



Air Conditioning TODAY



Morrison Supply at Texas Motor Speedway



Pictures and story on page 17

Gemaire and Rheem Training Conference



The new Rheem Innovation Learning Center in Lewisville TX. More pictures on B6

Honeywell Traveling Road Show hits Ft Worth



Pictures on page B5

HARDI heads to Vegas



Heating, Air-conditioning & Refrigeration Distributors International (HARDI) is set to head to Las Vegas for their 2017 Annual Conference on December 2-5 at the Aria Resort and Casino. "We are very excited to announce that HARDI's 2017 Annual Conference theme is NOVA," said HARDI CEO Talbot Gee.

"NOVA is all about expanding and growing at your fullest potential, and our members are constantly exploring and pushing boundaries to find new ways to do just that. We are proud to represent the HVACR distribution industry and host this great event so jam-packed with value. Attendees

always love the opportunity to build new relationships or build upon old ones in the industry, and this year we have a great lineup of speakers they won't want to miss."

As part of the NOVA reveal, HARDI announced its keynote speakers for the event, which are Whitespace owner and founder Juliet Funt as the opener, HARDI Chief Economist Alan Beaulieu and former Navy Blue Angels Solo Lead Pilot John Foley as the closing keynote.

The lineup includes 19 additional featured speakers and was hand-picked to match them into the Discover, Deploy and Deliver conference session paths.

"For this year's NOVA theme, attendees will again have their choice between three different conference tracks: Deploy, Discover and Deliver," Gee continued. "Each track has been specially tailored for each part of the distribution chain, with excellent takeaways that attendees will be able to implement immediately."

"HARDI's Annual Conference this year has a fantastic, all-star lineup," said HARDI CEO Talbot Gee. "Every year, we aim to boost the value of this important industry event by giving attendees the opportunity to come away with tangible takeaways."

There's something for everybody in this selection of sessions, and I encourage those who will be with us in Vegas this December to check out the NOVA 2017 website and look through what we have in store for them."

The conference center is located on-site at Aria Resort & Casino at CityCenter Las Vegas. Set on the Las Vegas Strip, Aria Resort & Casino at CityCenter Las Vegas features a 150,000-square-foot casino, 16 restaurants and on-site entertainment.

To register and for more information on HARDI's Annual Conference: NOVA 2017, visit <http://nova2017.com/>.

ABACUS Joins The 100 Club of Houston to Support Families of First Responders



William Skeen, The 100 Club Deputy Executive Director Molly McGuirk, Abacus General Manager Alan O'Neill, Abacus CEO Richard Hartley, The 100 Club Executive Director

Houston - ABACUS Plumbing, Air Conditioning & Electrical is proud to announce they have become a Business Lifetime Member of The 100 Club of Houston, which is a non-profit organization. The

organization financially rescues the dependents of firefighters and law enforcement officers who have died in the line of duty by paying their debts and providing an education for their children.

The Women in HVACR Conference in Fort Worth



Pictures and story on B7

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2018 AHR Expo to Host Show's Largest-ever Education Program

Opportunities include free seminars, professional certifications and continuing education courses

Westport, Conn. – The 2018 AHR Expo has expanded its seminar program, making it the largest-ever education and training agenda in the Show's history. The expansive program features more than 120 sessions including free best practices and industry trends seminars from leading HVACR organizations, professional certification opportunities, and continuing education programs from the ASHRAE Learning Institute (ALI).

The 2018 AHR Expo will be held Jan. 22-24 at McCormick Place in Chicago. To register, please visit the AHR Expo registration website.

EDUCATIONAL SESSIONS

More than 70 of the free, one- and two-hour sessions will be presented by experts from prominent industry-leading organizations.

CONTINUING EDUCATION

AHR Expo will incorporate many opportunities for attendees to participate in ALI continuing education courses. A total of 20 courses will be offered prior to and during the 2018 AHR Expo coming to Chicago in January. All courses are approved for Continuing Education Units (CEUs) toward maintaining P.E. licensure. Advance registration and fee payment is required and can be completed by visiting ASHRAE's registration website.

SEE AHR EXPO PG.5

Gemaire and Rheem give to Hurricane Harvey Relief



Gavin Bruno from Gemaire presents the check to Todd McAlister Executive Director of TACCA



Clay Coons, Neal Cowne and Gavin Bruno with Gemaire and Ben Wittington with Rheem

Gemaire donated the proceeds from their dove hunt and raffle to the TACCA Hurricane Harvey relief fund. Rheem matched the amount raised by the Gemaire contractors from Texas and 3 surrounding states. The total from the two companies was \$17,716.00. The money donated will go directly to help contractors that were affected by the hurricane and flooding. David Scarlett from Gemaire organized the event.

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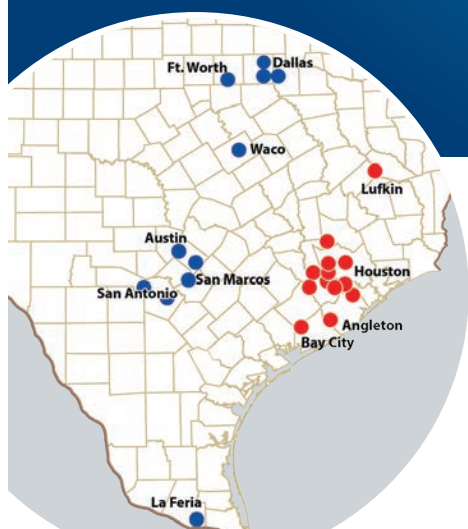
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Mississippi: Gulfport, Hattiesburg, McComb, Meridian, Natchez, Ridgeland, Vicksburg

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

SOLAR

RSES Releases Third Edition Of Hydrocarbon Refrigerants Study Guide, Elearning Course

Rolling Meadows, Ill. – RSES has released the third edition of its Hydrocarbon Refrigerants study guide and eLearning course. These are designed to assist HVACR professionals in understanding the requirements to safely maintain and service systems that utilize flammable

refrigerants currently approved under the Environmental Protection Agency's Significant New Alternatives Policy (SNAP) Program.

The 106-page study guide and eLearning course cover practices for the following refrigerant families:

- HC R-290 (propane);

- HC R-600a (isobutene);
- HC R-441A (a blend*);
- HC R-170 (ethane); and
- HFC R-32 (difluoromethane).

The eLearning course is broken down into four parts: Standards and Regulations; Refrigerant Properties and Safety System Component

Compatibility; Servicing Procedures and The Refrigeration Cycle Cylinder Storage and Transport.

The third edition includes an expanded appendix to include the EPA Regulations; EPA charge size tables; TP temperature charts for the HCs and R-32 as well as some HFOs;

and refrigerant properties for R-32 and any HFOs; and more.

In addition to the study guide, the third edition of Hydrocarbon Refrigerants is also available through RSES as an eLearning course and test, or a test-only option. The online training course

includes the third edition of the Hydrocarbon Refrigerants study guide PDF, a four-part review and test. A certificate of completion is awarded to individuals who successfully pass the exam.

To order the third edition of the Hydrocarbon Refrigerants study guide, please contact RSES by calling 800-297-5660 or visit www.rses.org/store. Please note, RSES members will need to login to the website prior to purchasing in order to receive the appropriate member discount.

AHR EXPO, cont.

CERTIFICATION

Several review sessions and exams will be available to 2018 AHR Expo attendees, including:

- NAFA Certified Air Filter Specialist (CAFS) Testing and 2-Hour Tutorial; NCT Testing
- AABC Commissioning Group (ACG) CxA Workshop and Exam
- HVAC Review and NATE (North American Technician Excellence) Testing
- ASHRAE Certification Exams

Registration and a fee are required for all review sessions and exams.

NEW PRODUCT AND TECHNOLOGY THEATER PRODUCT PRESENTATIONS

In addition, attendees can see what's new from the industry's leading companies in the New Product and Technology Showcase Presentations offered by exhibitors. With no cost and no reservation required, more than 100 20-minute product presentations will be delivered in rapid-fire succession in special theaters on the exhibit floor.

A complete list of 2018 AHR Expo educational opportunities can be found at <http://ahrexpo.com/education-overview/>.

This year's Show, co-sponsored by ASHRAE and AHRI, will be held Jan. 22-24, 2018 at McCormick Place, Chicago, and is held concurrently with ASHRAE's Winter Conference.

For more information, visit ahrexpo.com and follow @ahrexpo on Twitter.

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Century A/C Supply Donates York HVAC Equipment to Support Youth Boxing Gym

Dallas, TX - Representatives from Century A/C Supply, the Apartment Association of Greater Dallas, the Dallas Police Department and others recently attended a ribbon-cutting ceremony for the North Lake Highlands Youth Boxing Gym near Dallas, Texas.

The plans have been in the works for a while now and with the support of several entities, the gym is now complete and will provide after school recreation for youths in northeast Dallas and Lake Highlands.

The gym is important to the community because the area has long been a hot spot for crime. Boxing gyms built for youth in similar crime-ridden communities have been shown to provide self-respect, discipline, and a sense of purpose and belonging to the children they serve.

Century A/C Supply was happy to work with York to donate the high-efficiency York HVAC equipment to help keep the kids cool in the gym and Tom Martin with Quality Heating graciously donated his time to install the air conditioning and heating system. "It is important for us to

give back to our community, so when the opportunity was presented to Century, we were glad to offer the support" states Kourtney Miller, Sales Manager at Century.

The gym will be open weekday afternoons from 4pm – 8pm. Officers from the Dallas Police Athletic/Activities League (PAL) will provide the training for the youth boxing program and kids aged 7-18 will be invited to participate. The gym will also hold self-defense classes for women and senior citizens.

About Century A/C Supply

Century A/C Supply is a leading wholesale distributor of heating, ventilation and air conditioning equipment and parts with 24 locations throughout the state of Texas. Based in Houston, Century has been recognized by the Houston Chronicle as a Top 100 Private company and a Top Workplace in Houston. Learn more about Century A/C Supply at www.CenturyAC.com.



The ribbon cutting was held at the new gym



Duane Garcia with York, Kourtney Miller with Century AC Supply, Kin Oldham with the Apartment Association of Greater Dallas, Konnie Losey and Tony Sims with Century AC Supply



Tom Martin and Megan Lorich with Quality Air Service



Event Chair Leah Christian, Chip McSpadden with Camp Construction and Kourtney Miller with Century AC Supply



Crystal Ross with Dallas Parks and Rec with the Dallas Police at the event

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Construction Jobs Increase in 35 States and D.C. Between Sept 2016 and Sept 2017

Monthly Changes Reflect Hurricane Impacts, as Texas Adds the Most Jobs but Florida Has Huge Loss

Thirty-five states and the District of Columbia added construction jobs between September 2016 and September 2017, while 26 states added construction jobs between August and September as some state employment levels were impacted by recent hurricanes, according to an analysis by the Associated General Contractors of America of Labor Department data released today. Association officials noted that construction employment in many parts of the country would have been higher if more qualified workers were available.

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Dallas	10490 Shady Trail, Ste 100	214-350-7913
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DeSoto	640 E. Centre Park Blvd	214-467-8130
El Paso	11500 Rojas Dr., Ste A & C	915-779-3475

Ft. Worth	399 North Beach Street	817-834-5542
Garland	3775 Marquis Drive #101	972-276-5532
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Houston	14820 North Freeway, Ste 500	713-358-3737
Houston	14900 Hempstead Rd., Ste 300	713-462-3737
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Where Did Applebee's Go Wrong

Recently, Applebee's announced they would close 135 locations in 2017. When I first heard the news I wondered what had happened to the once-popular chain. Known for their affordable somewhat bland menu, with low calorie options, they were a mainstay of middle America for 30 years.

While many people might think it was the quality of their food, I am going to argue it was a major miscalculation by their marketing team. You see, they forgot who their customers were, as they tried to chase a new, young hip, millennial market. Instead of expanding their brand, they alienated their core.

It all began in 2010 when Applebee's unveiled their "revitalization" concept, which included remodeled interiors and exteriors, contemporary designs and new more upscale food and drink selections all designed to appeal to the elusive and

temperamental millennial audience. The collapse of the Applebee's dynasty wasn't as much an indication of American's changing tastes as it was a huge target marketing failure.

Target Marketing Fail #1 – Didn't attract a new audience.

What was the first problem with their plan to attract the millennials? It was kind of like a 50-year-old divorcee at a singles bar, the changes felt forced. Young consumers weren't buying it. Applebee's wasn't a hip cool place to bring a date or meet friends after work. It was where you took your grandmother to lunch after church on Sunday.

Their investment in the upgrades and a new menu to appeal to the "foodie" crowd didn't pay off. That was unfortunate, but sometimes marketing campaigns flop. That isn't usually enough to completely tank a

brand, but Applebee's had a bigger problem.

Target Marketing Fail #2 – Lost long time fans.

As they desperately ran after this new customer they didn't notice what was happening with their long time fans. Suddenly, the cost conscious, slightly older customer no longer felt comfortable at Applebee's. The prices were higher, many of their favorite items were no longer on the menu and the restaurant felt different. They stopped coming.

If you will forgive one more dating metaphor, this is like the boy who drops his loyal girlfriend to chase the pretty new girl in town. When she dumps him he discovers his loyal former girlfriend has moved on and he has no date for the prom.

Target Marketing Lesson – Proceed with Caution

Marketing history is filled with stories about

brands who lost their way as they chased new customer groups. JC Penny tried to go upscale and Irish Spring tried to reach women. In both cases, the efforts fell flat shrinking their core customer base without penetrating the new target market. Don't assume that the lesson here is that you shouldn't try to expand your brand, but you must proceed with caution.

Make sure you know what your most loyal customers love best before you make too many changes.

Do your homework, make sure you know what your new target thinks of you. If Applebee's had done that they would have realized this was too big a leap.

Look for ways to connect to new audiences in different places.

Looking to take your brand in new directions? Start with our target marketing guide. Download it at <http://roundpeg.biz/2017/06/target-customer>



Lorraine Ball

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

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

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

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Morsco Names Jim Mishler President, HVAC

Fort Worth, TX – MORSCO, Inc., a Fort Worth, Texas-based distributor of commercial and residential plumbing products; heating and cooling equipment (HVAC); pipe, valves and fittings (PVF); and underground utility products, has named industry veteran Jim Mishler President, HVAC.

Mishler joined MORSCO October 16, bringing more than 15 years of HVAC experience to the company. He has previously held positions at Lennox, Heating & Cooling Supply (Watsco) and Goodman Manufacturing, where he served as President, Company Owned Distribution (COD) and Sr. Vice President, Goodman Global.

“Jim is a proven industry leader, having guided his team at Goodman to many years of double digit growth and significant

market share gains,” said Chip Hornsby, MORSCO CEO. “He is a great match for this position and he will further our commitment to growing MORSCO’s HVAC operations to become a significant player in the U.S. market.”

Mishler will be based in MORSCO’s Support Center in Fort Worth, Texas. He is a graduate of the Kellogg Graduate School of Management at Northwestern University with a Master’s Degree in marketing and finance.

“As MORSCO continues to expand its business, one of the most significant growth opportunities is certainly HVAC,” said Mishler. “I am eager to start collaborating with the MORSCO team to further the company’s growth strategy for HVAC and create opportunities in both existing and expanded geographies.”



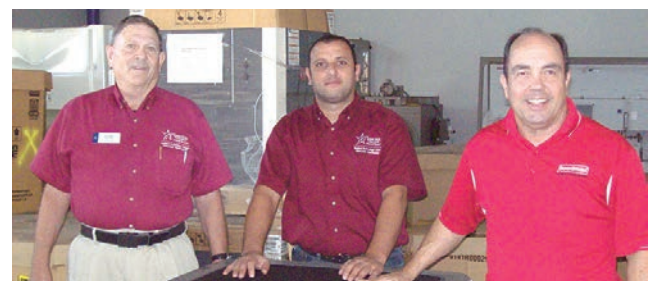
**Goodman National Accounts Manager
Edward Neumann**

Today Goodman Manufacturing, a member of the Daikin Group made an investment into the future of the HVAC industry.

Lone Star College is the fourth largest community colleges in the US with 6 campuses, 2 university centers, and an enrollment of 95,000 students. Lone star college is one of the nation’s leaders in the training of construction and skilled trade’s professionals. In July of 2016 ground was broken for the building of the new Construction and Skilled Trades Technology Center. The new building will be used to teach HVAC, pipe fitting, field service technology, and electrical technology. The building features 55,000 square feet of floor area that will

contain 6 classrooms and 8,000 square feet of laboratory area for the HVAC program.

Lone Star College has had an excellent two year associate degree program in HVAC. The graduates have found ready employment in Houston which is one of the most air conditioned cities in the world. In addition to air conditioning there is a large amount of process and industrial refrigeration in the Houston metro area. As the equipment used in HVAC and refrigeration continues to increase in complexity Lone Star College has adapted and increased the courses and laboratories to keep pace with the industry. The new building dedicated to the skilled trades is the latest investment Lone



**George Wentzel and Ahmed Gaber with LSC and
Edward Neumann with Goodman**

Star College is making into this vital area of our economy.

When attending the ground breaking for the new building Mr. Edward Neumann, Goodman National Accounts Manager spoke with Mr. Michael Burns, Dean of Instruction, Career and Applied Technology about the need for HVAC equipment to equip the new 8000 sq. ft. HVAC laboratory. The discussion was joined by Lone Star College President Dr. Gerald Napoles and it was agreed that Goodman and Daikin would donate equipment for the laboratory. The management team at Daikin was instrumental in procuring the equipment and approving the transfer to Lone Star College.

On August 28, 2017 the

equipment was picked up from the Goodman plant in Houston and taken to the new facility located on the Lone Star College North Campus. The equipment included heat pumps, condensing units, furnaces, ductless split systems, and Daikin VRV units. The units were offloaded into the new HVAC laboratory where they will be installed and used as training aids for the HVAC students.

This donation is another example of the commitment that Daikin/Goodman has to the local community and the future of the HVAC industry. Daikin, Goodman, and Amana HVAC systems are the only 100% American made systems and are committed to the future leaders in our industry.

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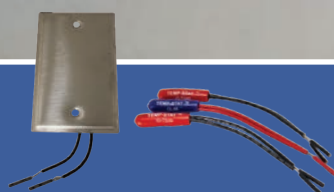
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Repair or Replace? Service Recommendations for Post Irma and Harvey Flooded A/C Units

By James Bowman, National Technical Manager--HVACR, RectorSeal, LLC.

The wake of Hurricane Irma and Harvey left thousands of residential air conditioning systems flooded throughout regions of Florida, Georgia and southern Texas and Louisiana.

Now, hundreds of HVAC service companies are facing decisions of restoring or replacing those air conditioning units. Not all properties have flood insurance. Therefore, many property owners are faced with prioritizing repairs on a very limited budget or even through charity and government assistance.

Flooded A/C units don't always mean replacement, because there are various degrees of damage. If a service tech has a chance to save a mildly-damaged unit or simply replace a component, it might be a tremendous benefit for a flood-ravaged homeowner already facing tens of thousands of dollars in other residential construction material replacement costs. A quick fix with the strategy of later replacing the unit could also be beneficial to homeowners attempting expedite the drying out a flooded home's interiors.

Therefore, the following is a service tech guide with tips for determining whether or not to salvage a flooded unit. Obviously, the floodwaters must have receded, power must be restored to the home, and all electric to the unit shut off.

Condensers

A condenser damaged by 10-inches or less of floodwater is a good restoration candidate, because the electrical components probably weren't submerged. If only the bottom of the condensing coil was submerged, rinsing initial flooding residual, followed by applying a non-acid, foaming coil cleaner, will restore its thermal

transfer capabilities. The foaming action is important for lifting any adhered flooding residue. Rinsing the coil thoroughly afterward is critical for coil longevity as residual chemical could potentially corrode the fins or tubing over the long term. Typically these cleaners can clean and brighten any condenser coil in five minutes. High pressure washers shouldn't be used, because they can potentially bend condenser coil fins leading to other problems.

Condensers submerged in more than 10 inches of water will require inspection and replacement considerations, because the electrical components, the compressor terminals, and possibly the fan motor could be beyond repair. For the condenser fan motor, first "ohm it out" and check for continuity to electrical ground.

Condenser fan motors may need replacement. However, depending on the flooding severity and duration, motor windings could be dried with a quick-drying degreaser spray designed specifically for cleaning electrical contacts with no danger of shorting out components. Open motors can be sprayed directly. Sealed motors can be sprayed directly into drain ports. Fan assembly bearings are typically sealed. However, units 20 years or older may have non-sealed bearings needing definite replacement.

Electrical contacts and terminals can be subject to poor conductivity or corrosion after flooding. Therefore, another safeguard is cleaning with an electrical contact degreaser spray and/or a brush, followed by a copper flake/petroleum oil paste that brushes on for long-term protection from corrosion. Likewise, outdoor electrical disconnect boxes require drying, cleaning and corrosion protection as well. It is also an opportune time to tighten all unit terminal connections.

A condenser with a flooded circuit board or a closed relay will definitely need replacement. They're not worth salvaging, because they could fail prematurely, which can then damage other components.

Indoor Air Handlers—Gas Fired

A gas-fired furnace subjected to flooding should be totally replaced and not salvaged, especially if any electrical, gas or safety controls were submerged. Possibly, the blower or blower motor could be refurbished as discussed in the above outdoor condenser section. However, the laborious replacement or refurbishment of the controls and the heat exchanger could surpass the cost of a new unit. Furthermore, it's not worth the dangers or liabilities of attempting to refurbish a flooded gas-fired air handler and its safety devices that could fail later with fatal consequences.

Indoor Air Handlers—Electric

Flooded electric indoor air handlers have potential for cleanup and refurbishment versus their gas-fired counterparts. The evaporator coil should be cleaned with an indoor coil cleaner that's environmentally-friendly and non-toxic so that any unrinsed residual won't affect IAQ. In some cases the coil may need to be removed and cleaned depending on accessibility. A submerged indoor coil that has not been thoroughly cleaned and rinsed should not be used in occupied spaces.

Some blower motors can be dried and cleaned in a similar fashion and restrictions outlined in the aforementioned condenser motor section.

Ducts

Any flooded ductwork, especially with internal insulation, needs replacement. In an age when mold inhalation dangers have been exposed, it's not worth the cost savings of cleaning it, because newly spawned mold can hide in seams

and crevices not to mention many of the other nasty contaminants found in flood waters. This is critically important for return air ducts that connect to the bottom of a closet air handler through a wooden return platform, the latter which also needs replacement.

Final Touches

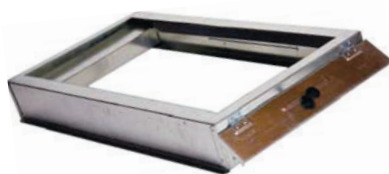
If the air handler doesn't already have a UV light, now is the time to put it in. It will keep the evaporator coil and interior encasement free of mold, but also disinfect airborne mold spores spawned by the flooded home interiors.

If the system is used to dehumidify the home, don't lower the temperature below 70°F, especially if nighttime temperatures drop below the indoor set point, because the refrigerant pressures could drop low enough to freeze the coil.

Before work ensues, the service tech should establish a strategy with the homeowner. Either the goal is a short term, less expensive, quick fix to get the unit running with the knowledge of compromised longevity, or the goal is a long term solution of total or partial replacement.

James Bowman is the national technical manager--HVACR at RectorSeal, LLC, (www.rectorseal.com), Houston, which manufactures Renewz™ condenser and Clean-N-Safe™ evaporator coil cleaners; ZIPP II™ environmentally-friendly electrical component cleaner spray; Copper-Rich™ anti-seize and copper contact protector—all available from HVAC wholesale distributors. Bowman is a former service tech for several HVACR service contractors where he's had several experiences with flooded A/C units. He is EPA-certified, NATE-certified, holds a Class A contractor license in Texas. Bowman is available for presentations to association chapter meetings and large contractors. Bowman can be reached at james.bowman@rectorseal.com.

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It's On My Heart: Plan For Success.

Will start with a question: what did you do last weekend? Realize Josh Nepa (Autumn Air) organized and threw one of the highest horsepower events ever! He put together Race Wars 17 in Springerville. Not only did a ton of fast cars attend, they had vendors, people taking photos, guys showing off \$20,000 paint jobs, all sorts of automotive resources. Josh set up several actual race tracks, everything up a full mile. High speed achieved was over 200 mph! Not his first project like this, he knows how to get things done. More importantly, Josh planned for success, which is where I want to camp out for a few minutes.

Summer is over. And in some markets, it was a great selling season, made some money, got some folks comfortable. What next? Most of you have a winter right around the corner, ready for the heating season to kick in. Good to be prepared, but here is my concern/question. What

if the weather doesn't show up? What if it is a mild winter?

I believe we need to plan for success, so here are 7 items that will help move you to success.

1. The calendar is not flexible, December shows up even if you are not prepared. So put together plans for the holidays, who is on call, how to charge maintenance agreement customers as well as new customers on a holiday, that sort of thing. What about your employees, doing anything special for them this year? You should, do all you can to be sure they are part of a team, not just showing up to work.

2. Get involved in a business group that can help your company grow and prosper. TACCA, PHCC and many others can offer valuable insights as well as best practices that may be hard to discover working by yourself

3. Be involved in net3. working events, fund raisers for charity, special projects that your company supports.

Be aware that not everyone has a "happy holiday", some folks have a furnace or hot water heater that quits working, right when you need it the most. So maybe this is the year your company adapts a family at this time of year. Many of my clients solicit input from their customers using social media to select a family in need. You won't have to look far.

4. Be financially ready for "millionaire weather". You know, when it is 75 degrees daytime high, 57 at night. No heating or cooling needed. So you can just call the bank, let them know you will not be sending in the mortgage payment this month, weather was too nice! Better yet, keep in contact with your customers with newsletters or phone calls to avoid the low spots in revenue the perfect weather can create.

5. Don't think of your suppliers as just a company that sends out a condensing unit or water heater when

you order, think of them as partners. If that is not possible, find one you can trust that can be a partner. They have an advantage, they see a larger picture than you do, they know what is working with their network of hundreds of customers in the marketplace, some of which are larger and some are smaller than you.

6. Set aside time to build a business plan and marketing plan. Get help from your suppliers, business groups, heck, even those consultants that are found all around us today. Not optional, put together business plan that incorporates advertising and marketing to achieve company goals you have put together. Ideas you can discuss with your partners listed in number 4.

7. Take action! Yes, that is the really important item, none of this makes sense if you don't act on it, so start acting on it! Today!

Thanks for listening, we'll talk later.



Jim Hinshaw

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

Hinshaw 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!"

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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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Morrison Supply Texas Motor Speedway Day

Morrison Supply held their annual speedway day in Ft Worth on October 5th. The contractors that participated had a catered lunch and a pit crew competition. They completed a driver course then drove 10 laps in real stock cars around the track. Drivers that wanted to, then could ride 4 laps with a real stock car driver.



Morrison VP of HVAC Robert Kleinkauf addresses the contractors



Champions of the Tire Changing Competition



Sarah Lipka with ICP Comfortmaker and Meagan Kemp with Morrison helped organize the event



Pit Road at Texas Motor Speedway



Product News

Carrier Launches New Digital Solutions for Commercial HVAC Systems

Charlotte – Carrier is introducing a suite of digital solutions that will improve engagement and remote management of commercial heating, ventilating and air conditioning (HVAC) systems. Customers with Carrier® SMART Service will now have visibility into their system's performance and energy usage through a new equipment dashboard and mobile application. In addition, they will have access to an online community portal to help them manage the service and maintenance activity on their HVAC assets. With greater connectivity and system insight, building owners and facility managers can be more proactive about increasing the performance, efficiency and uptime of their systems. Carrier, a world leader in high-technology heating, air-conditioning and refrigeration solutions, is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).

Leveraging the rapidly expanding

capabilities of the internet of things (IoT) and cloud-based applications and data management, Carrier has designed these tools to enable mobile-first, on-demand customer engagement.

"This is an exciting time for Carrier and the HVAC industry as the IoT enables innovative and intuitive tools such as these that can improve the customer experience and keep buildings comfortable and efficient," said Chris Opie, director, North America Commercial Marketing. "We anticipate technologies to continue to evolve and we will continue collaborating with our customers to ensure we deliver solutions that best serve their needs."

A new equipment dashboard connects customers with their complete portfolio of Carrier SMART Service-enabled equipment, providing real-time visualization of vital system and component level health measures and deeper insight into operating performance and efficiency. Information can be analyzed

remotely, so that service technicians can deliver faster, more accurate diagnosis of equipment issues on site.

Customers can also get connected via the Carrier SMART Service mobile app now available for iOS and Android devices. With its simple and intuitive interface, users can remotely monitor the health of their portfolio of chillers in real-time and have oversight of key operating parameters, recent energy consumption trends, as well as weather forecasts to help predict future usage. Advanced notifications can be setup within the app to alert when equipment is operating outside pre-defined parameters.

An online community portal provides Carrier SMART Service customers with a new way to keep track of service and maintenance history, and improves their asset management capabilities for their complete portfolio of HVAC equipment. Users can request and track service online, as well as automate service

requests from smart connected equipment, improving budgeting and scheduling. The system also stores site-based service history and account information to provide greater continuity between service technicians, facility managers and others involved in the HVAC system's operation and maintenance.

"By enabling a more seamless connection between our customers, their HVAC assets, and our field service organization, Carrier SMART Service is improving system-wide performance and reliability at customer sites as a result of faster, more accurate diagnoses of issues and delivering the right service at the right time," said Chris Nelson, president, North America HVAC Systems & Service. "We're intensely focused on delighting our customers by delivering services that make them more productive and can help their bottom line."

For more information, visit www.carrier.com/smartservice and follow @Carrier on Twitter.

Mitsubishi Electric Participating in Department of Energy’s High Performance Housing Programs

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, announces its involvement with several new U.S. Department of Energy (DOE) projects and initiatives through 2019. The DOE awarded \$3.7 million in funding for high performance housing

projects through its Building AmericaSM program. The initiative selects project teams that focus on developing and implementing solutions to three interrelated core technical challenges: high-performance building envelope assemblies and systems; optimal comfort systems for heating, cooling, air distribution and humidity control; and high-performance ventilation systems and indoor air quality strategies.

EPA Decision To Discourage “Sue And Settle” Tactics Promises To Increase Integrity Of Federal Rulemaking Process

Construction Officials Say EPA Administrator Scott Pruitt’s Decision Will End the Closed-Door Negotiation of New Regulatory Requirements with Special Interest Groups

The chief executive officer of the Associated General Contractors of America, Stephen E. Sandherr, and the President of the Association, Art Daniel, released the following statement in reaction to EPA Administrator Scott Pruitt’s announcement that the agency will no longer negotiate new regulatory requirements with special interest groups that file “citizen suites” hoping to negotiate settlements that will tie the agency’s hands:

“It is encouraging to see the administration announce that it will no longer surrender to

litigious groups abusing the legal process to impose new, unworkable burdens on the business community,” said Sandherr. “By putting an end to back room agreements, the administrator is making sure that all affected parties have an opportunity to contribute to the discussion about measures needed to protect our environment.”

“The administrator is taking an important step to bring reason back to the federal regulatory process,” said Art Daniel, the association’s president and the president and COO of AR Daniel Construction Services, Inc. in Cedar Hill, Texas.

SAMSUNG Is Changing The Comfort Zone



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

Dallas, Texas – Samsung has announced their mission to change the comfort zone in collaboration with their North American partners at the 2017 Samsung Annual Partner Summit. The three-day summit held in Dallas, Texas presented various avenues and opportunities to Samsung HVAC America’s partners to secure the future of Samsung residential and commercial VRF systems.

Samsung shared cross-entity solutions with their partners including product benefits, new sales, marketing, and dealer programs, and the future of the organization to the crowd of roughly 300 individuals. During the informative summit, Samsung recognized key partners for their efforts over the past 12 months.

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Awarded to a champion of the brand achieved by leveraging resources to maximize brand exposure.

Winner: Shearer Supply - Carrollton, TX

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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 \(DR-4332\)](#).

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Product News

New Johnson Controls 270° six-way valve and actuator maximizes energy efficiency and occupant comfort in fan-coil and chilled beam applications

Milwaukee— Johnson Controls has introduced a new, patented 270° six-way valve and actuator line that provides superior control in chilled beam and fan-coil installations. The 270° six-way valve and actuator

minimizes the number of valves and actuators in an installation – replacing up to four valves and four actuators – while reducing operating costs.

With three times the operating range of comparable

solutions, the 270° six-way valve and actuator delivers continuous flow control over a rotational range of 270°, which provides more precise accuracy in terminal equipment. Improved energy efficiency and occupant

comfort are the result of superior flow rate and wider control angle, offered through this innovative design.

Primary features:

• **Reduced installation time** – The intuitive assembly system simplifies installation

and eliminates mistakes. It connects to any type of field controller right out of the box. Easy-to-operate pointer and handle system allows manual shut off of the valve for commissioning or maintenance.

• **Unmatched flow rates** – The patented design delivers unmatched flow rates which suit a wider range of applications.

• **Improved comfort and energy efficiency** – The versatility of the 270° rotation and two separate analog inputs for heating and cooling mean greater accuracy and more precise control.

For more information, please visit www.johnsoncontrols.com/valves.



ESAB Welding and Cutting to Donate Portion of Equipment Sales to Support Hurricane Relief Efforts

Florence, SC – To support Hurricane Harvey and Hurricane Irma relief efforts, ESAB Welding & Cutting Products announced that with every shipment of select products between now and December 31, 2017, ESAB will make a contribution to assist the rebuilding efforts.

For this initiative, ESAB has selected some of its highest volume products: ESAB Rebel™ 215ic and 235ic welding machines, Thermal Dynamics® Cutmaster® 60i manual plasma cutters and Victor® Journeyman Edge™, Journeyman 450 and Performer oxy-fuel outfits in the hopes of reaching the donation goal of \$250,000 as quickly as possible. Details are available at esab.com/relief.

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5 Reasons You Could Lose Money with Flat Rate Pricing

Flat rate pricing has been around in one form or another for more than 30 years. I remember using flat rate in 1985 as a helper. Every company I was with as a tech used flat rate of some type. From the classic task list to the simplified level pricing to tiered package pricing, flat rate is the go to pricing for the service trades. It is a very powerful business strategy but can be the proverbial two-edged sword. Some have tried flat rate only to see lower ticket averages, higher frequency of “diagnostic only”, and upset customers. Those that experience these issues usually blame the pricing and revert to the old time and material method of pricing. In an effort to save you the headaches experienced by others, here’s a list of 5 things they did to lose money using flat rate pricing. Use these to avoid the same mistakes.

1. Just blindly use whatever someone else is using.

This happens in many areas of a business, not just

with pricing. You see a new shiny thing or process and decide “if its working for them it will work for me”. Flat Rate pricing has to be customized to your business and market. Don’t just use the same hourly rates as the guy down the street. Let him worry about his true break even and you worry about yours.

2. Don’t ever worry about how the pricing is calculated.

Just like blindly using something that someone else is using can hurt you, so can using something “off the shelf” without understanding it. Using a flat rate book designed and built for a company in Los Angeles would be terrible for a company in Brownwood, Texas. You must know how the price is calculated and what goes into the calculation. The labor time, the material cost and any miscellaneous costs should be included. You should also be conscious of “blind” and “visible” items. A visible item is something the customer has probably

encountered before, such as a flush valve or capacitor replacement. These are things that have a high price sensitivity. A blind item is something that a customer has never encountered before, such as a suction accumulator or an intersystem bonding terminal block. Visible items should be scrutinized to see if the market will bear the calculated price. We’ve all had the “I can buy that online for \$10” calls. A little more attention to details here will help that.

3. Don’t make any changes for at least 5 years.

If you haven’t updated your pricing in the last six months, your price has eroded through inflation. You are charging less for your valuable services today than you were six months ago. I have found that most companies raise prices every three years or so. If you haven’t raised prices, you are leaving money on the table that is rightfully and ethically yours. You should check prices before every season and raise a mini-

mum of once a year by at least 5% depending on market.

4. Just give the pricing to your techs and tell them to use it. Don’t train them.

If you never teach your techs the proper way to use the pricing, you will leave money on the table and have upset customers. Some flat rate pricing is just a listing of tasks and prices. Others may use a primary and additional task approach. Some systems have a member discount or even require the diagnostic fee to be waived. Whatever method you use, make sure the techs are well versed in putting together pricing and options for the clients. If you don’t train them, their lack of understanding will show and look like a sales gimmick or even incompetence. This is where the money is made or lost with flat rate pricing.

5. Have a ton of items in your flat rate book.

It’s good to have multiple options for the tasks your technicians perform, but too many can create confusion. If you analyze the flat rate tasks your company has used for the last heating or cooling season you’ll probably find that 80% of the work was from 20-25 tasks. So why have 250? Do the analysis. See which tasks you use the most and put those in the book. You should try to have enough to cover 80% of the issues your techs encounter. Get their input on what should be included and you’ll also get more buy in.

Flat rate pricing is a great tool that has been around for a long time. It’s not going away even if we always try to improve the format or the presentation. Make sure you avoid these problems so you

can truly make the money you, your team, and your company deserve for your hard work, knowledge and experience.

Chris Elmore has been in the service trades since he was young. He was an HVAC service tech, installer, service manager, franchise consultant, and franchise executive of a large HVAC franchisor in a company of trades franchisees. He is currently a business coach and trainer for Service Excellence Training. He can be reached at elmore@servextra.com.

Service Excellence Training provides superior coaching and training for owners, technicians, managers, CSRs, and salespeople empowering them to change their lives and the lives of their team members and customers. They can be reached at www.servextra.com.

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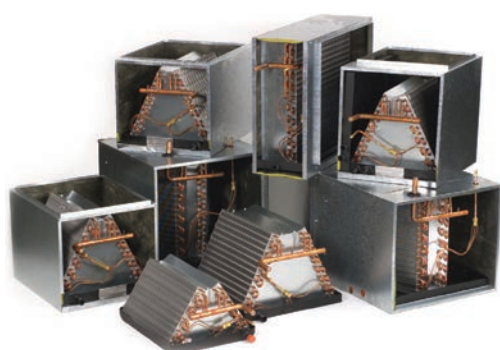
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Product News

LG Expands HVAC Vertical Air Handling Line with New 4-Way Installation Capability

Innovations Offer Flexibility, Enhanced Serviceability For Residential and Light Commercial Installations

Alpharetta, Ga. – LG Electronics USA Air Conditioning Technologies has expanded its line of vertical air handling units (VAHUs), providing seamless solutions to integrate into a variety of ducted residential and light commercial

applications. The new VAHU units feature a number of upgrades, most notably four-way installation capabilities, offering contractors even more design flexibility and further expanding LG's vast portfolio of functional and energy-efficient HVAC solutions.

With four-way installation, the new LG VAHUs can be installed vertically, horizontally from the left and right, or inverted with a down flow conversion kit, affording contractors flexible installation options for virtually any project. For

homeowners, the new models include a factory-installed LG Dry Contact to easily connect a third-party thermostat. The new VAHUs are also Wi-Fi capable giving homeowners the ability to control their air conditioning system using the LG SmartThinQ™ app

alongside their other LG Wi-Fi enabled products.

"LG strives to provide high-performing, energy-efficient technologies to create a more seamless installation process and improved ownership experience," said Kevin McNamara, senior vice

president, Air Conditioning Technologies, LG Electronics USA. "LG is the industry leader in HVAC innovation, and with the expanded VAHU line, we're making integration into traditional infrastructure even easier, allowing homeowners to enjoy the benefits of inverter technology without overhauling their entire system."

The new LG VAHU lineup includes 18, 24, 36, 42, and 48 Btu/h capacities in one-to-one configurations with the 18, 24, and 36 options also compatible as part of a multi-system with the LG Multi F and LG Multi F Max outdoor units. The new models also feature an Electronically Commutated Motor (ECM) making them eligible for a number of regional and local rebates. Rounding out the upgrades, the VAHUs feature both temperature and pressure sensors, enabling them to reach set temperature up to 30 percent faster in cooling mode than traditional systems, which only leverage a temperature sensor.

The expanded line of LG VAHUs is available for order now. For more information, please visit www.lghvac.com.

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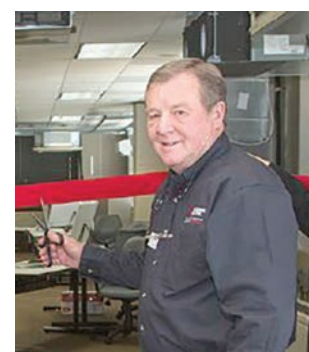


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In Memoriam



Bob Farmer, former Director of the SWBU for Mitsubishi Electric Cooling & Heating passed on October 9, 2017. Bob worked in the HVAC industry his whole career. He had a long career with Amana and then Mitsubishi Electric. He was a fearless leader for his team and we will miss him tremendously. Even with his very successful career, Bob would tell you he was proudest of his family. Bob leaves behind his wife Mary, two children Jennifer and Bob Jr. and a grandson, John Mark Farmer.

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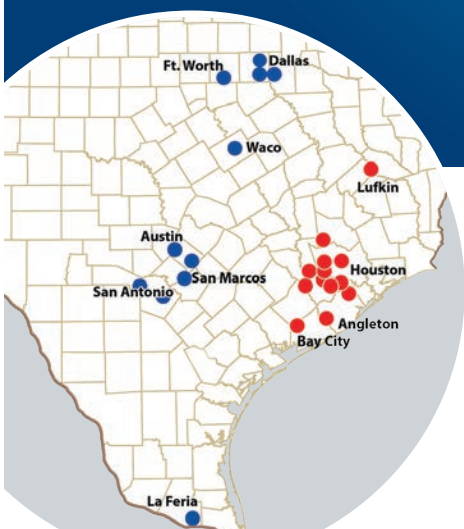
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TACCA Greater Austin Golf Tournament

The golf tournament was held at The Golf Club at Star Ranch in Hutto on October 12th



First Place Team Hoover, Tidmore, Daniell and Mire



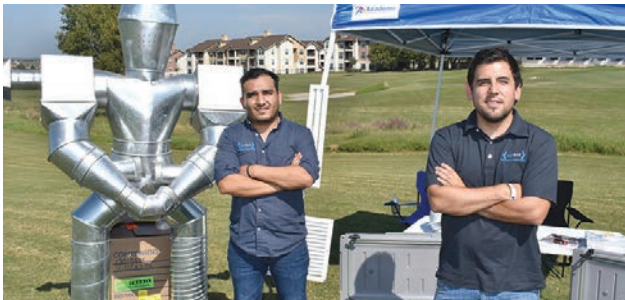
Second Place Team Gary Ingram, Steve Saenz, Simon Bedoya and Turnipseed



Third Place Team Phillip Ulibarri, Marcus Tackett, Blake Marken and Clint McAever



Matt Thompson, Darrel Wilson, Gene Mundahi and Shane Sanders



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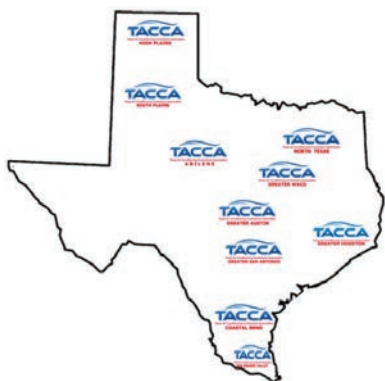
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TACCA Members Have a BLAST and HIT 'EM LONG!

Thanks to TACCA North Texas and TACCA Greater Austin for the great events. If you aren't participating, you are missing out on some fantastic events. Hope to see you soon!



Did You Know?

- There are currently 15,928 Licensed HVAC/R Contractors in Texas
- There are currently 23,058 Registered ACR Technicians in Texas
- There are currently 5,539 Certified ACR Technicians in Texas
- The Bureau of Labor Statistics estimates that 115,000 ACR Technicians will be needed to meet the national demand by 2022
- That Texas will need 5500 NEW ACR Technicians and Workers within the next 7-10 years to meet the demand. Average salary - \$45,000

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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.

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NEWS

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ASHRAE has announced the recipients of 33 Society scholarships, totASHRAE Technical Program for Winter Conference Focuses on Reducing Ecological Impact

Atlanta – Reducing the ecological impact of the built environment and integrated design are featured themes in the technical program at ASHRAE's 2018 Winter Conference.

The 2018 Winter Conference takes place Jan. 20-24, at the Palmer House Hilton, Chicago. The ASHRAE co-sponsored AHR Expo will be held in conjunction with the Winter Conference, Jan. 22-24 at McCormick Place.

"The technical program provides attendees with the information they need to reduce the ecological impact of our built environment on the world around us," says Michael Collarin, chair of the 2018 ASHRAE Winter Conference. "The program features seven program tracks that focus on resources

to design, build, control, commission and operate facilities and infrastructure that need to not only be efficient, but resilient."

The technical program features more than 200 presentations by nearly 300 speakers with tracks on Systems and Equipment; Fundamentals and Applications; Standards, Guidelines and Codes; Earth, Wind & Fire; Tall Buildings; Modeling Throughout the Building Life Cycle; and Heat Exchange Equipment. The full technical program is now available.

ASHRAE is also offering two program "mini-tracks" at the AHR Expo on Monday, Jan. 21. These sessions offer AHR Expo attendee updates on refrigerants and residential buildings. Attendance is free.

In keeping with ASHRAE's goal of continuing education, Professional Development Hours (PDHs) recognized by most U.S. states, along with AIA LUs and LEED AP credits are available through ASHRAE Learning Institute (ALI). ALI will offer 20 courses as well as two full-day, and five half-day seminars during the conference, many of which can be applied toward a professional engineering license. New and updated courses include: Optimizing Indoor Environment: Increasing Building Value; Understanding and Designing Chilled Beam Systems; Designing High-Performance Healthcare HVAC Systems; Complying with Standard 90.1-2016: HVAC/Mechanical; and Humidity Control I and II: Principles & Applications.

Additionally, ASHRAE will offer onsite administration of all six ASHRAE certification exams on Jan. 20 and Jan. 24. The exams being administered include: Building Commissioning Professional (BCxP and CPMP Recertification); Building Energy Assessment Professional (BEAP); Building Energy Modeling Professional (BEMP); High-Performance Building Design Professional (HBDP); Healthcare Facility Design Professional (HFDp); and Operations & Performance Management Professional (OPMP). Applications must be submitted by Dec. 20.

Another conference highlight are the tours, some which include Method Home Soap Manufacturing Plant, the Gas Technology Institute (GTI) Lab, The Plant and 340 on the Park. Tours can be reserved for an additional fee during the registration process.

ASHRAE President Bjarne W. Olesen will provide an update on his presidential theme, "Extend" at the President's Luncheon on Monday Jan. 22. Major contributors to the ASHRAE RP Campaign will also be recognized at this lunch.

The keynote speaker at the opening plenary session on Saturday, Jan. 20 will be Debbie Sterling, Founder and CEO of GoldieBlox, an award-winning company on a mission to

"disrupt the pink aisle" with toys, games, and media for girls. Sterling, named TIME's "Person of the Moment" among other honors, is an engineer, entrepreneur, and one of the leaders in the movement toward getting girls interested in science, technology, engineering, and math.

Take advantage of early bird registration savings. For complete conference and expo information, visit the 2018 ASHRAE Winter Conference and the AHR Expo websites

ASHRAE LowDown Showdown Modeling Challenge Teams Recognized

Atlanta – Five teams competed to design and model a near net-zero energy building on an existing 43,942 square foot office and warehouse during ASHRAE's third annual LowDown Showdown Modeling Competition.

The LowDown Showdown was held in conjunction with the 2017 ASHRAE Building Performance Analysis Conference, Sept. 27-29 in Atlanta. More than 250 people attended the conference, with speakers presenting practical applications of tools, case studies and papers on simulation, research and a deeper dive into current technology.

The competition engages architects, engineers, designers and energy modelers by working on integrated teams in the creation of effective workflow and outstanding design in real-world building efficiency challenges.

"The inspiration for this year's competition challenge was born from a real-life work project," says Annie Marston, competition committee chair. "These challenges happen all the time, so you really have to go through the documentation to see what's going on," she said.

Sustainability Savants won first place and fan favorite for their strategy to reduce loads in collections spaces, with the goal of enabling the supply of required ventilation air. The team concluded that the air system, with its large supply volume and high static pressure, was the primary source of energy usage, between fan energy and space conditioning.

"Spoiler, we didn't quite get to net zero energy," says James Cullin, Associate Member ASHRAE and Sustainability Savants team member. "We all had our parts to play. The sharing of knowledge is the big thing. That's why we're here."

Other teams presenting their results at the conference included:

- The Sandstorm Stoppers – The team analyzed the existing building's energy consumption in respect to its location, size, typology, and HVAC system. Their strategy was to evaluate maximum possible energy generation from PV panel and then work from top to bottom to reduce energy consumption.
- The Nothin' but Net Zero – The team focused on trying to come up with a proposal that a real building owner might reasonably consider. They utilized technologies and solutions that are readily available, cost effective, and easy to apply to an existing building.
- Team Re+Ro's – In this retrofitting project, the team's strategy was to address modeling and calibration. They found ways to reduce infiltration in the office building and use a ground source heat pump to reduce infiltrations in the storage building.

Teams were evaluated in six categories: energy, teamwork, practicality, creativity, calibration and presentation. Prizes were awarded for the top three teams and conference attendees voted electronically for the fan favorite. The results were announced at a reception during the conference. See complete project overviews, including team posters on the 2017 ASHRAE LowDown Showdown Modeling Challenge results webpage.

The next ASHRAE LowDown Showdown Competition will take place at the 2018 Building Performance Analysis Conference and SimBuild co-organized by ASHRAE and IBPSA-USA in Chicago.





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Jackson Supply Hosts 17th Annual Golf Event

Jackson Supply Company held their 17th annual golf tournament at the IP Casino & Resort and the Shell Landing Golf Club on the Mississippi gulf coast. The event was held on Friday and Saturday, September 22 & 23rd.



Colby Williams and Rachel Burton



Danny Keating, Colby Williams, Brad Adcox, Jeff Terry and Dave Tindell



Donny Geisler, Chris Shaw, Tina Syzdek and Sammy Conzonere



Jackie and Tony Beau with Oscar Martinez and April and Brad McCoy



Jim Durrett, Shawn Smith, Brett Graven and Roger Pollex



Rick Heyden with Erin and Mario Hernandez



Tim Chapa, Gerson Gavin, Robin Armijo and Robert Squyres



Tina Syzdek and Michelle Novotny

Honeywell Traveling Road Show

Honeywell held their Travelling Road Show in Fort Worth on October 5. The training included zoning, IAQ, thermostats and home awareness. The all day event included lunch and was very well attended.



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Mr and Mrs Lewis Dalton with Dalton Air



*John Scott with Texas Reps shows off
hilmor tools*



Clay Coons, Neal Cowne and Gavin
Bruno with Gemaire and Ben Wittington
with Rheem



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NOVA

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Women in HVACR Conference in Fort Worth



Keynote Speaker Elizabeth McCormick, Board Members Colleen Keyworth, Marjorie McAllister, Angela Garcia, Mary Jo Gentry, Lauren Roberts, Karen Lamy DeSousa, TCC President Dr. Peter Jordan, Board Members Renee Joseph, Kristin Jordan, President Julie Decker and Board Member Angie Snow

The Women in HVACR held their Annual Conference in Fort Worth on September 27-29. This was their 14th annual conference, but first stand-alone event. The Legacy theme was hugely successful and sold out in record time. The conference was held at Tarrant County College Center for Excellence for Energy Technology.

The Opening Reception was held on the rooftop of the Reata Fort Worth



A Full Day Schedule of Speakers and Events at TCC Center for Energy Technology



The Conference Main Dinner was held at Joe T Garcias in Fort Worth



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Nov 11/12 - Houston

Dec 15/16 - Red Oak

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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.

HARDI Distributors Report 1.5 Percent Revenue Decline in August

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members declined by 1.5 percent in August 2017.

The average annualized growth for the 12 months through August 2017 was 6.7 percent.



“I think the slight decline for the month is actually very good performance because August 2017 is being compared to the extraordinary August 2016 when average distributor sales were up by 19.5%,” said HARDI Market Research & Benchmarking Analyst Brian Loftus. “The population-weighted cooling degree days were 40% above normal in August of 2016. Even though August 2017 had 7% more cooling degree days than normal, it was 26% fewer than the prior year heat wave.”

“One would think that this off month was likely driven by hurricane Harvey injecting some noise into the equation,” said HARDI Senior Economist Connor Lokar, “but the results do not bear that out. Sales in the Southwest actually rose 0.5%, on average, for the month. While 0.5% growth would not normally be impressive, it outpaces the total average decline for the month.”

Like all of us, ITR is still assessing the post Harvey and Irma terrain. “Katrina and Sandy showed us that the severity of a localized storm is not enough to shift a major economic trend like GDP or US Total Industrial Production. Accordingly, there is no need to change those forecasts for the near term.”

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now near 42 days. “July and August are the seasonal low points for the annual DSO cycle,” said Loftus. “This report matches the August 2015 and 2016 reports, so no sign of economic fatigue or stress.”

HARDI Official Statement on Proposed Tax Reform Framework

Heating, Air-conditioning & Refrigeration Distributors International (HARDI) applauds the introduction today of the proposed tax reform package framework jointly put forth by the House Committee on Ways & Means, Senate Finance Committee and the White House.

“We acknowledge that specific details on the provisions included in the framework are forthcoming, but certain provisions such as Estate Tax repeal, Alternative Minimum Tax (AMT) repeal and broad capital expensing are in line with HARDI Advocacy efforts,” says HARDI CEO Talbot Gee. “We are optimistic about the details to come on these provisions and we look forward to working with Congress on a much-needed update to a tax code that has been virtually left unchanged for decades.”

HARDI Launches Inaugural Annual Conference Contest

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has launched its inaugural Annual Conference Contest for individuals from HARDI members who have never attended a HARDI Annual Conference.

The contest entails entering to win a free HARDI Annual Conference: NOVA 2017 registration, a value of \$1,000.

“We understand that there are a good number of HARDI member executive staff and employees that have never been to one of our Annual Conferences, and would like to if not for various reasons,” says HARDI marketing manager Chris DeBoer. “We wanted to open this door to give those individuals an opportunity to attend this valuable and exciting event, as well as gather data that will allow us to organize this event in a way that will bypass some of those obstacles, allowing more people to attend.”

Participants can enter the contest by completing three easy steps:

1. Going to nova2017.com and checking out the speakers and sessions lined up.
2. Filling out a quick 3-question survey asking what they are most excited about seeing.
3. Crossing their fingers and waiting for the announced winner on Tuesday, October 17.

“We encourage potential first-time attendees to enter, as well as for those who have been to an Annual Conference to pass this information along to coworkers or employees who could gain from the experience,” continues DeBoer.

Survey link and contest rules and requirements can be found at hardinet.org/blog/hardi-annual-conference-contest.

HARDI Announces Dates and Locations for 2018 Focus Conferences

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has announced the dates and locations of its 2018 lineup of Focus Conferences.

“HARDI conducted an in-depth survey analysis this year to determine the optimal times of the year for individuals to attend based on their role within their organization,” said marketing manager Chris DeBoer. “We took into consideration the time of season, as well as which days in the week would be the most convenient, and we chose the locations and dates for our 2018 Focus Conference lineup based on that data from HARDI members.”

The Strategic Leadership & Finance Focus Conference will be the first of the three, held Feb. 25-27 in San Diego. The venue will be the Westin San Diego Gaslamp Quarter.

The Marketing & Sales Focus Conference will come at the beginning of the summer, June 3-5 in Miami.

The venue will be the InterContinental Miami.

The Supply Chain Excellence Focus Conference will be held Sept. 23-25 in Chicago. This event will take place at the Loews O'Hare.

The 2019 Focus Conferences will follow a similar calendar structure as the 2018 events to allow members to plan and anticipate travel in advance.

“We just closed out our 2017 Focus Conference season with a bang at our Marketing & Sales Focus Conference in Philly,” said HARDI CEO Talbot Gee. “HARDI Focus Conferences continue to offer tremendous value by offering laser-focused content for individuals holding positions in specific job areas. The feedback we hear from these events is phenomenal, and I look forward to seeing people at them next year.”

Registration for 2018 Focus Conferences will open in November.

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The spotlight



**AMCA International
Announces 2017-
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Yamashita**



**CF Yang
Receives AMCA
International
Distinguished
Service Award**



**Glenn Geltemeyer
with Carrier
South Central was
recognized as the
number 1 Carrier
TM in 2016 with
largest dollar volume
purchases in the
nation**



**Timothy D. Kuski
Receives AMCA
International
Distinguished
Service Award**



**Uponor names Tom
Rowbotham vice
president of Supply
Chain**



**Tim Schamel
Named President
of Nidec's
New HVACR
Business Unit**

American Standard AccuClean™ Whole Home Air Cleaner Recognized by Asthma & Allergy Foundation of America's asthma & allergy friendly® Certification Program

*Industry leader pioneers indoor air cleaning category with first
product to receive recognition*

Davidson, N.C. - The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) has announced that the AccuClean™ whole home air cleaner from American Standard, a leading global provider of indoor comfort solutions and a brand of Ingersoll Rand, has earned asthma & allergy friendly® Certification. This is the first whole home air cleaner in the in-duct electrostatic air cleaner category to receive the program's mark.

The asthma & allergy friendly Certification Program, an independent program administered in the United States by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.

"Because the American Standard AccuClean whole home air cleaner adheres to our strict standards, we are pleased to certify it as asthma and allergy friendly," said Dr. John McKeon, CEO of ASL. "This system has been proven appropriate for those who want to reduce allergens and improve air quality in their entire home."

"With 60 million Americans and 70 percent of households affected by indoor allergens, it's important that dealers can offer homeowners a solution like AccuClean that addresses homeowners' asthma and allergy concerns and meets the strict standards required to receive the asthma & allergy friendly® Certification Mark," said Jay Ayers, air quality portfolio leader for Ingersoll Rand.

"Most competitive filter ratings are expressed using tests that are done by measuring the effectiveness at the filter. Tests for asthma & allergy friendly® certification simulate real life environments that allergy sufferers experience," said Ayers. "CleanEffects had to meet specific criteria not only at the filter, but in the duct, and in a test room the size of a real room in the home."

The American Standard AccuClean uses a patented technology called Intense Field Dialectics to remove common allergens from the home, like pet dander, pollen, dust particulate, viruses, mold spores, tobacco smoke,



dust mites and more.

Additional testing around efficiency recovery, accelerated loading, cleaning intervals, and life cycle cost were validated. These are important factors when consumers choose the best whole home filter for their needs.

To receive the certification, the American Standard AccuClean was independently tested and required to meet benchmark standards as prescribed by ASL and AAFA based on industry leading medical and scientific research in health issues and indoor air pollution.

Danfoss named a winner in the 2018 AHR Expo Innovation Awards

*Danfoss Turbocor® high-lift compressors
awarded by a panel of ASHRAE members
for innovation, value, and impact among
green building products*

Danfoss, the pioneer of oil-free, magnetic bearing, variable speed technology, has been named a winner in the prestigious 2018 AHR Expo Innovation Awards, green building category, for its Turbocor® TTH/TGH high-lift compressors.

Featuring the award-winning oil-free, variable speed, magnetic bearing operation of other Danfoss Turbocor® compressors, the new Danfoss Turbocor® TTH/TGH high-lift compressors offer outstanding full- and part-load efficiency, low vibration and sound, a small footprint, and reduced maintenance — while providing an expanded operating map suitable for high-lift applications like air-cooled chillers and heat recovery.

In air-cooled chillers, Turbocor® TTH/TGH compressors can support operation at high ambient temperatures with pressure ratios as high as 6.2, which facilitates a greater operating range in hot climates while still being able to support applications such as air-to-water heat pump chillers. The compressors can also support high-lift applications such as heat recovery in water-to-water heat pumps, enabling additional operating cost savings by utilizing waste condenser heat to heat water.

Danfoss Turbocor® high-lift compressors are available in two versions — a nominal 325-kW (90 ton) model using R-134a or R-513A (TTH325) and a nominal 250-kW (70 ton) model using low-GWP HFO-1234ze (TGH250).

Award winners will be recognized in a formal ceremony during the 2018 AHR Expo, which takes place January 22-24, 2018 in Chicago.

CALENDAR OF EVENTS

Insco’s November 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.

San Antonio

Thursday, November 16th – Inscopalooza from 9am – 3pm located at La Cantera Resort & Spa. Inscopalooza is more than a meeting because it was created with YOU, the contractor, in mind. With a fun and relaxed environment, Palooza guests are encouraged to create their own unique experience. | Register now at inscopalooza.com

Wednesday, November 8th – Mitsubishi 4 Hour M & P Series Field Service Seminar from 8am – 12pm located at Insco’s San Antonio Training Facility | Only \$80

Wednesday, November 15th – Residential Communicating Controls & Inverter Technology Certification from 9am – 4:30pm located at Insco’s San Antonio Training Facility | Only \$80

Del Rio

Thursday, November 9th – Air Properties and Measurements from 8am – 12pm located at Ramada Inn 2101 Veterans Blvd in Del Rio | Only \$80

Grapevine

Tuesday, November 21st – Air Properties and Measurements from 8am – 12pm located at Insco’s Grapevine Training Facility | Only \$80

Thursday, November 30th – Expansion Valves 101 from 8am – 12pm located at Insco’s Grapevine Training Facility | Only \$80

Houston

Wednesday, November 1st – Expansion Valves 101 from 8:30am – 12:30pm located Insco’s South Houston Training Facility | Only \$80

Wednesday, November 15th – Microchannel Coils from 8:30 – 12:30 located at Insco’s South Houston Training Facility | Only \$80

Thursday, November 16th – Mitsubishi 4 Hour M & P Series Field Service Seminar from 8:30am – 12:30pm located at Insco’s North Houston Training Facility | Only \$80

Laredo

Wednesday, November 8th – Air Properties and Measurements from 8am – 12pm located at La Quinta 7220 Bob Bullock, Laredo | Only \$80

McAllen

Tuesday, November 7th – Air Properties and Measurements from 8am – 12pm located at Insco’s McAllen Training Facility | Only \$80

Oklahoma City

Tuesday, November 28th – Troubleshooting the Refrigerant System from 8am – 12pm located at Insco’s Oklahoma Training Facility | Only \$80

Coburn’s Training Schedule

Understanding Humidity Issues and Size Kitchen Hood Makeup Air

HVAC **Trainer Rick** Kincel will provide the HVAC contractor with valuable information in understanding air and its properties. Many technicians understand how the HVAC works but don’t understand what it really does to the air and how it affects comfort. Students will receive a dry erase 11 x 17 Psychrometric chart to use in class and later on the jobsite to identify if their systems are actually operating the way they were designed.

HVAC contractors are now being held responsible to size the Makeup air for Kitchen Hoods over 400 CFM. Newer hood exhaust air quantities are being rated at 1000, 1200, or even larger causing the home to go into a negative pressure and have the HVAC contractor wondering why his AC is not working. This class will give the contractor a tool to size the Makeup air properly with a Loose, Tight, All electric, Natural Gas, Foam, or Stick construction home and the problems that will happen if you guess the sizing wrong.

A must attend class for any HVAC personnel, Owners and Service Technicians.

Contact your local
Coburn’s Salesperson to
register, or for more info.

All classes will begin at
9:00 am and are about
4 hours long.

November

- 1 Tupelo
- 2 Memphis
- 6 Hattiesburg
- 7 Jackson
- 8 Alexandria
- 9 Beaumont



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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.

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
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.

RSES Annual Picnic

The event was a success with many present to enjoy the fabulous food, music and DJ music at Comanche Park # 2 on Saturday, October 14, 2017



Thanks to all the volunteers who came out and helped during the morning setup, assisted with the meals and drinks, and the cleanup of the area.
Thanks to all the sponsors and distributors for making this event successful.

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W.A. Moore Man
of the Year Award

The award was presented at the picnic on
October 14 at Comanche Park #2.
The individual who received this
prestigious award was none other than our
own Secretary/Treasurer, Ronnie Lindig.



In Memoriam



CHARLES LEROY CYPERT

Passed after a battle with pancreatic cancer on September 22, 2017. Chuck is survived by his wife and best friend, Mary Link Cypert.
He was an RSES member for 40 years and participated at all events in many ways.
He was buried at Ft. Sam Houston National Cemetary.
He will be missed by many.

Focus

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Saturday Nov. 18, 2017

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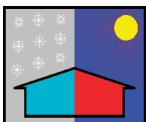
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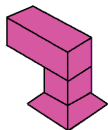
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