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DECEMBER 2017 Serving the HVACR and Plumbing Industries Established in 1986 Vol. 31, No 12

Century A/C Supply and Ruud Donate Equipment to Lone Star College



Pictures and story on page 9.

Coastal HVAC Supply **Appreciation Dinner**



Pictures on page 21.

Insco Distributing Dealer Meeting in San Antonio



Pictures on page B2.

P.O. Box 311776 New Braunfels, TX 78131-1776 Check here if your address has returnaddressabove.Oryoumay CHANGE SERVICE REQUEST Air Conditioning Today, Inc.

AHRI Announces New Officers, Presents Awards



Dave LaGrand receives Distinguished Service Award from 2017 AHRI Chairman Chris Drew

Arlington, Va. - The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) held its Annual Meeting November 12-14 in Miami, Fla., during which it elected its new officers and presented awards to industry leaders.

"We are honored to recognize very deserving individuals and also to welcome these innovative leaders," said AHRI President and CEO Stephen Yurek. "We are very

grateful to them for their service to AHRI and the HVACR and water heating industry."

AHRI's new Chairman is Chris Peel, President and COO of Atlantabased Rheem Manufacturing, a manufacturer residential and commercial water heaters and boilers, heating, ventilating, and air conditioning equipment.

SEE AHRI PG.2

2018 TACCA Greater Houston **Board of Directors**



2018 TACCA GH Board of Directors, President Bob Elolf, Scott Thompson, Kerry Mohammadian, Richard Mogridge, Merle Aaron and Chad Fancher

Coburn Supply NASCAR Weekend at Texas Motor Speedway



More pictures on page 23.

Solar Supply and Luxaire Donate Equipment in Waco TX



Luxaire and Solar Supply teamed up with TV show Fixer Upper to donate a 3.5 ton Luxaire heat pump unit to a family in need. Chip and Jo Gaines along with the Tim Tebow foundation and local contractor Jim Chapin with

Precision Mechanical all made the effort to help a single mother caring for 2 handicap teens in Waco, Texas. Spearheaded by Magnolia Homes, the home was renovated for the Copp family to help accommodate their special needs.

TACCA Greater Austin Clay Shoot



Pictures on page B6.

TACCA Greater San Antonio Fishing Tournament



Pictures on page B8.

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AHRI con't.

The officers and Executive Committee are as follows: *Vice Chairman:* Dave Regnery, Executive Vice President Climate & Industrial Segments, Ingersoll Rand

Vice Chairman: Bill Steel, President and CEO, Bard Manufacturing

Treasurer: Ron Duncan, President, Magic Aire Immediate Past Chairman: Chris Drew, Executive Vice President, Burnham Holdings

Executive Committee:

Dennis Appel, EVP-Heat Transfer Solutions, Modine Gary Bedard, EVP, President, and COO Worldwide Refrigeration, Lennox

Jason Bingham, President, Residential HVAC and Supply, Ingersoll Rand

R. Bruce Carnevale, President & COO, Bradford White Corporation

Jim Dagley, President, Heating and Water Solutions, Watts John Galyen, President North America, Danfoss

Chris LaPietra, Business Leader Stationary Refrigerants, Honeywell

Doug Murdock, President and COO, Tecumseh

Chris Nelson, President North America HVAC Systems and Service, Carrier

Earle Pfefferkorn, President, Cleaver-Brooks

Rod Rushing, VP & President Building Solutions NA, Johnson Controls

Brent Schroeder, Group President Heating and Air Conditioning, Emerson

Michael Schwartz, CEO Daikin Applied Americas, Daikin Kevin Wheeler, President and COO, A.O. Smith

TODAY Air Conditioning ODAY

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Texas, Louisiana, Oklahoma, New Mexico and Arkansas The Richard C. Schulze Award is given for distinguished service and commitment to AHRI and the industry's goals and objectives. AHRI congratulates:

Joe Boros, Engineering Manager, Product Development

Janine Brady, Program Manager Certification, AHRI
Eugene (Gus) Faris, Vice President Engineering, Nailor

Nicholas (Nick) Giuffre, President & CEO, Bradford White Rob Uselton, Engineer, Lennox Industries

Jim VerShaw, Chief Engineer Residential HVAC, Ingersoll Rand

In 2017, AHRI honored two individuals with Distinguished Service Awards, AHRI's highest honor, which recognizes individuals who are leaders in the industry and who have made significant contributions throughout their careers. AHRI honored Dave LaGrand, retired from Nortek Global HVAC, and Tom Watson, retired from Daikin Applied.

AHRI presented its Public Service Award to John Ehlen, Senior Account Executive at Penton Media.

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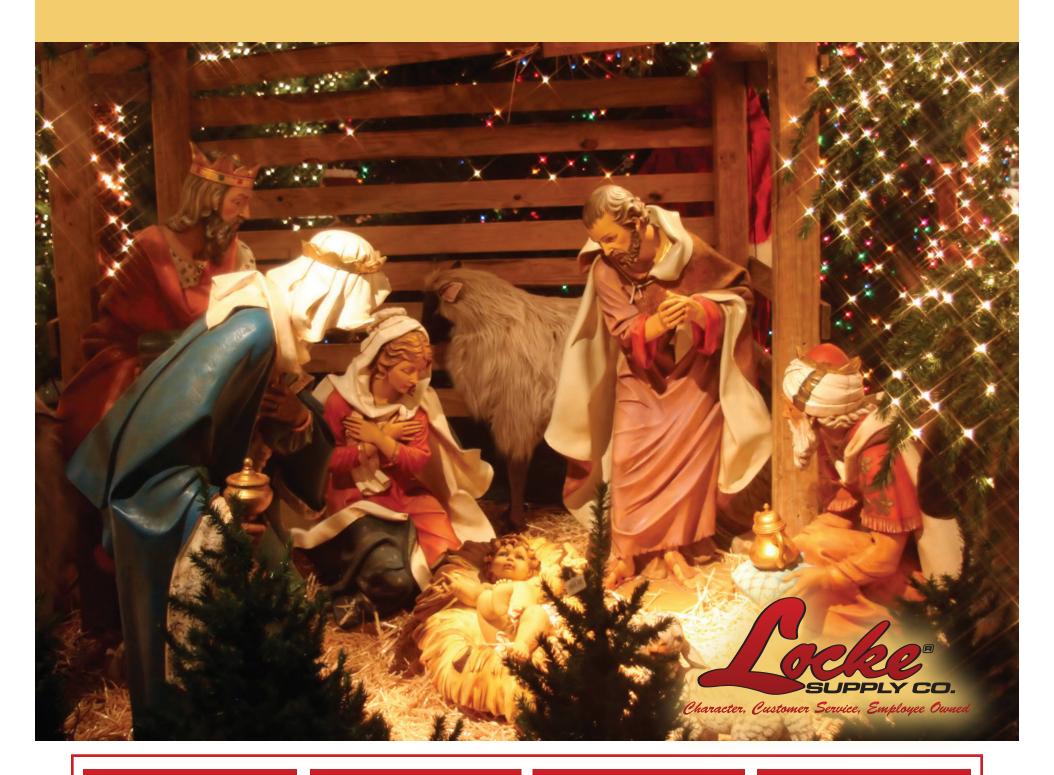
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Talk Like a Marketing Pro with Simple Google Analytics Buzzwords

Marketing is filled with so many buzzwords that it sometimes seems like an entirely different language. And even when you know what the terms mean, it is often hard to figure out what to do with the information. The definitions of terms and phrases you find in your Google Analytics dashboard will help you discuss your website like a pro. But it is not enough to know the words, you need to use the data to build action plans.

Use Google Analytics to Measure Marketing Effectiveness

Is your marketing working? Are people responding to your social posts, email alerts, and advertising? The traffic metrics will help you figure that out.

Channels – These are the different sources of website traffic. They include: organic, direct, paid, social, referral and email. There is no perfect mix or right percentage. Instead, your objective should be to improve each over time.

Direct Traffic – This occurs when someone is familiar with your brand and comes to your website by typing your web address or URL into their browser. Companies with high brand awareness or a large customer base are likely to

see a high percentage of direct traffic. Also, membership organizations or schools where community members are likely to return again and again will see high direct traffic.

Increasing direct traffic will require you to build interest in your brand in the real world. Traditional advertising like radio, billboards or direct mail help familiarize prospective customers with your company. Go to networking events, hand out your business card or mail a brochure which includes a link to your website to drive people to look for you specifically when they hop on line

Email Traffic – This is not traffic which comes from a link in a personal email. That is actually counted as part of direct traffic. This is the traffic which comes from your email newsletter. If you want to grow this traffic you need to grow your email list. Create systems in your operations to always ask for an email address, and add information to your website to encourage people to sign up.

Organic search – This is traffic which comes to your website as a result of someone searching on Google, or less likely Yahoo or Bing for a product or a service. If a significant portion of your traffic is organic it is a good indication

that your site is ranking well for relevant key words.

Organic traffic occurs when Google identifies content on your website as relevant for people looking for information. If you want more traffic, you need more content. The best content is not redundant but covers a wide range of related topics

Social referrals – This is a count of all the sessions which come from social networks. To increase social traffic you need to be active and interesting on each platform, sharing a mix of content including links to your site. And when you do share your links, don't just say "New Post." Tell the reader what they will learn if they click through.

Paid Traffic – This is traffic which comes as a result of a Google AdWords campaign. I always suggest working with all the other traffic sources first and then use the information to create effective ad campaigns.

Referral traffic – This is traffic which comes to your website from another website. While search engines don't value links as highly as they once did in establishing your authority, a referral from another high-quality site still brings traffic.

Use Google Analytics to Improve Your User Experience

More than just telling you how people find your website, your Google Analytics can help you understand what people are interested in and how they enjoyed their visit to your website.

Bounce – This is a visit to your site with only one page viewed. This number is often expressed as a percentage referred to as the Bounce Rate. While many people worry about a high bounce rate, it isn't always a bad thing. When it comes to your Bounce Rate a closer look is required:

- If you have a fast loading site with key information on a landing page that may allow people to find what they need right away.
- If people come to your website primarily to find a single piece of information such as the phone number or hours of operation.
- A single blog post which drives a lot of traffic but is unrelated to other elements on your website will also cause a high bounce rate.

The bottom line, high bounce rate by itself is not a cause for concern.

SEE BUZZWORDS PG.6



Lorraine Ball

After spending too many years in Corporate America in companies like Lennox, Carrier and Conseco, 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.

For more about web design, content marketing and social media services go to www.roundpeg.biz.





Product News

Quantech™ expands line of QTC3 Air-Cooled Scroll Chillers up to 225 tons

Quantech has expanded its QTC3 line of Air-Cooled Scroll Chillers up to 225 tons. The extended capacity of the QTC3 offers a more cost competitive solution to 225-ton opportunities without sacrificing size, quality and efficiency.

The QTC3 (55-225 tons) offers full-load and part-load efficiencies that meet or exceed ASHRAE standards. Made to order options now include variable speed drive (VSD) condenser fans to further enhance part load efficiency and sound, as well as, integral pump packages to offer a single purchase, shipment, and install solution. The scroll compressors are proven reliable and the units are equipped with two independent circuits for partial redundancy. They also feature a brazed plate

heat exchanger, microchannel condenser and native building automation system (BAS) communications, including BACnet®, Modbus and N2.

The QTC3 225-ton air-cooled scroll chillers are in production and will be part of the stocked chiller offering April 2018. Quantech stocked air-cooled chillers are delivered in 2-5 days upon purchase.

Quantech products are manufactured as part of the Johnson Controls portfolio of brands.

For more information please visit: Quantech-hvac.com.



BUZZWORDS, cont.

Page views – A page view is recorded every time a page is viewed. When a visitor hits the back button, a page view is recorded. When a visitor refreshes their browser window, a page view is recorded. Every time a page is opened in the browser, regardless of whether it has been cached, a page view is recorded.

Your objective should be to increase the number of pages viewed per session. Do this by making it easy to move from page to page, with links to relevant content and a clear next step.

Entrances/Entry
Page/Landing Page —
These terms are often used interchangeably. They refer to the first stop on a visitor's journey. Landing pages promoted on social media and in email marketing or on paid search will often be highly ranked. These pages are good indicators of what your customers are looking

for. While Google no longer shares detailed information on what keywords people use to find your site, it is easy to guess the topics based on the popularity of particular pages.

When you see one page coming up on your most popular lists, again and again, it should always prompt you to consider adding more content on that topic.

Exit Point – This is the last page viewed by a website visitor. There are natural exit pages, such as "Contact Us." But if people seem to be "getting off your train" at the same location regularly, look for ways to improve the page. Review the layout and the content. Add a clear next step such as a link to more information or a conversion form. If the page has less than 500 words, add more information with headlines and sub heads for easy scanning.

Conversion – When a visitor completes an action such as filling out a form, subscribing to a list, buying an item or perhaps watching a video this is considered a conversion. This is one of the primary purposes of your website so pay attention to conversion and add more opportunities for conversion.

If a blog post or page continues to attract visitors long after you have stopped promoting it there is a good chance it has been well ranked for a key term. Don't let that traffic go to waste. Give visitors a clear next step with a conversion element on the page. Downloads, special offers, newsletter sign ups all encourage the visitor to stay longer or take the next step in their buying process.

All of Google Analytics Comes Down to Your Keyword

In search engine optimization, the particular word or phrase that describes the contents of a web page is the keyword. Defining keywords to summarize the content of a page helps search engines match pages with searches. Choosing the right keywords and using them correctly is an entire blog topic all to itself. The simplest suggestion is to think like your customers and use their words to describe your products and services.

Look for shifts over

It is easy to get lost for hours studying your Google Analytics. Instead, select a few key metrics and look for shifts over time. Set specific goals and objectives, create action plans to achieve the goals and use Google Analytics to hold you accountable to those goals.



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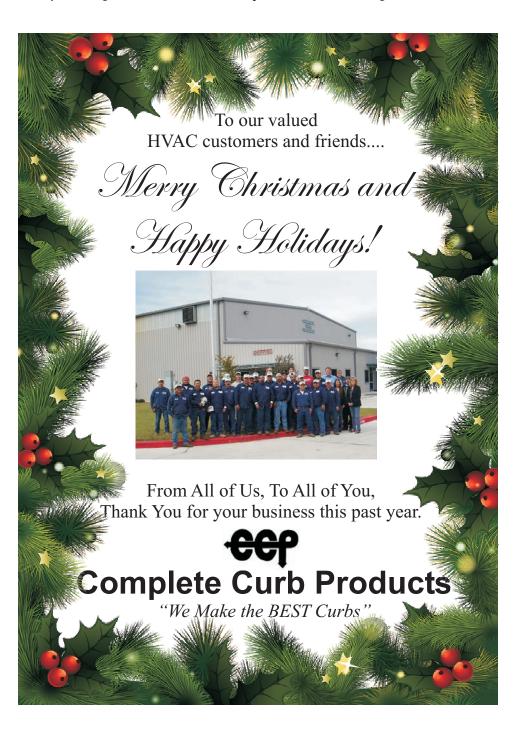
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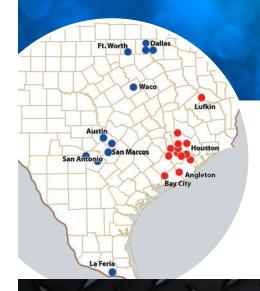








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Century A/C Supply and Ruud Donate Equipment to Lone Star College's HVAC Lab



Gary Lewis and Ross Schumann with RUUD, LSC CEO Stephen Head, LSC President Gerald Napoles, Jess Mattox, Patrick Brothers and Ken Schreiber with Century AC Supply

Morgan with Century AC Supply



Gary Lewis with RUUD, Ken Schreiber with Century, Ross Schumann with RUUD, Renata Morgan, Jess Mattox and Patrick Brothers with Century, Ahmed Gaber with LSC



George Wentzel with LSC, Patrick Brothers with Century, Ross Schumann with RUUD, Ken Schreiber and Jess Mattox with Century and Gary Lewis with RUUD



Lone Star College chancellor Stephen C Head addresses the ribbon cutting ceremony crowd



The learning lab stocked with RUUD AC units

Houston, TX - Representatives from Century A/C Supply and Ruud were recently invited to participate in the ribbon-cutting ceremony for the new state-of-the-art Construction and Skilled Trades Technology Center at Lone Star College's North Harris campus. The 50,000 square-foot facility, which first opened its doors to 800 students for the Fall 2017 semester, includes several residential and commercial HVAC training labs that allow students entering the heating, ventilation, and air conditioning (HVAC) industry to gain the hands-on experience they will need to be successful in their careers.

Better known as the distributor of Ruud air conditioning and heating equipment in the Houston area, Century A/C Supply teamed up with Ruud to donate all of the systems for the school's Commercial, Residential, and Advanced Controls and Electrical labs. "This industry is facing a shortage of qualified technicians, with more than 20% growth expected in the next 5 years", said President Rick Luke. "These jobs cannot be outsourced so we want to support the students and programs that are creating tomorrow's workforce and addressing skilled labor shortages in our industry". Ken Schreiber, Vice President of Operations at Century A/C, added "A student pursuing this field can enter the workforce much sooner than those who pursue a degree from a traditional four-year institution and will have promising job opportunities along with a great starting salary with little-to-no student debt".

Students enrolled at the Construction and Skilled Trades Technology Center earn an associate's degree and can enroll in certificate programs to get a jump start on jobs in pipefitting, welding, or heating, ventilation and air conditioning (HVAC), among other trades.



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Taco Family of Companies Acquires Taconova

Cranston, RI — Taco Family of Companies has acquired the Taconova Group, a leader in innovative hydronic solutions for heating, plumbing, and solar energy applications in residential and commercial buildings.

Headquartered in Zurich, Switzerland, Taconova has more than 55 years of experience in creating intelligent building technology solutions. The company offers a broad range of hydronic applications, including hydronic balancing, underfloor heating, distribution technology, system technology and valves. John Hazen White, Sr., second-generation owner

of Taco, started Taconova in 1961 as a European trading company for Taco, Inc. of Cranston, Rhode Island before selling it to the Guinness Group in 1980.

"We are thrilled to be welcoming Taconova back into the Taco Family," said John Hazen White, Jr., Taco Family of Companies Owner & Executive Chairman of the Board. "The reputation of the Taconova brand will help further strengthen our presence in Europe, which began in 2015 with the acquisition of Askoll Sei, a world-class manufacturer of high-efficiency pumps located in Sandrigo, Italy."

"In addition to providing

a strong brand, Taconova will give us access to northern European markets, broaden our product offering in the whole of Europe to include valves and systems, add a competence center for engineering expertise, and provide additional manufacturing capability to support future growth," said

Wil VandeWiel, CEO of Taco Family of Companies.

"Being part of the Taco Family again is very exciting for everyone at Taconova," said Ralph Seewald, CEO of Taconova. "Our shared brand values of simplified technology, high-efficiency solutions that save customer resources, and class-leading customer support make this a great fit. Taco Comfort Solutions' expertise in engineering, manufacturing, and automation, combined with their international distribution channels, will fuel the growth of Taconova into new markets and geographies," added Seewald.

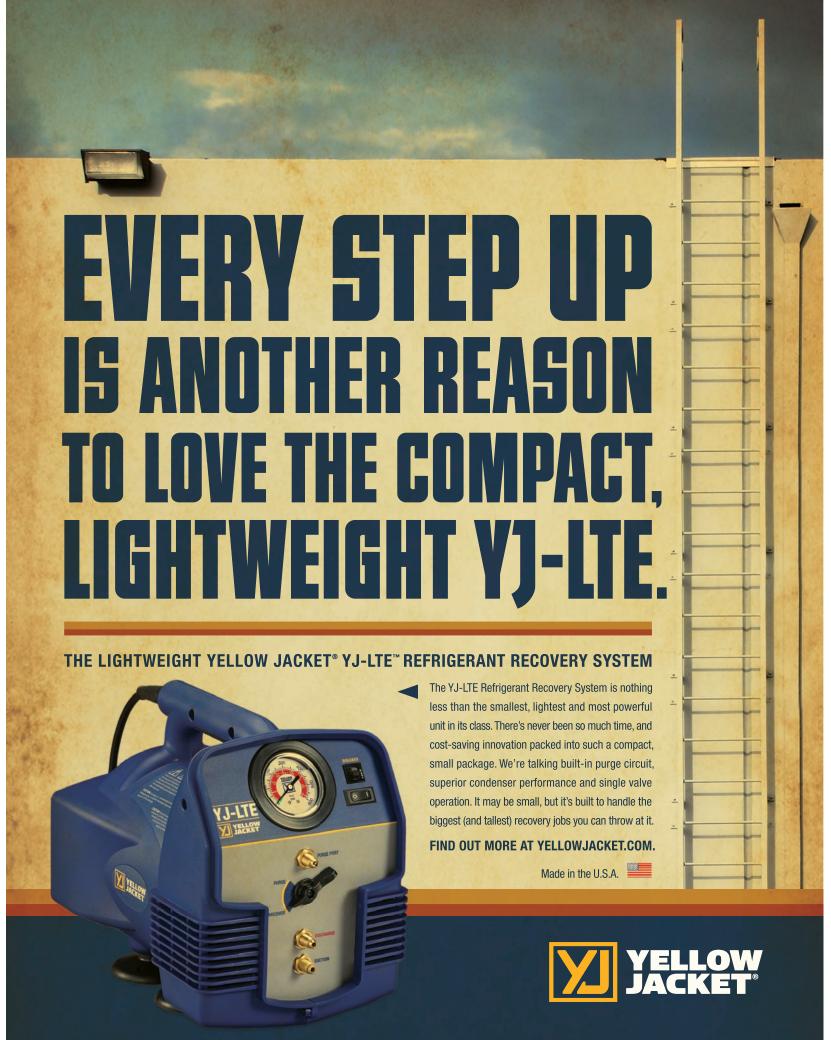
Taco Family of Companies, a thirdgeneration, family-owned multinational company based in Cranston, RI, engineers and manufactures high-efficiency indoor heating, cooling, and air quality comfort systems. The company has sales and manufacturing locations in the United States, Canada, Italy, the Netherlands, Vietnam, China, South Korea, and Hong Kong.



Johnstone Supply announced the grand opening of thier new store location in DeSoto, TX. To celebrate, they had a Grand Opening party on November 15th. There were prizes, giveaways,

at 9050 Autobahn Dr. #100, Dallas, TX 75237







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- ► Small foot print

Model	Lenght	Width	Height	Weight
BOVA036	29"	29"	25"	157lbs
BOVA060	29"	29"	33"	201lbs

- Use 24v thermostat of your choice
- ► Only 4 wires to condenser to operate as a heat pump or 2 wires for A/C
- Works with existing indoor equipment that has mechanical 410a TXV and no microchannel air coils
- Industry Leading
 Humidity Control:
 compresss
 modulates to
 maintain 47 degree
 (standard) or 37
 degree air coil
 (advanced cooling
 mode) from start-up
- ► 85 Step Inverter Driven Compressor, with a low amp start-up (1.5 amps)
- ► 10 year part and 90 day labor. no registration required



Scott Taylor

CJ Davis

Game Changer.



3.2"w x 3.2"h x .9"d (Shown at actual size)

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Alamo Crane Service Honored with Platinum Safety Award

receiving the top safety



Texas Mutual Insurance Company announced that San Antonio based Alamo Crane Service Inc., founded in 1979, has been awarded The Platinum Safety Award, the company's top honor for workplace safety. Texas Mutual, the state's leading provider of workers' compensation insurance, recognized this company for its dedication to workplace safety. J.D. Rich of Texas Mutual presented the award that day at Alamo Crane's corporate office. Accepting the award for Alamo Crane Service was Marvin Ohlenbusch, COO and Craig Nash, Safety Director.

Alamo Crane Service is one of only 45 companies

award of over 68,000 Texas Mutual policyholders across the state. To qualify for this honor, a company must demonstrate its commitment to workplace safety by implementing an exemplary safety program, have an exemplary safety record and by controlling workers compensationlosses. "This award recognizes companies for their dedication to workplace safety and their commitment to the safety of their employees" says J.D Rich of Texas Mutual, "we award the Best in Class, we also recognize the strong management commitment by the company, their motto is safety, it's a way of life."

"With our high safety standards, we have our own in-house safety education program, which is mandatory for each and every employee" stated Alamo Crane's COO, Marvin Ohlenbusch, "it's our safety culture and our constant focus on managing risk and

an all-encompassing safety program that each member of our team is constantly engaged in, it says a lot to receive a prestigious award from the largest provider of workers compensation insurance in the state."

Craig Nash is the Safety Director, and attributes the program's success to an overall team effort of the entire workforce, including Texas Mutual and Coverica, the company's insurance consultant. "We know that a successful crane lift is a safe lift, so it's always safety first, we employ more than 78 people and amassed over 250,000 work hours this year, so our safety culture is a proactive function with ongoing training. With the changing safety, regulatory and technology landscapes have given us opportunities to both educate and provide superior service for our customers."

"We believe our employees are the best in the industry and they put safety ahead of everything else."

Chemours Wins Counterfeit Case in China Over Freon™ and Suva™ Trademark Infringement

<u>Chemours Brand Assurance Program Cracks Down on</u>
Counterfeits Around the World

Wilmington, Del. -

The Chemours Company (Chemours) (NYSE: CC), a global chemistry company with leading market positions in titanium technologies, fluoroproducts and chemical solutions, announced today that on June 21, 2017 the Guangzhou Bai Yun People's Court ruled in favor of Chemours prosecuting Mr. Zhang Yong for trademark infringement of the FreonTM and SuvaTM refrigerant brands.

The leader of a group Zhang Yong and his group selling counterfeit refrigerants in China has been sentenced to nine-month imprisonment and fined about RMB 47,000 (\$7,077 USD) on charges of infringing upon FreonTM and SuvaTM trademarks owned by The Chemours Company.

As a part of the extensive investigation, the Guangzhou Police, in coordination with

Chemours, raided a warehouse used by the group and seized RMB 74,248 (\$11,180 USD) in counterfeit products, including 101 cylinders of Freon™ R-22, Freon™ R-23, and Suva™ 407C along with 513 cylinders of Suva™ 134a. Other evidence recovered in the seizure directly indicated the prior sale of RMB 70,885 (\$10,674 USD) in refrigerants bearing the misappropriated trademarks.

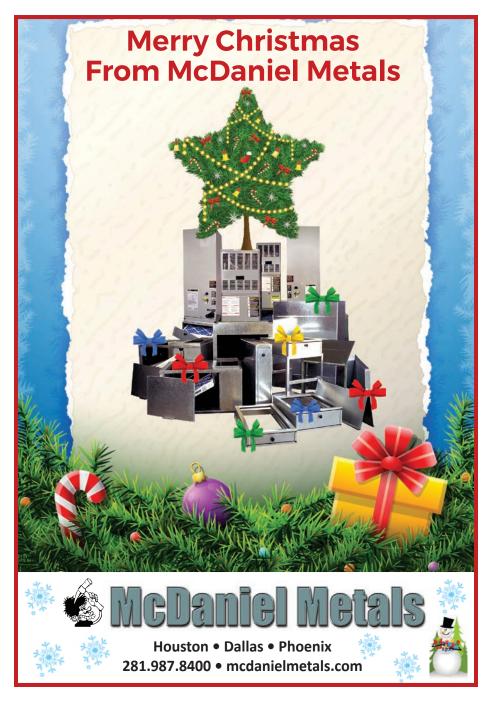
The warehouse was found to have been used for pouring, producing, and distributing refrigerants bearing the Chemours name.

"We are pleased with this outcome as we take protection of our brands seriously. In addition, it is extremely important for the safety and efficiency of the equipment using these refrigerants to have a high level of confidence in the source," shares Lesley Aulick, Global Business

Director and Brand Protection Leader for the Chemours Refrigerants business.

The seizure is part of the Chemours Brand Assurance Program, an initiative that aims to mitigate risk by ensuring customers receive a genuine product. Although the amount of counterfeit Chemours product continues to be very low, Chemours continues to diligently monitor and police counterfeiting on a global basis in order to protect its customers and its brands. Through compliance with customs and law enforcement officials, Chemours has made substantial progress in limiting illegal means of product transportation and in preventing the sale of counterfeit refrigerants.

For more visit https:// www.chemours.com/ Refrigerants/en_US/brand_ assurance/index.html





Luxaire® brand supports Make-A-Wish® fundraisers to help grant wishes of children with life-threatening medical conditions

Luxaire relationship with wish-granting organization spans 15+ years

Milwaukee – More than 15 years after it entered into a relationship with Make-A-Wish®, the Luxaire® brand of Johnson Controls continues to raise money for the organization and helps deliver wishes to children diagnosed with

life-threatening medical conditions.

Earlier this year, the brand provided a \$5,000 sponsorship to the Swim to a Wish event in Kansas. Started in 2013 by Wish dad and Campus High School swim coach, Kelly Kennedy,

the annual event challenges swimmers to join together to swim a 100-mile marathon in relay format over the course of a weekend. In its five-year run, the event has raised more than \$100,000 for Make-A-Wish Kansas and increased the number of

participating high schools from one to seven.

The Luxaire brand also supported fundraising activities in Oklahoma. The Bag Full of Wishes event in Oklahoma City raised more than \$140,000 for Make-A-Wish Oklahoma, including

a \$9,900 donation from Luxaire. In addition to a luncheon, the event included a silent auction of vintage to new handbags, jewelry, luggage and accessories.

Make-A-Wish grants the wishes of children living in the United States and its territories, on average, every 34 minutes. Luxaire first embarked on a sponsorship of Make-A-Wish in 2001. Since that time, the brand has donated more than \$3.7 million to 23 chapters in the organization—enough to grant 509 wishes to children.

"We could not do what we do without wonderful, caring companies like Luxaire," said Beverly Mullen, development officer at Make-A-Wish Oklahoma. "We appreciate what they do to support our mission and the children we serve. Thanks to them, there are fewer children waiting on their wish to come true."

The Luxaire brand is the only sponsor in the HVAC category that supports Make-A-Wish on a national level and the only alliance that makes a donation on behalf of its distributors and contractors. In addition to supporting a variety of fundraising activities, donations from Luxaire underwrite individual wishes, which currently average \$10,130 per wish. Examples of the many wishes already granted with the help of Luxaire distributors include a trip to Paris, a snowy vacation in Colorado, swimming with sharks in Hawaii, digging for dinosaurs in Montana, a bedroom makeover and the construction of a backyard castle.

"We are proud of our history with Make-A-Wish," said Angela Bonovich, Senior Marketing Manager, Unitary Products, Johnson Controls. "It's gratifying for all of us who sell the Luxaire brand to know that we are making a difference in the lives of children who live in the areas where we live and work. At the same time, our relationship with Make-A-Wish provides our distributors and contractors with a program that truly differentiates them in the marketplace and offers their customers an important reason to choose the Luxaire brand."

For more information about Make-A-Wish, please visit www.wish.org. To learn more about the relationship between Luxaire and Make-A-Wish and how you can get involved, please visit www. luxaire.com/Residential/make-a-wish



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It's On My Heart: That Time of Year Again

Well, here we are, time for the holiday season. Again. Lots to think about: holiday cards, gifts, dinners, parties, all jammed up into the next few weeks. And as you know, if you are one of my regular readers, I will ask you to make a difference this year in someone else's life.

I do realize we are all busy. May and I are in the midst of several things ourselves, but I still believe we need to think of others at this time of year. Think of those who are lonely, have lost loved ones this last 12 months, gone thru a divorce or going thru a prolonged illness, the sort of life events that can wear you down. Some of these events are consequences of bad choices, some are out of our control. Really doesn't matter how they got to this point, they are there, and the holiday season may not be a fun place to be.

It is possible for you to be the change agent for someone around you. In your neighborhood, look for those who are not out much this time of year, maybe due to weather, or just not able to get around. You may not have to look very far, some of your fellow employees may be in a depressed state with this time of year, things may not be going well in their lives.

Here are a couple of ideas for this season. See what touches your heart. First, one easy thing to do is to reach out to friends or family. Couple be a note, I prefer a phone call. My sister and brother-in-law will either call us or we call them every major holiday. Just takes a few minutes, but it is a good thing to hear a loved one's voice. I like to call clients and business friends during the weeks before the holidays. I know, dangerous thing to say, cause some of you will think: he's never called me! Uh, that phone works both ways. Kidding, sorry if I missed you, it is just as people come to mind, not a list to check off.

Many contractors put a package together for folks in the marketplace who are having a hard time. Hobaica Services and Chas Roberts, both in Arizona, have a package to give to those who are having tough times. Each company selects families who are in need and have no AC, they then install a new system at no charge. Norris Air (in Mesa, AZ) takes employees (who volunteer) to a "Feed My Starving Children" evening, where they pack meals to go to families in disaster areas all over the world. They helped pack over 47,000 meals this last time.

I am aware that this message may get to you too late in the year to do anything this season, but here is my thought. Set an action plan to do something next year, maybe not wait to year end. Put a team together to work on a "give back program" to your community.

Since this is a magical

time of year, make this a truly memorable season for you and your family. Listen more, take time to really be engaged, share your thoughts on what this time of year means to you, and work on yourself some. Spend some time reflecting on what happened this year, and how important it is not to take life for granted. It moves fast, and the older I get, the faster it seems to move. So set some personal goals: maybe improving health by scheduling a workout every few days, improve your financial picture (we cut out some of our TV programming on our cable box this year, may do more next year). As Zig Zigler used to say, schedule time with yourself to work on you. Read books or listen to podcasts on how to do life better. Zig was one of the best at sales and life training, in his last days he wrote a book called "Embrace the Struggle: Living Life on Life's Terms", the story of his life after a fall down a flight of stairs in his Dallas home injured his brain. He was a guy who talked for a living, he could not talk well at all. He dictated the book sentence by sentence to his daughter, it is a poignant study on how we play the cards we are dealt, even when it does not seem fair.

I realize some of you are not business owners, you may be a technician, installer, office staff, parts runner, or part of the sales team. Whatever your role, here is how to get a raise this year. Do more than you did last year. Sell more, service more, turn in more leads (that sell!), install more, move more paper work through the office, just do more. Take on more responsibility. The owner is waiting for someone to step up; tell them you have an idea on how to improve profits or sales, and you are willing to help put it together.

I do hope this season finds you and your family (and your business) doing well. And as you reflect on the year past, that you are able to put together some ideas on how to raise the bar next year, to do even more, be healthier, have more quality time for you and family, improve your business or your job, and have a better you this next year. 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 startup specialist for the Carrier Corporation, and an officer in a Carrier owned service agency.

Hinshaw enjoys training sales, technical, and management team members with companies that want to increase profits and grow to the next level. He has worked in all areas of the industry: manufacturer, distributor, contractor and now consultant. He has worked with companies that have sales in the billions per year and family owned businesses with only two employees. He can help with sales, organizational issues, marketing, how to set up

the company for improved profitability, all phases of the business.

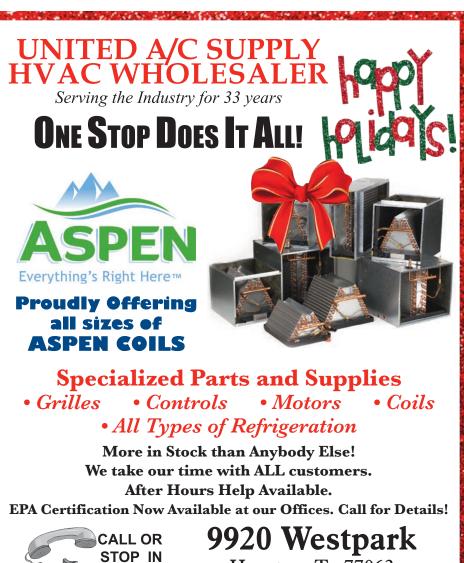
He has provided highresults training for clients from Calgary, Canada to Adelaide, Australia. Hinshaw retired from the contracting business in 1999 when he formed his own training company, Sales Improvement Professionals, dedicated to bringing his real-world experience to help enhance your sales and marketing efforts.

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!"

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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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ACCA Opposes Energy Star Reform Act Proposal

Arlington, VA – The Air Conditioning Contractors of America (ACCA) has announced its opposition to the draft Energy Star Reform Act. The Discussion Draft of the Energy Star Reform Act was the topic of a hearing before the House Energy and Commerce Subcommittee on Energy on November 7.

The Energy Star Reform Act would transfer responsibilities for the Energy Star Program from the Environmental Protect Agency (EPA) to the Department of Energy (DOE). ACCA advocates for the Energy Star program responsibilities to remain at the EPA due to EPA's strong support of proper heating, ventilation and air conditioning (HVAC) equipment installation practices. The EPA estimates that half of all HVAC systems are not installed correctly and has created the Energy Star Verified Installation (ESVI) Program to help ensure that consumers realize the benefits of investments into Energy Star products.

"Despite contractors' concerns with the EPA, contractors are supportive of EPA's efforts to promote quality installation practices through EPA's Energy Star Verified Installation Program," said Bart James, ACCA's Senior Vice President of Government Relations. "The Department of Energy has done very little to promote a proper HVAC installation compared to the EPA, and ACCA does not believe Congress should hand over this program to a department that is not interested in protecting consumers."

DOE has created regulations that require manufacturers to increase the efficiency of their products, which has driven up the cost of the equipment. According to professional contractors, these increased equipment costs cause consumers, seeking to cut costs, to hire unqualified installers who do not install HVAC systems properly. Despite DOE's efforts to increase equipment efficiencies, ACCA does not believe that the Department adequately addresses the efficiency losses from poorly installed systems or promotes quality installation practices to consumers.

Glenn Hourahan, ACCA's Senior Vice President of Technical, Accreditation and **Educational Development said, "Consumers** understand that Energy Star HVAC products can provide energy savings, but most do not know that these products have to be installed properly in order to operate efficiently. EPA is working to promote proper equipment installation practices. DOE's focus is more on the manufactured box efficiency and not on the efficiency of the equipment as-installed in the field. In fact, they have questioned the need to promote proper equipment sizing, which every quality contractor knows is the first step in a proper installation.

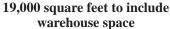
The Heyden Stanley Group moved to a new Houston TX location in 2017

The Heyden Stanley group, a marketing representative firm based in Houston TX and Dallas TX, moved their Houston headquarters to a new location at 7413 Railhead Lane earlier this year. The move comes after several years of growth for the firm, and gives them room to expand even further. The new headquarters has 19,000 square feet to include offices, warehouse space and a contractor training facility. The new address is 7413 Railhead Lane, Houston TX 77086.



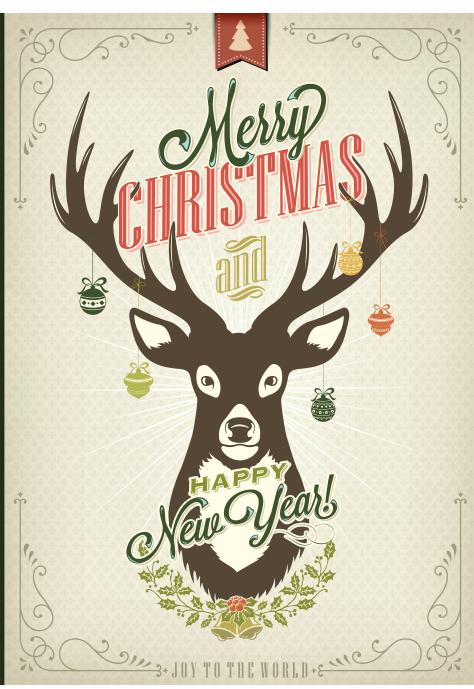
The Heyden Stanley Group







New location at 7413 Railhead Houston TX





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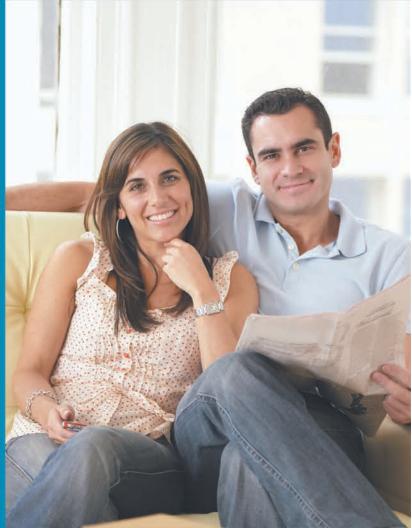
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Comfort with Confidence.

PizzaRev Stores Stay Comfortable Despite 900 Degree Ovens Using Venstar Wireless Temperature Sensors and ColorTouch Smart Thermostats

Chatsworth, CA— Venstar®, a leading thermostat and energy management systems supplier, today announced that the PizzaRev chain is using Venstar's Wireless Temperature Sensors and ColorTouch® touchscreen thermostats with Venstar's Skyport™ Cloud Services to keep its stores cool and comfortable despite the use of 900-degree pizza ovens.

"Venstar's Wireless Temperature Sensors and ColorTouch thermostats give us the ability to remotely manage and control energy usage and costs at our stores while keeping our customers comfortable," said Jonathan Castillo, maintenance manager for PizzaRev.

Challenge: Keep Stores Comfortable Despite 900-degree Pizza Ovens

Castillo, maintenance manager for PizzaRev, was tasked with finding an affordable, energyefficient smart thermostat to keep the PizzaRev customers and team comfortable in stores that are using 900-degree pizza ovens. The heat generated by the ovens was making it a challenge to keep the stores at comfortable temperatures without incurring a huge energy bill. He also faced the challenge of store employees turning the temperatures down to 62 degrees and leaving it running all night.

Castillo wanted to install an energy management solution that would enable better management of energy usage and cut costs while keeping the stores at a comfortable temperature. He wanted to be able to remotely manage and control temperatures via Wi-Fi® using mobile devices. It was also important for the solution to be able to expand with the fast-growing pizza chain.

Solution: Venstar's Wireless Temperature Sensors and ColorTouch Thermostats

The PizzaRev team chose Venstar's Wireless Temperature Sensors and ColorTouch thermostats to gain the following benefits:

• Comfortable Environment—

Despite the 900-degree ovens, PizzaRev stores are kept at a comfortable 71 degrees;

- Accurate Readings Having the Wireless Temperature Sensors in several locations allows for a more accurate average temperature reading;
- Automatic Alerts In conjunction with Venstar's free Skyport® Cloud Services, alerts are emailed to Castillo if the Wireless Temperature Sensors sense that temperatures are warmer than the programmed setpoints so that he can investigate to see if there is an issue with the HVAC equipment and help eliminate unnecessary repair calls;
- Reduced Service Calls When a store manager calls and says the store is too hot, Castillo can remotely check the temperature as reported by the Wireless Temperature Sensor and decide if a service call is warranted;
- Ability to Install Anywhere

 Because the Wireless
 Temperature Sensors are batteryoperated, they can be installed
 anywhere, and no wiring is needed,

so installation takes minutes rather than hours;

- Remote Management Castillo can now remotely monitor and control the ColorTouch thermostats with mobile devices over Wi-Fi using Venstar's free Skyport Wi-Fi Services and free Skyport Mobile App for Apple® iOS and AndroidTM smart phones or tablets; and
- Access to Energy Usage History — Gaining valuable data about current and past energy usage enables Castillo to properly program thermostats for the most efficient HVAC equipment usage.

Results: Energy Costs Cut by 20 Percent; Stores Are Comfortable

According to Castillo, the chain has lowered energy costs by 20 percent using Venstar's energy management solutions while PizzaRev stores remain comfortable for customers and team members.

Since installing and programming Venstar's Wireless Temperature Sensors and ColorTouch thermostats, Castillo said they have had very few complaints about the stores being too hot. "The comfort of our stores is very important to us, so we appreciate being able to remotely program and control the temperature using Venstar's Skyport Mobile App," he said.

Castillo also appreciates being able to monitor the run time of each piece of HVAC equipment from the ColorTouch thermostats or remotely using the Free Skyport Mobile App. By evaluating the thermostat's energy usage history, he can predict run trends and future energy usage, which has enabled him to modify the schedule for each HVAC unit to minimize the time it is running and further reduce energy usage. He can even monitor how frequently the HVAC equipment needs servicing, which helps reduce sub-contractor costs.

"The well-being of our customers and team members is very important to us, so we appreciate being able to maintain a comfortable environment with the use of Venstar's energy management solutions," Castillo said.



Coastal HVAC Supply 10th Annual Customer Appreciation Dinner

The dinner was held at their Esplanade location on November 8th and featured fried catfish and chicken tenders. Customers and vendors enjoyed the lunch and networking time.













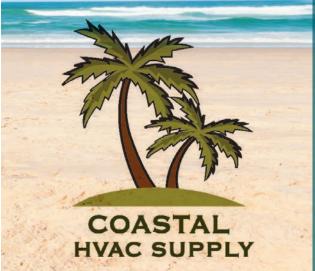












Esplanade [#1]

51 Esplanade, Suite 100 Houston, TX 77060 Phone: [281] 445-3237 Manager: Justin Plocheck

Northcourt [#2]

7875 Northcourt Rd, Suite 200 Houston, TX 77040 Phone: [713] 996-9227 Manager: Lane Winn

La Porte [#3]

11810 Fairmont Pkwy, Suite 300 La Porte, TX 77571 Phone: [281] 474-9227 Manager: Tom Wilhelm

Austin [#4]

9715-B Burnet Rd, Suite 300 Austin, TX 78758 Phone: [512] 491-9227 Manager: Ray Trevino

Corpus Christi (#5)

722 South Padre Island Dr Corpus Christi, TX 78416 Phone: [361] 850-9227 Manager: Scott Crawford



YORK® brand of Johnson Controls launches American Quality Campaign showcasing employees' pride in workmanship

<u>Campaign introduces homeowners to YORK® employees who are dedicated to industry-leading quality</u>

Milwaukee – The YORK® brand of Johnson Controls today launched its American Quality Campaign, which is a fully integrated digital marketing campaign showcasing YORK® employees' commitment to quality workmanship. Geared toward homeowners, it supports YORK® contractors with a positive message and content that will engage their customers as it ties the brand to the people who put quality into YORK® products.

The national campaign centers around a series of day-in-the-life videos that feature YORK® employees talking about their jobs—why they go to work every day, what their work means to them and the pride they take in the work they perform. The first of these videos features Chris, a senior test technician at the company's Wichita manufacturing facility, a husband and the father of two young boys. Describing his job, Chris says, "We make sure the quality is right; that it's going to run efficiently." He adds, "You're putting your name on something, and when you put your name on something, you want it to be the best."

"Each of these videos tells the story of a YORK® employee, at home and at work, who is driven to do the best work possible," said Liz Haggerty, vice president and general manager, unitary products group, Johnson Controls. "In this first video, we celebrate and thank Chris, who, like so many others throughout our company, brings passion to his work

every day and a commitment to take the extra steps to deliver the very best product he can, as if he is building a unit for his own home."

With Chris' help, YORK® residential heating and cooling systems are designed, engineered and assembled in America with the highest quality standards, delivering performance, efficiency and reliability homeowners can trust. Nearly half of all YORK® air conditioners, heat pumps and furnaces display the ENERGY STAR® label, a government-backed symbol for energy efficiency. In addition, many are recognized by industry experts with awards such as Consumer's Digest Best Buy ranking and the Good Housekeeping Seal of Approval.

YORK® products can be found in millions of homes throughout the United States, including those that are part of the Building Homes for Heroes® program. Through its sponsorship, Johnson Controls, along with YORK® distributors and independent contractors nationwide, has donated quality heating and cooling systems, including installation, labor and on-going maintenance, to military families since 2014.

To learn more about YORK® quality and see how Chris brings his passion to work – and to each unit YORK® makes, visit www.YORK.com/AQ. Also follow on YouTube, @YORKHVAC on Twitter and @yorkhomecomfort on Instagram. #GoodDayForQuality

Belimo Selectpro™ Now Offers a Sensor Module



Danbury, CT – Belimo Americas announces the release of SelectPro version 3.5 which now includes a sensors module offering a complete range for measuring temperature, humidity, pressure, CO2, and Volatile Organic Compounds (VOC) in pipe, duct, and outdoor applications.

SelectPro is a quick tool for accurately sizing and selecting valves, actuators, sensors and replacement solutions. SelectPro's features include; export builder, reference documents, contact profiles, quote generator, and media download capability. SelectPro version 3.5 includes not only the new sensor module but also the new technology advanced butterfly assemblies.

"SelectPro gives contractors and engineers an unmatched set of tools," states Danielle Breece, Sales Tool Specialist for Belimo. "They like the speed and ease-of-use, and now with the additional sensor module, SelectPro can serve as a single source for sizing and selection field-level devices for any building project."

To learn more visit www.belimo.us.

Happy Holidays and Warmest Wishes From Pepco Sales & Marketing

Now selling Atco, Boss,
Braeburn, C&S Air Products,
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Fasson, Five Seasons,
K-Flex, Metal Products,
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Sauermann, UEI, Vapco
and ZSI Foster





Visit us at PepcoSales.com or like our page at fb.com/PepcoSales!

Coburn Supply NASCAR Weekend at Texas Motor Speedway

Coburn Supply hosted customers at the NASCAR weekend at Texas Motor Speedway in Fort Worth the first weekend in November.

They had a hospitality tent with rooftop viewing for the race, great food and a visit from a real pit crew.

























Cost-effective, reliable alternatives in residential heating and cooling.

From a name you can trust.

Coburn comes to providing equipment to bring quality in the best

Coburn's is a name you can trust when it comes to reliable customer service and providing the best in HVAC products and equipment. And now, Coburn's is pleased to bring you SURE COMFORT™ — high-quality heating and cooling equipment at the best value for HVAC contractors,

allowing you to maximize your time and profitability while minimizing your costs. Call or come by Coburn's soon and learn how SURE COMFORT™ can work for you.*

The SURE COMFORT™ line is available at these Coburn's Texas locations:

- Athens
- Baytown
- Conroe
- Galveston
- Huntsville Liberty
- Longview Lufkin
- Tyler



Coburn Supply Company

TEXAS | LOUISIANA | MISSISSIPPI | TENNESSEE | ALABAMA

CÖNNECT at coburns.com

 $\ensuremath{^{\star}}$ At this time, SURE COMFORT products are available in limited areas.







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Insco Distributing held their Dealer Meeting in San Antonio on November 16th

<u>The dealer meeting called the Palooza, had 48 breakout sessions, music, premium vendor fair, great food and prizes.</u>
<u>It was held at the La Cantera Resort and Spa in San Antonio.</u>



Ryder Horky with Insco, Heath Owens with RUUD, Insco President Brian Trevino and Gary Lewis with RUUD



Ryder Horky with Insco, Brandon Stepp and Justin Williams with M&M Manufacturing



Charlie Becker, Shawn Sirotiak and Jessica Taipalus with Global, Ed Tellez with Insco and Katie Wollslager with Global



Todd Montgomery with Pollex Group



Joe Islassr and Daniel Islas



Chris Brehm, Jim Malone with ReCapCo and Jerry Mainz



Destiny with Filtration Products



Greg Brown and Brinnon Williams with Mitsubishi Electric



Robert Lee with Fox Service and Shannon Tippie with White Rodgers



John Peil with VENSTAR



Julian E and Brian Garwood with Insco



Robert Gunder with Gunder Associates and Lyle Wende with Insco



YORK® CLIMATE SET™

THE RIGHT CHOICE - WHEREVER YOU ARE.

YORK® Climate Set™ makes the outdoor Affinity™ Series system perfectly tuned to the outdoor environment of the unit's operating location. With settings for humid, dry or normal conditions, contractors can quickly set up a home comfort system with a greater degree of accuracy and confidence. Climate Set™ optimizes a home comfort system's operation, maximizing efficiency and homeowner comfort.





AS SIMPLE AS 1-2-3

Climate Set[™] features three different climate settings the contractor can choose from when installing the unit. The settings (humid, dry or normal) are selected based on the outdoor climate in which the conditioned space is located.

FASTER SETUP, BETTER RESULTS

Since configuring the system for its applied climate is available at the press of a button, more time can be dedicated to fine-tuning

the system to address specific comfort challenges. This means faster installation and an efficient, custom comfort solution in minimal time.

WORKING TOGETHER

Unlike systems that only optimize the blower, Climate Set™ optimizes how the indoor blower and outdoor compressor work together,

streamlining the system for specific applications that maximize comfort while increasing efficiency.

ONLY FROM YORK®

Our commitment to excellence allows us to develop new and innovative products in the HVAC industry, including YORK® exclusive innovations, like Climate Set™. That's why, when it comes to home comfort, your confidence is our commitment.

Solar Supply is proud to serve as the region's YORK® distributor. Visit solarsupply.us





Get complete details at a Solar Supply location near you.

Arkansas: El Dorado

Louisiana: Alexandria, Baton Rouge, Gonzales, Gretna, Jefferson, Hammond, Harahan, Houma, LaPlace, Lafayette, Lake Charles, Leesville, Mandeville, Monroe, Natchitoches, New Iberia, Opelousas, Ruston, Shreveport, Slidell

Mississippi: Gulfport, Hattiesburg, McComb, Meridian, Natchez, Ridgeland, Vicksburg

Texas: Abilene, Brownwood, Lufkin, Marshall, Nacogdoches, Texarkana

Century AC Supply Dealer Meeting in San Antonio

The one night event at Sunset Station featured a dinner, casino night, raffle prizes and awards



Century AC Supply held their York Dealer Meeting in Dallas

The well attended event was held at Eddie Dean's Ranch and featured dinner, a casino night, a quick draw contest, a covered wagon race and roping competition



AHRI Applauds House Passage of Tax Reform

<u>Urges Senate to Follow House Lead</u>

Arlington, Va. – The Air-Conditioning, Heating, and Refrigeration Institute (AHRI), the trade association representing HVACR and water heating manufacturers, today applauded House passage of H.R. 1, the Tax Cuts and Jobs Act of 2017.

"Our member manufacturers strongly support Congress's efforts to simplify the tax code and reduce rates," said AHRI President & CEO Stephen Yurek. "AHRI applauds the inclusion in H.R. 1 of full and immediate expensing, a permanent reduction in the corporate rate to

20 percent rate, a reduced rate for pass-through entities, repeal of the estate tax, and extension of the tax credit for geothermal HVAC equipment – all of which will serve to make the U.S. a more competitive place to do business," he added.

AHRI believes these provisions are all crucial to the continued growth of manufacturing in the United States, and we urge the Senate to follow the lead of the House to enact substantive reforms that will allow our industry and others to continue to innovate and create jobs.

Johnson Controls Announces Chiller Equipment Price Increase

Milwaukee – Sustained increases in commodity costs, driven by rising demand for several metals, and industry consolidation in the technical tube supply base for refrigerant heat exchangers have forced Johnson Controls to increase prices on chiller equipment produced in the company's North American manufacturing plants. This includes the YORK® and Quantech™ brands.









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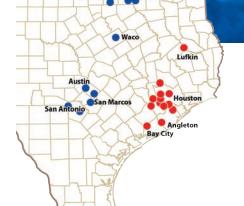
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CENTURYAC.COM







TACCA Greater Austin Clay Shoot

<u>The event was held at Capitol City Clays in Austin on November 1.</u>
<u>The teams competed and won prizes with lunch and an awards ceremony</u>



Brent Merchant, Josh Fair, Roland Arrisola, Robert Arroyo and Larry Sellers



Josh Solis, Michael Waters, Roland Arrisoal and Mark Guarino



Steve Wood, Adam Turnispeed, Pat Gertz and Robert Boesch



TACCA Executive Director Todd McAlister and Roland Arrisoal hand out the prizes



The event had a great turnout on a beautiful day



Mickey Foster, Roland Arrisola and Terry Pittman

Phone Scam Alert from the Texas Department of Licensing and Regulation

TDLR received reports of a man calling TDLR license holders to demand money or payment via Green Dot MoneyPak cards. The caller says the license holder must pay for a class as part of a TDLR penalty, and threatens to close the business.

The scammer appears to be targeting people with previous TDLR violations and may even mention those violations. He may also say he is from the sheriff's office.

Remember:

- TDLR does not request or accept payments via Green Dot MoneyPak cards.
- TDLR will never ask you to pay a penalty or fine without first sending a Notice of Alleged Violation to you by certified mail.
- TDLR will never request or accept money or gift cards under any circumstance while visiting your business.

Scams like this one can happen anywhere. Please use the info above to identify suspicious or potentially illegal activity. Impersonating a public servant is a third-degree felony under the Texas Penal Code.

If you receive a suspicious call like this, please contact your local law enforcement agency. You may also call us at 800-803-9202 to verify we did not contact you.

Harvey Relief Rebate



Claim your rebate at www.johnsoncontrols.com/harvey

Johnson Controls is dedicated to helping those affected by Hurricane Harvey rebuild and return to the lives they had before this tragedy. We're offering a rebate* program to all counties in Texas that are within the FEMA Disaster Area (DR-4332).

This rebate program can be used for any

Coleman® HVAC, EvconTM product efficiency on below

Air Conditioners/Heat Pumps

- 20 SEER: \$250.00

- 18 SEER: \$200.00

- 16/17 SEER: \$150.00

- 14 SEER: (R410A) \$100.00

- 14 SEER: (R410A) \$100.00

- New, High-value 14 SEER GAW14D \$100

Furnaces

- All 90+% AFUE Furnaces: \$150.00

- All 80+% AFUE Furnaces: \$75.00

Air Handlers: \$50.00

Residential Package Equipment: \$125.00





TACCA The Leader in Texas Department of Licensing Approved Education

Training Opportunities

TACCA (TDLR Provider #1126) has more than 40 years experience helping Texas contractors. Classes are available at a location near you or conveniently online. Register today!

Online Continuing Education

TACCA Members **\$49.00**

Industry Partners **\$60.00**

Visit www.TACCA.org

Dec 2 - Austin Houston

Dec 9 - Hurst

Dec 16 - San Antonio

Dec 19 - Houston (Rectorseal Course)

License Prep Course: Only 3 out of 10 people pass the Texas ACR Exam. We will show you how to pass the FIRST time, with proven methods and materials!

Dec 15/16 - **Red Oak**

Jan 13/14 - San Antonio

Contact TACCA at education@tacca.org or call 800/998-HVAC (4822). Limited seating, so register early!



CALL US TOLL FREE AT 800/998-HVAC(4822) VISIT US ONLINE AT www.TACCA.ORG

Jack Arnold's Transformation from Time and Material to Flat Rate

By Todd Liles

Jack Arnold is a Time and Material electrical contractor from Chicago. He suffers from the same headaches all Time and Material contractors suffer from: inconsistent pricing, complaining clients, low profits, and unclear systems and procedures.

I'll fully admit that I didn't know that Jack was a Time and Material contractor when he signed up for our Sales Training Class. I met Jack through Facebook, and his name became familiar through our online interactions. After offering several helpful tips, and sharing several articles, Jack decided to test the waters by attending his first Sales Training Program. Jack's first experience excited him so much, that he has decided to transform his business.

Jack is on transformation journey. It's a journey that will take his company away from Time and Material, and into the world of Flat Rate.

Transformation journeys take time. They are not instant, and they are not without ups and downs.

The Owner's Series – Higher Profits on Purpose

The owner's series is an intense 2 day workshop. The purpose of this class is to guide business owners into a business of sustained growth, revenue and profits. Which is just what Jack's Time and Material company needed.

The next four points will highlight lessons from the Training Programs, and point out 4 severe limitations of Time and Material versus Flat Rate.

#1 Higher Profits

There is money to be made in Time and Material. If done well, there is actually plenty of money to be made in time and material. So, I'm not going to tell you that you can't make money doing time and material.

I will tell you that there is more money to be made for the average contractor in Residential Flat Rate.

Why do I believe this?

The answer has to do with size and reputation.

The Time and Material companies that are making good profits, are typically big outfits with a reputation for being specialists with exclusive right-to-work agreements on particular pieces of equipment.

These exclusive agreements allow you to charge more per hour, and send more specialists to work on the problem. Because of our "special skill sets," price complaints are kept to a minimum, because "Who else can do the work?"

If you're a small outfit, it can be next to impossible to lock in these work agreements.

That's where Flat Rate Residential works

so well. You have an opportunity to make great margins with every client.

Each client presents an opportunity to make a great first impression, and to establish a long term relationship. In addition, your Residential clients are not going to question a well presented Flat Rate Program, like they will Time and Material. Which leads to point #2.

#2 Consistent Pricing

If your prices are inconsistent, then you open yourself up to damaging accusations and potential claims of "price gouging." This may seem counterintuitive to you. After all, a Flat Rate Repair can average more than a Time and Material Repair. Yet, Flat Rate is protected from claims of "price gouging."

Preparation: A well designed Flat Rate System is built in advance of the service being provided to a client. It is part of a company's business plan. This plan has accounted for the cost of doing business, and can be referenced when needed. This form of preparation prevents false claims of accusation.

- **Printed:** Time and Material repairs cannot be predetermined and printed in advance of the work. This is a big problem with Time and Material. Without a printed system, the client is always left to wonder, "Am I getting a fair deal here? Is he going slow on purpose?"
- **Permission:** We train on a Flat Rate System that seeks permission before work is done. The client gets to say "Yes" or "No" to the recommendations being made. This leads to a greater sense of client control, and therefore boosts client satisfaction.
- Protection: Under Time and Material, there is very little protection for a client when it comes to items such as "warranty" and "guarantee." Flat Rate Systems build in a warranty period as part of the repair. This provides a client with a greater sense of value in regard to the repairs made. This sense of value decreases price sensitivity, and the feeling of being "charged too much."

Consistent pricing brings a lot of benefits to you and your company, and one of the greatest is that client's prefer flat rate companies.

Part II next month in the January 1, 2018 issue.

Todd Liles is the CEO of Service Excellence Training. SET is Business Consulting and Training Company specializing in Service and Sales Training for Techs, CSRs, and Sales Professionals. You can discover more at ServExTra.com, and request a Free Strategy Session at 512.333.4133.

TACCA Greater San Antonio 24th Annual Fishing Tournament

The rescheduled event, because of Hurricane Harvey, brought a full slate of teams to Doc's in Corpus Christi.

Great weather and great fishing highlighted the event. Lunch, a silent auction and cash prizes were also part of the event.

Thank you to all the sponsors that made this possible.



1st Place Heavy Red - Four Horsemen



1st Place Heavy Stringer-Pat Is Down



1st Place Heavy Trout - Redfish on the Hook



1st Place Most Spots-RUUD Dudes



1st Place Trout Pot - Pat Is Down



2nd Place Heavy Red - Keepin It Reel



2nd Place Heavy Trout - Reel Men



2nd Place Stringer - Rowdy Reels



A great day of fishing



Scarlet Cole Henninger, Jayme Murphy, Britta Ramirez, Director Dawn Thompson and Debra Kraft



South Texas HVAC EXPO brings together more than 500 HVAC industry professionals and suppliers to share knowledge, learn new things, hear about the newest products and meet new people.

Exhibitor Registration Now Open at TACCAGreaterSanAntonio.org

Additional Info at Info@TaccaGreaterSanAntonio.org

Daikin Launches New VRV AURORATM 230/460V Heat Recovery Systems

Houston – Daikin North America LLC has announced the launch of the new Daikin VRV AURORATM 230/460V Heat Recovery Systems ("VRV AURORA"). The new systems are engineered and optimized for cold climate and heating dominant applications.

The new VRV AURORA series Daikin's technological leadership by offering the first VRV air-cooled system that delivers efficient heating down to -22°F (-30°C).

Engineered with Daikin's patented vaporinjection compressor technology, the new VRV AURORA series offers 100% of nominal heating capacity at 0°F (-18°C), up to 85% of nominal capacity at -13°F (-25°C), and up to 60% capacity at -22°F (-30°C).

Main Features and Benefits

- Available in 6, 8, 10-ton single modules and 12, 16, 20-ton multi-module systems.
- · First Air-Cooled VRV/VRF system to deliver heating down to -22°F (-30°C) as
- · Daikin's patented inverter-based vaporinjection compressor delivers high heating capacity of up to 100% at 0°F (-18°C), up to 85% at -13°F (-25°C), and up to 60% at -22°F
- · Refrigerant-cooled efficient and stable inverter board operation, independent of ambient conditions.
- · Hot gas base pan circuit allows installation without an additional condensing unit base pan heater.
- · Continuous heating during defrost and oil return.1

- · Added peace of mind with Auto Changeover ability to back up (auxiliary) heat.
- · Year round comfort and energy efficiency delivered by combining VRV and VRT technologies.
- · Designed and optimized for Total Cost of Construction (TCC) and reduced Life Cycle
- Long pipe lengths with up to 295 ft.1 allowable height difference between outdoor and indoor units, allowing for design flexibility.
- · Corrosion resistant, 1000 hours salt spray tested Daikin PE Blue Fin Heat Exchanger.
 - Ships factory standard with coil guards.
- Compatible with the full suite of Daikin
- Seamless connection to all VRV M. P and T series indoor units and T series branch selector boxes.
 - Standard 10-year limited warranty.2 ¹Refer to engineering data for details.

²Complete warranty details available from your local distributor or manufacturer's representative or at www.daikinac.com.



Regal Advances Four Products in Product of the Year Program

Finalists include axial PM motor, ball bearing, concentric locking collar and right angle transfer module

Beloit, Wis. — Regal Beloit Corporation, a leading manufacturer of electric motors, electrical motion controls, power generation and power transmission components, announced that four of its products have been named finalists in Plant Engineering's 2017 Product of the Year program. The SealMaster® Large Bore Performance Gold Line Mounted Ball Bearing, SealMaster Skwezloc® Locking Collar, System Plast® MODSORT® Right Angle Transfer Module and UlteMAX® Axial PM motor are among the finalist products being voted on by Plant Engineering subscribers through January 5, 2018.

The UlteMAX motor's unique profile and design offer a systemic shift in the commercial HVAC motor industry, featuring one-third the weight and size of a traditional induction motor and an integrated configurable control for fast, easy installation, operation and serviceability. The Skwezloc Locking Collar achieves improved lock reliability through an innovative circumferential groove on its inner ring bore that reduces stress on the inner ring, while the TIME SAVINGTM Axial Groove in the inner ring of the Large Bore Performance Gold Line Mounted Ball Bearing bore allows for easier bearing removal. And the MODSORT Right



Angle Transfer Module is a low-noise, low-voltage station that easily integrates with new or existing material handling systems, with the ability to transfer a wide array of products.

The Product of the Year program, now in its 30th year, recognizes winners annually, with this year's categories covering apps for engineers, asset management, automation and controls, compressed air, electric motors and drives, electric safety, energy management, environmental health, fluid handling, lighting, maintenance software, maintenance tools and equipment, material handling systems, plant analytics, productivity, and training and safety. Winners receive Gold, Silver or Bronze in their respective categories, and the product that receives the most votes overall is recognized with the Grand title.

Formore information, visitRegalBeloit.com





Texas Department of Licensing and Regulation

The Texas Commission of Licensing and Regulation is scheduled to meet Friday, December 15, 2017 at 8:30 a.m. in be posted on TDLR's web site. The meeting will be broadcast the 1st Floor Public Meeting Room of TDLR's North Campus, on TDLR's YouTube channel. located at 1106 Clayton Lane, Suite 125E, in Austin.

When the agenda and staff reports are available, they will



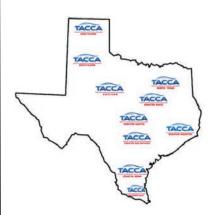




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TACCA Local Chapters



TACCA Welcomes the following new members.
Thank you for your support!

Angus Mechanical - Highland Village

Atom Air and Water - Smithville

Expert Air Conditioning - McAllen

Larry Weaver Inc. - Corpus Christi

Lucus Air Services - Porter

Thank You for your service to TACCA!

The Texas Air Conditioning Contractors Association would like to offer a HUGE thank you to three Board of Director members who have served their full terms. David Mathews, of CCAC, Inc. in Corpus Christi, Kerry Mohammadian, from Pearland, Master Air and Nick Watkins of Abilene Air Tech, Abilene have been fantastic contributors to YOUR organization. Thank you for all you did to help raise the bar of professionalism within the HVAC/R industry and community in Texas.





TACCA wishes a truly wonderful Holiday Season for all our friends and family. Thank you for all you have done to make 2017 a tremendous year for the organization. Best for a GREAT 2018!

Past Presidents of TACCA Greater Houston were recently honored at the 2017 Gala. Thank you for your service to the industry. And THANK YOU Charlie Wright, 1st TACCA GH President...92 years young!



Pay Your Dues On-Line!

With our new database, TACCA Members can now pay their dues on-line. Visit www.tacca.org to log in and handle your membership on-line at your convenience. Contact us here at 800.998.4822 with any questions.

Have you seen our new website? WWW.TACCA.ORG has a brand new look and SUPER new features that include being able to pay your membership dues on-line, update your own membership record and continue to register for our TACCA educational opportunities. Visit us today on the web...www.tacca.org!

Need an HVAC CE Course or License Prep Course?

More than 2000 HVAC Professionals Use TACCA Program's each year!

CE Classes:

Dec 2 - Austin Houston

Dec 9 - Hurst

Dec 16 - San Antonio

Dec 19 - Houston (Rectorseal Course)

License Prep:

Dec 15/16 - Red Oak (DFW area)

Jan 13/14 - San Antonio

Visit www.tacca.org to register!

Texas Air Conditioning Contractors Association

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 5000 contractors across Texas who receive our information.









Distributor Benefits:

- Low wholesale pricing
- **Proven Contractor product**
- Oakridge Nat'l Lab tested
- Free Store Front displays Needs only 27" x 19"

Floor Space

Contractor Benefits:

- Installs in 10 mins. or less
- Improves HVAC efficiency **Stops Air Infiltration**
- Make \$100.00 profit per install

year round



Sold at your local distributor! If not, call: (704) 892-5399 or www.attictent.com

Hunton Distribution Hosted 30 Couples for the Annual Dealer Incentive Trip

Trane dealers who reached specific sales goals traveled to Lucienne and Interlaken, Switzerland.





TACCA Greater Houston 2017 BBQ Gala

The end of the year event in Houston had a bbg dinner, raffle, silent auction and the swearing in of the new Board of Directors

























2017 TACCA GH Board of Directors, Director Jennifer Ward, President Merle Aaron, Scott Thompson, Kerry Mohammadian, President Elect Bob Elolf, Sonny Roncancio and Richard Mogridge

Thank you to all of our sponsors



BRACGINFRIGHTS

Tommy Sch Prongho We

Tommy Scheurer took this Pronghorn Antelope in West Texas



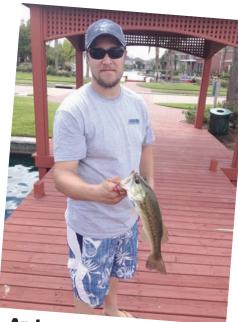
Father and son Jake Slaughter and Matt Slaughter took these Whitetail deer in South Texas

Tommy Scheurer brought home the bacon in North Texas



Facebook

Andrew Harper also caught this Redfish at Texas City Dike



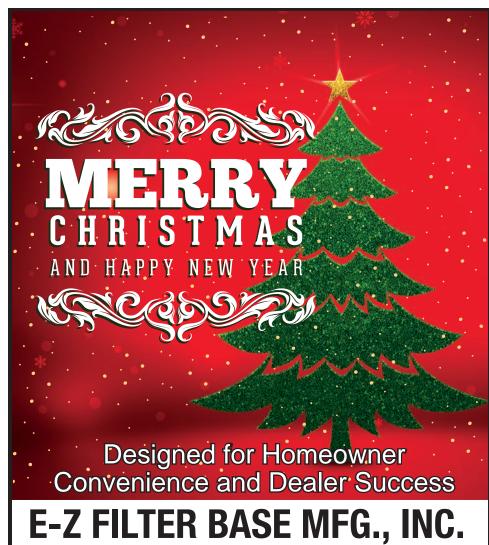
Andrew Harper caught this large mouth bass



Send us your Braggin Rights pictures and stories to llackey@ac-today.com!



Brad Robbins caught this bass on his lunch break!







Texas Air Conditioning Contractors Association

Texas HVAC/R License Prep Course

Dec 15/16 - Red Oak Jan 13/14 - San Antonio

Time: 8:00 am till 5:00 pm

Cost: \$425.00 TACCA Member

\$525.00 Non Member

TACCA Texas, with more than 4 decades of experience in training, licensing and certifying contractors across Texas, is your partner in obtaining your Texas HVAC/R license.

Call us at 800.998.4822 to register today, or visit our website at www.tacca.org

Discounted book packages available with class registration

Rheem® Opens Innovation Learning Center In Lewisville, Texas

Celebrating More Than a Decade in the Dallas Metro Region, Rheem Expands Local Operations to Include a Training Facility







Lewisville, TX .— Rheem® is celebrating the grand opening of its newest Innovation Learning Center outside of Dallas. The Center is part of an extensive renovation and expansion of Rheem's divisional offices, warehouse and distribution facilities at 1875 Waters Ridge Drive in Lewisville.

The grand opening event kicked off with a ribbon cutting attended by Rheem executives and employees, along with Mayor Pro Tem Brent Daniels, Rachel Bagley of the Lewisville Chamber of Commerce, and Erik With, District Director from

Congressman Michael Burgess' office. The newly refurbished office and training spaces are home to Rheem's regional HVAC division office a distribution center, which opened in Lewisville in 2006.

Rheem's new Innovation Learning Center in Lewisville is the fourth of five training facilities to open across the United States and Canada. The digitally forward training facility will be used to educate HVAC contractors and plumbers from around the southwest and Midwest. It is a high tech, hands-on center that includes interactive classrooms, a live demonstration lab where equipment can be broken down and reassembled, virtual reality labs for diagnostic training, as well as a product showroom that showcases the company's latest energy efficient HVAC equipment, water heaters, pool heaters and boilers for both residential and commercial applications.

"We appreciate the business and community support that we have received throughout the past decade in Lewisville and look forward to hosting our business partners in this new, dynamic space," said Mike Branson, executive vice president and general manager, Rheem Air Division. "This expansion is an investment in both our local operations and in the future of the contractors we serve in our industries."

The Dallas region has been a primary distribution and warehouse hub for Rheem for 11 years. The company is headquartered in Atlanta, Georgia and has manufacturing plants in Alabama, Arkansas, California, and Connecticut, plus major distribution centers in North Carolina and Utah, and an Advanced Technology Integration Lab in Indiana.

Construction Employment Rises In 41 States Between October 2016 And October 2017; Jobs Increase In 26 States Between September And October

<u>California and Nevada Have Biggest Job Gains for the Year, Missouri and Iowa Have Largest Declines;</u> Florida Has Largest Monthly Pickup, in Rebound from Hurricane Irma; Nebraska, Louisiana Lag

Forty-one states added construction jobs between October 2016 and October 2017, while 26 states added construction jobs between September and October, continuing a pattern of widespread but uneven growth in industry employment, according to an analysis by the Associated General Contractors of America of Labor Department data released today. The association's chief economist suggested that recent job gains would have been more widespread if enough qualified workers were available.

"Although construction employment has risen over the past year, many contractors report difficulty finding workers with the right skills," said chief economist Ken Simonson. "Last month, construction employment increased in only half the states, a total that would probably have been higher if workers were available."

California added the most construction jobs (44,400 jobs, 5.7 percent) during the past year. Other states adding a high number of

new construction jobs for the past 12 months include Florida (35,600 jobs, 7.4 percent); Texas (17,200 jobs, 2.4 percent); Oregon (10,700 jobs, 11.5 percent); Nevada (10,600 jobs, 13.6 percent) and Washington (10,500 jobs, 5.5 percent). Nevada added the highest percentage of new construction jobs during the past year, followed by Rhode Island (12.0 percent, 2,200 jobs); Oregon; and New Hampshire (9.7 percent, 2,500 jobs). Industry employment reached an all-time high in three states: Massachusetts, Oklahoma and Texas.

Nine states and the District of Columbia shed construction jobs between October 2016 and October 2017. Missouri lost the highest number of construction jobs (-5,800 jobs, -4.8 percent), followed by Iowa (-5,300 jobs, -6.6 percent); Illinois (-3,500 jobs, -1.6 percent) and North Carolina (-3,300 jobs, -1.6 percent). Iowa lost the highest percentage for the year, followed by Missouri; North Dakota (-3.9 percent, -1,300 jobs); Nebraska (-2.1 percent,

-1,100 jobs); North Carolina and Illinois.

Among the 26 states that added construction jobs between September and October, Florida added the most (23,800 jobs, 4.8 percent), followed by New York (5,700 jobs, 1.5 percent); Georgia (5,500 jobs, 3.2 percent) and Texas (4,500 jobs, 0.6 percent). Florida also added the highest percentage of construction jobs, followed by Connecticut (3.9 percent, 2,200 jobs); Montana (3.4 percent, 900 jobs); West Virginia (3.3 percent, 1,000 jobs); and Georgia.

Twenty-three states and D.C. lost construction jobs between September and October, while construction employment was unchanged in Kansas. Louisiana lost the most construction jobs for the month (-3,300 jobs, -2.2 percent), followed by Indiana (-2,400

jobs, -1.8 percent); Minnesota (-2,300 jobs, -1.9 percent) and Nebraska (-1,800 jobs, -3.4 percent). Nebraska lost the highest percentage of construction jobs, followed by Alaska (-3.1 percent, -500 jobs) and North Dakota (-2.2 percent, -700 jobs).

"The pickup in construction jobs in Florida and Georgia reflects a rebound from decreases in September, when Hurricane Irma shut down projects and displaced workers," Simonson commented. "Similarly, the increase in Texas indicates ongoing recovery from Hurricane Harvey, which hit that state in late August. Aside from those three states, there was no net increase in construction employment from September to October, which could indicate how tight the job market is, rather than a dropoff in demand for workers."





Product News

Bosch Thermotechnology Corp. Introduces Buderus Stainless Steel Industrial Boiler

<u>Designed for commercial space heating and domestic hot water,</u>
<u>this boiler's integrated cascading allows</u>
<u>users to easily quadruple output if desired.</u>

Watertown, Mass. -Thermotechnology Corp., manufacturer of highquality heating, cooling and hot water systems, today introduced the Buderus SSB Industrial Boiler. The boilers are available in 798 MBH and 1024 MBH standalone units, or a 1024 cascading unit, designed to effortlessly cascade to meet demands up to 4096 MBH, making it an ideal solution for applications such as schools, hotels, office buildings and warehouses.

Engineered with the contractor in mind, the Buderus SSB Industrial Boiler models' single-platform design allows for easy installation and startup. In addition, the unit features flanged supply and return connections on both sides of the units, as well as a compact footprint, giving contractors



install location flexibility.

The Buderus SSB Industrial Boiler features dual heat exchangers for increased capacity, which includes two 316L stainless steel watertube heat exchangers with easily accessible supply and return connections. The patented heat exchanger design provides consistent combustion for longevity

and durability, with precision welds for increased reliability. The boiler can achieve up to 96.8 percent thermal efficiency with up to 10:1 modulation on a single unit and 40:1 modulation at maximum-cascaded capacity.

Designed for both space heating and domestic hot water, the boiler works with multiple building communication options, including Modbus, BACnet and LonWorks. It includes an on-board control with a 7-inch external touchscreen display to streamline common applications like connection to a room thermostat; system monitoring; outdoor reset; and domestic hot water priority standard. It also features an internal HMI screen that provides system level parameter adjustment.

The Lennox Industries iComfort S30 Smart Thermostat doesn't just control the temperature; It learns lifestyles by adapting and anticipating what homeowners want

adapting and anticipating what homeowners want their home temperature to feel like. It is an advanced yet simple-to-use comfort control that's perfect for every home and lifestyle, giving homeowners an unmatched level of control over their indoor comfort.

The iComfort S30 is designed to integrate into homeowners' lives like no other thermostat, offering industry-leading features which make the system truly unique to each homeowner and their location.

Key Features and Benefits of the iComfort S30 Smart Thermostat

• Energy Savings:
The "Smart Away" Mode
uses the GPS in your
smartphone to detect when
the homeowner leaves

Lennox iComfort S30 Smart Thermostat



and returns to the home, automatically adjusting the system to an energy-saving mode. When the homeowner returns home, Smart Away then returns the homeowners system to a normal schedule and comfortable temperature.

• Healthy Air: The "Allergen Defender" monitors the air quality and pollen levels in a homeowner's zip code and automatically turns the fan on to clean the home's

air when outdoor levels are high.

- Comfort: The iComfort S30's "Feels Like" Temperature, similar to a weather report, takes into account indoor and outdoor temperature and humidity to make the home feel exactly like the homeowner wants it to.
- Peace of Mind: The thermostat's advanced warning system predicts problems before they occur and alerts the homeowner's service company.





HARDI (Heating, Air-conditioning and Refrigeration Distributors International) is the single voice of wholesale distribution within the HVACR industry. HARDI members market, distribute, and support heating, air-conditioning, and refrigeration equipment, parts and supplies. HARDI Distributor members serve installation and service/replacement contractors in residential and commercial markets, as well as commercial/industrial and institutional maintenance staffs. HARDI proudly represents more than 480 distributor members representing more than 5,000 branch locations, and close to 500 suppliers, manufacturer representatives and service vendors.

HARDI Announces Constance McCall Baxley Winner of Inaugural Annual Conference Contest



Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has announced Constance McCall Baxley, corporate VP & COO of McCall's Supply Inc. based in South Carolina, as its inaugural Annual Conference Contest winner.

"I am super excited about being the winner of this contest and am looking forward to attending the 2017 Annual Conference in December," said Baxley. "I want to thank HARDI for this awesome opportunity!"

Baxley was one of over 70 potential first-timer entrants ranging from branch and territory managers to presidents and CEOs of HARDI member companies.

"HARDI is a wonderful organization, that represents the wholesale distributor and their suppliers, with strong leadership, knowledge, and an awesome team of individuals

with a true understanding of the obstacles we face each and every day in the HVACR industry," continued Baxley. "We, here at McCall's, are proud to be a member of such an outstanding organization that truly cares."

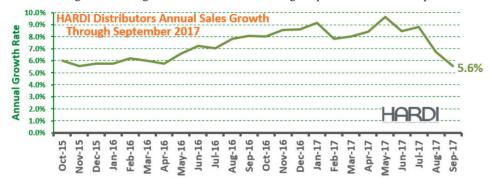
"HARDI Annual Conference is one of the premier events in the industry and THE event for HVACR distribution," said HARDI Marketing Manager Chris DeBoer. "We held this promotion to encourage members – who have never attended before – to see why Annual Conference attendance is a staple to HARDI membership, with all of the value and opportunities it brings to their businesses."

"The HARDI team looks forward to seeing Constance at Annual Conference, as well as any other first-timers who make it out to Vegas," continued DeBoer.

HARDI Distributors Report 0.2 Percent Revenue Increase in September

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members increased by 0.2 percent in September 2017.

The average annualized growth for the 12 months through September 2017 was 5.6 percent.



"September 2017 had one less billing day than 2016, 21 percent fewer cooling degree days, and two hurricanes disrupting operations," said HARDI Market Research & Benchmarking Analyst Brian Loftus. "The heat wave out west led to very strong sales growth that influenced the average calculation. The median distributor's sales declined by 1.6 percent."

"It looks like weather was the major factor behind HARDI distributor sales in August and September because the underlying economy remains strong, said HARDI Senior Economist Connor Lokar." "The US labor market is generally tightening. September's 4.1 percent unemployment is the lowest level since before the Great Recession. The number of hours worked is rising after contracting through most of 2016. The increase signals an increase in demand for labor and the number of job openings is generally rising."

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now near 44 days. "This is the normal DSO pace for this time of year," said Loftus. "It is the midpoint of the recent levels for September."

HARDI members do not receive financial compensation in exchange for their monthly sales data and can discontinue their participation without prior notice or penalty. Participation is voluntary, and the depth of market coverage varies from region to region. An independent entity collects and compiles the data that can include products not directly associated with the HVACR industry.

HARDI Official Statement on Introduction of Tax Reform Bill, the Tax Cuts and Jobs Act

Heating, Air-conditioning & Refrigeration Distributors International (HARDI) applauds today's introduction of the Tax Cuts and Jobs Act to the House of Representatives. Regarding specific portions of this Tax Reform bill, HARDI applauds the inclusion of the provisions from the HEAT Act, repeal of the estate tax and preservation of the LIFO accounting method.

"We are glad to see that this bill is in line with the White House framework from just over a month ago," says HARDI CEO Talbot Gee. "There are still many details to work out and gain clarity from but we look forward to working with the House and Senate to make sure this opportunity for reform and growth is maximized."

Product News

LG Expands Hvac Products with 'LGRED' Heat Technology to Provide Comfort In Extreme Weather

<u>Industry-leading Heat Technology Delivers Performance Down to</u> <u>-13 Degrees Fahrenheit for Expanded Geographic Application</u>

Alpharetta, Ga. – LG Air Conditioning Technologies is adding LG "Reliable to Extreme Degrees" (RED) heating technology to more products including the Multi F and Multi F MAX multi-zone outdoor units. LGRED technology not only delivers heat when traditional models are unable, but also does so with remarkable energy efficiency offering comfort to users living in even the coldest climates. LGRED is industry-leading heat technology that provides 100-percent-rated heating capacity down to five degrees Fahrenheit with continuous operation down to -13 degrees, offering comfort to users living in even the coldest climates.

"LGRED is an exceptional development in the HVAC industry, allowing LG's residential and light commercial systems to be installed in a wide variety of climates – including those areas with extremely cold temperatures," said Kevin McNamara, senior vice president and general manager, Air Conditioning Technologies, LG Electronics USA. "LG is dedicated to providing the best technologies and systems for our customers, and LGRED allows us to deliver unparalleled comfort in areas that were underserved because conventional systems have limited performance in those conditions."

LGRED is a key performance-enhancing feature of the compact yet powerful LG Multi F and Multi F MAX outdoor units. Created for residential and light commercial installations, these robust multi-zone systems have the option to be installed fully ductless for optimal performance or combined with ducted systems, including the new LG 4-Way Vertical Air Handler Units (VAHUs), for increased

design flexibility. The LGRED Multi F systems also feature a SEER rating of up to 21, qualifying them for ENERGY STAR® certification, as well as eligibility for participating local utility company rebates

LGRED also is available on LG's Art CoolTM Premier indoor units, including the 9K, 12K, 15K and 18K Btu/h models. Art Cool Premier, which earned the coveted ENERGY STAR "2017 Most Efficient" designation, features a sleek design which seamlessly integrates into any home décor. Art Cool Premier systems also feature a SEER rating up to 27.5 – one of the industry's highest – for low operating costs and optimal performance.

For more information on LGRED heat technology, visit lgredheat.com





ASHRAE, founded in 1894, is a global society advancing human well-being through sustainable technology for the built environment. The Society and its more than 56,000 members worldwide focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability. Through research, standards writing, publishing, certification and continuing education, ASHRAE shapes tomorrow's built environment today. More information can be found at www.ashrae.org/news.

ASHRAE Seeks Additional
Comments for Proposed Standard
Assessing Moisture Affected
Areas, Fungal Contamination of
Educational Facilities

Those interested in commenting on the standard may do so until Dec. 25

Atlanta – ASHRAE seeks a second round of public comments on <u>BSR/ASHRAE/IAQA Standard 3210P, Standard</u>

for the Assessment of Educational Facilities for Moisture Affected Areas and Fungal Contamination. Standard 3210P is open for a 45-day public review until Dec. 25. Those interested in reviewing and commenting on the proposed standard can do so at www. ashrae.org/publicreviews.

Ajoint ASHRAE-IAQA standard, Standard 3210P is intended to provide a uniform and repeatable procedure, specifically tailored to educational facilities, to identify areas in buildings, materials, equipment and systems that are subject to moisture or are suspected of fungal contamination or adverse conditions associated with fungal contamination.

The proposed standard will provide essential information and guidance to determine if and to what degree facilities that are used for educational purposes are contaminated. This standard does not apply to biological contamination beyond fungal growth.

"Gaining input from the public on new ASHRAE standards is crucial toward improving the safety of education facilities," says Jay Stake, chair of the Standard 3210P committee. "The goal of SPC 3210P is to guide professionals through the proper assessment to obtain a healthy indoor environment for educational facilities and its occupants."

According to ASHRAE research, moisture damage and microbial growth cause billions of dollars in repair costs and interruption of building operations. The buildup of moisture indoors can be controlled through the building's design, construction, and operation and the actions of its occupants.

To make a comment or learn more, please visit www.ashrae. org/publicreviews.

About the Indoor Air Quality Association

The Indoor Air Quality Association (IAQA) is a nonprofit organization dedicated to bringing practitioners together to prevent and solve indoor environmental problems for the benefit of customers and the public. IAQA was established in 1995 and is the nation's largest indoor air quality trade association with over 2,000 members and some 20 local chapters. More information is available at www.iaqa.org/news.

ASHRAE Publishes 2017 Version of Thermal Comfort Standard

<u>Standard 55-2017 now includes calculations</u> from direct solar radiation

Atlanta – The 2017 edition of ASHRAE's major thermal comfort standard has been published to incorporate seven published addenda to the 2013 edition.

ANSI/ASHRAE Standard 55-2017, Thermal Environmental Conditions for Human Occupancy, simplifies the language of the 2013 standard and clarifies the three comfort calculation approaches in Section 5.3.3, "Elevated Air Speed." The 2017 edition includes a new requirement to calculate the change in occupants' thermal comfort from direct solar radiation.

"The updates to Standard 55-2017 are the result of a continuing series of modifications made based on new research, experience, and proposals from designers, manufacturers and users," says Abhijeet Pande, chair of the Standard 55 committee. "Standard 55 has been rewritten with a renewed focus on application of the standard by practitioners and use of clear, enforceable language."

The three comfort calculations methods provided in the 2017 edition are:

- a graphic method for simple situations,
- an analytical method for more general cases, and
- a method that uses elevated air speed to provide comfort.

Other additions include simplification of Appendix A to a single procedure for calculating operative temperature; clearly stated requirements and calculation procedures appearing sequentially; an update to the scope to ensure the standard is not used to override health, safety; critical process requirements; and removal of permissive language.

The cost of *ANSI/ASHRAE Standard 55-2017* is \$89 for ASHRAE members (\$105, non-members). To order, visit www. ashrae.org/bookstore or contact ASHRAE Customer Contact Center at 1-800-527-4723 (United States and Canada), 404-636-8400 (worldwide) or fax 678-539-2129.



CALENDAR OF EVENTS

Insco's December 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 instruction at our four state-of-the-art training facilities located in Houston, Grapevine, McAllen & San Antonio. We also offer local training at our branches or off-site facilities throughout Texas and Oklahoma City. 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: insco.com/training to see the complete schedule of classes.

Austin

Thursday, December 7th – Troubleshooting the Refrigerant System from 8am - 12pm located at Wingate by Wyndham in Round Rock | Only \$80

San Antonio

Tuesday, December 5th – Troubleshooting the Refrigerant System from 8am-12pm located at Insco's San Antonio Training Facility | Only \$80

Wednesday, December 6th -80% Gas Furnaces from 8am - 12pm located at Insco's San Antonio Training Facility \mid Only \$80

Grapevine

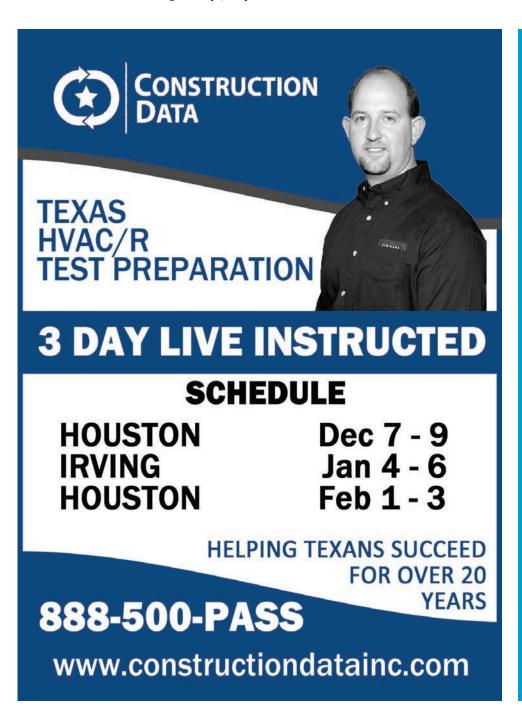
Tuesday, December 5th - Residential Communicating Controls & Inverter Technology from 8am - 5pm located at Insco's Grapevine Training Facility | Only \$100

Tuesday, December 5th - TDLR Law from 5pm - 6pm located at Insco's Grapevine Training Facility | Free

Tuesday, December 12th – Single Stage Heat Pumps from 8am – 12pm located at Insco's Grapevine Training Facility \mid Only \$80

Houston

Wednesday, December 6th – ECM Motor Technology from 8:30am-12:30pm located at Insco's South Houston Training Facility | Only \$80



Laredo Community College Granted HVAC Excellence Accreditation



HVAC Excellence is pleased to announce that Laredo Community College in Laredo, Texas has been granted accreditation of their Heating, Ventilation, Air Conditioning and Refrigeration "HVACR" program.

In September of 1947, Harry Truman was President of the United States, the Dow Jones Industrial Average was 176, and the population of Laredo, Texas passed 50,000. In addition, Laredo Community College opened its doors to prepare returning World War II soldiers for careers. While a great deal has changed since 1947, Laredo Community College remains the center of workforce training for Webb, Hogg, and Zapata counties.

The team at Laredo Community College understands that the HVACR industry is one of the fastest growing career opportunities in the United States. Offering careers that cannot be exported or automated, the school wanted to ensure the HVACR program had the resources to produce graduates with the retained knowledge necessary for success in this growing field. To accomplish this, the school decided to pursue third-party programmatic accreditation of the program.



Alfredo Iniguez-Jimenez (Dean of Health Sciences & Dual Enrollment), Jesus Zamora (HVACR Instructor), Mauro Alaniz (HVACR Instructor), Bruce Nelson, M.Ed., CMHE (HVAC Excellence), Dr. James Crisp (HVAC Excellence), Jesus Contreras (HVACR Instructor), Juan Miranda (HVAC Lab Coordinator), Heriberto Hernandez (Department Chair for Industrial Technology)



The Refrigeration Association of San Antonio will host the 68th SWRA RSES Annual Educational Conference and Business Meeting

At the El Tropicano Hotel

March 1, 2 and 3, 2018 Make your plans to attend.

Main events for Thursday, March 1

8 HR CE Class 8-5 | Tour – SAS Shoe Store Lunch – Mi Tierra Vendor Appreciation, 9th floor

Friday, March 2

Classes – All day | Trade Show 11 – 2

We invite all HVACR students from all area technical schools to join us at the trade show at 12:30 PM

where vendors will give you their undivided attention on the new tools, equipment, techniques and special tips to make you a more proficient technician in this field. Lunch and door prizes will be available for participants.

Friday Night Buffet Hospitality Suite 9th floor

Saturday, March 3

Classes – All day | SWRA Aux. Luncheon
Saturday Night Banquet Hospitality Suite 9th floor

Contact Elena Castillo for more details at 210-828-0234.

CASTILLO TRAINING

•TDLR 8 HR CE CLASSES •

Law, TESP, Basic Manual J, Codes, OSHA & Safety

Location: Johnson Supply San Antonio

1050 Arion Parkway

Tuesday Dec. 5, 2017

Location: Southern Careers – 6963 NW Loop 410, 78238

Saturday Dec. 16, 2017 TDLR No. 1362 Class No. 17317

• License Prep Classes• call for ongoing dates

•**EPA Online Exams** • call for dates

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- ► Earn Professional Credits



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