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Air Conditioning TODAY



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HARDI 2017 in Las Vegas



Pictures on page 12.

Air Conditioning Today Launches a New Website!

www.ac-today.com is a brand new
Google based website



New Braunfels, Texas- Air Conditioning Today, the southwest region's HVACR and Plumbing newspaper for the past 32 years, is launching a new, Google based blog type website. The newspaper will keep its same web address as it has had in the past, www.ac-today.com. The new website will have up to date stories, calendar of events, news by states and product news and more. The same great content that has been a part of the paper for years, will now be available in a brand new website. The past issues of Air Conditioning Today will still be available on the site in pdf

form. Advertisers will now have the opportunity to be a part of the paper's website traffic. "Our advertisers have been asking us to create some web based opportunities that tie in with our paper. This website gives us the platform to showcase our advertisers as well as the region's news in a whole new light", says Air Conditioning Today's editor Lance Lackey. Lackey adds "We can bundle advertising with the print and web now, or the web can be a stand-alone thing. This gives our advertising partners more choices." Check out www.ac-today.com for the latest news and updates.

Women in HVACR at HARDI



Pictures on page 23.

Solar Supply's Richard Perez

Richard Perez is retiring from Solar Supply after 26 years!

Pictures on page B4.



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Emergency Flood Relief Program Extended by Amana® Brand HVAC

Houston – The Amana Flood Relief Program that has been helping homeowners in Florida and Texas restore their flooded-out houses will be extended through February, the manufacturer has announced.

The program is providing substantial discounts on Amanabrand heating, ventilation and air conditioning (HVAC) products to help homeowners regain indoor comfort jeopardized by the hurricanes and tropical storms that ruined tens of thousands of homes late last summer. Special pricing through the Amana Flood Relief Program is available to participating Amana brand HVAC dealers to pass along directly to affected homeowners.

Amana brand’s Homeowner Support team will work to verify that homeowners receive the program discounts. Also, to confirm installation, a participation form must be signed by both the local Amana brand HVAC dealer and the homeowner.

“We created the Amana Flood Relief Program to help flood-affected homeowners facing the financial challenges of restoration and rebuilding,” said Scott Rucas, brand manager, Amana brand Heating and Air Conditioning. “The demand for this special pricing program demonstrates a serious, ongoing need. Amana has a legacy of providing comfort during challenging situations. We hope that by extending our relief program, we can provide more financial relief to homeowners tackling the challenges of rebuilding in the disaster’s aftermath.”

Amana employees know all too well about the ravages of flooding. Most Amana brand HVAC systems are designed, engineered and assembled at a manufacturing campus near Houston, which was slammed by Hurricane Harvey. More than 273,000 homes were flooded during the storm and another 15,500 were destroyed, according to the Texas Department of Public Safety.

Flooded-out homeowners can obtain special pricing by contacting their local, participating Amana brand HVAC dealer for details. Independent Amana brand dealers can be found at www.amana-hac.com.

For more information about the Amana brand Flood Control Relief Program and Amana brand HVAC products, visit www.amana-hac.com.

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Content Marketing for Contractors

When you need a meal you don't have to cook for yourself, medical, legal or tax advice, or an auto repair you search online and then head out the door to the business location. That is fairly common for most retail firms and business services, but home service companies must bring their expertise to the homeowner. With that, comes some distinct marketing challenges.

- Customers aren't excited about spending the money. When a furnace breaks or a roof leaks it is usually an unexpected expense.

- These are not, for the most part, reoccurring services. Once a customer repaves their driveway, they aren't going to need these services again for many years.

- The customer has to invite a stranger into their home.

Marketing to the Rescue

Marketing, and particularly content marketing, can help home services companies address many of these challenges. Blog posts, videos, and social media updates can peak customers' curiosity about new products and services.

Reviews, testimonials, and social shares of comments from happy customers help you build a referral process which transforms one job well done into many opportunities. Employee profiles, photos, and live

videos introduce your employees, making prospective customers feel more comfortable inviting a stranger into their home.

This probably seems like a lot of work, especially if you are actually busy repairing roofs and things, but with a little planning and the help of a content calendar to keep you organized, you can manage the entire process in just a few hours each week.

A Year at a Glance

Start off by thinking about the year. What kind of challenges, issues, or questions will be likely to arise in January, April or September? What else will be going on in the world outside of your business at that time of year? Use the information to create monthly themes. Not everything you post in a particular month will tie to the theme but it gives you a starting point and a way of organizing your ideas.

For example, we kicked around a few ideas for themes and applied them to some very different home services companies: an interior design firm and a plumbing company

January – Warm and Cozy at Home

Plumbing: Here the primary message might center on how to keep pipes from freezing, how to protect your plumbing if you go south for part

of the winter, and how to warm up cold bathroom floors.

HVAC: This is a great time to talk about zoning to eliminate the hot and cold spots in each room.

Both: For both of these companies, you can supplement the product features with winter soup and stew recipes or indoor family activities. On social media sharing a poll on a favorite board game or best chili recipe can increase engagement and personality.

Feb – NY Fashion Week

Plumbing: This month take plumbing out of the basement and talk about the fashion part of the business. Yes, there is a fashion side to plumbing. Just ask someone who works for Delta Faucet about the color and finish of plumbing fixtures and bathroom accessories.

HVAC: Focus on the products which are seen, thermostats and zoning control panels, as well as mini-split heat pumps. Talk about sleek designs blend in with modern, minimal interior designs.

Both: Look for articles about the homes of fashion designers. What does Michael Kors' bathroom look like?

On social media run fashion/room makeover contests or polls about the one must have accessory for a particular room.

Expand your Themes

Once you have your themes you

can start planning how they will be used throughout the month. Think about how you will apply them to each part of your content marketing plan.

- Blog post topics
- Images
- Video / podcast
- Interviews
- Case studies
- How to guides
- Social media shares
- Contests and polls
- Newsletter

You do not have to do every one of these things each month. But planning out the entire year will allow you to set deadlines for content creation and plan ahead. One of the big challenges in the home service industry is seasonality.

You are busy in January and slow in April. If you have a year-long content calendar you can work ahead during the slow season so the content is scheduled when you are too busy to think about it.

The bottom line is, when you are trying to convince a potential customer to invite you into their home, your content will help you demonstrate you have the skills to handle their problem. When you are hoping your customers will share your information with others, an informative newsletter or social media share makes it easier for them to tell others about you.

Ready to kick off your 2018 planning session? Give us a call.



Lorraine Ball

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

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

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

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



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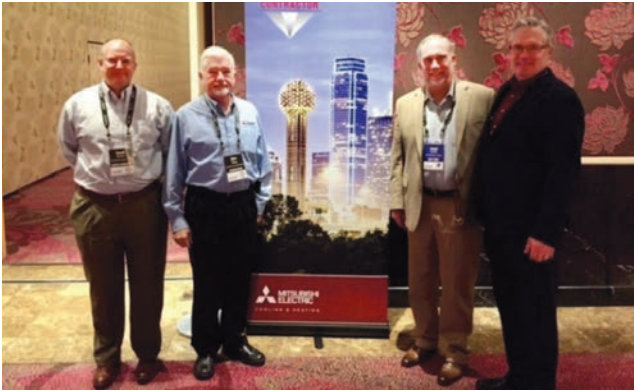
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Mitsubishi Electric Hosts Inaugural Diamond Commercial Contractor Business Meeting



Suwanee, Georgia – Mitsubishi Electric US, Inc. Cooling & Heating Division (Mitsubishi Electric), a leading manufacturer of Zoned Comfort Solutions™ and Variable Refrigerant Flow (VRF) cooling and heating systems, hosted its inaugural Diamond Commercial Contractor Business Meeting from October 18-20 at the InterContinental Dallas Hotel.

Approximately 100 design-build mechanical contractors, who are part of the Diamond Commercial Contractor Program, and their Mitsubishi Electric distributors, participated in four business development workshops. The workshops were presented by FMI Corporation (FMI), a leading management consulting and investment banking firm with more than 60 years of experience working exclusively with engineering and construction, infrastructure and the built environment.

Diamond Commercial Contractor workshop topics included:

- Leading Employees of All Generations
- Profile of the Successful Contractor
- The War for Talent Drives Construction Pay Higher: Pay Trends in the Construction Industry
- Leadership vs. Management

In addition to workshops, meeting attendees also enjoyed a keynote presentation from business speaker and coach Donald Cooper. The energetic lecture, titled “Management and Leadership... it all starts with “clarity!” discussed his experience in transforming businesses and the people behind them. Cooper delivered straightforward and pointed advice on how to create compelling customer value, clarity of purpose and long-term profitability.

“We’re extremely pleased to host such an elite group of professional, knowledgeable and forward-thinking business owners for this very first meeting,” said Mike Hampton, senior manager strategic programs - commercial, for Mitsubishi Electric US, Inc. Cooling & Heating Division. “Our goal was to provide rich business development content along with an opportunity for members to connect with senior leadership at Mitsubishi Electric. Additionally, attendees were able to network with other like-minded business owners and learn more about different challenges and successes in the commercial HVAC industry.”

Mitsubishi Electric established the Diamond Commercial Contractor Program as a means of acknowledging the professionalism, loyalty and efforts of Mitsubishi Electric’s highest performing mechanical contractors, as well as to foster continued growth, expertise and sales initiatives for Mitsubishi Electric’s commercial cooling and heating systems.

Through this program, Diamond Commercial Contractors gain access to exclusive resources and benefits, which aid in their success and strengthen their ability to represent Mitsubishi Electric’s VRF systems. Diamond Commercial Contractors are also able to serve Mitsubishi Electric customers with industry-best guidance and expertise. These benefits combine to drive new and exciting design-build, retrofit and build-to-suit opportunities for Mitsubishi Electric’s commercial systems and services.

Construction Employers Add 8,000 Jobs In November And 184,000 Over The Year; Hourly Earnings Rise 2.9 Percent As Sector Strives To Draw In New Workers

Industry Employment Reaches 10-Year High and Unemployment Rate Falls to 5.0 Percent; Association Officials Say Tax Rate Cuts Will Enable Firms to Increase Pay and Attract More Workers to Construction

Construction employment increased by 24,000 jobs in November to the highest level since November 2008, according to an analysis of new government data by the Associated General Contractors of America. Association officials said that tight margins are keeping firms from paying even more to attract hard-to-find workers, noting that efforts to cut tax rates should help lead to higher average hourly earnings for the sector.

“Employment and pay in construction have risen more rapidly over the past year than in the economy overall, as the supply of unemployed, experienced workers continues to shrink,” said Ken Simonson, the association’s chief economist. “With unemployment so low overall and in construction, contractors are likely to have increasing trouble filling many types of hourly craft and salaried openings.”

Construction employment totaled 6,955,000 in November, a gain of 24,000 for the month and 184,000, or 2.7 percent, over 12 months. The economist pointed out that the year-over-year growth rate in industry jobs was nearly twice the 1.4 percent rise in total nonfarm payroll employment.

SEE CONSTRUCTION Pg. 7





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Product News

RectorSeal® Introduces PRO-Fit™, the Next Generation of Reliable Refrigeration Pipe Flaring

PRO-Fit™ Precision Flaring Kit produces tubing flares in just seconds without splits, blemishes and burrs that cause leaks associated with slow traditional flaring tools/blocks.

RectorSeal®, Houston, a leading manufacturer of quality HVAC/R tools and accessories, introduces the PRO-Fit™ Precision Flaring Kit, the next generation pipe flaring tool for copper and aluminum tubing used in air conditioning and refrigeration work. PRO-Fit's unique pipe flaring tool design/method is the easiest, quickest and most reliable method, because it helps prevent potential sidewall splits and leaks associated with slow traditional flaring tools when forming 45°, field-applied refrigeration tubing flare connections.

The kit consists of five bell-shaped, color-coded, size-inscribed flaring bits designed for 1/4, 3/8, 1/2, 5/8 and 3/4-inch (6, 7.5, 12, 16, 19-mm) tubing. The flaring process requires just seconds to complete using a (minimum) 12v drill or impact driver. The spinning bit forms the tube opening into a flare, without splits, burrs, blemishes or uneven edges that typically cause flare fitting connection leaks. The bits are also the most efficient option for flaring short stubs or existing tubing in cramped spaces with limited accessibility for traditional flaring tools/blocks.

The kit's 7.5 x 11 x 2-inch (19 x 28 x 5-cm) clear durable plastic carrying case includes an interior foam organizer with cutouts sized to fit each respective bit. A four-color 7.5 x 11-inch instruction sheet mounted under the foam is readable through the bottom of the plastic case bottom without removing.



Other features of the PRO-Fit Precision Flaring Kit include:

- Laboratory endurance testing proves bits last twice as long as competitors;
- No-slip, 1/4-inch-diameter hex-shaft for the industry standard 1/4-inch hex chuck;
- Hardened tool steel bits with a proprietary machine shop-grade non-corrosion coating;
- Available to HVAC/R wholesale distributors in four-unit cases;
- and replacement bits are available through distributors.

The kit is the first offering from RectorSeal's newly-created PRO-Fit brand. Going forward, RectorSeal will continue to introduce more tools and consumables for the HVAC/R trade.

For additional information on the PRO-Fit Precision Flaring Kit or other HVAC/R products from RectorSeal, visit www.rectorseal.com.

The Hunton Group Named as One of the Top Five Places to Work for Midsize Companies in Houston, Tx



L to R, Albert Mireles, VP of HR; Tricia Arcement, Collections; Mitzi Coil, Marketing Director; and Richard Hunton Jr, President and COO

Houston, Texas – The Hunton Group was awarded a 2017 Top Workplaces honor by The Houston Chronicle for the fifth time. The Hunton Group jumped from the 30th top workplaces in 2016 to

the 5th place in 2017. This announcement came on the 36th anniversary of The Hunton Group, and gave the employees just one more reason to celebrate their workplace.

The Hunton group went up against 14,500 employers in the Houston area and is the only HVAC equipment, controls, distribution, and mechanical company in the top 5 for all three categories-small, medium and large. Richard Hunton Jr, President and COO of the Hunton Group couldn't have been more excited about the honor and in a statement to the company, he let the Hunton Group family know it was all because of them. "What an incredible honor, and to find out on our 36 anniversary! Our employees make us who we are and we're only as strong as our team. We're excited to continue to grow and show this city why the Hunton Group is a Top Place to Work."

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TRC Announces 2017 Big Man On Planet Competition Winners

Johnstone Supply, Tower Equipment Co. Inc. and Johnson Supply Co. Earn Top Awards for Mercury Thermostat Collection Efforts

Ft. Washington, Pa. — Thermostat Recycling Corporation (TRC) announced that Johnstone Supply, Tower Equipment Co. Inc., and Johnson Supply Co. have been named the 2017 Big Man On Planet (BMOP) winners.

The annual competition among Heating Air-conditioning and Refrigeration Distributors International (HARDI) members recovered 370.946 pounds of mercury from collection bins during the contest period that ran from May 1 to Oct. 31.

This year, 102 HARDI member distributors participated in the BMOP contest by sending in at least one bin from their more than 1,000-member locations nationwide.

“The HARDI membership commitment to recycling mercury in an environmentally safe manner is a testament to their concern for the environment and their commitment to high safety standards in the industry,” said Ryan Kiscaden, executive director of TRC. “Their participation is a front-line effort at keeping mercury out of the environmental stream.”

Kiscaden announced the winners of the BMOP competition during HARDI’s Annual Conference, Dec. 3, in Las Vegas.

Top Prize Winners

- Most amount of mercury recycled overall (157.16 pounds) – **Johnstone Supply**
- Highest average amount of mercury recycled (12.3566 pounds) – **Tower Equipment**
- Highest participation rate for distributors with over 10 locations (92%) – **Johnson Supply**

Top 3 Branches for Recycling

- Tower Equipment**, Stratford, Connecticut (12.3566 lbs.)
- Johnstone Supply**, Appleton, Wisconsin (6.6588 lbs.)
- Johnstone Supply**, Columbus, Ohio (4.774 lbs.)

Rock Star Awards

Awarded to companies that took the initiative to register before the signup deadline of June 30.

- Aireco Supply Inc.
- APR Supply Co.
- Auer Steel & Heating Supply
- Corken Steel Products Co.
- Crescent Parts & Equipment Co.
- Duncan Supply Co.
- Ferguson
- Gustave A. Larson
- GW Berkheimer Co.
- Harry Alter Co.
- Johnson Controls UPG Part Store
- Johnson Supply
- Tower Equipment
- US Air Conditioning Distributors

MVP Award

The MVP award went to **Aierco Supply Co.** for their dedication and diligent commitment to the recycling efforts. They requested recycling reports on a biweekly basis and collected more than 11 pounds of mercury across 22 locations.

Center of Excellence for Energy Technology



Chris Noonan, a member of the Tarrant County Community College faculty, will be presenting to a National audience of career and technical educators.

The Tarrant County Community College “TCC”, Center of Excellence for Energy Technology has been recognized as a blueprint for leading Heating, Ventilation, Air Conditioning and Refrigeration “HVACR” schools to emulate.

Having launched a successful program, other schools from around the country have expressed interest in learning about the TCC Center of Excellence for Energy Technology, as a model to build more world class HVACR programs.

This session will be conducted at the National HVACR Educators and Trainers Conference, for HVACR instructors from across North America. During this session he will discuss “How to Take your HVACR Program to the Next level”. Mr. Noonan will help attendees understand how to analyze their current program by identifying and analyzing strategic areas. Additionally, he will discuss how to get key stakeholder involvement (students, faculty, administration, advisory committee) along with identifying and prioritizing short and long-term goals.

The HVAC Excellence team would like to thank Tarrant County Community College for their support of career and technical education, and sharing their expertise.

Learn more about the Tarrant County Community College “TCC”, Center of Excellence for Energy Technology by attending the National HVACR Educators and Trainers Conference.

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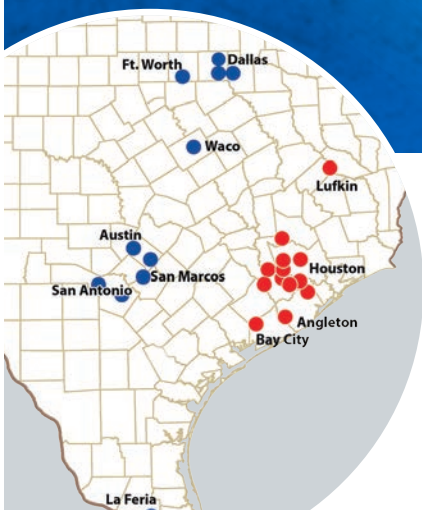


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HARDI Annual Conference 2017

*NOVA 2017 was held at the ARIA Resort and Casino in Las Vegas the first week of December.
The conference set records for registrations and attendance.*



Alex Rivero and Mario Gamez with Comfortstar



Buddy Le Blanc with ICM



Emilio Garcia, Brandon Stewart, Jennifer Boyajan, Rick Rasch and Mike Noelke all with Sanhua International



Felix Delvalle and Bill Welch with SAMSUNG



Greg Johnson and Jason Makowski with Aspen Manufacturing



Jeff Vendt and Jonathan Brenis with Nu Calgon



Jennifer Flodin with FYSIKS and Sarah Carlson with Infor



Jim Dufault and Ben Hardwick with IO Systems



John Jeffers, Carl Pollex, Marjorie McAllister and Troy Evans with CPS Products and 5-2-1



Justin Williams and Seth Priester with M&M Manufacturing



Keith Clark and Steve Schmitt with Nortek



Kelley Pledger, Angelica Rodriguez and Michelle Shearer Rodriguez with Shearer Supply



Kelly Martin and Keith Clark with Nortek



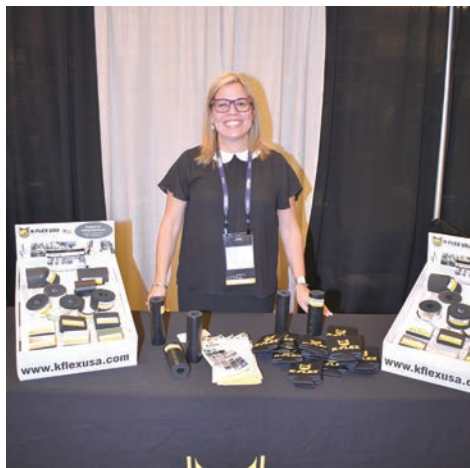
Lance Gill and Mike Leprohon with C&D Valve



Laurelyn Arriaga with Quietflex and Wayne Hartman with Daikin and Rick Heyden with Heyden Stanley Group



Matt Cowley and Dave Lax with Spectroline



Molly Person with K Flex



**Mr and Mrs Jess Mattox with
Mr and Mrs Ken Schreiber with
Century AC Supply**



**Patti Ellingson and Scott Daniello with
Cooper Atkins**



**Peter Gould with Julie Decker with
ATCO**



**Carl Pollex with 5-2-1 and
Marjorie Mcallister and John Jeffers
with CPS Products**



**Robert Kleinkauf and Jeff Deets with
Morrison Supply**



**Robert Kleinkauf and Jim Mishler
with Morrison Supply, Sharon and
Tim Truitt with Hugh Cunningham
HVAC**



Robin Armijo with McDaniel Metals



Walt Meyers with Icool



**Roger Pollex with Pollex Group and
Mike Leprohon with C&D Valve**



**Sean Ince with Pro1 and Wes Swank
with Coburns Supply**



**Steve Wood with Pepco, Bryan Boyd
with AC Supply and Bob Hardage
with Pepco**



**The Pollex Group with Tom Ritchie from Ritchie
Engineering
Yellow Jacket**



**Roger Pollex and Todd Montgomery with TPG,
Derrick Boyce with Ecobee, Bubba Roberts and
Dan Salas with TPG**



**Rob Moore with Rectorseal, Steve Wood,
Randy Burg and Warren Finney with
Southwest HVAC Sales**

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Johnson Controls to showcase advanced HVACR technology at 2018 AHR Expo

Company's unmatched portfolio of HVACR products optimize building performance and sustainability

Milwaukee – Johnson Controls will showcase an expanded heating and cooling product portfolio at the 2018 AHR Expo, Jan. 22 to 24 in Chicago (booth number 5349). Key technologies on display include the Metasys®

Building Automation System, Verasys™ Plug-and-Play Controls System and YORK® Affinity™ Variable Capacity Residential Systems (a 2018 AHR Innovation Award finalist).

These products are designed to simplify building

management, increase efficiency and sustainability, and save time and money, all while keeping occupants comfortable, productive and secure:

- The new YORK Affinity Variable Capacity Residential Systems feature

inverter-driven variable capacity technology, which dynamically adjusts capacity and airflow, unlike conventional systems that simply turn on or off. Air circulates more precisely and quietly, maximizing comfort while reducing energy

consumption. The systems are ENERGY STAR® Most Efficient qualified, featuring up to 20 SEER YXV air conditioners and YZV heat pumps that can reduce energy costs by as much as 50 percent compared to older 10 SEER units.

- The new Metasys 9.0 Building Automation System offers substantial enhancements to the Metasys product line, including two new IP/Ethernet-based controllers and user interface (UI) features that make finding critical information and resolving issues easier than ever. The Metasys system also debuts a new, cloud-hosted optimization platform that proactively analyzes building data and an exclusive first look at new integration capabilities.

- Verasys is the first plug-and-play solution that integrates heating, ventilation, air-conditioning and refrigeration (HVACR) equipment and controls. Designed for light commercial buildings, this controls system provides a simple user experience with configurable controllers that seamlessly connect to a vast array of mechanical equipment, controls and sensors, without requiring any special programming tools.

Also on display will be a revolutionary advancement that challenges everything about conventional chiller design. To learn more, visit www.YORK.com/Next.

In addition to the new technologies being launched at AHR Expo, Johnson Controls will feature a presentation theater, where subject matter experts will present on a variety of industry-related topics. This year's topics include the latest innovations in home and building thermostats, the benefits of low entering condenser water for chillers, variable speed drive (VSD) technology, and the importance of IP-based field equipment controllers. For more information, visit Johnson Controls at the AHR Expo, or go to www.johnsoncontrols.com.

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Emerson Agrees to Acquire Cooper-Atkins

St. Louis— Emerson (NYSE: EMR) has agreed to acquire Cooper-Atkins, a leading manufacturer of temperature management and environmental measurement devices and wireless monitoring solutions for foodservice, healthcare and industrial markets.

Cooper-Atkins is a

longtime technology leader in foodservice markets with a comprehensive offering of temperature management and monitoring products for spot inspection and fixed location uses, including restaurants, supermarkets and other places where food is handled, prepared and stored. Their solutions are modernizing

food quality management utilizing mobile and cloud-based quality, safety and compliance systems.

“Temperature management in food retail and restaurants is a dynamic market due to increasing regulatory requirements, rising labor costs and the proliferation of locations

where fresh foods are prepared and served,” said Robert T. Sharp, Executive President, Emerson Commercial & Residential Solutions. “This acquisition further strengthens our ability to meet the evolving needs of our cold chain customers – from grower to retailer – to help provide consistent and

safe control of food and other temperature-sensitive goods.”

Cooper-Atkins is a strong complement to Emerson’s global cold chain business, which includes the ProAct™ Services portfolio for supermarkets and the Cargo Solutions business, which provides real-time perishable cargo tracking and

monitoring services.

“We see food safety as a critical need that will shape demand in our end markets,” said Emerson Chairman and Chief Executive Officer David N. Farr. “Cooper-Atkins’ strong brand reputation and leading portfolio of automated temperature and monitoring solutions broadens our access to the foodservice industry.”

Cooper-Atkins’ food quality portfolio strategically expands Emerson’s broad cold chain portfolio of products and services for producer, retail, industrial and transportation customers. Emerson’s market-leading compressor technologies, controls and connected solutions optimize energy consumption and operational performance in the assets powering supermarket, foodservice and refrigerated shipping operations.

The added expertise from Cooper-Atkins significantly extends Emerson’s global capabilities in monitoring food, its preparation, and other high-value shipments throughout the entire supply chain to preserve freshness and quality.

Headquartered in Middlefield, Conn., Cooper-Atkins is a privately-owned company with approximately 150 employees, and has offices and operations in Ohio, Florida and Singapore.

The acquisition is expected to close within the next 60 days, subject to various regulatory approvals.

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Patent Pending



61065
CAMF12



Installed on Top of Mini Split Indoor Unit



MiniFresh Installed in Hotel P-Tac Unit



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Product News

Venstar's New Explorer Mini Residential and Commercial Thermostats Pack Big Features Into a Small Footprint

Chatsworth, Calif. — Venstar®, a leading thermostat and energy management systems (EMS) manufacturer, today launched its new Explorer® Mini residential and commercial programmable Wi-Fi® thermostats. Just 3.2 inches wide by 3.2 inches high and less than an inch deep, Explorer Mini thermostats help save energy and improve indoor comfort while taking up less wall space. Venstar's Explorer Mini is the most affordable Wi-Fi thermostat on the market. It is now available throughout North America from Venstar's exclusive network of Wholesale HVAC Distributors.

"Venstar's Explorer Mini packs big features into a small footprint, so you gain all the benefits of a full-sized thermostat without any sacrifices. A game changer, Explorer Mini is the most affordable Wi-Fi thermostat on the market, and with the free Skyport Mobile App, it gives both residential and commercial dealers and customers a win-win," said Steve Dushane, president and CEO of Venstar Inc.

Venstar's Explorer Mini features include:

- Built-in Wi-Fi, enabling remote access to monitor and control;
- Seven-day programmability and multi-stage control;
- Small, compact size and simple to install
- Large, easy-to-read display with bi-color LED Heat/Cool indicator;
- Compatible with Amazon® Alexa;
- Remote control with Skyport™ Cloud Services, including Global changes;
- Compatibility with Venstar's free Skyport Mobile App;
- Compatibility with Venstar's Wireless Temperature Sensor (Model ACC-TSENWIFI) to remotely measure air temperatures such as indoor, outdoor, return air or supply air;
- Dry contact equipped;
- Local API for third-party monitor and control

- Title 24 compliance and Open ADR 2.0b certified;
- Keypad lock to avoid tampering, ensuring control of energy usage; and
- An optional locking cover (ACC-0630) for commercial installations.

With Venstar's free Skyport Mobile App, users can access and control Explorer Mini thermostats with their Apple® iOS and Android™ mobile devices. From the mobile app, users can:

- Remotely view thermostat information such as current weather and forecast and equipment status (heating, cooling, off);
- Control thermostat settings, such as change heat and cool setpoints, thermostat modes, and set "Home" or "Away" at the touch of a button;
- Enable or disable the Time Period Schedule;
- View thermostat alerts such as supply air temperature*, air filter replacement and time for service;
- View current system temperatures with high and low values for the day; and
- View heating and cooling runtimes for the day, current week and last week.

On the Skyport Cloud website, users have access to more advanced programming options, including global changes to temperature, mode, time period schedules, Holidays and vacations.

Explorer Mini thermostats are available for residential (Model T2000) and commercial (Model T2050) use and are compatible with virtually every type of heating and cooling system.

For additional integrations, Venstar's Application Programming Interface (API) enables developers and installers to integrate the thermostats with other third-party systems, including most home automation systems.

CONSTRUCTION, cont.

Residential construction—comprising residential building and specialty trade contractors—added 14,800 jobs in November and 85,900 jobs, or 3.2 percent, over the past 12 months. Nonresidential construction (building, specialty trades, and heavy and civil engineering construction) employment increased by 8,600 jobs in November and 97,700 positions, or 2.4 percent, over 12 months.

The number of unemployed jobseekers with recent construction experience fell to 467,000 in November, down from 517,000 in November 2016, while the unemployment rate in construction dropped to 5.0 percent last month from 5.7 percent a year earlier. These declines show how difficult it has become for the industry to find experienced workers, Simonson said.

Average hourly earnings in the industry climbed to \$29.17, a rise of 2.9 percent from a year earlier. That was a steeper increase than for the total private sector, which rose 2.5 percent to an average of \$26.55 per hour. The economist noted that construction pays nearly 10 percent more per hour than the average nonfarm private-sector job in the United States.

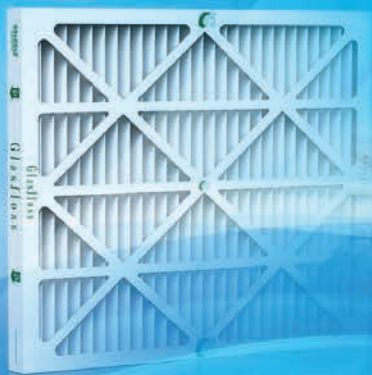
Construction officials said that one reason construction wages have not grown more rapidly is historically low profit margins for most construction projects as firms cope with increased regulatory compliance costs, higher health care costs and robust competition for work. They said that if proposed tax reforms are enacted in a way that lowers tax burdens for all employers, construction firms will have more room to increase wages as they work to recruit workers amid tight labor market conditions.

"Given current labor market conditions, it is reasonable to assume that many construction firms will take advantage of tax cuts to boost pay and benefits," said Stephen E. Sandherr, the association's chief executive officer. "Increasing wages should attract more young people into the industry, while boosting overall economic activity."

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HARDI Distributors Report 11 Percent Revenue Increase in October



Columbus, Ohio—Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members increased by 11 percent in October 2017.

The average annualized growth for the 12 months through October 2017 was 6.6 percent.

“The 11 percent gain this month versus October 2016 was helped by one extra billing day and an easy prior year comparison,” said HARDI Market Research & Benchmarking Analyst Brian Loftus. “We had a slow start to heating season with mild conditions in the Northeast and Great lakes regions.”

“US consumers are finding themselves in an optimal economic situation consisting of rising real wages, low unemployment, low inflation, low interest rates, a rising stock market, and relatively-low commodity prices,” said HARDI Senior Economist Connor Lokar. “We expect consumer spending to accelerate through mid-2018 and this bodes well for HARDI members in 2018.”

The Days Sales Outstanding (DSO), a measure of how quickly

customers pay their bills, is now approaching 46 days. “The DSO is increasing over the past couple of months but that is consistent with the normal seasonal pattern,” said Loftus. “It is up a little from last year, but comparable to October 2014 and 2015.”

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 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.

Continental Materials Corporation Appoints New President, Brian Holte



Chicago, IL - James Gidwitz, CEO of Continental Materials Corporation, is pleased to announce the appointment of Brian Holte as President, Williams Comfort Products and Phoenix Manufacturing, Inc., replacing retired President, Mike Markowich. Williams Comfort Products, Colton, CA and Phoenix Manufacturing, Inc., Phoenix, AZ manufacturers of a broad range of heating, air conditioning and ventilation equipment and solutions.

Holte said: “I am honored to have the opportunity

to lead both Williams and Phoenix Manufacturing and its employees into an exciting future. With a talented team, and a broad set of quality products and capabilities, we are well positioned and committed to deliver customer and shareowner value in the years ahead.”

Holte has more than 25 years of experience in leadership roles within the industrial technology and building products industries for large, mid-market, and start-up companies including Rockwell Automation, James Hardie, Project Frog, and Oldcastle Building Envelope. Holte is a graduate of University of Wisconsin-STOUT, where he earned a bachelor’s degree in Industrial Technology, and holds a Master’s in Business Administration from the University of Southern California.



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Visit your local Johnstone Supply for more information!

*Beginning January 1, 2018. New units only. Residential units are defined as single phase units installed in a residential application. Evcon and manufactured units are excluded.



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

By Todd Liles

This article is continued from last month.

#3 Clients Prefer Flat Rate

Most of our economic systems are built upon Flat Rate Pricing. If you are in the market for a car, house, pack of gum, education, computer, cell phone, or gallon of milk; then you expect to pay a predetermined price for that product. A predetermined price, or a retail price, is another way to say "Flat Rate."

As a society, we expect and prefer a Flat Rate System. It's easier. It's less to think about, and less to manage.

#4 Clarified Systems and Procedures

A Flat Rate System demands that a company clarify their systems and procedures. In many ways, I think this is why some people do not move their companies over from time and material. They simply do not understand how to create systems and procedures. This creates an anxiety factor, and a fear of "screwing it up." Many contractors find it simpler to just stick with what they know. Unfortunately, this will limit their long-term success.

In order for a company to reach its highest level of success, they must have an implementable system of procedures.

Systems and procedures are the guidelines for growth. A process that allows you to grow

your team with expected results. Results that can be replicated. This is critical for any company.

Systems and procedures also serve as a guideline for excellence. A standard of excellence that is proven and ethical. Without a strong set of systems and procedures, a service company can expect limited results.

Jack Arnold is a perfect example of a Time and Material contractor gaining new focus and new purpose. He is taking huge steps in laying the foundation for a great Flat Rate Service company.

If you want help implementing your Flat Rate System, contact us for details.

Jack is continuing his journey, and has taken an even bigger step towards his goals by joining our Monthly Coaching Program.

The Monthly Coaching Program is our most personal approach to training. It includes intensive Owner, Manager and Front Line Training with your very own Business Coach.

Once Jack is up and running with his Business Coach, I'll post some updates with his goals and progress. .

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.

Goodman Extends Hurricane Relief Program as Coastal Homeowners Continue Rebuilding

Houston – With extensive rebuilding continuing in the coastal communities rocked by hurricanes last summer, Goodman Manufacturing has announced it is extending a special program that has been providing considerable, verified discounts to flood-ravaged homeowners on Goodman[Symbol] brand heating and air conditioning systems.

"Operation Returning Comfort" began offering emergency pricing discounts in September to help homeowners in Texas and Florida quickly rebuild in the wake of Hurricane Harvey and Irma. With many homeowners facing mounting financial challenges to rebuild, the program passes along direct savings on heating, ventilation and air conditioning (HVAC) equipment via participating, local, independent Goodman dealers.

With the extension, flooded homeowners can now take advantage of the program through February 2018.

To ensure that homeowners receive appropriate pricing, the special discounts are verified by Goodman's Homeowner Support Team, which makes random calls to validate installations. Both the local Goodman dealer and affected homeowner are also must complete and sign a participation form.

"Operation Returning Comfort began as a

way to help flooded homeowners regain their indoor comfort quickly, but with the extensive amount of rebuilding underway, we saw a need to extend this program," explains Jeff Underwood, vice president of marketing for Goodman. "Flooded homes have left thousands of people contending with large, unplanned expenses. We hope that by extending Operation Returning Comfort, our independent dealers in flooded areas can help homeowners in need."

Flood affected homeowners can contact their local, participating Goodman HVAC dealer for full details on Operation Returning Comfort discounts. To find an independent Goodman dealer, visit www.goodmanmfg.com/support/find-a-dealer.

While hurricane-related flooding did not affect the operations of Houston-based Goodman, many of its employees and dealers in both Houston and in Florida suffered damage.

"We understand the pain many homeowners are going through and we hope Operation Returning Comfort can provide some relief," Underwood says.

Goodman heating and cooling systems are designed, engineered and assembled in the United States. Most the units are assembled in Waller, Texas, just outside Houston. For more about Goodman, visit www.goodmanmfg.com.

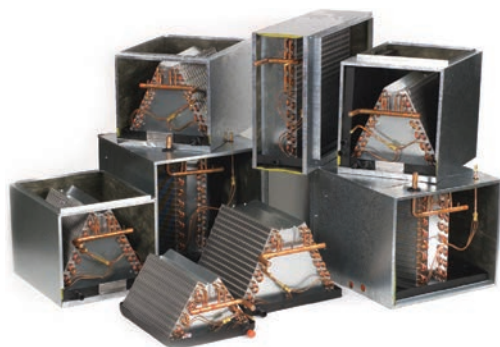
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Lennox Named 2017 Outstanding Corporate Innovator (OCI) Winner by Product Development And Management Association (PDMA)

Award Recognizes Lennox for Sustained Innovation Success

RICHARDSON, TEXAS – Lennox Industries Inc., a leading provider of innovative home comfort solutions, has been named the recipient of the 2017 Outstanding Corporate Innovator (OCI) Award by the Product Development and Management Association. The OCI is the only global innovation

award that recognizes companies for demonstrating sustained and quantifiable success in developing new products and services.

“We are proud to be recognized with the 2017 Outstanding Corporate Innovator Award,” said John Whinery, vice president, product

management, for Lennox. “It recognizes the culture of innovation that is at the core of this company, and has been since Lennox was founded in 1895.”

For over 30 years, the OCI Award selection process has identified companies that create and capture value through innovation in developing new

products. The prize recognizes sustained success in launching new products, growth from new product success, well-defined development practices and processes, and distinctive innovative characteristics and intangibles.

“Lennox’s success is grounded in a strong foundation

of innovation principles and practices, executed by our exceptional team of professionals,” said Whinery.

Past OCI Award recipients include some of the largest, most recognizable brands in the world. Including Lennox Industries Inc., there have been 54 organizations granted the

OCI Award over the course of its 30-year history. A few of the winners are Apple, Bausch & Lomb, BMW, Chrysler, Dow, FedEx, Harley-Davidson, Herman Miller, Hewlett-Packard, Merck, PepsiCo, Xerox and a host of others.

The OCI Award was presented to Lennox Industries at the 2017 PDMA Annual Conference, Nov. 11-15, 2017, in Chicago. For more information about PDMA’s OCI Award, visit www.pdma.org/OCIaward.

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Product News

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It's On My Heart: Shinola, what you don't know!

Growing up, a shoe polish that was in every household was Shinola. They owned the market back in the day. Then people stopped shining their shoes, suede came into vogue, whatever, we just did not see much from Shinola. Tom Kartstotis did see something in that brand, however. He had a career growing Fossil watches into a \$2 billion/year company, which he still owns 12.5% of. Started with a stake of \$200,000 importing watches from Asia, but I digress. Here is the important story.

2010, he has just stepped down from chairman of Fossil, not sure what next step would be. He is on a vacation trip to Williams, AZ, stopped by the Flintstones theme park called Bedrock City. Tom, since he was a kid, was fascinated with the Flintstones, wanted to visit the park. It was rundown, he actually considered buying the park, converting it into a sustainable living model, helping to support Native American communities all around it. As he was leaving, a friend mentioned that if he wanted to make a difference today, he should go to Detroit.

So a few weeks later he is in Detroit, where he connected with Don Nelson, former NBA coach, and Dan Gilbert, owner of the Cleveland Cavaliers, and co-founder of Quicken Loans. He had pumped more than \$2 billion dollars into dozens of properties in downtown Detroit. Gilbert became an investor in

Bedrock, Tom's group that he uses to invest in business he feels have long-term potential. Here is a couple of guys who are wealthy, buying businesses and building manufacturing plants, and don't need government subsidies to get it done.

Tom's first idea was what he did with Fossil, produce high end watches for a couple of luxury brands, maybe employ 100 people in a factory in Detroit. It dawned on him that Detroit was a brand, one that had lost some traction since the automobile production days. One early study that was done showed a key element, would people pay \$10 for a US made pen and \$15 for one made in Detroit? The study showed that folks would pay a Detroit premium. Tom went on to buy the Shinola shoe polish name for \$1 million in 2010, started selling Shinola watches in 2013.

He is creative in how he put this all together, the Argonaut movement name came from the Argonaut research lab where the automatic transmission and heart lung machine were created. He uses his employees in ads, customers can watch dial makers working through plated glass in the retail stores, they feature products from other Detroit craftsman, all bringing a small boutique feel to the items for sale.

Kartstotis talks about a quality supervisor named Bibb, 32 years old who thought she would never do more than basic janitorial work. Tom claims

that she and others like her are the main reason he is doing what he is doing, growing the Detroit brand. His idea to sell high end products, with high quality and often a creative story behind them is also a strategy for creating jobs and careers in Detroit. Take the extension cord for example. His extension cord is beautiful, available in green, beige, or black. 5 receptacles, 2 USB ports, it looks significantly more robust than the ones you find at your local big box store. It also starts at \$85, but this one you will put in FRONT of your Christmas tree.

And what else are the Shinola guys up to? Lots, they have jewelry, knives, fine leather belts and purses, and of course, a slew of nifty watches. In fact, they just rolled out a diver's watch in a limited edition. It is an automatic, only 500 pieces available, called the Lake Erie Monster. Comes in a box with a high intensity flashlight, map of Lake Erie, extra strap, it rocks. Limited to 500 pieces on first run, \$2200, sold out first week.

Back to products. They have a separate factory just for high end bikes. Prices range from \$1000 to \$3000, and they will sell you a pedal wrench for \$20. Audio, they make turntables, speakers, headphones, all excellent quality and built to highest quality standards. Leather journals, address books, key fobs, baseball gloves, footballs, baseballs, gloves, even

a stunning set of allen wrenches, all color coded! Jackets, scarves, ball point pens, candles, it goes on and on. They are rolling out a hotel in Detroit, complete with a vinyl listening deck.

My point is this. The guy took a concept and ran with it. People will pay more for a story, for an improvement to society. Each watch purchased helps Detroit's fight for survival. How can we apply this marketing and sales lesson to our business? You don't have to go far to see a bunch of new watch companies, most are using Kickstarter to fund initial runs of products. They are almost always less than half the price of the Shinola watches. I found it interesting how Tom turned what most people think is a commodity into a unique product with a message. He also has a life-time warranty on the product. Life-time.

We need to work on our offerings in the marketplace. Bundle more features, warranties, guarantees to set ourselves and our products apart from the group of people selling boxes. Put together a story, give back to the community, do something different this year. It will pay dividends.

Full disclosure: For Christmas I gave myself a Shinola Runwell Sport Chrono. Actually used some left over airline miles to get it. I am delighted with how it feels, works and the life-time warranty. Will let you know how it goes in a few years.



Jim Hinshaw

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

Hinshaw 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 high-results 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!"

www.blurb.com/bookstore/detail/2223484 to check out the book – first 15 pages are free, sample before you buy!

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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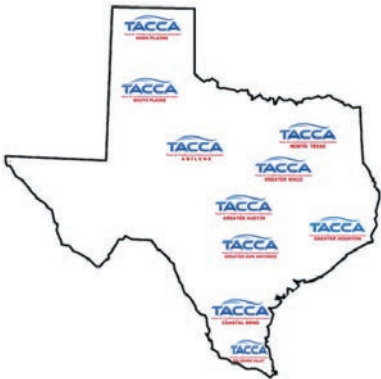


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Women in HVACR at the HARDI Annual Conference

WHVACR held a workshop during the HARDI Conference at the ARIA Resort in Las Vegas. The one day event was held on Saturday and featured training, team building and networking.



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Insko Distributing held a Vendor Fair and Open House in Houston



RSES Offers HC Training, NATE Testing at the 2018 AHR Expo

Rolling Meadows, Ill.— RSES will be an active player during the 2018 AHR Expo being held in Chicago on Jan. 22–24, 2018 at McCormick Place in Chicago.

In addition to residing at booth No. 4443 during the show, RSES Region 2 Director Art Miller, CMS, RCT, will be presenting “Hydrocarbons as Refrigerants and Alternatives to HFCs” on Monday, Jan. 22 from 8 a.m. to 12 p.m. in room S103D. This free session will review HC regulations and standards, refrigerant properties and safety, including the alternatives HFC-32 and HFOs, system component compatibility, servicing procedures, the refrigeration cycle and cylinder storage and transport. No registration is required.

Also on Monday, RSES will proctor one session of North American Technician Excellence (NATE) technician certification testing from 1 to 5 p.m. in room S501. Separate registration is required. Those interested in testing should click here for a copy of the registration form, fill it out and email it to Emlyn Bertsche, Member Relations/Testing Manager, at ebertsche@rses.org. You can also fax it back to 847-297-5038. The deadline for registration is Jan. 12, 2018.

Technicians who have earned NATE certification are preferred among consumers, require fewer callbacks, and

generate more income for their employers, thus earning higher wages on average and demonstrating greater value to employers than non-certified technicians.

RSES is a leading education, training and certification association for HVACR professionals. RSES credentials include its Active Specialized Member, Certificate Member and Certificate Member Specialist categories, as well as one of the largest EPA Section 608 certification programs in the industry. Founded in 1933, RSES is a non-profit organization with chapters in the United States and Canada, as well as affiliate organizations worldwide. For more information about RSES, visit www.rses.org.

NATE is the nation's largest industry-endorsed, non-profit certification organization for heating, ventilation, air conditioning and refrigeration (HVAC/R) technicians. Candidates can earn installation and/or service certification in 11 specialty areas: air conditioning, air distribution, heat pumps, gas heating, oil heating, hydronics gas, hydronics oil, commercial refrigeration, light commercial refrigeration, ground source heat pump and senior efficiency analyst. For more information about NATE, visit www.natex.org.



Refrigeration Association of San Antonio Chapter of the Refrigeration Service Engineers Society 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.



The spotlight



**HARDI has named
Alex Ayers to Director,
Government Affairs**



**HARDI has named
Palmer Schoening
to Vice President,
Government Affairs**



**HARDI Promotes
Emily Saving to
Executive Vice President**



**Wilo USA Appoints
Darren McGuire as
Director of Operations**



**Mitsubishi Electric
Cooling & Heating's
Rob Howard Receives
Appointment to
EEBA Board of
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CALENDAR OF EVENTS

Insko's January Events Schedule

Insko 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.

Grapevine

Tuesday, January 16th & Wednesday, January 17th – Mitsubishi M & P Series 2 Day Service Course from 8am – 5pm located at Insko's Grapevine Training Facility | Only \$200

Tuesday, January 30th – Air Properties and Measurements from 8am – 12pm located at Insko's Grapevine Training Facility | Only \$80

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Solar Supply in Victoria TX celebrates the retirement of Richard Perez

The company held a shrimp boil luncheon to honor Store Manager Perez for 26 years of service to the company. Solar sales manager Quitman Moon called Perez "One of the nicest people I have ever known"



Retiring store manager Richard Perez



Sales Manager Quitman Moon and retiring Store Manager Richard Perez



AHRI Honors Jim VerShaw, Trane's Chief Engineer, with its Distinguished Service Award



Jim VerShaw chief engineer for Trane accepted the Richard C Schulze Award from (AHRI) board chairman Chris Drew

Tyler, Texas – The Air Conditioning, Heating and Refrigeration Institute (AHRI) recently honored Jim VerShaw, chief engineer for Trane® Residential HVAC & Supply at Ingersoll Rand, with its highest award. Trane is a leading global provider of indoor comfort solutions and services and a brand of Ingersoll Rand®.

The AHRI Richard C. Schulze Award recognizes individuals who are leaders in the heating, ventilation and air conditioning (HVAC) industry

and who have made significant contributions throughout their careers. AHRI leaders presented VerShaw with the award at their annual meeting held in Miami earlier this month.

"Jim exemplifies the leadership and industry commitment we recognize with this award," said Stephen Yurek, president and chief executive officer of AHRI. "His outstanding contributions include the development of industry standards, certification guidelines and federal regulations. He recently worked with the U.S. Department of Energy on the new efficiency levels coming out in 2023. He also has driven a number of innovative solutions for the industry; he is named as a co-inventor on eight separate patents."

VerShaw has witnessed significant changes in the industry during his 43-year career. Technologies in heat exchangers, motors, compressors and electronic controls that are now light years ahead of where they used to be. Efficiency levels have also grown substantially. Furnaces in the 1970s were running at about 65 percent efficiency – now Trane is developing furnaces at 97 and 98 percent efficiency. Air conditioners were in the 6 to 8 Seasonal Energy Efficiency Ratio (SEER) range, and now they're in the range of 13 to 20 SEER.

"Jim inspires all of us with his passion for creating the best possible solutions for our customers and increasing sustainability standards throughout the industry," said Matt Pereira, vice president of engineering and technology for Residential HVAC & Supply at Ingersoll Rand. "He helps drive sustainability standards by representing our business and what is best for the customers as rules and regulations are developed, and then brings that knowledge back to the Trane design teams to make sure that the solutions they develop meet or exceed those regulations."

The Tyler community has also witnessed significant HVAC industry changes since the sector represents such an integral part of the Tyler business community. During the middle part of the 20th century, Trane, American Standard and General Electric produced HVAC solutions in Tyler. In 1982, General Electric sold its central air conditioning division to Trane and today, the Tyler Trane plant remains one of the community's largest employers.

A long-time Tyler resident, VerShaw joined Trane in 1974 and moved to Tyler to focus on the residential furnace portion of the business in 1988. In 1991, he was part of the team that introduced a highly efficient furnace line to Trane that is still in production today. He has worked and lived in Tyler, Texas since the late eighties except for a three-year stint in Trenton, N.J., at the Trane plant there. He has held roles of increasing responsibility at the Tyler plant where he was eventually named head of development engineering and held various other management roles until 2007 when he was named chief engineer.

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HARDI NEWS

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.

Roberts Passes the Gavel, Meachum Assumes HARDI 2018 Presidency



Columbus, Ohio – Troy Meachum, President of ACR Supply based in North Carolina, has officially taken over as the new Heating, Air-conditioning & Refrigeration Distributors International (HARDI) President for 2018.

The final night at HARDI Annual Conference: NOVA earlier this month saw 2017 HARDI President Tom Roberts pass the gavel to Meachum.

Roberts capped off his HARDI presidency with a few milestones credited to his service, including the HARDI Mexico expansion and record attendances at multiple HARDI events in 2017.

HARDI Culminates Pinnacle Year with Record-Breaking Annual Conference at NOVA 2017

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) took attendees of its Annual Conference: NOVA 2017 on a high-flying trip this month, Dec. 2-5 in Las Vegas.

“There’s More To Discover” was the message seen repeatedly across screens and signage throughout the event, with former U.S. Navy Blue Angels lead solo pilot John Foley’s closing keynote tying up the end of the speaker series.

Speaking high limits, NOVA in Las Vegas shattered the previous year’s record, with 1,611 registrations and 1,557 of those attendees checked in throughout the four days.

This event also implemented the use of RFID tracking to better analyze and improve the content delivered at HARDI events.

“I truly believe that the performance of this year’s HARDI Annual Conference is a testament to the growth in value that members see in HARDI, and the ever-growing potential they see in the association as the industry expands,” said HARDI CEO Talbot Gee. “I hope everyone had a great time in Vegas, but more importantly that they received some takeaways that they will be able to implement into their business practices immediately. We will keep you updated, but stay engaged with the resources HARDI provides to ensure that wholesale distributors are the channel of choice for HVACR manufacturers and contractors.”

HARDI Names 2017 Key Members and Pillar Award Recipients

Columbus, Ohio– Heating, Air-conditioning & Refrigeration Distributors International (HARDI) presented both its Key Member and Pillar awards earlier this month at HARDI Annual Conference: NOVA 2017.

The Key Member awards were given to individuals who have shown standout engagement with HARDI and the association’s initiatives over the past year.

Recipients of the 2017 HARDI Key Member award were Scott Bell of Snappy, Adam Cornell of Daikin North America, Frank Leone of Leone-Green & Associates, Oscar Lopez of JB Industries, Jim Murphy of Team Air Distributing, Lance Rantala of Blue Hawk, Paul Rebelo of Universal Technology Corporation, and Frank Souders of Reacond Associates.

HARDI also distributed Pillar awards for exceptional involvement with Advocacy, Benchmarking and Talent initiatives through the association.

The Advocacy Pillar award recipients were Johnstone Supply Cincinnati, NIBCO Inc. and Airefco.

The Talent Pillar award was given to Refrigeration Supplies Distributor (RSD).

The Benchmarking Pillar award recipient was Don Stevens, Inc.



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ASHRAE

NEWS

Visit Us at AHR Expo!

AHRI will exhibit at the AHR Expo in Chicago, January 22-24. Visit booth 4710 to learn more about certification, standards, membership, and to view the brand new AHRI Directory of Certified Product Performance, which will go live on January 8. Logos of our members and certification participants will also be on display. The AHR Expo is the world's largest HVACR marketplace event, co-sponsored by AHRI, ASHRAE, and the International Exposition Company. It will host more than 2,000 exhibitors and attract nearly 70,000 industry professionals from every state and 165 countries worldwide.

AHRI Applauds House Passage of Tax Reform Bill

Urges Senate to Follow House Lead

Arlington, Va. – The Air-Conditioning, Heating, and Refrigeration Institute (AHRI), the trade association representing HVACR and water heating manufacturers, today applauded

House passage of the Tax Cuts and Jobs Act of 2017 and urged the Senate to follow suit.

“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 of 100 percent bonus depreciation for business purchase of HVACR equipment, a permanent reduction in the corporate rate to 21 percent rate beginning next year, a reduced rate for pass-through entities, repeal of the corporate alternative minimum tax, increased Section 179 expensing for small businesses, and the doubling of the estate tax exemption – 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 urges the Senate to follow the lead of the House in enacting these substantive reforms that will allow our industry and others to continue to innovate and create jobs.

In reference to provisions purposefully left out of the tax bill, Yurek said, “We look forward to working with Congress next year pass an extension of tax deductions and credits for certain highly energy efficient HVACR products and equipment.”

ASHRAE Launches New Building Energy Quotient Portal

Program provides a quick energy analysis for building performance

Atlanta – ASHRAE announced the recent launch of the Building Energy Quotient (Building EQ) Portal, which provides a faster, more automated approach to receive a Building EQ Performance Score.

“The primary goal of the Building EQ program is to promote more energy efficient buildings and give owners actionable recommendations to improve a building’s energy use,” says Hugh Crowther, Building EQ committee chair. “We’re excited to launch this integrated resource that will help users identify opportunities to lower building operating cost and make informed decisions to increase value.”

Building EQ rests on ASHRAE methodologies and standards and the experience of credentialed practitioners. These characteristics assure owners they are receiving reliable and consistent results and recommendations.

Two different evaluations – In Operation and As Designed – can be used independently to compare a candidate building to other similar buildings in the same climate zone or together for an assessment of a building’s design potential compared to actual operation. In Operation compares actual building energy use based on metered energy information. As Designed compares potential energy use based on the building’s physical characteristics and systems with standardized energy use simulation. The In Operation rating is available now and the As Designed rating will be available in early 2018.

Building EQ In Operation rating assists in the preparation of an ASHRAE Level 1 Energy Audit to identify means to improve a building’s energy performance including low-cost, no-cost energy efficiency measures and an Indoor Environmental Quality survey with recorded measurements to provide additional information to assess a building’s performance.

Metered energy data can now be downloaded into the Building EQ Portal from the ENERGY STAR™ Portfolio Manager. Other features include an Online Data Entry and submission process, Median EUI calculation aligned with ENERGY STAR® and an improved submission approval process.

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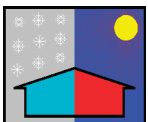
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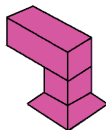
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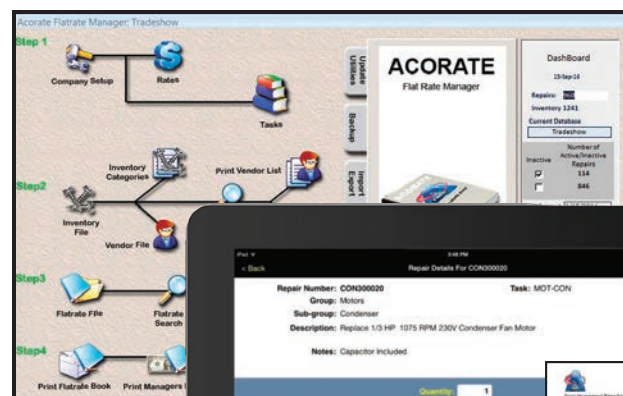
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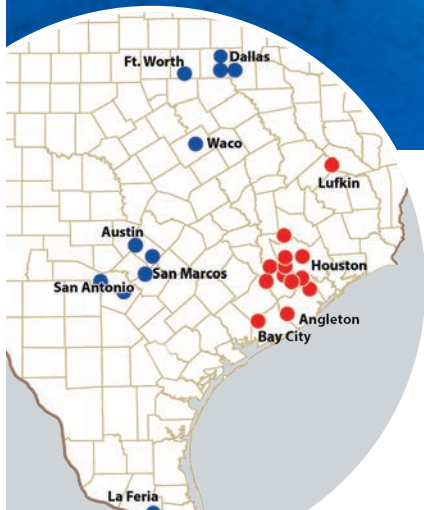


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