be satisfied, and you won’t need to sharpen the pencil to get new business.

knowledge + solutions = more



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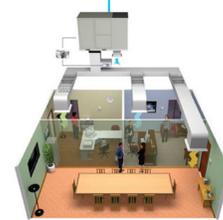


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Ex-officio MCAT	Anthony McWatters	McWatters Mechanical Limited
Managing Director	Mike Verge	ORAC

ORAC MISSION STATEMENT

The purpose of the association is to represent and serve HVACR contractors in Ontario with programs and services that promote responsible solutions.

GOVERNMENT LIAISON

Legislators and government policy advisors often fail to properly consult key players within an industry to which the legislation could and may have adverse and damaging effects.

ORAC recognizes the importance of actively representing the HVACR industry in Ontario on matters of direct impact, and participates with other industries in making representation on common concerns. It is important that legislators understand the capabilities of our industry in adjusting to sometimes unrealistic laws and standards, and at the same time, act on legislation that allows less responsible parties to operate and weaken the industry's position.

ORAC has formed a standing Technical Safety and Standards Committee (TSSC) to represent its members' interests with the TSSA and the Electrical Safety Authority (ESA).

WELCOME MARSHALETTE McTYSON

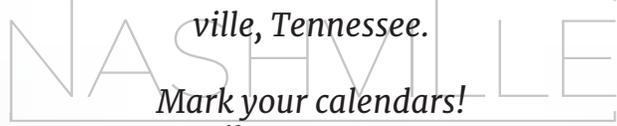


ORAC is pleased to welcome Marshalette McTyson to the ORAC Team! She is our new Executive Assistant and Event Planner. She will ensure the smooth and effective operation of the association.

Currently being trained by Doreen Mitchell, she is sure to be well prepared for her new role!

2019 ORAC AGM NASHVILLE, HERE WE COME!

ORAC is pleased to release the official announcement that our 52nd Annual General Meeting will be hosted at the Omni Nashville Hotel in Nashville, Tennessee.



Mark your calendars!
April 25 to 28, 2019



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