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**Air Conditioning  
Contractors of  
America**

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**President's Message**

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**Who we are** — ACCA is a non-profit association serving more than 60,000 professionals and 4,000 businesses in the

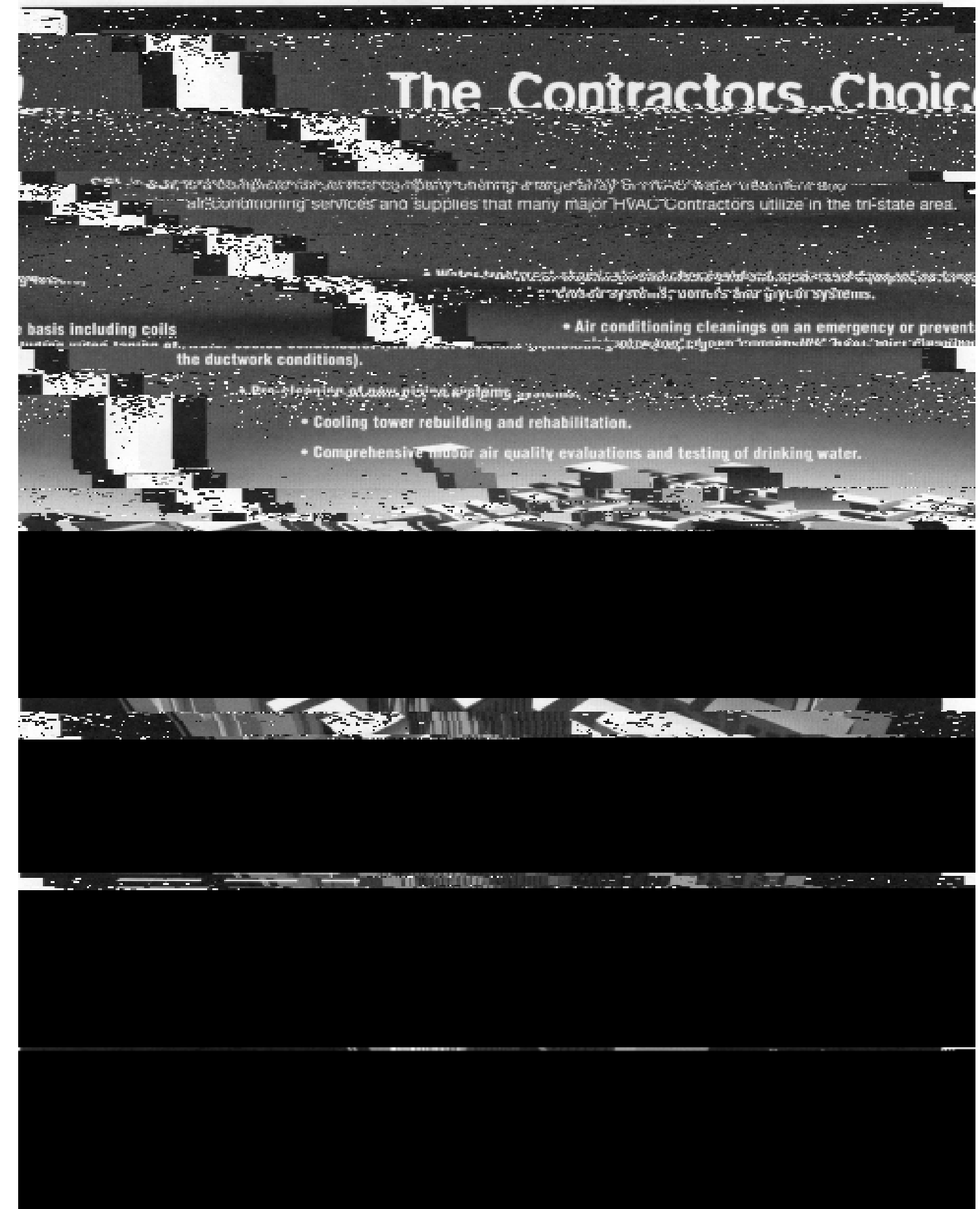


**PRESIDENT'S MESSAGE**

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Towards the end of the year, many residential contractors gather their tear sheets and invoices for advertising expenses that were incurred during the year. The strategies change as the seasons change and the opportunities arise such as inside back covers or front pages that others had committed to, but declined. The transformation of the advertising strategy changes as circumstances change, such as cold weather spells, summer heat, utility power outages.

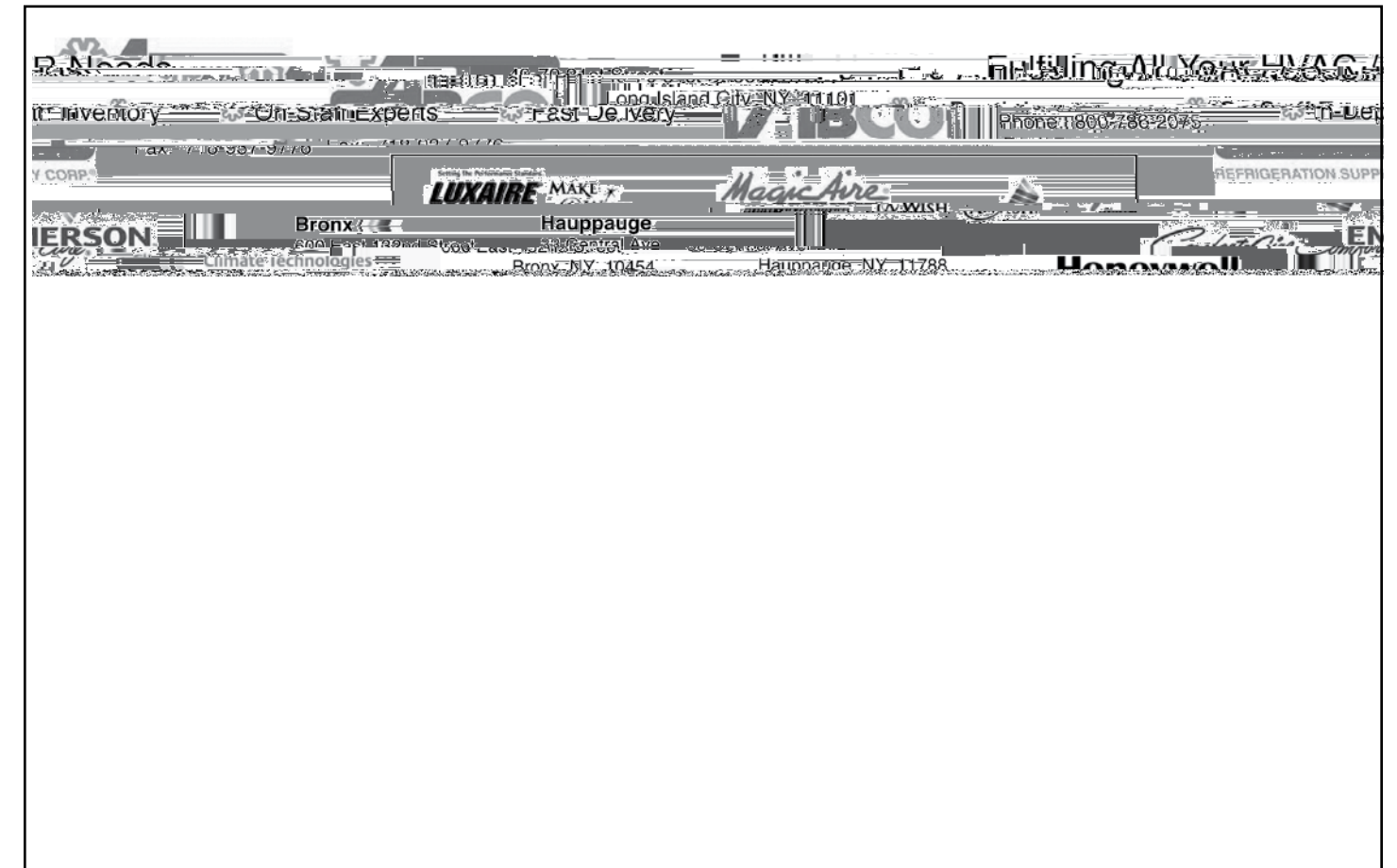
The manufacturers have become much more strict with logo adherence and t29 p53, bu-s.





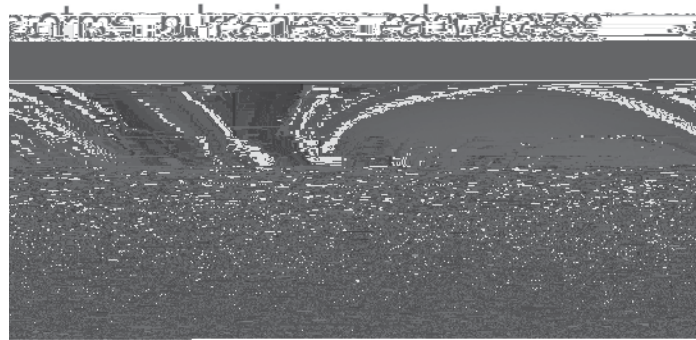
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See us at the show for more information on our products and services.



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