

HVACR Today

May 2007



Hobaica brothers. (Left to right) Mike, Paul (on cardboard) and Louis.

## Hobaica receives national recognition from ACCA

Katie McDevitt  
HVACR Today

Phoenix-based Hobaica Services was one of this year's finalists in the national Air Conditioning Contractors of America (ACCA) annual Awards for Excellence.

Although Hobaica did not place this year, company co-owner Louis Hobaica said he was honored to be recognized.

"We've been in business 55 years," Hobaica said. "We've never had a standing complaint with the Arizona Better Business Bureau or Arizona Registrar of Contractors."

He said he and his brother and company co-owner Paul have been involved in ACCA for 25 years. Both have been presidents for ACCA-Arizona. Another brother, Mike, has also been involved with the association.

"We are committed to making the industry a better, more professional HVAC industry, and not contributing to the media side of the industry that makes us look bad," Louis

Hobaica said in reference to the reporters who catch dishonest contractors with hidden cameras.

He added, "It's about making our industry better as a whole, whether it's helping a fellow contractor, or in a mixed group with ACCA."

Hobaica said he is also involved in a national group of about 10 contractors throughout the country who get together twice each year to do a business analysis of one another. He said he is also involved with other contractors locally and "isn't afraid to help other contractors in our own environment," either.

Hobaica believes it's important for contractors to price competitively, but not cheaply.

"There are a lot of individuals out there who will undercut anyone and don't really know how to run a business," Hobaica said. "He may only last a couple years."

Hobaica said he has continued to grow

See Hobaica page 22

## Hobaica

Continued from page 5

and invest in assets for future needs.

"It's easy to make money one year, five years, 10 years, but 20 years is a different story," he said.

Hobaica said it is also important to do in-house training to ensure quality employees. His company currently has about 50 employees.

The company was started in 1952 by the current owners' father, Paul S. Hobaica, a WWII veteran who, after the War, went to

refrigeration school. The elder Hobaica started working out of his home and opened the company's current building in 1960. Louis Hobaica is one of seven children, and he and his brother Paul took over the company in 1989 when their father retired.

"At that time, there were eight employees and Paul and I were two of those," Louis Hobaica said. "We continued to grow the business every year by 10 percent."

Their brother Mike came on board with the business in 1999 after working in the

defense industry. And in 2002, Mike bought in as a partner.

Paul takes care of the installation and commercial sides, while Mike is Sales Manager and Louis is the General Manager. Last year, Hobaica Services had about \$6 million in sales.

"Dad still comes and checks in every once in a while," Louis said. "He likes that."

And Louis continues to work with other contractors to better the industry.

"A lot of contractors are afraid to share

and help other contractors to be better," Louis said. "A poorly run contractor is a much bigger threat to me as a contractor and our industry than one who is intelligent and a true competitor."

The ACCA award winners were Atlas Butler Heating & Cooling of central Ohio for the residential contracting category, Morris-Jenkins of Charlotte, N.C. for the Jeff Forker Award for Excellence and TDIndustries of Dallas for the commercial contracting category.