



Air Conditioning TODAY



MAY 2017 Serving the HVACR and Plumbing Industries Established in 1986 Vol. 31, No 5

Barsco's Newest Location in Austin TX



Pictures on page 13.

Morrison Supply Customer Appreciation Days



Comfortmaker® Product Showcase Rig
visits the locations. Pictures on page B2.

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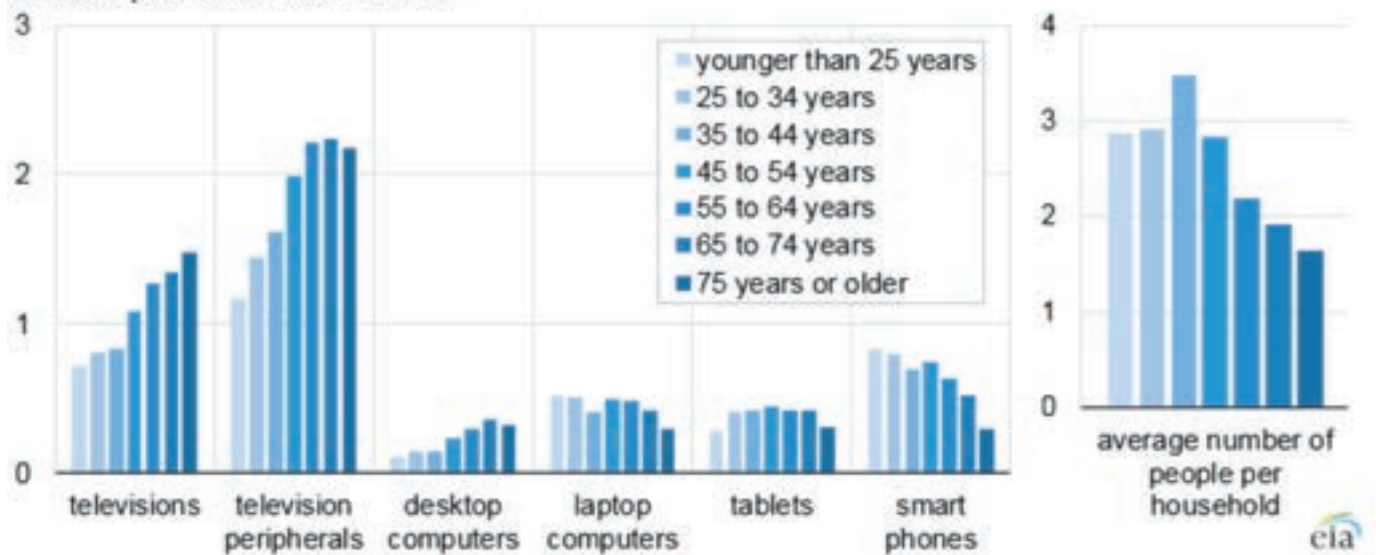
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Latest Data Show Changing Household Energy Characteristics

Electronic devices by age of household respondent, 2015
devices per household member



An average of 2.3 televisions were used in American homes in 2015, down from an average of 2.6 televisions per household in 2009, according to the Residential Energy Consumption Survey (RECS), released today by the U.S. Energy Information Administration (EIA). The number of homes with three or more televisions declined from the previous survey conducted in 2009, and a larger share of households reported not using a television at all.

Data from the 2015 RECS highlight the variability and trends in energy use across the nation's more than 118 million single-family homes, apartments, and mobile homes. Entertainment and information devices in particular vary by age: younger households tend to have a lower concentration of televisions per person and a higher concentration of portable devices like laptops and smart phones. Older households are more likely to have higher concentrations of desktop computers.

In addition to electronics, new household characteristics tables contain information about heating, air conditioning, appliances, water heating, structural features, and lighting.

Other findings of the 2015 RECS include:

- 70 million homes (59%) have double or

triple-pane windows

- Homeowners are more likely than renters to have energy-efficient LED lightbulbs; only 11% of households report having all incandescent bulbs

- The number of homes heating with fuel oil continues to decline, down 23% from 2005

- 77 million households use central air-conditioning, up 17% in the last 10 years

- Although more than half of all households have a programmable thermostat, only one-third of those households use the programming feature to automatically set the heating temperature

EIA's 2015 RECS Household Survey captured more than 200 energy-related items from more than 5,600 households. Several questions remain similar to those in previous surveys, allowing time-series analysis using RECS data back to the late 1970s. However, as energy use in households changes, new questions are added or old ones are revised. The 2015 survey was the first to include questions about tablets, smart thermostats, and light-emitting diode (LED) lighting.

Prior to the 2015 survey, RECS household characteristics data were collected solely by in-person interviews conducted by field staff. The

2015 RECS is the first time online questionnaire and mail-in paper survey modes were offered as response options. Of the 5,600 respondents, about 43% were conducted through in-person interviews, 37% through online questionnaires, and 20% through mail-in paper surveys.

Household characteristics summary tables, including data about the types of fuels used and equipment installed in households, are the first in a series of data releases from the 2015 RECS. A microdata file with household-level data, which allows more detailed analysis than the summary tables provide, is scheduled for release in April 2017.

As part of the RECS, EIA also collects energy billing data from utilities and other household energy suppliers. These data are used to estimate aggregate household energy consumption and expenditures, as well as to disaggregate household energy use into specific end-uses such as heating, cooling, water heating, and refrigeration. EIA plans to release these RECS Consumption and Expenditures estimates beginning early 2018.

RECS 2015 household characteristics data can be found at: <http://www.eia.gov/consumption/residential/data/2015>.

TRC Announces 2017 Big Man on Planet Competition

Fort Washington, PA – Thermostat Recycling Corp. (TRC) announced that its sixth annual Big Man On Planet (BMOP) competition begins May 1, in partnership with Heating, Air-conditioning and Refrigeration Distributors International (HARDI). BMOP will run through Oct. 31 and all HARDI wholesaler members are eligible to participate. BMOP encourages HARDI

members to promote TRC's mercury thermostat collection program at their branches. To accommodate distributors of all sizes, three winning wholesalers will be determined as follows: the one that recycles the most pounds of mercury overall, the one that recycles the highest average pounds of mercury, and the one with the highest branch participation rate

SEE TRC PG.2

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Important Reminder from the Plumbing-Heating-Cooling Contractors National Association Educational Foundation

\$87,500 IN SCHOLARSHIPS ARE AVAILABLE NOW - DEADLINE IS MAY 1st

It's scholarship season and the Foundation has \$87,500 in awards up for grabs. Every plumbing & HVACR apprentice, plus college students who are pursuing studies related to our industry have a shot at 41 different awards worth \$1,000 to \$5,000 each. We want every student to get their chance to apply; but time is running out! Sure, college-bound kids can win our scholarships, but

most of our awards are actually aimed at helping apprentices and their employers pay for apprenticeship training.

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Web: phccfoundation.org/scholarships

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If faxing, be sure to include your name, company, address, phone number and relation to the industry - i.e. contractor, manufacturer, factory representative, etc.

TRC con't.

(for distributors with more than 10 locations). Additionally, a \$500 store incentive will be awarded to the top three branch locations that recycle the most. Winners will be recognized at HARDI's annual conference, Dec. 2-5 in Las Vegas, Nevada.

"The HVAC wholesale channel continues to be our strongest ally," said Ryan Kiscaden, TRC's Executive Director. "BMOP has become our signature competition and continues to positively impact the collections for our program. It's something industry professionals look forward to each year."

"TRC provides an easy and convenient program for HARDI wholesalers to do their part in preventing mercury from reaching our ecosystems. BMOP is an opportunity to create excitement around this meaningful undertaking," said HARDI CEO Talbot Gee. "Since TRC's inception our members have helped to drive this friendly competition and I encourage our distributors to continue leading the program."

HARDI distributors may sign up to compete in BMOP at www.thermostat-recycle.org/BMOP. For distributors not currently participating in TRC's collection program, more information is available at www.thermostat-recycle.org, or by calling 888-266-0550.

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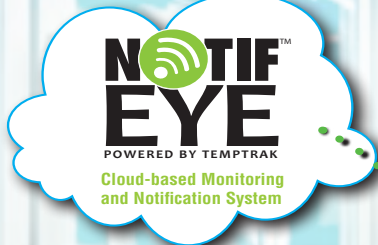
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Construction Employment Increases by 6,000 in March to Highest Level Since 2008

Construction employment increased by 6,000 jobs in March as a February hiring surge prompted by mild winter weather in much of the country prompted firms to hire fewer people last month, according to an analysis of new government data by the Associated General Contractors of America. Association officials said declining public-sector investments in construction and infrastructure could impact future construction hiring unless the administration and Congress enact a new funding measure.

“Construction firms continued to add jobs over the past year at a higher rate than the overall economy,” said Ken Simonson, the association’s chief economist. “The small job gain in March most likely reflects ‘payback’ for unusually large hiring in February rather than a flattening of demand for projects. However, there has been a slowdown in public investment in highways and other infrastructure that could undermine construction hiring this year.”

Construction employment totaled 6,882,000 in March, an

increase of 6,000 from the February total and an increase of 177,000 or 2.6 percent from a year ago. The year-over-year growth rate was almost double the 1.5 percent rise in total nonfarm payroll employment, Simonson noted. The increase followed a jump of 59,000 jobs in February—the largest one-month rise in 11 years.

Residential construction—comprising residential building and specialty trade contractors—lost 7,600 jobs in March but is up by 112,600, or 4.4 percent, compared to a year ago. Nonresidential construction (building, specialty trades, and heavy and civil engineering construction) employment increased by 13,300 employees in March and 63,500 employees, or 1.5 percent, over 12 months. However, employment in the portion of the industry that performs most infrastructure work—heavy and civil engineering construction—increased by only 4,100 over the month and 3,600 or 0.4 percent over the past 12 months.

Association officials noted the latest construction

spending figures from February show that public-sector construction spending declined by 8 percent during the past twelve months. They cautioned that continued declines on public-sector construction activity are likely to impact future hiring trends. As a result, they urged Trump administration officials and members of Congress to work together to craft and enact a new infrastructure funding package, as the President has promised to do.

“The President appears to understand the wisdom of making new investments in our aging infrastructure, and it is essential that he demonstrate that understanding with proposals that include sustained funding,” said Stephen E. Sandherr, the association’s chief executive officer. “Finding a way to improve our nation’s crumbling infrastructure won’t just lead to more construction jobs, it will provide a needed boost to our broader economy by making most aspects of business more efficient and less costly.”

Chinese Manufacturers Hit with Anti-Dumping Duties

HARDI reports The United States International Trade Commission (USITC) has decided that US industry is being materially injured by cheap imports of refrigerant R134a from China.

The decision follows a year-long investigation by the US Department of Commerce, which found that imports of R134a from China were being dumped in the US market at prices below fair value. On February 22 this year the US Department of Commerce announced that Chinese R134a imports were being dumped and prescribed anti-dumping duties ranging from 148.79% to 167.02%.

As a result of the USITC’s affirmative determination, the US Department of Commerce will now issue an anti-dumping duty order.

The case was first highlighted by the American HFC Coalition, a group of US refrigerant manufacturers and suppliers. They claimed that imports from China, sold at prices far below fair value, doubled from 2015 to 2016, and continued to increase even after the anti-dumping petition was filed. As a result, it maintained that the US industry had suffered persistently low price levels and poor operating results.

Following the decision, the Coalition said: “The imposition of anti-dumping duties is a positive step to restore conditions of fair trade in this market. With these duties in place, the R134a US manufacturers believe they can earn an adequate return on investment and continue to supply the market.”

This was the second attempt to curb cheap Chinese imports. In 2013, Mexichem’s unilateral petition on Chinese imports of R134a was overruled by the US International Trade Commission who decided then that the import of Chinese R134a did not harm US industry.

Last year, the American HFC Coalition was successful in a similar action against imported blend refrigerants. In July, the USITC voted to impose anti-dumping duties on HFC refrigerant blends containing one or more of the HFC blend components R404A, R407A, R407C, R410A, and R507A. As a result, US imports of HFC blends from China are now subject to antidumping duties ranging from 101.82% to 216.37%.

The individual components, however, were excluded from any duties – a USITC decision which is now being appealed by the Coalition.

This story was first printed for HARDI ADVOCACY by Jon Melchi

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Service Experts Announces Retirement of Scott Boxer and Appoints Scott Boose as President, Chief Executive Officer

Plano, TX – Enercare Inc., parent company of Service Experts Heating & Air Conditioning, has announced the retirement of Scott Boxer and the appointment of Scott Boose as President and Chief Executive Officer. Mr. Boose has assumed responsibility for the strategic and operational leadership for Service Experts, including growth plans and the continued delivery of great customer experience.

Scott Boxer will retire in May 2017. In the interim, Mr. Boxer will continue to support the Service Experts business and the seamless integration of Mr. Boose.

One of the most surprising things we saw in this year's Small Business Internet Marketing Study was the rise of Facebook. While it had been growing steadily as the primary small business tool in the last few years, in 2017 Facebook moved into first place as LinkedIn dropped to second place.

As we reviewed the data we assumed the shift was caused because more B2C companies participated in the study, but that wasn't the case at all. There are actually more B2B companies using Facebook.

So what is happening? We think the shift is being driven by some aggressive moves by Facebook to be the go-to resource for small businesses. From new post options including notes, photo slide shows

and live video to their simple to use advertising platform, Facebook is working hard to be a one-stop shop. In his recent open letter, Mark Zuckerberg laid out goals for Facebook to build informed, safe, supportive, civilly engaged and inclusive communities. On the surface, there is a noble tone, but the reality is if Facebook builds all those communities, it will become the only place you go on the web, making individuals available to advertisers.

So as a small business owner what should you be doing to take advantage of the social shifts?

Facebook 2017

• **Images in all shapes and sizes.** While simple images still dominate the timeline, Facebook has given businesses many

other options to interest excite and engage their fans. Multiple images, albums, slideshows and carousels allow you to tell a story with images and video that is much more engaging than a single update.

• **Targeting a mobile community with canvas.** This is a cool feature to create mobile content. It allows you to mix video, text and graphics in one update. Use with caution, because it doesn't display the same way on desktops.

• **Gifs!!!** Everyone seems to love the short animated GIF. Somewhere between a static image and a video, the GIF grabs our attention long enough to make us smile. Now advertisers are smiling too as they discover they can use GIFs in boosted posts.

• **Expanded functions**

for Messenger. When they first spun off the messenger function I have to admit I was confused. Why did it need to be a separate app? It seems Facebook has grand plans for this app. The expanded camera function rolled out late last year. It includes the ability to doodle over photos or videos using your finger, add stickers and emojis, add real-time masks, effects and art filters to your selfie and other images. This is clearly an attempt to woo younger users back away from Snapchat. And when they arrive, you will soon be able to display advertising in the messenger app.

• **Speed is everything.** With the new Facebook Hyperlapse app anyone can create fast motion video for Facebook and or Instagram.



Lorraine Ball

After spending too many years in Corporate America in companies like Lennox, Carrier and Conesco, Lorraine said goodbye to the bureaucracy, glass ceilings and bad coffee.

Today you can find her at Roundpeg, a digital agency in Carmel, Indiana, building smart marketing strategies for businesses who want to use internet marketing tools to grow.

Roundpeg is a Master Certified Reseller for Constant Contact. If you are looking to improve your email marketing, or just get started, give Lorraine a call.

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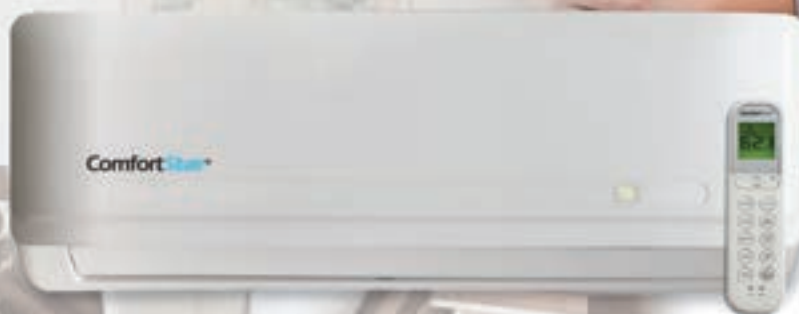
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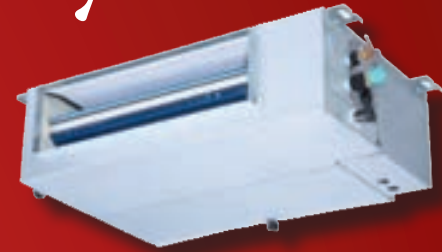
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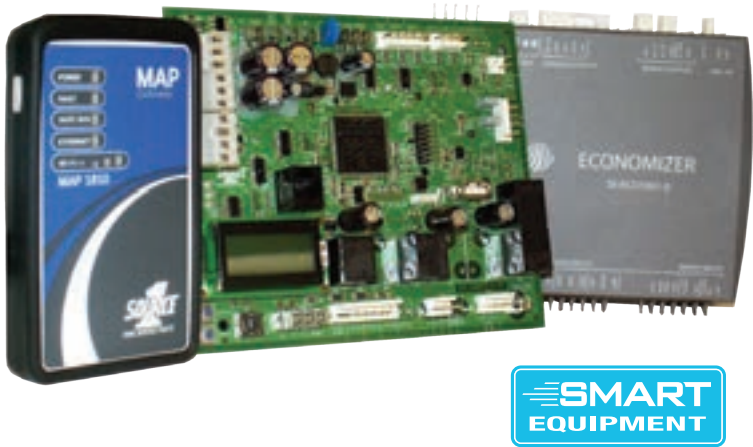
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Century AC Supply and Air Management Supply Win 3 Awards in San Antonio

The technical team at Century A/C Supply and sister company, Air Management Supply, won 3 awards at the Rheem/Ruud DSC Meeting in San Antonio the first week of April. John Burg was selected as the national Ruud Trainer of the Year out of all Ruud distributors. Steve Villars won the award for Ruud Distributor Service Coordinator of the Year for our region and Chris Hughes won the Rheem Distributor Service Coordinator of the Year for the Midwest region.



Pictured left to right are Bruce Taylor (incoming Ruud Technical Service Advisor for Century A/C), Chris Hughes (Rheem Technical Service Advisor for Air Management Supply), John Burg (Houston-area Trainer for Century A/C Supply), Greg Parks (Technical Service Advisor at Rheem/Ruud), and Steve Villars (outgoing Ruud Technical Service Advisor for Century A/C).

IFMA celebrates publication of two new ISO standards for FM

Houston, TX — The International Facility Management Association (IFMA) joins facility management (FM) advocates around the world in celebrating the publication of two International Organization for Standardization (ISO) standards impacting the industry.

ISO — an independent, non-governmental organization and developer of international voluntary consensus standards — published two standards in April 2017: ISO 41011:2017, Facility management — Vocabulary; and ISO 41012:2017, Facility management — Guidance on strategic sourcing and the development of agreements.

Recently, the increasing cost of fragmentation within the industry has underscored the need for a unified global FM community. IFMA, as the largest global FM body, has pursued the development and support of that effort through ISO standard-making and productive global partnerships like the landmark IFMA-RICS collaboration. Since 2012, IFMA has served as administrator on behalf of the American National Standards Institute (ANSI) U.S. Technical Advisory Group (TAG), playing a vital role in the development of global FM standards.

“The ability of FM practitioners to speak the same professional language around the world is the foundation of a robust global community that will be better situated to tackle the challenges of the future,” said Jim Whittaker, past chair of IFMA, who leads the effort for the U.S. ANSI TAG. “For an industry as diverse as FM, developing standards can be a daunting task, but the reward for success is worth the effort. On behalf of IFMA and the FM industry, I’d like to thank everyone who helped make these standards a reality, including Stan Mitchell for his vision and leadership as the ISO Technical Committee chair and Paul Stadlöder, Jay Drew and Olav Egil Sæbøe, who served as working group convenors.”

ISO standards are available online at www.iso.org. ISO expects to publish a third technical report — ISO 41013, Facility management — Scope, key concepts and benefits — later in 2017.

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How to Win the Sale on the Follow-Up

By Todd Liles

You have clients that will absolutely not buy from you on the first visit. In a world that demands a “one stop close” this can create a lot of stress for you and your client. That stress is unnecessary, and unproductive. In this post you are going to learn exactly how you can win the sale on the follow-up.

First, I need to tell you about Bob Connelly. Bob works at Abacus Plumbing, Electrical and Cooling, and he has been a friend of mine for several years. Bob did a little over \$600,000 back in 2013. (He does far more than that now.) In 2013, I asked Bob to speak at one of our training sessions. He spoke about many things related to sales and service. But this is what he said that got everyone’s attention:

“I make about 30% of my sales on the follow-up. (He looks at his cell phone to check his numbers.) Let’s see, I have closed \$213,000 of my \$600,000 last year on the follow-up.”

A room filled with Plumbers, HVAC Techs, and Electricians all wanted to know:

“How do you do it?”

The next hour was one of those magical moments. It was one of those rare times when a group of people with similar problems get answers from a guy that does it everyday.

If you have always wondered “How do I win on the follow-up sales call?”, then read on!

Don’t fool yourself

Be warned that learning how to do the follow-up sales call is no reason to fool yourself. Many HVAC Techs and Plumbers will convince themselves that they never have to close on the same day. They fool themselves into thinking, “This client likes me. I can get this on the follow-up call.” That thought process will lead you down a road of poor sales.

Yes, you can win on the follow-up sales call. Bob clearly is winning on the follow-up sales call. But you must adopt the mentality of wisdom, not foolishness.

The wise know their clients

A wise HVAC Tech will get to know his clients. He will study them, and know in advance what their buying habits are. A wise plumber knows the following about his clients and their buying habits:

The Fast Buyers – are most often the driver or the influencer personality types.

The driver and the influencer buy for different reasons, but they buy fast. The driver buys to boost his control and power. The influencer buys to boost his ego and prestige. There are very few fast buyers that want to waste time. If you aren’t selling them on the same day, then you are missing their key motivators.

The Slow Buyers – are most often the stable or the compliant personality types.

They buy for different reasons, but they buy slow. The stable buys to please others and to serve and protect. The compliant buys to solve a logistical problem and to gain precision. There are very few slow buyers that want you to rush through the call. The compliant needs to process the information, and the stable needs to process their feelings.

A wise technician and sales professional understands these things about his client.

So, he knows how to deliver his presentation to suit their needs.

Discover why the client needs more time

If your client does not feel comfortable buying today, then you need to discover why. You need to do this in such a way that you discover 3 things:

#1 – Is the client comfortable with you?

If she is uncomfortable, then leaving the

home to give her more time will do nothing. She will simply go looking for someone she is comfortable with. That is why I started this article off with “don’t fool yourself, and get to know your client.”

#2 – Have you addressed all of her concerns?

This is not about comfort. This is about discovering if she agrees with your findings and recommendations.

#3 – Is there anyone else (like her husband) that she needs to consult with?

Perhaps it isn’t a person, but information she needs to consult. This is critical. To explain this, I will use myself and my wife as examples.

I tend to buy slow. I buy slow because I like to do the research on my purchases. I want to know the details. I want to know the little things that make a big difference.

My wife buys slow. She buys slow because she fears making a bad decision. (She claims it is because “I buy slow because I am a tight wad and don’t like to spend money...not that I worry about making the wrong decision. Just FYI.”) I do love that about her!

I 100% assure you of the following:

My wife will NEVER buy a large replacement item on the first visit IF I am not there.

I will never buy a large replacement item on the first visit IF I don’t have all the details and understand those details the same day.

When you know this about your client, then you can create an appropriate follow-up for success.

Calendar your follow-up appointment

Once you know why your client needs more time, you should be able to schedule a follow-up visit on a calendar. By the way, this is a PASS/FAIL test. If the client doesn’t happily get his calendar out, then you know there is a bigger issue at hand. You still have an objection that is rooted in trust and value.

Here are 3 keys to putting your follow-up appointment onto the calendar:

1. Place your appointment in your smartphones calendar. Have your client do the same.

2. Assure that the client will have what he/she needs for the next appointment. In other words; her husband will be there. Or, the information will be reviewed.

3. Set the appointment with the office while you are in front of the client.

Review your value and commitment to service

This should be done before you leave, and when you return for your follow-up visit.

Some time has most likely passed since you last saw your client. Chances are good that some of your value has worn off. It is always wise to review your value points. Do a “mini” presentation for your clients to get them back up to speed.

Go for the sale

Yes, some clients will need more than 1 follow-up, but I don’t recommend that you do too many of those. You can find yourself becoming a professional visitor.

Go for the sale! You have earned the right to ask for the business with a “focused determination.”

Also, use some of the tools of psychology at your disposal. Incorporate the classic “Efficiency Bonus” incentive for doing business with you today.

The follow-up can be a huge source of income for you, just make sure you are using these tips to assure success.

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Barsco hosted a Vendor Day and Open House at their newest location in Austin TX

Their Copeland Authorized location hosted vendors such as Airease, Ducane, Heatcract, Nu-Calgon, Chemours and Tecumseh.

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Thermostat Recycling Corporation (TRC) Announces Addition of First Non-Mercury Thermostat Manufacturers to Its Membership

ecobee and Nest Labs Join the Extended Producer Responsibility Program to Uphold Corporate Sustainability and Remain Compliant

Fort Washington, PA – TRC has reached a new milestone and welcomes its first non-mercury thermostat manufacturers to its membership – ecobee and Nest Labs.

“TRC began decades ago as a volunteer effort initiated by manufacturers wanting to do the right thing and take back their own products in the safest, most proactive way possible,” said TRC’s Executive Director, Ryan Kiscaden. “With ecobee and Nest Labs joining our organization, they are setting a great example for other companies to follow.”

ecobee and Nest mirror Kiscaden’s views and feel the time is right for more companies to step up and support TRC’s cause.

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Product News

Rheem® Introduces Residential Mini-Split Heat Pump Systems

Single and Multi-Zone Units Are Easy To Install, Cost Effective, Energy Efficient Home Comfort Solutions

Atlanta— Rheem® has announced the launch of its highly anticipated Rheem and Ruud branded ductless Mini-Split Heat Pump units. An outgrowth of Rheem's recent partnership with Fujitsu General Ltd. (announced September 2016), the line includes some of the most efficient and technologically advanced single-zone and multi-zone heat pumps currently available for residential applications.

The Rheem Mini-Split Heat Pump is powered by a variable speed motor, which is extremely quiet and provides high performance heating down to 5 degrees Fahrenheit. The Rheem and Ruud systems also include an energy-saving program that automatically adjusts the temperature of the unit when there's no activity in the room.

The Rheem and Ruud single-zone Mini-Split Heat Pumps provide localized heating and cooling, and deliver capacities ranging from 9,000 to 36,000 BTU/h, with efficiencies up to 33 SEER/14.2 HSPF. The multi-zone Mini-Split systems can connect up to five units and deliver at capacities of 14,000 to 54,000 BTUs with efficiencies up to 19.7 SEER/10.3 HSPF. Indoor units vary in size and each creates its own localized

zone of comfort for efficient heating or cooling of specific rooms, hallways and open spaces.

Key benefits of the Rheem and Ruud Ductless Mini-Split HVAC Systems include:

- Push-button control – switch from heating to cooling mode via remote
- Whisper quiet operation – indoor unit decibels as low as 21 dB
- Precise temperature control – via a digital electronic temperature display
- High-energy efficiency – ENERGY STAR® qualified
- Hassle-free filter access – no tools required to access, clean and replace filters.
- Easy to install and maintain
- Diagnostic display and optional wireless remote control – assist in troubleshooting and servicing

The Rheem and Ruud Residential Mini-Split Heat Pumps come with a standard five-year warranty for parts and a seven-year compressor warranty. There is also a 10-year extended warranty for parts and the compressor (online registration is required). To learn more visit www.Rheem.com

Century Refrigeration's New Epic Unit Coolers Offer Quieter Fans and Easy Maintenance



Pryor, Oklahoma— Century Refrigeration introduces the Epic Unit Cooler Series, ideal for medium and large walk-in coolers and freezers, distribution facilities, dock arrangements, and storage facilities. Epic Unit Coolers feature quieter fans and offer easier maintenance and serviceability than other options. Sleek and lightweight, the Epic units provide excellent airflow. They are available in many fan and coil combinations. The Epic Series is the latest addition to Century's line of Comdustrial™ Refrigeration Systems, industrial quality equipment in commercial capacity ranges.

Standard features include hinged, lift-off fan and end panels for quick coil service and cleaning, quick-connect fan wiring, and a full unit width hinged drain pan. Air defrost, electric defrost, or hot gas defrost options are available to meet a wide variety of applications.

The Epic unit cooler cabinets are made of heavy-gauge, rust-proof smooth finish aluminum housing. All hardware is corrosion resistant. Coils are copper tube, full-collared

die-formed aluminum plate fin and tube sheets. Tubes are mechanically expanded for maximum heat transfer. They are leak-tested at 350 pounds per square inch gage (psig) under water. Fans are 20-inch low sound, profiled sickle-shaped blades mounted inside a full bell mouth with diffuser for increased volume flow rate and air throw.

Motors used in the Epic Unit Coolers are permanently lubricated for reduced maintenance time and costs and suitable for low temperature applications. The heavy duty, high efficiency, full ball bearing motors feature internal thermal overloads and are suitable for single-point group fusing. Fan motors are pre-wired to terminal blocks. Two motor options are available – the high speed motor operates at 1480 revolutions per minute (RPM), while the low speed motor operates at 1090 RPM.

Numerous optional features can be added to the standard unit, including a variety of fin materials, coatings, and casing arrangements for corrosive atmosphere applications. Stainless steel hardware, fasteners, and/or housings are available. Other options include opposite hand connections, units circuited for water or glycol solutions, mounted non-fused fan motor disconnect switch, and many others. Lower operating temperatures are also offered.

Learn more about Century Refrigeration's Epic Unit Coolers from the company's website. Century Refrigeration is a division of RAE Corporation.

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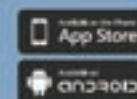
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Venstar and Insko Distributing Ink Exclusive Deal for Distribution of Venstar HVAC Control Products in Texas and Oklahoma City

Chatsworth, Calif.— Venstar®, a leading thermostat and energy management systems supplier, today announced that it has signed an exclusive agreement with Insko Distributing Inc. of San Antonio, Texas, for the distribution of Venstar HVAC Control Products throughout Texas and Oklahoma City.

“We are pleased to

announce Insko Distributing as the exclusive distributor of Venstar commercial and residential thermostats throughout Texas and Oklahoma City,” said Steve Dushane, president and CEO of Venstar Inc. “We welcome the Insko team to the Venstar family of distributors and look forward to a long and prosperous relationship.”

“We are pleased to be an exclusive distributor of Venstar HVAC products. Our customers ask for Venstar products by name as Venstar is a respected maker of high-quality, reliable HVAC control systems that are easy to program, easy to use and have superior engineering design,” said Brian Trevino, president of Insko Distributing Inc. “We

are happy to join Venstar’s family of distributors and look forward to supporting and promoting Venstar HVAC Control Products to our customers.”

Venstar thermostat products that are being distributed by Insko Distributing include ColorTouch® programmable touchscreen thermostats and Explorer™

(formerly Voyager®) low-cost Wi-Fi® thermostats plus Venstar’s new Wireless Wi-Fi Temperature Sensor.

Insko Distributing Inc. is a leading family owned and operated HVAC business. Founded in 1958, Insko has served residential and commercial HVAC customers for nearly 60 years. Based in San Antonio, Texas, Insko

Distributing has 35 branches throughout Texas and in Oklahoma City, offering HVAC equipment and parts, refrigeration equipment and supplies, thermostats and more. Its services include training, engineering and design services and factory certified technical support. For more information, visit: www.insco.com



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Permira Funds to Acquire DiversiTech

New York, NY — Permira, the global private equity firm, announced today that a company backed by the Permira funds has signed a definitive agreement to acquire DiversiTech, a leading aftermarket manufacturer and supplier of highly-engineered components for residential and light commercial heating, ventilating, air conditioning and refrigeration (“HVACR”), from an affiliate of The Jordan Company LP. As part of the transaction, the senior management team led by Jim Prescott, President & CEO, will remain significant owners of the company.

Founded in 1971, DiversiTech is the largest consolidator of the HVACR aftermarket with the broadest product offering in the space, including a wide range of must-have mechanical, electrical, chemical and structural parts and accessories critical to HVACR and electrical technicians. With over 150 product categories, including a range of proprietary manufactured products, DiversiTech serves over 4,500 customers looking for a one-stop-shop solution to consolidate their purchasing and streamline supply channels.

Permira will draw on its significant global experience in backing value-added manufacturing and distribution companies to help DiversiTech expand its product offerings and geographical footprint, both organically and through acquisition opportunities.

The transaction is subject to customary regulatory approvals and closing conditions and is expected to close in the second quarter of 2017.

LG Extends Warranties for Commercial, Residential, and Light Commercial Hvac Products

Alpharetta, GA – LG Electronics USA Air Conditioning Technologies announced today the extension of its limited liability warranty program to ten (10) year parts and ten (10) year compressor warranty on qualified systems, including the company’s award-winning variable refrigerant flow (VRF) systems and residential/light commercial single and multi-zone split product lines – effective this month.

In addition to the extended limited warranty, LG Excellence Contractors will now benefit from an additional two (2) year parts and two (2) years compressor warranty for qualifying residential/light commercial systems; extending their Standard Limited Liability Warranty to 12 years for the

parts and compressors.

With the announcement of the extended warranties comes the launch of a new online product registration platform. Designed to not only streamline registration for contractors, the online interface also now enables end-users to have direct access to register their eligible systems within 60 days of startup. In creating a more efficient registration process, LG will have better insight into product installations and gain valuable data for future product development.

For the complete eligibility requirements and additional information on the new LG warranties, customers can contact their local LG Sales Representative. Complete details are also available online at lg-vrf.com/warranty.aspx or lg-dfs.com/warranty.aspx.

Abraham and Pitt join Transtar AC Supply

Abraham named new CEO and Pitt is Regional Director

Stafford, Texas – Transtar A/C Supply, Inc. is proud to announce that it has named Bryan Abraham as the company’s Chief Executive Officer and Joshua Pitt as the company’s Regional Director.

Bryan and Joshua bring strong sales and customer service backgrounds along with vast amounts of experience in corporate development and structure. Both are unique in their ability to translate vision and strategy into world-class execution, bringing together branches and contractors to drive results that not only benefit the company, but also its customers and business partners. Both Bryan and Joshua possess the unique ability to inspire, energize, and connect with employees, partners, customers and fellow industry leaders.

Bryan holds a Bachelor of Business Administration in both Management and Finance from the University of Houston and a Juris




Doctorate from St. Mary’s University School of Law. Prior to joining Transtar, Bryan was employed at Woodforest National Bank as Vice President and Associate General Counsel. Joshua holds a Bachelor of Arts in Communication Studies from Sam Houston State University. Prior to joining Transtar, Joshua was employed at Woodforest National Bank as a Community Development Relationship Manager.

“Bryan and Joshua’s leadership abilities and strategic vision will be great additions to Transtar as we continue to cultivate the needs of our customers in each of the communities we serve,” said company Chairman and President Thomas Abraham. “Transtar is confident that with the addition of both Bryan and Joshua, Transtar is poised to move with the speed required to capitalize on the opportunities in front of us.”

For over 30 years, Transtar A/C Supply, Inc. has successfully become one of the leading wholesale distributors and exporters of air conditioning, heating and refrigeration equipment and parts in Texas. Transtar was started in a small single location in 1984. Since then, Transtar has grown to 8 convenient Houston area locations with over 160,000 square feet of warehouse facilities while stocking over \$4 million in inventory. Transtar is committed to earning customer loyalty by offering the highest level of customer service along with the best air conditioning, heating and refrigeration equipment, parts and supplies available. Transtar believes in building relationships with our customers and stands behind its motto of “we have the parts and equipment to do the job!”.





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Miller-Picking™ Returns

Johnson Controls re-introduces brand's legacy of authentic craftsmanship and trusted expertise

Milwaukee – Johnson Controls has relaunched the Miller-Picking™ brand of custom air-handling solutions with its legacy of craftsmanship and trusted expertise.

The goal of the original Miller-Picking brand was to target specialty size and capacity niches often overlooked by larger, more well-established heating, ventilation and air-conditioning companies. The company quickly built a reputation for industry-leading quality and advanced performance, selling its custom configurations to a variety of markets, including hospitals, schools, research facilities and manufacturing plants. Many of these units are still in use, a testament to the reliability and support that has long-characterized the brand.

Johnson Controls purchased Miller-Picking in 1992 and today supports the brand with world-class manufacturing processes and state-of-the-art testing facilities.

Miller-Picking is currently available in select markets. To learn more about Miller-Picking custom air handling units, visit www.miller-picking.com.



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Product News

Testo 2017 Refrigeration Spring Campaign

Sparta, NJ –Testo, Inc. announced their **2017 Refrigeration Spring Campaign**. This campaign builds upon the immense success of Testo's Smart Probe Refrigeration Kit and the 550 and 557 Smart Digital Manifolds which now come standard with Bluetooth. Users will see the benefits and importance of checking AC/R systems with the hoseless and wireless Smart Probe Refrigeration kit as well as a full system service offered by our Smart Digital Manifolds. Using the powerful Testo Apps installed on their iOS/Android phones and tablets, users can gather data such as automatic calculations of superheat and sub-cooling and send detailed reports directly from the app.

The **testo Smart Probe Refrigeration Kit** is a combination of four instruments that measure high-side and low-side

pressures and temperatures of A/C and refrigeration systems for quick system diagnosis with no refrigeration. All link simultaneously to the testo Smart Probe App.

The **testo 550 2-valve digital manifold**, equipped with two pipe clamp temperature probes, instantly displays superheat/sub-cool measurements for up to 60 refrigerants. Combined with the Bluetooth Refrigeration App, the 550 unlocks new possibilities for efficient analysis and documentation.

The **testo 557 4-valve digital manifold** comes with an external vacuum probe for faster and more reliable evacuations, Bluetooth App, two pipe clamp temperature probes for instantaneous superheat / sub-cooling readings, and a convenient service case.

More information can be found at www.testo.com/refrigeration

Venstar Achieves OpenADR 2.0b Certification for ColorTouch and Explorer Wi-Fi Programmable Thermostats

Displaying Thermostats at Emerging Technologies Summit April 19-21

Chatsworth, Calif. — Venstar® announced that it has achieved OpenADR 2.0b certification for its ColorTouch® and Explorer™ Wi-Fi®-enabled programmable thermostats from the OpenADR Alliance. Venstar displayed its OpenADR-enabled thermostats at the Emerging Technologies Summit, being held April 19–21, 2017, in Ontario, Calif.

"We are proud to have received OpenADR certification for our ColorTouch and Explorer thermostats. We are committed to helping both public utilities and our customers reduce energy usage and costs," said Steve Dushane, president and CEO of Venstar Inc.

OpenADR is an open global standard that enables electricity providers and system operators to automatically communicate Demand Response (DR) signals with each other and their customers using a common language over any existing IP-based

communications network. The OpenADR Alliance was created to standardize, automate and simplify DR to enable utilities to cost-effectively meet growing energy demand. DR programs help utilities maintain grid reliability and enable customers to realize significant value.

ColorTouch Touch Screen Thermostats With Wi-Fi Inside

Venstar offers four models of its ColorTouch programmable thermostats, two for commercial and two for residential use. All models have a multi-functional, simple-to-use touchscreen. The color touchscreen can be programmed to display a picture gallery of up to 100 files to be used as a slideshow.

ColorTouch residential Models T7850 and T7900 and commercial models T8850 and T8900 comply with OpenADR, enabling users to participate in utility-generated load shedding events as well as the ability to support the handling of specific signals from the utility provider. They also

comply with California Title 24's requirements, including Equipment Fault Detection Diagnostics (FDD).

Explorer Programmable, Wi-Fi Thermostats

Venstar offers seven models of its Explorer affordable, fully featured programmable thermostats: three commercial models, three residential models and one designed specifically for schools. Explorer thermostats feature large, easy-to-read displays with easy setup and controls. Explorer thermostats feature "Simple as You Want" operation. Select models also include the ability to control or monitor a second temperature sensor, control humidification/dehumidification and include Energy Watch functionality.

Explorer thermostats deliver a rich feature set that enables users to reduce energy costs with local or remote operation via the "Internet of Things" Wi-Fi, ZigBee and Z-Wave.

Explorer residential and

commercial models, when used with the optional Wi-Fi module, comply with OpenADR. This enables users to participate in utility-generated load shedding events as well as the ability to support the handling of specific signals from the utility provider. Explorer thermostats are compatible with virtually every type of commercial heating and air conditioning system.

Compatible With Skyport Cloud Services and Venstar's Free Skyport App

Wi-Fi-enabled ColorTouch and Explorer thermostats are compatible with Venstar's Skyport™ Cloud Services, which allow both commercial and residential users to use Venstar's free Skyport Mobile App on their Apple iOS® and Android™ mobile devices or directly from the Web to instantly access and control multiple thermostats at numerous locations.

For more information about Venstar's thermostats, please visit: www.venstar.com/thermostats/

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Titus VR Launches New Era of HVAC Training

Virtual reality platform serves as critical tool for engaging next generation of HVAC talent



Plano, TX – The ability to be two places at once used to be a science fiction fantasy. That fantasy is now reality with Titus VR, a groundbreaking technology that allows HVAC professionals, at the time and place of their choosing, to test how products and systems perform in simulated applications prior to installation. The result is a convenient and portable system that offers a more engaging, interactive and economical way to experience training.

Currently offering immersive experiences for chilled beam and underfloor modules, Titus VR enables users to see how products

and modules function in buildings without having to be onsite, reducing travel time and expenses. That feature, combined with Titus's unique training, also gives engineers a competitive advantage as they design and specify their projects.

Engineers aren't the only ones who reap the technology's benefits. Architects will also find Titus VR valuable because they can see how equipment looks prior to installation, while contractors can further visualize the installation process.

Titus VR, which can be used in any application including education, medical and office spaces, represents

a continuation of the training innovation industry professionals have come to expect from Titus. The company was one of the first to do onsite training, develop an augmented reality mobile app and incorporate 3D walls into training.

Titus plans to roll out headsets for wider use at spring and fall open houses as well as customer appreciation events. Those interested in Titus VR should contact their local reps about bringing it onsite.

For more information on Titus VR and other Titus services and products, please visit titus-hvac.com.

Habitat for Humanity and RGF Environmental Group, Inc. Announce “Halos for Homes” Partnership



Ron Fink President and CEO of RGF and Bernie Godek CEO of Habitat

Riviera Beach FL—Habitat for Humanity (HH) and RGF Environmental Group Inc. (RGF) announced that they will cooperate on a strategic partnership to raise funds for building Habitat homes. Through the *Halos for Homes* partnership, RGF will donate a portion of sales from their most popular IAQ products, the REME HALO® In-Duct Air Purifier, BLU QR® UV stick light, Quad-DM® Ion Generator for In-Duct HVAC units and the Quad-MS® Ion Generator for Mini Split units from April 1st through December 1st, 2017. Habitat

for Humanity of Palm Beach County will receive a portion of the proceeds for each of these units sold. In addition, RGF will donate one REME HALO® to each newly constructed Habitat for Humanity partner home completed in Palm Beach County, Florida during the 8-month campaign. To engage their employees in this partnership RGF will participate in a Team Build during which 20 employees will volunteer on a Habitat Home build site benefiting a qualified, deserving family.

“RGF is partnering with Habitat for Humanity

because we believe that a safe, stable home complete with the best possible indoor air quality should be accessible to all,” stated Ron Fink, RGF's President/CEO.

“Habitat for Humanity is honored to be partnering with RGF Environmental and appreciate the very generous support they have pledged to our organization, and especially to our homeowners, as we work together to provide them with the healthiest and most environmentally friendly home possible,” said Bernie Godek, CEO, Habitat for Humanity.



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Morrison Supply Customer Appreciation Days

Events include Comfortmaker Product Showcase Rig, Hunting Simulator, Lunch and Vendor Fair.

Pictures below were from Kerrville, San Antonio, New Braunfels and Austin branches

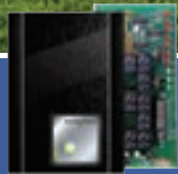


More photos on page B5.

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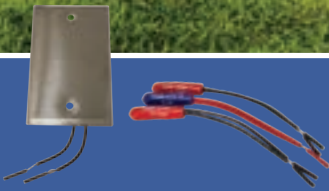
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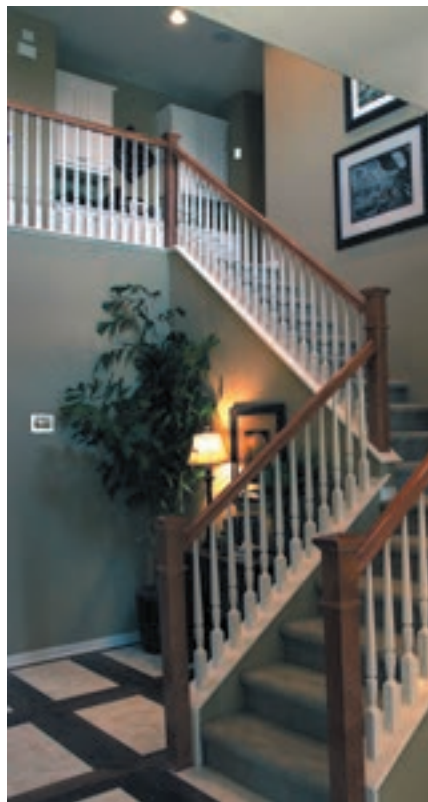
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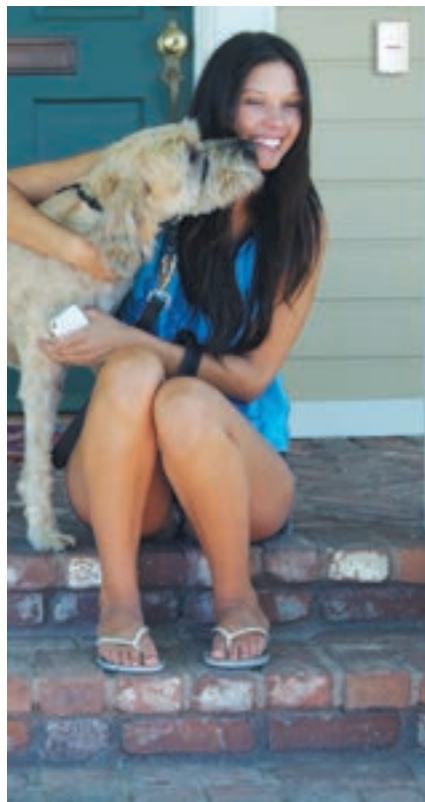
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Morrison Supply hosted some of their Dealers at NASCAR in Fort Worth



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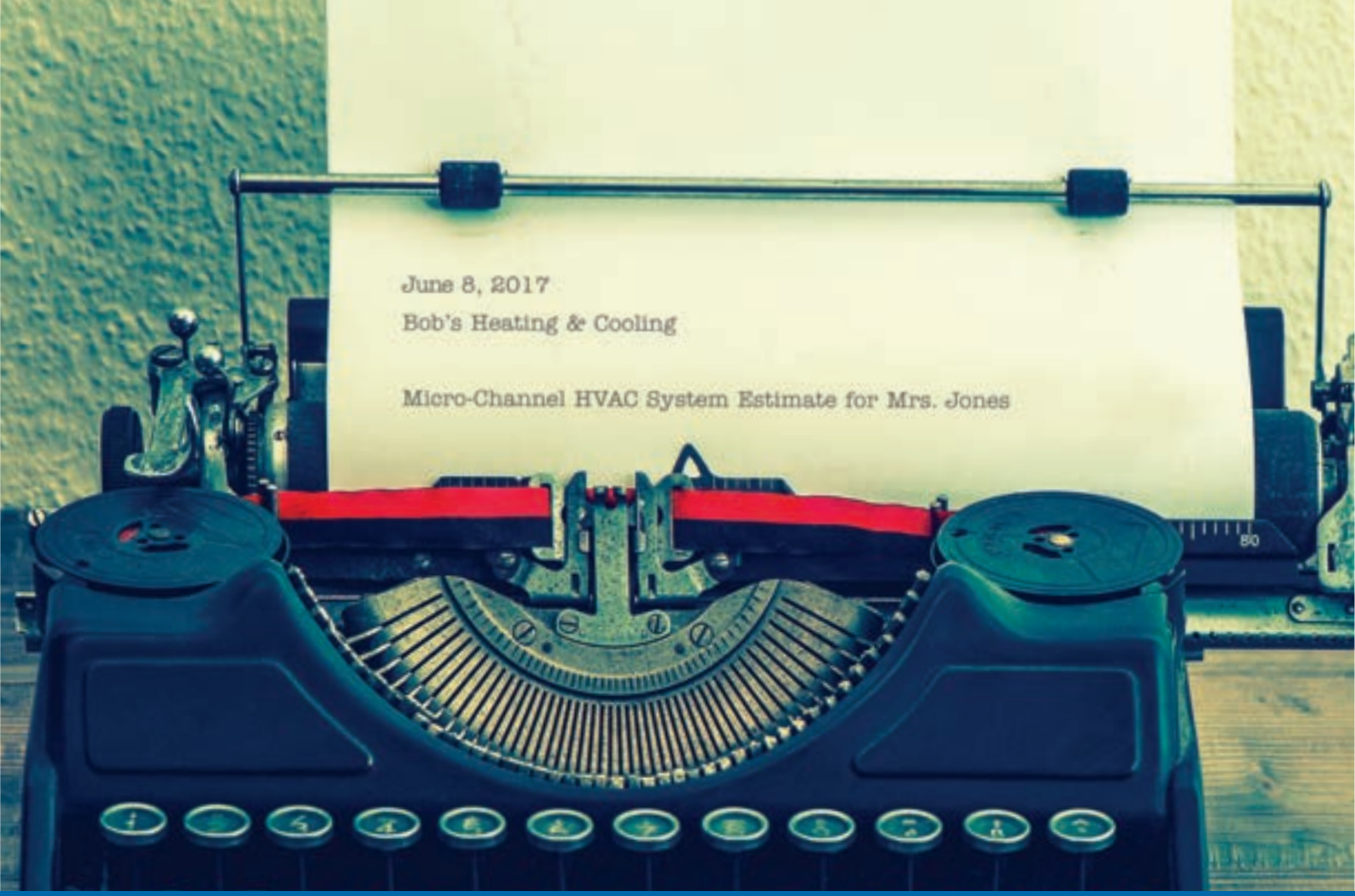
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Congressman McCaul Sees U.S. Manufacturing Thriving on Tour of Daikin Texas Technology Park

Houston – One of the nation's newest, large-scale manufacturing assets, Daikin Texas Technology Park, got a visit from U.S. Congressman Michael McCaul recently, who toured the sprawling campus near northwest Houston and visited with some of the more than 3,000 people now working there.

McCaul, who represents Texas' 10th District, met with Takeshi Ebisu, CEO and president of Goodman Global, Inc., a member of Daikin Industries, Ltd. (DIL). Goodman has been manufacturing Goodman[Symbol] brand heating, ventilation and air conditioning (HVAC) systems in Houston for 42 years.



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Carrier Announces 2017 Hall of Fame Inductees Congrats to our FANTASTIC TACCA MEMBERS! The Freunds of Comfort-Air Engineering and Larry Everett, Colony Air Conditioning

Carrier recently announced the latest dealers to be inducted into its prestigious Dealer Hall of Fame at the 2017 Carrier Factory Authorized Dealer National Meeting in New Orleans. Established to recognize dealers who adhere to the highest standards in customer service and loyalty to the Carrier brand, this award celebrates years of outstanding work in the heating, ventilating and air-conditioning (HVAC) industry, as well as in their communities. 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 dealers like our Hall of Fame honorees, and this year's winners in particular, exemplify the dedication of a lifetime of service and contributions to the industry, their employees, their customers and the community," said Chris Nelson, president, North America HVAC Systems & Service. "We are proud to demonstrate our appreciation for their loyalty to Carrier by inducting them into our Hall of Fame."

Carrier annually inducts select industry-leading contractors to its Dealer Hall of Fame. Nominees must be Carrier Factory Authorized Dealers and have a minimum of 20 years associated with Carrier as their primary brand.

John and Robert Freund – Comfort-Air Engineering, Inc.

John and Robert Freund grew up in Austin, Texas and graduated from Austin High School in the late 1940s. Upon graduation, the brothers went on to the University of Texas, where they each received a bachelor of science in mechanical engineering in 1953 and 1957, respectively.

In 1964, the Freund brothers decided to go into business for themselves as Carrier dealers in San Antonio and founded Comfort-Air Engineering, Inc. Beginning with just three employees, the company worked tirelessly to serve their customers and grow their business to over \$7.1 million annually.

Larry Everett – Colony Air Conditioning and Heating

Everett has been a part of the HVAC industry for as long as he can remember. His father was in the air conditioning business and in the 1960s, when Everett was just a boy, he would go on service calls with his dad. In 1977, Everett moved to The Colony, a newly-constructed residential community near Frisco, Texas, and decided to open a small service business, run out of his home, where he called on residential customers in The Colony, Frisco and surrounding areas.

Everett is active in both professional and community organizations and is a member of the ACCA Hall of Fame. He has also earned the "Best of Business" Award from Frisco STYLE Publications and the "Readers Choice" Award from Star Local Media.

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The Texas Air Conditioning Contractors Association has terrific benefits for our members. From insurance offers to buying programs, FREE continuing education to HR solutions, TACCA is striving to put more money back into YOUR pocket. Contact us at 800.998.4822 or services@tacca.org to find out how you can take advantage of all that TACCA has to offer.

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May 13 - San Antonio

May 18 - Lubbock

May 20 - Houston

License Prep:

May 6/7 - Austin

May 19/20 - Red Oak (DFW area)

June 24/25 - San Antonio

Visit www.tacca.org to register!

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Mission: Our mission is to promote quality and professionalism, help our members become more profitable, and enhance the HVAC/R industry's image with the consumer.

TACCA focuses on providing information, benefits, education and legislative representation to our members.

Visit us at www.tacca.org, or call 800.998.HVAC (4822) to become one of the more than 4500 contractors across Texas who receive our information.

A circular graphic with a background of water splashes on the left and flames on the right, separated by a central vertical line. Inside the circle, the TACCA logo is at the top, followed by the text 'Fishing Tourney', 'Put it on your schedule', 'July 21st 2017', '(Friday)', and 'TopWater Grill, Galveston Texas'. A small photo of three people is at the bottom right of the circle.

TACCA
Texas Air Conditioning Contractors Association
GREATER HOUSTON

Fishing Tourney
Put it on your schedule
July 21st 2017
(Friday)
TopWater Grill, Galveston Texas

A graphic with a blue and white textured background. It features the text 'Save the Date!' in a script font, a central 'SUMMER Gala' logo with 'SUMMER' in a banner and 'Gala' in a large serif font, and 'August 15, 2017' in a script font.

Save the Date!

SUMMER
Gala

August 15, 2017

TACCA Greater Houston Annual Sporting Clay Shoot

Well attended event was held at the American Shooting Center on April 21



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Team Attic Breeze



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EDUCATION / CALENDAR OF EVENTS

Insco's May Training and Events Schedule

Insco Distributing, Inc. offers some of the best training available in the HVAC/R industry. With over 100 years of experience, we provide hands-on and classroom training at 8 facilities in Texas and Oklahoma. Most courses offer CE credits and our goal is to provide the needed skills and expertise to help our customers thrive in this evolving and competitive industry. Visit: inscohvac.com to see the complete schedule of spring semester classes.

El Paso

Wednesday, May 10th – System Evacuation for the HVAC Pro from 8am – 12pm located at 11500 Rojas Drive Suites A and C El Paso, TX 79936! Only \$80

Houston

Wednesday, May 3rd – Microchannel Coils from 8:30am – 12:30pm located at 10460 S. Sam Houston Pkwy W. Houston, Texas 77071

Thursday, May 11th – York Commercial Controls SSE from 8:30am – 5pm located at 14820 North Freeway Ste 500 Houston, TX 77090! Only \$100

Oklahoma City

Thursday, May 4th – Ruud 80% Gas Furnaces from 8am – 12pm located at 3407 E Reno Oklahoma City, OK 73117! Only \$80

Thursday, May 25th – Ruud Inverter Technology Certification from 8am – 12pm located at 3407 E Reno Oklahoma City, OK 73117! Only \$80

San Antonio

Wednesday, May 3rd & Thursday, May 4th – Mitsubishi M & P Series 2 Day Service Course from 8am – 5pm located at 2403 Freedom Drive San Antonio, TX 78217! Only \$200

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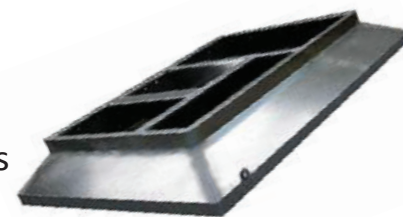
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The spotlight



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NEWS

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ASHRAE and IOR Strengthen Partnership with Signing of New MoU Agreement

Atlanta – ASHRAE and the Institute of Refrigeration (IOR) have signed a new Memorandum of Understanding (MoU) formalizing the organizations' relationship, which dates back more than a century.

The new MoU outlines how the two groups will work together more closely and with more defined parameters

to continue furthering and promoting the advancements of cooling and heating related technologies. These include but are not limited to research; joint conferences and meetings; training and education programs; publication distribution and chapter collaboration.

"Strengthening our relationship with IOR is a natural and obvious decision. Both organizations are committed to harnessing and adapting new technologies and research to create a future where the built environment is healthier, more comfortable and more energy efficient," says ASHRAE President Tim Wentz, Fellow ASHRAE, HBDP. "The strides our organizations are making to produce a more sustainable world are exciting, and both ASHRAE and IOR are well poised to support each other's objectives immediately and moving into the future. We are pleased to formalize our relationship with this MoU and look forward to continuing a long association with IOR."

As part of the agreement, ASHRAE and IOU will explore ways to make technical information more accessible to both memberships. The MoU additionally places special focus on continuing to build and strengthen the organizations' global networks. As ASHRAE and IOR continue growing their memberships internationally, the possibility of joint events would benefit both groups. Co-hosting a conference or meeting would directly support global collaboration that could help further the impact ASHRAE and IOR have on the industries they serve.

"I am proud that we have refreshed the IOR and ASHRAE long-standing relationship through the signing of a new MoU, approved recently by both of our boards," says IOR President Stephen Gill. "This will underpin future collaborative work for both organizations. ASHRAE and IOR already share much of common interest in that both organizations represent a network of dedicated individuals who have a strong commitment to the advancement of our industry. We look forward to continuing to work closely together in the future, particularly in areas such as improving education and skills, disseminating technical publications and encouragement of improved standards – especially in refrigeration, air conditioning and heat pump areas of expertise."

The MoU was signed by Tim Wentz and Stephen Gill as part of the CIBSE ASHRAE Technical Symposium 2017 at Loughborough University on April 6.

NEBB Donates \$10,000 to ASHRAE Research



Orlando, Fla. – NEBB donated \$10,000 to ASHRAE research during its Annual Conference, held April March 31-April 1 in Orlando, Fla. For 17 years, NEBB has been a member of the ASHRAE Golden Circle, a group of contributors who provide significant financial leadership to ASHRAE at the \$10,000 and higher level.

NEBB President Jim Kelleher presented the donation to Patricia Graef, PE, ASHRAE Vice President, during the closing session of the NEBB conference. "NEBB's golf tournament sponsors provide the support to make this donation possible," said NEBB president Jim Kelleher. "We are proud to support ASHRAE's unique technical research program."

Through its research and other initiatives, ASHRAE is recognized as the leading international authority and source of technical and educational information, standards and guides on the interaction between people and the indoor and outdoor environment as it pertains to the operation of HVAC&R systems in buildings and other applications. ASHRAE Golden Circle investors contribute more than 10 percent of the total amount of funds collected for the society's research initiatives.

NEBB is the premier international association of certified firms, professionals and technicians that perform building enclosure testing, building systems commissioning, building systems retro-commissioning, fume hood testing, sound and vibration measurement, cleanroom certification, and testing, adjusting and balancing of environmental systems. NEBB is a leading source of industry information through its standards, procedures, publications, specifications, text books, study courses and newsletters. Additional information on NEBB is available at www.nebb.org.

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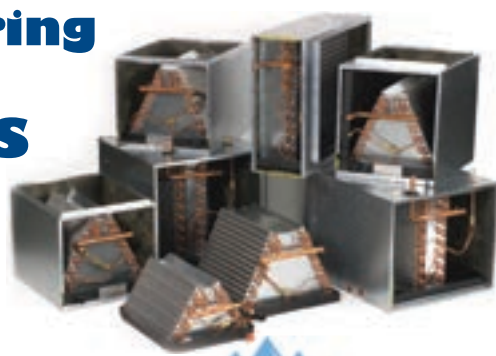
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It's On My Heart: How One Employee Can Make a Difference!

So I am in the middle of a trip to California, where you have to book a hotel 3 miles from your meeting, or risk being stuck in traffic for a day. So on this trip my hotel of choice (Hilton, is it ok to say that?) was booked, so I stayed at another local California chain. 1.2 miles from my meeting. The local California chain failed to impress. First, they had no hair conditioner. I have been traveling for almost 20 years, used to carry all the toiletries with me. Don't any more since Hilton and all their brands have all that.

The front desk tried to sell me on the idea that the shampoo had conditioner in it, I don't buy that. When I asked for a packet of toothpaste, the front desk pointed me

to the little room that had stuff for sale where I could buy a small tube for \$2.69, it was a little frustrating. So I had an idea, go to the Hampton Inn next door. Enter Evelyn Moreno, the person on the front desk at that hotel.

She had a cheery greeting when I walked thru the door. I was candid, told her my tale of conditioner and toothpaste, and that I was not staying at her hotel, and asked if there was any way I could even buy some conditioner. She said no, then asked me what hotel does not have those items for their guest at no charge? She proceeded to load me up with 3 containers of each. At no charge. She made my evening. She made my evening even when I was staying next

door at a competitor's hotel.

You may say, you are obsessing over a couple of real small details. Correct, except these items are the sort of things we take for granted, like on time arrival and well stocked trucks in our industry. Someone has taken the time to train the Hampton team to help the weary traveler when they have a need. Even if they are not staying at their hotel! Either that or they hire well, picking people who can make things happen even if outside the written policy, the rule book! I believe it is both, good people trained well.

Chris Hunter is a friend and owner of Hunter Heat and Air in Oklahoma. He has equipped his techs to go the extra mile to make customers

smile. On his Face Book page he has a testimony of a customer who had a problem with their heating system. The owner tells his wife to call a company, looks out the door and there is a Hunter van in their drive! The tech had gotten an incorrect address, was supposed to be across the street. The owner asked if he could check out his system when he finished with the neighbor. The Hunter "Supertech" (as Chris fondly calls his team members) said he would be glad to. He asked him what the problem was, found a breaker had tripped, reset it, and was good to go. Yes, the owner had the breaker replaced the next day, it was weak. I am confident that some companies would have the homeowner call the office, set up a call, to get that diagnostic charge and all. What Hunter did was help a customer who had a problem, and ended up replacing their system a few months later when it did die.

Chris is a great example of a guy who enables his team to do what makes sense at all times, he hires good and trains well. Just as we all should. Let your team do what they need to do, even when the situation is not in the playbook, when they have to think quickly, handle the unusual opportunity. That is when the training and encouragement and motivation all come together, to give that customer an experience they will write about in a positive way. I just did!

Thanks for listening, we'll talk later.



Jim Hinshaw

Upon graduating from the University of Missouri at Rolla, Hinshaw started his career in the air conditioning industry. Hinshaw's background includes positions as a manufacturer's rep, President of one of the oldest and largest air conditioning companies in Arizona, residential start-up specialist for the Carrier Corporation, and an officer in a Carrier owned service agency.

Hinshaw can be reached at 602-369-8097, or via email at jimhinshaw@siptraining.com.

And now as an AUTHOR: "For those who might be interested, he has a collection of writings from the last 10 years. Stories of how one person can ruin a relationship with a customer; and how one can repair it! Stories of the loss of service in America, and how you can improve customer service today. Go to the following link for full details on how to make this collection yours!"

For more information please contact him at Sales Improvement Professionals, Inc., 1281 E. Magnolia, #D-145, Fort Collins, CO 80524; Office Pho: 970-635-5675; Cell Pho: 602-369-8097, or visit www.siptraining.com; or on Facebook: Sales Improvement Professionals, Inc

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