



Mini Split March

Carrier South Texas Dealer Meeting in San Antonio



Colby Cashion and Chuck Artale.
For more pictures see page B5

Morrison Supply Comfortmaker Dealer Meeting in Fort Worth TX



Sara Price and Richard Lee with Morrison Supply. For more pictures see page B11

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Service Experts Heating & Air Conditioning Announces International Partnership with Make-A-Wish®



Plano, TX – Service Experts Heating & Air Conditioning, one of North America's largest HVAC service companies, is now a proud sponsor of Make-A-Wish®. The North American partnership will touch the hundreds of US and Canadian communities Service Experts serves out of its 89 service centers. Service Experts Chief Executive Officer Scott Boose announced this along with an initial donation of \$150,000 by Service Experts. Make-A-Wish serves a unique mission of creating life-changing wishes for children with critical illnesses.

"We are honored to be able to work across all of our American and Canadian communities," said Boose at the December kickoff.

"And there's a list of children waiting for wishes in all of them. Our 3,200 employees will work with our customers and partners to provide more support and grant even more wishes, so together, we can help make that list shorter. Wishes make very sick kids feel better, and sometimes, when they feel better, they get better."

The December kickoff also previewed two forthcoming Service Experts wish reveal parties, where wish children share their wish with the wish teams that will fulfill them. One wish party will be at Service Experts headquarters in Plano, and the other will be at a Toronto Service Experts location.

SEE MAKE-A-WISH PG.2

Shearer Supply Opens their 14th Location in Waco TX



Shearer Supply President Michelle Shearer-Rodriguez and founder Wayne Shearer. For more pictures see page B7

TACCA Greater San Antonio South Texas HVAC Expo



Malissa Sandoval co-chair, Dawn Thompson Executive Director TACCA GSA and Patty Wilson co-chair.
For more pictures see page B14

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Coburn Supply Company Sure Comfort Dealer Meeting in Houston TX



Double Diamond Dealer Award presented to Freedom Air.
For more pictures see page B8

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MAKE-A-WISH con’t

“Above and beyond our initial donation, we are incentivizing our centers to work with their partners and customers in the community to help grant even more wishes,” added Boose. “One of the highlights of the 2018 Service Experts Make-A-Wish campaign will be in April, which is World Wish Month, and April 29, World Wish Day. We’re already planning a company-wide bowl-a-thon to help us also come together in a joint mission of kindness driven by wishful thinking.”

Founded in 1982 by a group of big-hearted law enforcement officers and their friends and family, Make-A-Wish provides wish kids with hope for better times, the strength for tough times, and the joy to experience the present. Every year, approximately 27,000 children are diagnosed with critical illnesses. A wish experience can be a game-changer, and tens of thousands of volunteers, donors, and supporters advance the Make-A-Wish vision to grant

the wish of each of these children. In the United States, on average, a wish is granted every 34 minutes. Last year alone, Make-A-Wish granted 15,300 wishes.

Present at the Service Experts Make-A-Wish announcement were Erin Michel, Chief Development Officer, and Tabatha Gonzalez-Olaechea, Director of Development – Central, both from Make-A-Wish North Texas Chapter. John MacDonald, President and Chief Executive Officer of Enercare, which owns Service Experts, was also on-hand alongside Boose from Service Experts, with his team-members David Moody, Vice President Marketing and Customer Engagement, and Lisa Lange, Senior Marketing Manager. Service Experts has 89 locations across 29 U.S. states and three Canadian provinces, all of which will be integral to helping make wishes happen in 2018. More information on Service Experts and the Make-A- Wish partnership is available online at www.serviceexperts.com.

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Getting Started with Email

From the first time I received an email marketing campaign in early 2002, I saw the potential. I believed then and, 16 years later, still believe that email marketing is a powerful tool for small business owners.

It is an easy way to stay connected with customers, drive repeat business and referrals, and move prospects through your sales funnel. And when you consider the high cost of traditional advertising methods such as print, radio, and television and the ever-changing social networks that are now limiting your ability to reach your customers and prospects, email marketing is one of the most cost-effective marketing tools you can employ.

Don't believe me? Here are just a few compelling statistics.

- Email is almost 40 times more effective than Facebook and Twitter combined helping your business acquire new customers. (McKinsey, 2014)
- 66 percent of consumers have made a purchase as a result of an email marketing message. (DMA, 2013)
- Email outperforms direct mail with more than

four times the return on investment. (DMA, 2013)

So now that I have made my case for email marketing, here are several things to keep in mind as you are getting started with email marketing and links to resources which will help along the way.

Permission Only

People open email from people they know, and they delete or mark as spam email from people they don't recognize. This is why it's critical that you always ask for permission before adding a new contact to your email list.

Be Personal

Don't treat your contacts like names on a list, treat them like people. Ellen McDowell, the Social Butterfly, will even argue that you need to go a step further and make them feel as if they are the one person you are talking with.

Remember when someone joins your email list, they are opting-in to learn more about your business but they are not all doing it for the same reason. Some are completely new to your business and want to learn more about what you

have to offer. Others are repeat customers who joined your list to make sure they're staying up-to-date with everything you have going on. Be prepared to build segmented lists to deliver relevant content to each group.

Be Relevant

Remember that email marketing isn't just about getting your information in front of current and potential customers. It's also about listening to what your audience is interested in and providing an experience that's relevant and valuable to them. Using your segmented list, you can send timely information they are likely to respond to and take action rather than simply skipping over it in their inbox.

Use your reports to identify topics which generate the most interaction and give your audience a chance to sign up for specialized messages and campaigns from time to time.

Plan Ahead

Yes, I know you have lots of things to do every day, but don't let email fall to the bottom of the list. Take time to plan ahead. Great content starts with having a well-thought-out content plan,

seasonal themes, and products and programs you will feature. Also, brainstorm a list of reliable content sources. These sources can be individuals within your organization who are experts in areas you will need to write about or industry websites and journals which contain information you may want to refer to from time to time.

Improve Deliverability

Your email is not very valuable if it doesn't actually reach people's inbox. One of the biggest benefits of using email marketing software like Constant Contact is that they take the necessary steps to make sure your emails are safely delivered to your recipient's inbox.

But there are things you can do to improve your open rate as well. Look at your bounce reports and clean up emails which bounce for invalid or suspended email addresses. Keeping an eye on your bounces will help you to remove any addresses with ongoing issues and maintain high delivery rates.

Also, check your unsubscribes and spam reports. If an individual on your email list reports your email as unwanted

or unsolicited, it will be marked as spam. If you consistently have a high number of spam reports it may be time to review the content you're sending.

The best way to set expectations for your audience is to use your email sign-up page. Make sure your audience understands the value of signing up right from the start.

Content Your Readers Want

When someone signs up to receive your email communications, they do so with the expectation of receiving something of value. If you don't communicate clearly what that value is, your audience might lose interest quickly. Your open and click-through rates signal that interest. These metrics can be influenced by how often you send information, the time of day, the quality of your subject line, and the actual content you share.

It seems like a lot to keep in mind, but start small. Send a few campaigns, try some different approaches and see what works.

Have questions? We have answers. www.roundpeg.biz/



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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Product News

Friedrich New Ductless Models Offer Optimal All-Season Efficiency

All-In-One Tool for Inspecting, Diagnosing, and Maintaining HVAC/R Systems

San Antonio, Texas— It's no secret that ductless systems have become increasingly popular in the U.S. in recent years for offering major advantages when it comes to conditioning air faster, maintaining more accurate temperatures and reducing energy costs.

While U.S. consumers are adopting ductless systems as effective cooling solutions, not as much attention has been paid to their heating capabilities. That's changing rapidly as ductless system manufacturers like Friedrich, a leading U.S.-based manufacturer of heating, cooling and other air conditioning products, unveil all season solutions that increase efficiency and offer optimal performance. Friedrich has just launched its new ENERGY STAR® 9,000 and 12,000 Btu models, capable of delivering 28.0 SEER/12.5 HSPF, with low ambient heat pump operation down to -13 degrees F, as part of the company's J-Series ductless product line.



Thanks to its Precision Inverter System, Friedrich ductless units also operate very quietly. This system makes changes in 1Hz increments, allowing the unit to run at variable speeds while delivering the most precise heating-cooling capabilities to maintain constant, desired temperatures. Great design also is key. Friedrich designed its ductless systems to be as sleek, slim and unobtrusive as possible, while still delivering extreme efficiency.

A strong business opportunity

For contractors, being able to offer customers the latest in ductless solutions is a major opportunity to grow business. Many municipality and energy companies, especially in the northwest and along the upper east coast, are offering outstanding rebates for energy efficient products like these, making it more attractive and affordable than ever for customers to consider installing ductless systems.

Manufacturers like Friedrich also are making a commitment to increasing knowledge and training for the ductless category. Friedrich's Advantage Program encourages top dealers to become part of a motivated team of industry professionals dedicated to the sale, installation and support of Friedrich ductless systems through product training, rewards and warranty benefits.

According to Wheeler, for contractors, that means there's no better time to get into the ductless business.

"We're seeing an increasing demand as customers realize the advantages ductless systems offer. That's driving a huge need for knowledgeable, trained contractors who can provide them with great solutions and service," said Wheeler. "With more options, incentives and support available, it's a great time to maximize the opportunity of the growing ductless market."

For more information, visit www.friedrich.com.

FLIR Announces New TRMS Digital Multimeter with Temperature Measurement

All-In-One Tool for Inspecting, Diagnosing, and Maintaining HVAC/R Systems

Wilsonville, Ore. — FLIR Systems (NASDAQ: FLIR) announced today the release of its new DM64 HVAC True Root Mean Square (TRMS) Digital Multimeter with Temperature. Designed for professionals who install, inspect, and maintain HVAC/R systems, the DM64 helps you diagnose complex electrical systems, test flame sensors, and measure temperatures—all with one, affordable tool.

The feature-rich DM64 has the user-friendly design and durability HVAC professionals need, making it ideal for field use. It offers both non-contact and probe voltage detection, accurately measures high- and low-voltage, and measures temperatures up to 752 degrees Fahrenheit (400 degrees Celsius) with the included Type-K thermocouple. This multimeter has several measurement modes, including LoZ (low impedance), Relative Zero, and Variable-Frequency Drive (low-pass filter).

A significant advantage of the FLIR DM64 is it's easy to learn, so new users can get



right to work. The meter has an intuitive interface, with an on-screen menu that's simple to navigate. The ergonomic design, display backlight, and flashing indicators help you work longer, even in noisy or dark conditions. Plus, this drop-tested meter holds an IP40 ingress protection rating and safety ratings to CAT IV-300 V and CAT-III-600 V, for safe, continued use in rugged environments.

For more information visit www.flir.com/professionalDMMs.

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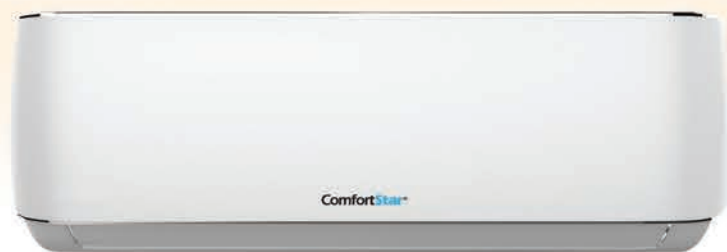
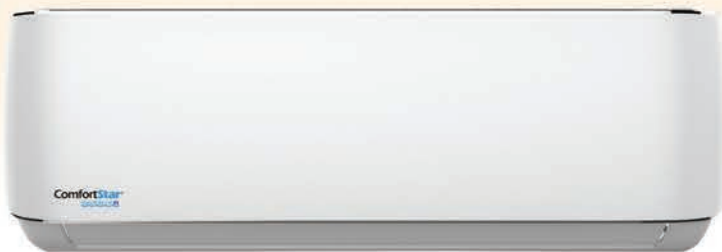
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Product News

RectorSeal® Introduces AC Leak Freeze® Nano PRO, the HVAC Industry's Only Nano Leak Refrigeration Sealant

AC Leak Freeze® nano PRO uses revolutionary nano particles that permanently seal nano holes that conventional sealants miss.

Houston - RectorSeal® LLC, a manufacturer of quality HVAC/R products, has introduced AC Leak Freeze® nano PRO, the HVAC industry's first refrigerant leak sealant designed to permanently repair nano as well as micro-sized leaks in residential and commercial refrigeration and air conditioning systems.

It uses the same trusted, OEM-approved formula and quick-installing safe applicator as the original industry-leading AC Leak Freeze PRO, but now includes nano particles. These randomly-shaped particles are designed to stop refrigerant leaks from jagged, irregularly-shaped nano-sized holes that are up to 1,000-times smaller than micro holes, therefore difficult to seal with conventional sealants.

AC Leak Freeze nano Pro is the industry's only double action sealant: 1) seals leaks in one to six-ton units with an oil-based, polymer-free, 1.5-ounce (44-ml) formula that doesn't clog system components or refrigeration tools; and 2) uses nano particles to repair holes too small for conventional sealants. Service technicians can add a third action by applying AC Leak Freeze nano PRO with Magic Frost, which includes an anti-friction lubricant additive that reduces noise and vibration, while enhancing system efficiency.

Besides effectiveness, AC Leak Freeze nano PRO is also the HVAC industry's safest sealant for technicians, refrigeration systems and the environment. The non-toxic formula is non-flammable and has a safer flashpoint rating than competitive sealants and its innovative applicator's new low loss connection fitting protects technicians' hands from frost bite and the environment from refrigerant loss. The patent-pending formula doesn't have moisture-activated polymers that can potentially

clog compressors, recovery/evacuation units, Schrader valves, capillary tubes, TXV valves, micro channels or manifold gauges.

Like its predecessor, AC Leak Freeze nano Pro also uses an 8.5-inch-long (203-mm) applicator consisting of a flexible, easy-to-handle, transparent nylon refrigeration hose and an attached copper reservoir of sealant. Unlike some other disposable leak sealant applicators, AC Leak Freeze nano Pro doesn't require a system pump down with R-410A systems and safely withstands all typical refrigerant pressures.

One side of the hose connects to the refrigeration system's low side. The AC Leak Freeze nano PRO formula is propelled into the system within seconds once the hose's reservoir is connected to either the high side or a refrigerant cylinder via a charging manifold. The disposable, one-time-use applicator's nylon hose, brass fittings and copper reservoir are all 100-percent recyclable.

Other AC Leak Freeze Pro features are:

- hose and reservoir are factory-sealed to prevent injecting air or atmospheric moisture into the system;
- the flexible nylon hose's 45-degree connection fitting allows easier hand access than straight fittings in cramped Schrader valve environments;
- transparent hose eliminates guess work as to when application is completed;
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Reacond Associates Receives Back to Back ICOR Awards



Tony Dylewski and Gordon McKinney

Gordon McKinney, VP/ COO of Indianapolis based refrigerant producer, ICOR International, presented Tony Dylewski of Reacond Associates, with their 2017 Sales Associate of the Year award at the 2018 AHR Expo in Chicago. This is the second year in a row that Reacond has received ICOR's top award.

Dallas based Reacond Associates represent the ICOR

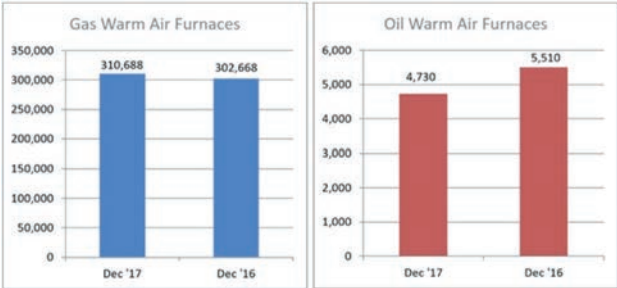
line of products in Texas, Oklahoma, Louisiana, and Arkansas.

"Once again Frank and his team exceeded all expectations, and their work has helped ICOR to solidify our position as a leading refrigerant supplier in their region", said McKinney. "Frank and his team really went the extra mile for ICOR, as they do with all the product lines they represent, and they are very deserving of this reward".

AHRI Releases December 2017 U.S. Heating and Cooling Equipment Shipment Data

Warm Air Furnaces

U.S. shipments of gas warm air furnaces for December 2017 increased 2.6 percent, to 310,688 units, up from 302,668 units shipped in December 2016. Oil warm air furnace shipments decreased 14.2 percent, to 4,730 units in December 2017, down from 5,510 units shipped in December 2016.

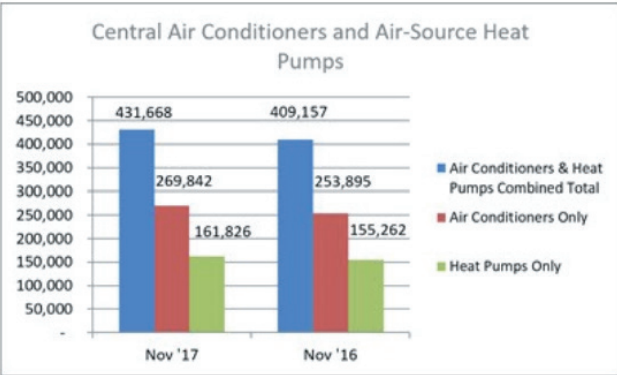


Year-to-date U.S. shipments of gas warm air furnaces increased 6.5 percent, to 3,133,768 units, compared with 2,942,545 units shipped during the same period in 2016. Year-to-date U.S. shipments of oil warm air furnaces decreased 1.3 percent, to 37,268 units, compared with 37,743 units shipped during the same period in 2016.

Year-to-Date	Dec '17 YTD	Dec '16 YTD	% Chg.
Gas Warm Air Furnaces	3,133,768	2,942,545	+6.5
Oil Warm Air Furnaces	37,268	37,743	-1.3

Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 473,496 units in December 2017, up 6.3 percent from 445,355 units shipped in December 2016. U.S. shipments of air conditioners increased 4.5 percent, to 293,983 units, up from 281,407 units shipped in December 2016. U.S. shipments of air-source heat pumps increased 9.5 percent, to 179,513 units, up from 163,948 units shipped in December 2016.



Year-to-date combined shipments of central air conditioners and air-source heat pumps increased 6.5 percent, to 7,805,529, up from 7,330,859 units shipped in December 2016. Year-to-date shipments of central air conditioners increased 5.8 percent, to 5,185,747 units, up from 4,900,992 units shipped during the same period in 2016. The year-to-date total for heat pump shipments increased 7.8 percent, to 2,619,782, up from 2,429,867 units shipped during the same period in 2016.

Year-to-Date	Nov '17 YTD	Nov '16 YTD	% Chg.
Air Conditioners & Heat Pumps	7,332,033	6,885,504	+6.5
Air Conditioners Only	4,891,764	4,619,585	+5.9
Heat Pumps Only	2,440,269	2,265,919	+7.7

U.S. Manufacturers' Shipments of Central Air Conditioners and Air-Source Heat Pumps

Month			YTD		
Size Description (000) BTUH	Total	% Change from 2016	Size Description (000) BTUH	Total	% Change from 2016
Under 16.5	13,858	+20	Under 16.5	224,538	+7
16.5-21.9	55,719	+2	16.5-21.9	945,049	+12
22-26.9	87,358	+10	22-26.9	1,427,227	+8
27-32.9	69,674	+8	27-32.9	1,166,972	+6
33-38.9	92,855	+4	33-38.9	1,568,896	+5
39-43.9	35,495	+5	39-43.9	585,987	+4
44-53.9	52,837	+8	44-53.9	860,709	+6
54-64.9	43,117	+3	54-64.9	713,686	+4
65-96.9	8,003	-1	65-96.9	111,040	+2
97-134.9	6,343	+10	97-134.9	88,051	+7
135-184.9	4,065	+1	135-184.9	57,765	+8
185-249.9	1,692	+3	185-249.9	24,775	+9
250-319.9	1,220	+11	250-319.9	16,222	+15
320-379.9	300	+8	320-379.9	4,294	+7
380-539.9	305	-0	380-539.9	4,636	+19
540-639.9	243	+16	540-639.9	3,286	+19
640-799.9	106	+100	640 & Over	1,474	+100
800.0-899.9	66	+100	800.0-899.9	741	+100
900.0-999.9	43	+100	900.0-999.9	705	+100
1,000.0-1,199.9	44	+100	1,000.0-1,199.9	504	+100
1,200.0 & Over	93	+100	1,200.0 & Over	972	+100
TOTAL	473,496	+6	TOTAL	7,805,529	+6

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Dynatemp International, Inc. Urges Support for the American Innovation and Manufacturing (AIM) Act

Dynatemp Encourages Rare Bipartisan Effort to Pass AIM Act Quickly

Mechanicsburg, PA – Republican Sen. John Kennedy (La.) and Democratic Sen. Tom Carper (Del.) introduced bipartisan legislation on Feb. 15th that would enable the Environmental Protection Agency (EPA) to establish a market-based system to limit hydrofluorocarbons, or HFC's. As introduced, the AIM

Act would give the EPA the necessary authority to develop a phasedown schedule of HFC's, similar to the authorities granted by the Montreal Protocol for HCFC refrigerants such as R-22. The bill's introduction directly precedes a reverse of an Obama era ruling on banning certain HFC's with high global warming potential, a case which is now

being petitioned to be taken up with the Supreme Court.

"In light of the recent court of appeals ruling, Sen. Kennedy and Sen. Carper have demonstrated the leadership necessary to advance HFC reductions. The refrigerant industry has been waiting for federal leadership on the HFC phasedown issue for quite

some time now." Brad Kivlan, CEO of Dynatemp stated. "We applaud Sen. Kennedy and Sen. Carper on taking a necessary step in ensuring the certainty of HFC reductions. As part of this support, Dynatemp plans to individually reach out to our representatives in the Senate to encourage a vote and ultimately an approval of S. 2448, the AIM

Act. The AIM Act already has wide industry, environmentalist and political support."

Ensuring certainty around the new development of refrigerant technologies is important to consumers, the environment, and the economy. With the U.S. and the \$206B refrigerant industry fully engaged in this transition, it

provides the possibility that the U.S. continues to lead on refrigerant technologies. Consumers will notice that newly developed refrigerant technologies will both increase the future energy efficiency of HVAC equipment while also improving human health. An HFC phasedown would allow for the orderly transition of HVAC equipment to be designed and manufactured with the next phase of technological refrigerant advancement certain.

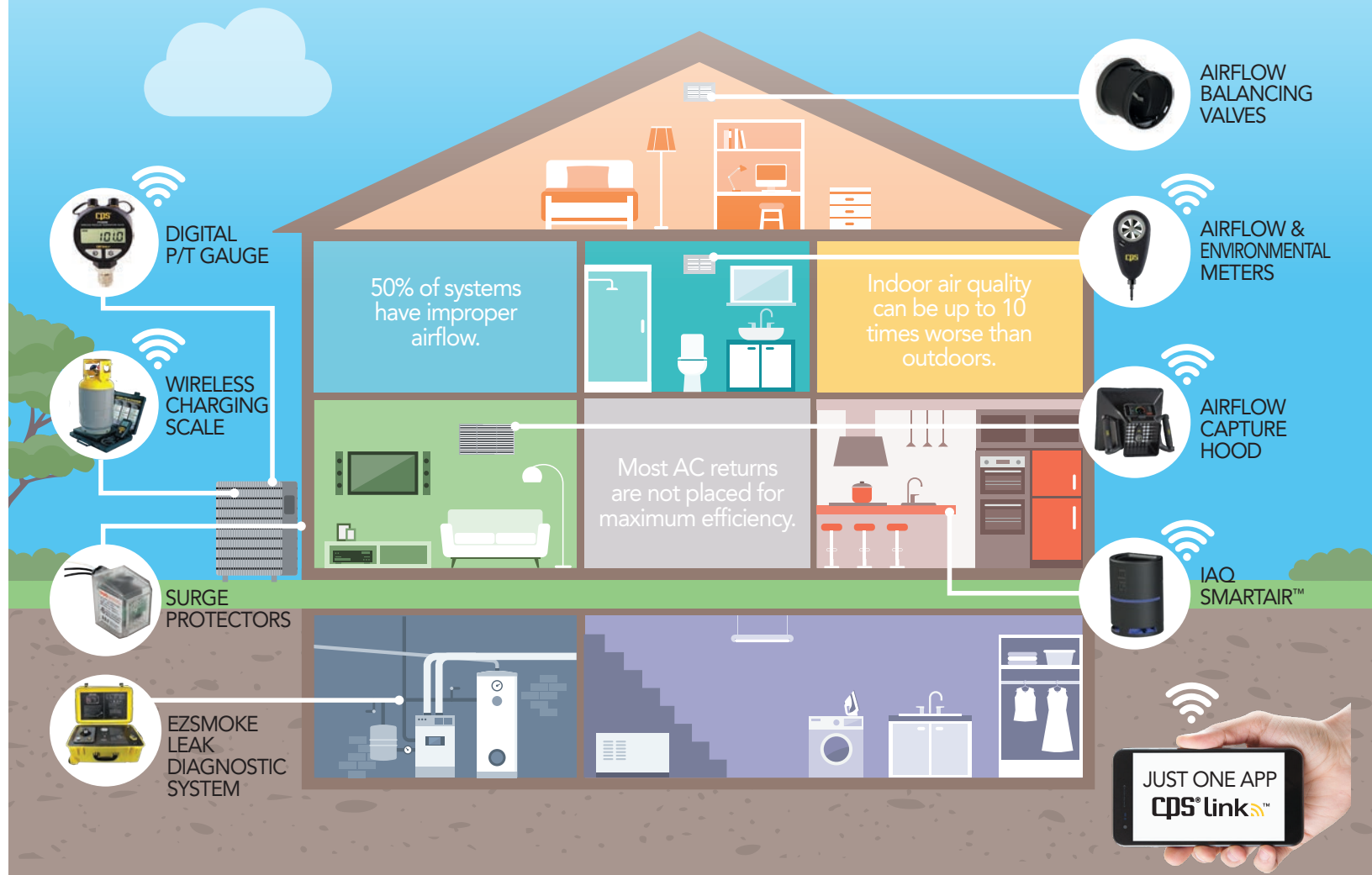
Kivlan continued, "A recent report (America's Pledge), developed by individual U.S. states and businesses, points out that HFC's are a rapidly growing component of U.S. and global greenhouse gas emissions considerations. The cities and states of the United States are not alone in this desire. Canada has also recently published concrete HFC phasedown proposals in the Canadian Gazette, paving the way for HFC reductions in that country. Dynatemp clearly sees a shift and desire to phase down HFC refrigerants and their subsequent emissions through these actions. If a ratification on the Kigali Amendment (to the Montreal Protocol) is not forthcoming, the AIM Act will timely ensure the legal clarity necessary for the EPA to phasedown HFC's. Without federal and congressional leadership, others (states, cities, countries) will fill the void by creating an uneven and complex regulatory environment for refrigerants."

Fresh-Aire UV® Recognizes Burg



Chicago - Fresh-Aire UV®, Jupiter, Fla, named Randy Burg, Sugar Land, Texas as one of its first annual Manufacturer's Rep All-Star Awards for recognition of outstanding preparation, organization, training and productivity at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2018) in Chicago. Burg is part of Southwestern HVAC Sales out of Smithville, Texas.

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Product News

Regal Launches Fan Energy Rating Content Hub

Site provides customers with centralized resources, tools to meet 2019 deadline

BELOIT, Wis. — Regal Beloit Corporation, a leading manufacturer of electric motors, electrical motion controls, power generation and power transmission components, announced that it has launched a microsite dedicated to providing resources and tools related to a product's Fan Energy Rating (FER). Disclosing FER information was mandated by the U.S. Department of Energy in 2014 and will take effect in 2019.

In 2019, the maximum fan energy rating taking effect for furnace fans will aim to reduce energy consumption in furnaces by approximately 40 percent over 30 years — equivalent to 500 billion kilowatt-hours. This

equates to a 180-million metric ton CO₂ emission reduction. The content hub, developed by Regal, will offer customers a library of resources, interactive tools, industry news, videos and specifications on all compliant Genteq® motors.

"Realizing the need our customers have for guidance in meeting these regulations, we created a hub that will not only point them toward resources which will help them understand the regulations and list what compliance steps to implement, but it will also help them evaluate available Genteq motors and determine which product will meet their desired tier based on price and performance," said Deep Dey, director of

marketing for FER, Regal Beloit America, Inc.

Regal has been redesigning its products that did not meet the standard; compliant Genteq products now include DEC Star® blowers and EON+™ motors. To address the challenge the FER regulations introduced when eliminating the lowest product tier, the company has also developed a new electronically commutated motor (ECM) to provide an entry-level tier option.

"These FER regulations served as a catalyst for Regal to develop an entry-level ECM specifically targeted toward furnaces," said Dey. "Leveraging more than 20 years of history as pioneers of ECMs, Regal has developed an IoT-

ready motor with premium features that will drive lowest total cost of ownership while also enabling compliance with the regulations."

With furnaces accounting for 10 percent of yearly energy use and serving as one of the largest energy consumers in a standard household, access to the necessary resources for FER compliance will be integral to meeting the 2019 deadline. The content hub will be hosted on Regal's new, responsive website platform that recently underwent significant upgrades, added additional product features and focuses on industry solutions. To access the content hub visit <https://www.regalbeloit.com/Innovations/FER>.

For more information, visit [RegalBeloit.com](https://www.regalbeloit.com)



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Panasonic Exhibited Innovations in Commercial and Residential Heating and Cooling Solutions at AHR Expo 2018

The VRF Smart Connectivity Controller and ECONAVI Intelligent Sensor Technology Were Featured

Newark, N.J. — Panasonic Appliances Air-Conditioning North America announced its presence at the International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo), the world's largest HVACR marketplace. During AHR Expo, Panasonic Appliances Air-Conditioning North America demonstrated its high-quality, reliable and durable heating and cooling solutions, including its VRF Smart Connectivity Controller and ECONAVI intelligent sensor technology.

Panasonic's VRF Smart Connectivity Controller technology, developed in collaboration with Schneider Electric, offers an enhanced user-friendly interface that dynamically manages comfort, controllability and costs for the end user. With this solution, building managers benefit from a sense of controllability that allows them to manage equipment, lighting, security, electrical distribution and power from a single interface, anytime and anywhere. Additionally, with Panasonic's ECONAVI intelligent sensor technology, human activity is automatically detected and the temperature is adjusted, creating a comfortable, energy-efficient space for occupants.

For more information about Panasonic heating and air conditioning, please visit business.panasonic.com/hvac.

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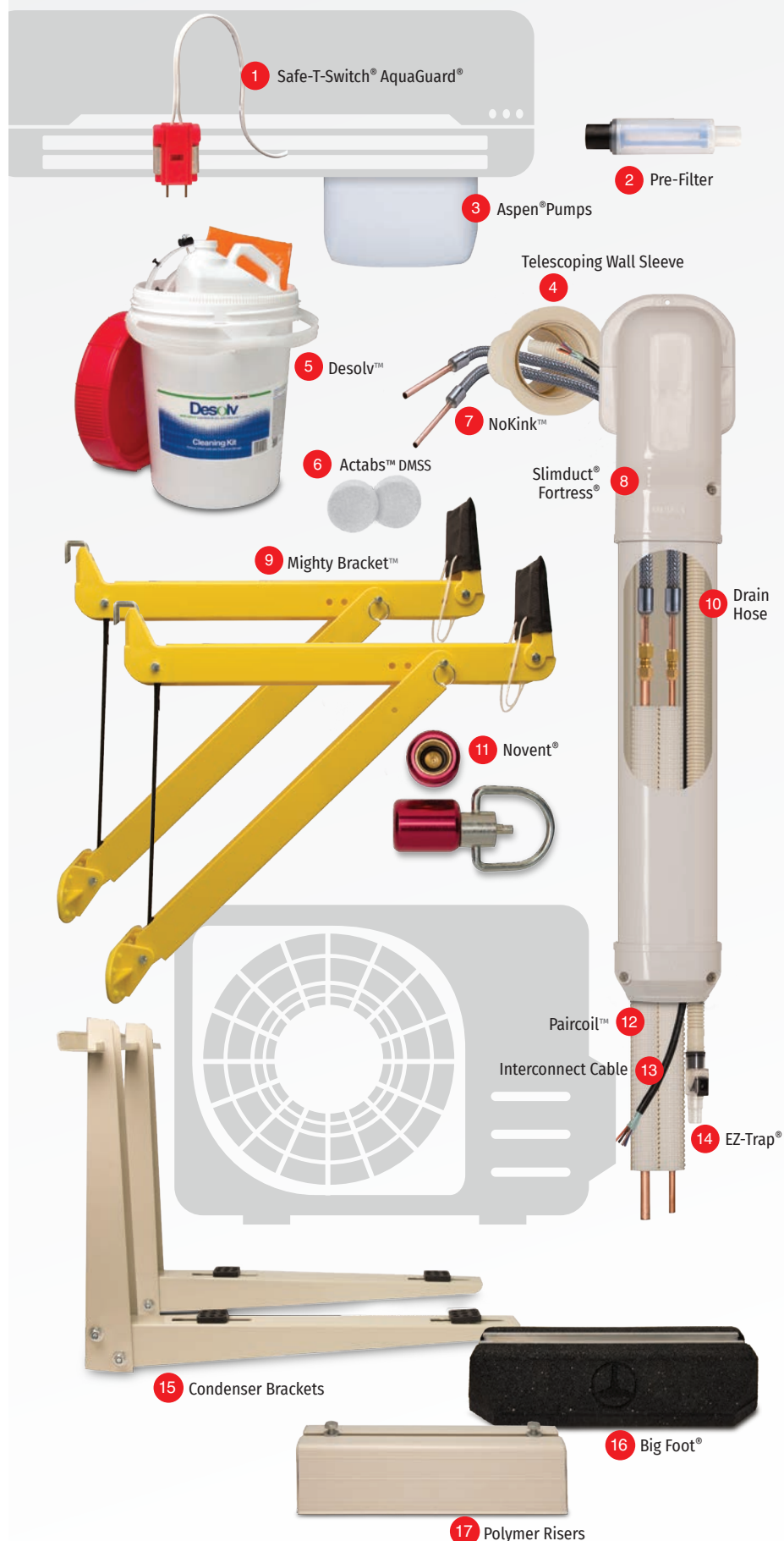
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Danfoss wins prestigious Product of the Year award at 2018 AHR Expo

Danfoss Turbocor® TTH/TGH high-lift compressors named top winner in the 2018 AHR Expo Innovation Awards program



Danfoss, the pioneer of oil-free, magnetic bearing, variable speed technology, was recognized with the prestigious Product of the Year award during the 2018 AHR Expo for its Danfoss Turbocor® TTH/TGH high-lift compressors.

A panel of third-party ASHRAE member judges select the annual Product of the Year from the year's 10 AHR Expo Innovation Award winners. Danfoss Turbocor® TTH/TGH high-lift compressors had previously been named the 2018 AHR Expo Innovation Award winner in the Green Building category.

Designed to give chiller manufacturers a new high-efficiency, oil-free compressor option for air-cooled chiller, heat recovery, and water-to-water heat pump applications, the new Danfoss Turbocor® TTH/TGH high-lift compressors feature the oil-free, variable speed, magnetic bearing operation of other Danfoss Turbocor® compressors, but with an expanded operating map suitable for such high-lift applications.

In air-cooled chillers, Danfoss 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 or water-to-water heat pumps, enabling additional operating cost savings by utilizing waste heat from the condenser to provide hot water.

Like all Danfoss Turbocor® compressors, the new Danfoss Turbocor® TTH/TGH compressors offer outstanding full- and part-load efficiency, low vibration and sound, a small footprint, and reduced maintenance.

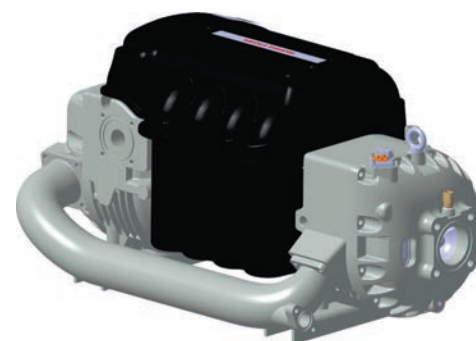
Danfoss Turbocor® high-lift compressors are available in two versions

— a nominal 325-kW (90 ton) model using R-134a or low-GWP R-513A (TTH325) and a nominal 250-kW (70 ton) model using ultra-low-GWP HFO-1234ze (TGH250).

The 2018 Product of the Year Award is the sixth time Danfoss has been recognized in the Expo's Innovation Awards program for Danfoss Turbocor® compressors; the company was also recognized with the Product of the Year award in 2015 for its Danfoss Turbocor® VTT compressor series. Overall, Danfoss has been recognized 28 times over 16 years of the award program.

"It is a tremendous honor to have been recognized once again by the HVACR industry for our commitment to advancing energy efficiency through innovative engineering," said Ricardo Schneider, president, Danfoss Turbocor Compressors. "This award is evidence of the progress Danfoss — with the help of our customers and partners — is making as we seek to redefine expectations for efficiency and help the industry prepare to meet future challenges, regulations, and standards around the world. Through our ongoing investment in R&D and innovation, we are helping to Engineer Tomorrow."

Winners in the AHR Expo Innovation Awards program are selected based on innovative design, creativity, application, value, and market impact. The award ceremony was held on January 23 during the 2018 AHR Expo in Chicago.



Construction Spending Rises for Fifth Month in a Row in December; Private Investment Climbs in 2017 but Infrastructure Spending Trails 2016 Totals

Association Officials Urge Policy Makers to Boost Funding and Streamline Reviews for Highways and Other Transportation Modes, Drinking Water and Wastewater Systems to Sustain the Economy, Safety and Health

Construction spending increased for a fifth consecutive month in December as private residential and nonresidential investment for the year topped 2016 totals, while declining infrastructure spending dragged down public-sector outlays, according to an analysis of new government data by the Associated General Contractors of America. Association officials said federal, state and local officials should address the growing shortfall in transportation, water and wastewater infrastructure in order to sustain economic growth and improve public health and safety.

"Construction spending ended the year on a high note, with gains over November levels for all major categories, but the annual totals for 2017 were much more mixed," said Ken Simonson, the association's chief economist.

"For now, it appears residential construction will grow strongly again in 2018, while private nonresidential categories will be uneven, and public spending is at risk of recording a third consecutive decline."

Construction spending in December totaled a record \$1.253 trillion at a seasonally adjusted annual rate, an increase of 0.7 percent from the November total. For the month, private nonresidential construction spending rose 1.1 percent, private residential spending gained 0.5 percent, and public construction spending added 0.3 percent.

Residential construction spending rose 10.6 percent from 2016 to 2017 as a whole. There were increases in all three segments: new single-family housing (up 9.1 percent from 2016), new multifamily (up 3.7

percent) and improvements to existing single- and multifamily (up 15.3 percent).

Private nonresidential spending edged up 0.6 percent, as declines in two large segments—power and energy (down 4.2 percent for the year) and manufacturing (down 12.7 percent)—partially offset increases in retail, warehouse and farm construction (up 14.0 percent) and office construction (up 1.5 percent).

In contrast to the increase between November and December, public construction spending for the full year shrank 2.5 percent from the 2016 total, as lower totals for infrastructure segments offset a 2.5 percent increase in public educational spending. The largest public category, highway and street construction, declined 3.7 percent for the year. Public transportation construction edged

down 0.9 percent. Sewage and waste disposal construction fell 13.0 percent, water supply dropped 10.3 percent, and conservation and development notched a 5.8 percent decline.

Association officials called on federal, state and local officials to boost funding and shorten the review process for approving infrastructure projects. The officials said that new infrastructure funding is vital for supporting economic growth, as well as public health and safety.

"It is essential to increase the nation's investment in roads and other transportation facilities to keep the economy growing," said Stephen E. Sandherr, the association's chief executive officer. "And investment in safer highways, drinking water and wastewater systems are important for public safety and health."

Uponor Invests Additional \$10 million in Phyn; Establishes 50 Percent Ownership in Joint Venture

Uponor Corporation (Uponor) today announced that it will invest an additional USD \$10 million in Phyn, a joint venture between Uponor and Belkin International, bringing its total investment in the company to USD \$25 million. With this second round of funding, Uponor establishes a 50 percent ownership in Phyn, with the other 50 percent owned by Belkin International.

Phyn will use the funding to further accelerate market penetration and scale the company's operations as it prepares for commercialization in late spring of its debut product Phyn Plus, smart water assistant + shutoff. As a joint-venture company, Phyn will be consolidated into Uponor's financial accounts using the equity method.



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Record-breaking 2018 AHR Expo Smashes Six All-time Highs

World's largest HVACR event soars to new heights in visitor and total attendance, exhibitors, exhibit space and countries represented

Westport, Conn. – By any measure, the 2018 AHR Expo, was an unparalleled success, setting six all-time highs including more than 72,000 in total attendance and 49,995 registered visitors, both records.

When the 70th edition of the world's largest HVACR marketplace convened in Chicago in January, four additional records were set, including the number of exhibitors, square feet of exhibit space and countries represented.

Next year's Show will be held in Atlanta from January 14-16, 2019. With exhibit space already sold out, and 90 percent of this year's attendees forecasting excellent or good business

conditions in the coming year according to ASHRAE Journal research, the 2019 AHR Expo is also poised for success.

"The excitement generated by this year's record crowds of attendees and exhibitors was palpable from the show floor to the training sessions," said Clay Stevens, manager of the AHR Expo. "Whether you are designing a building's HVACR system from the ground up, or want to make your existing spaces warmer, cooler, quieter, smarter, safer or more comfortable and efficient, the AHR Expo is the only place where you can see and experience it all, learn from the industry's top experts and stay at the forefront of innovation."

2018 AHR Expo by the Numbers

- Total Attendance (including exhibitor personnel) – 72,075, up from 68,615 (2017)
- Total Visitor Attendance – 49,995, up from 48,568 (2017)
- Exhibiting Companies – 2,155, up from 2,118 (2015)
- Exhibit Space (SF) – 534,080, versus 500,159 (2017)
- Countries Represented – 169, compared to 165 (2017)

Highlights from Chicago

Innovation was pervasive at the Show, and leading the field were the 10 winners of the coveted 2018 AHR Expo Innovation Awards, recognized in a ceremony honoring their achievements. Selected from this elite group and announced at the event as the 2018 Product of the Year was the green building category innovation winner Danfoss for its Turbocor TTH/TGH High Lift Compressor. Optimized for air-cooled chiller and heat recovery applications, Danfoss Turbocor models feature oil-free, variable speed, magnetic bearing operation for outstanding full- and part-load efficiency, low vibration and sound, a small footprint, and reduced maintenance.



Building Homes for Heroes dedicated mortgage-free home honoring U.S. military veteran on February 17 in Houston TX

Houston-based contractor, Aire-Technics, installed donated YORK® heating and cooling system in home of U.S. military veteran

Building Homes for Heroes hosted a welcome home ceremony for Army Specialist Michael Villagran. Johnson Controls donated a YORK® heating and cooling system and Aire-Technics provided installation services for the veteran's new home. Building Homes for Heroes is a national organization that supports the needs of severely wounded or disabled soldiers in the United States Armed Forces and their families. The organization strives to build or renovate quality homes and gift the homes to severely injured veterans.

For more information visit www.buildinghomesforheroes.org. and www.YORK.com

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Nortek Global HVAC Introduces New Line of Commercial VRF Systems

Cutting-edge features make installation easier than many competitive models.

St. Louis — During January of 2017, Nortek Global HVAC introduced a new line of commercial variable refrigerant flow (VRF) multi-zone systems. The complete line consists of V5 mini VRF heat pumps, V5 modular heat pumps and V5 heat recovery systems.

These VRF systems have design features that make installations easier than competitive models. These include:

- User-friendly selection software.
- Longer piping lengths for more flexibility on each job.
- Simpler, easier to install communication wiring.
- -22°F (-30°C) heating performance – the best in the industry.
- Auto-addressing indoor units, eliminating the need to set dipswitches manually.
- Simple debugging/commissioning software.

The V5 VRF systems

feature DC inverter-driven compressors for precise temperature control. Up to 3,280 feet (1,000 meters) of total piping length and up to 36 indoor connections make them easy to install, network and maintain. Standard gold and blue fin coating provides increased performance and greater corrosion resistance.

The V5 mini VRF systems are designed for light commercial or residential applications. Their compact design and inner profile make them adaptable to tight spaces. Up to 984 feet (300 meters) of total pipe length simplifies installation. Both feature an energy-efficient, ultra-quiet DC inverter compressor and powerful heating capacity in low ambient temperature. These 208/230V condensers are available in 3, 4 or 5 tons and will accommodate up to 7, 8 or 9 zones.

Indoor units are available

in wall-mounted, ceiling cassettes, consoles, universal floor/ceiling and ducted type units.

“Commercial VRF systems are growing in popularity due to their efficiency and flexibility,” says Keith Clark, Nortek Global HVAC VRF national sales manager. “We’re proud to offer a high-value VRF product at a reasonable price so our contractor customers can be competitive on jobs.”

For more information about Nortek Global HVAC products, engineers, contractors and distributors should visit www.nortekhvac.com.



Samsung VRF Solutions

Roanoke, Texas - Optimize comfort with solutions designed for superior efficiency and manageability. Variable refrigerant flow (VRF) systems are a smart solution for commercial and large residential buildings that demand higher efficiency, individualized control, and installation flexibility.

Samsung's VRF systems are also known as DVM (Digital Variable Multi) S systems. The DVMS product lineup consists of: heat pump, heat recovery, water, and chiller systems. DVM S systems range from 6 tons to 20 tons. Each DVM S system is equipped with an inverter scroll compressor and flash or vapor injection technology. These systems are often space saving and provide high energy efficiency to help achieve better performance, reducing installation and maintenance costs.

Samsung's DVM Chiller combines the strength of both variable refrigerant flow (VRF) and traditional chiller systems. DVM Chiller empowers reduced annual utility costs

compared to conventional systems, while the operational modes can be adjusted to allow for seasonal requirements. This space saving system is energy efficient, and beneficial as it can inherit existing water facilities. Flash injection technology supports the powerful heating performance that the DVM Chiller system can provide. As a convenience and preventative measure, DVM Chiller comes equipped with built-in differential pressure and temperature sensors to prevent freezing and pipe bursts.

Samsung's DVM S Water system is unique to other DVM S models as it uses water as its method of heat exchange. This system can use geothermal energy as a renewable heat source to support environmental and cost reduction initiatives. Geothermal systems utilize the earth's consistent temperatures to heat and cool homes and businesses. Using a highly efficient compressor and an advanced plate heat exchanger, DVM S Water systems provide effective and reliable performance despite changes

in the surrounding environment. Single phase and three phase DVM S Water systems are available in 6 ton, 8 ton, 10 ton, and 20 ton capacities.

Samsung offers various control options to support DVM S VRF systems. Controls range from individual unit controls and central management systems, to advanced building management system integration. Control options are available to command 1 to 4,096 indoor units from a single work station. In addition, Samsung's DVM Mobile application was launched to support system designers, technicians, and others in the HVAC industry with Samsung DVM S systems. DVM Mobile is available in Google Play and the iTunes Store.



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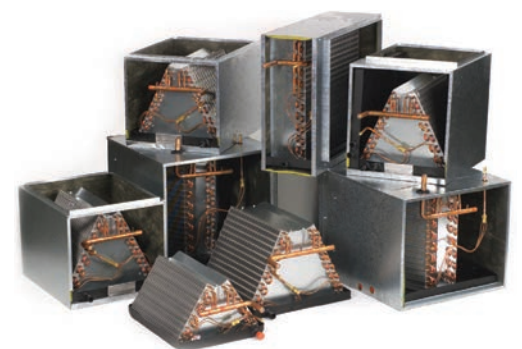
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ASHRAE Recaps Successful 2018 Winter Conference, AHR Expo

Atlanta – The exchange of global best practices and new energy efficiency strategies brought HVAC&R professionals to Chicago in late January for the 2018 ASHRAE Winter Conference and AHR Expo.

The 2018 ASHRAE Winter Conference took place Jan. 20-24 at the Palmer House

Hilton with the ASHRAE co-sponsored AHR Expo held Jan. 22-24 at McCormick Place. With more than 3,200 registrants, this year's Winter Conference was one of the largest in ASHRAE's history.

The AHR Expo attracted more than 70,000 visitors, a six percent increase over last year's record-breaking event

held in Las Vegas. The expo included more than 2,100 vendors, 37 more exhibitors than 2017, in a total exhibit space of 530,000 square feet.

"The Winter Conference and AHR Expo are prime opportunities for attendees to stay on top of the latest information and technology needed to work toward a

more sustainable world," said 2017-2018 ASHRAE President Bjarne W. Olesen, Ph.D. "Lessons learned at the conference have a direct impact on the success of our industries and affords us the opportunity to extend this knowledge around the world."

At the conference, Olesen provided Society

updates and initiatives related to his presidential theme, "Extending Our Community." He focused on acknowledging interconnectedness worldwide and embracing shared needs and objectives.

During the conference, ASHRAE signed a Memorandum of Understanding (MoU) with the Associazione

Italiana Condizionamento dell'Aria Riscaldamento Refrigerazione (AiCARR). The agreement formalizes the two organizations' long-standing commitment toward the promotion of common cooling and heating related endeavors.

As part of ASHRAE's global outreach initiative, the Associate Society Alliance meeting brought together members and representatives from 60 HVAC associations from around the world.

"Collaboration is crucial as we seek new ways to make buildings safe, healthy, productive and comfortable environments," said Olesen. "We are very grateful for our many partnerships that exist today and the new organizational partnerships that will be formed in the coming years."

The plenary session, drawing more than 1,000 people, provided a forum for the presentation of awards to experienced and emerging leaders in the industry. Keynote speaker Debbie Sterling, Founder, and CEO of GoldieBlox, closed the session with an empowering presentation on closing the gender gap in STEM fields.

The 2018 ASHRAE Annual Conference will take place June 23-27 in Houston, with the 2019 Winter Conference Jan. 12-16, and the AHR Expo, Jan. 14-16, in Atlanta.

About ASHRAE

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

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It's On My Heart: Amazing Olympic Story

Erin Jackson is the first black woman to make the U.S. Olympic long-track speed skating team. What makes this an amazing event is the fact that she started on this Olympic quest in September 2017, 4 months before she made the team.

She is a 25-year-old woman who has been involved in and dominated inline skating for about 15 years. Erin is an 11-time world medalist and 47-time national champion, but her latest love is roller derby! She is on the Jacksonville Roller Girls team, earning MVP award in 2014, advancing to the championships in 2015 and 2016.

Back to the Olympic qualifier; she was in the low 40 seconds for the 500-meter race just a couple of weeks ago. She ended up at 39.04 seconds for the run that got her on the team, an amazing improvement in such a short time.

Not only a great athlete, she also got a degree in materials science and engineering from University of Florida, all the while working hard as a jammer on the Roller Derby circuit.

Next up, Shawn White,

snowboarding is his thing. He is good, some say even great. Won Gold in half pipe in Torino in 2006, gold again in 2010 in Vancouver. But in this set of games he really defined what a great athlete does under pressure.

Leading up to this Olympics, Shawn had a disaster in New Zealand, attempting to do a maneuver that is incredible, a cab double cork 1440. He crashed, ended up in the hospital for 5 days, bruised lungs, smashed face with 62 stitches needed to pull him back together. In his event, you get three tries to make your mark. On his first run he hit the numbers, moved to first place with a score over 94. Then another competitor hit a 95, moved into first. Shawn came out on his second run, leaned too far back on one segment, crashed and burned.

So he stepped up on the last run, actually did the trick that put him in the hospital on Oct, and nailed it. Got a score of 97.75, and a gold medal. He rocked it. He had to set aside the emotions from the earlier crash, the fact he was on the last run, and to win he had to

do the most difficult run of his life. Lesson here is to not let past opportunities (or failures) stop you from doing your best.

One of the best competitions was the 15 Km Mass Start Biathlon, where you ski, shoot at a faraway target, then ski some more. Takes over 35 minutes for this to be in the record books. We saw a battle between Germany's Simon Schempp and a Frenchman named Fourcade. Fourcade lost the Gold medal in Sochi 4 years ago by three centimeters, a very tight race. He missed two targets in the shooting element, and a tumble put his chances to win very slim. He came off the shooting range for a final sprint, Schempp right behind him. Actually Schempp was faster on the last segment, gaining right up to the end. At the last possible second, Fourcade threw his left foot out, got his boot over the line about 6 inches before the German. Photo finish. Fourcade did not believe he had won, sat on the ice thrashing about, frustrated. All he could think of was how frustrated it was in Sochi, to be so close but not get the gold. Except the photo told the story,

he was 6 inches ahead crossing the line. As Winston Churchill said: never give in...

Actually two lessons here, Schempp said the race was only about 5 meters too short, he could have caught him in the next couple of strides. So he kept on, even when exhausted, he "never give in" either.

All this brings me to say, have you tried to do something, missed the mark? Failed at putting together the right team, bringing the right product to market at the right time? Most of us have. What counts is not how many times you are knocked down, but how many times you get back up.

Thinking of Erin Johnson, has anyone said: you are too old, too young, no experience, you just don't have what it takes to win. If Erin had listened to that sort of talk, she would not be the first black woman to be on the US long track speed skating team. Writing this before the final event for her, but just getting there, she is a winner!

So don't listen to those who say it can't be done, just do it! 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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Product News

UV Resources RLM Xtreme UV-C System Improves Air Quality and Overall HVAC System Efficiency

Flexible, affordable and easy-to-install lamp system boosts energy efficiency and IAQ by destroying mold, bacteria and microbes in demanding, high-volume HVAC environments

Dallas — The UV Resources RLM Xtreme fixtureless UV-C lamp system delivers high-output ultraviolet energy to irradiate coils and destroy mold, bacteria and microbes in demanding, high-volume HVAC (heating, ventilation and air conditioning) environments. This modern UV-C system is designed to help improve air quality, while creating a more energy-efficient HVAC system that does not need to waste energy to distribute properly conditioned air to the space.

The Xtreme lamp system combines name-brand UV-C

components in a simple, flexible and affordable design that's easily configurable to fit into most any plenum. Ideal for both new and retrofit applications, Xtreme lamps eliminate the need for rows of costly, cumbersome and potentially unsafe metal and glass fixturing.

Xtreme provides for scissor-like overlapping of lamps to eliminate the need for specifying and sizing multiples of fixtures and lamps. The system can be installed in most any position to generate 360-degree UV-C irradiation to where energy is needed the most.

Easily Configurable

Xtreme's unique LampClamp allows UV lamps to "slip-in" and click in place most anywhere, so that they overlap one another. By eliminating the need for multiple lamp lengths, the clamp system provides for more "usable" energy to maximize performance — even in the most demanding commercial and institutional HVAC applications.

Easy and flexible to specify, install and service, Xtreme was designed with safety, high performance and affordability in mind. Xtreme lamps resist moisture/water damage, and their exclusive EncapsuLamp (FEP lamp coating) technology protects the system, the space and the installer from lamp residues, such as gas, mercury and glass, should an accidental lamp break occur.

Simple and Flexible

"It's no longer necessary to use costly, awkward and potentially unsafe metal fixturing that can interfere with system access," explains Dan Jones, UV Resources Vice President of Marketing. Jones attributes the product's simplicity and flexibility to careful engineering and extensive field-testing.

The UV-C energy delivered by the Xtreme system can reduce system maintenance costs and downtime, energy use and airborne levels of noxious and infectious microorganisms, thus helping to improve overall indoor air quality.

Other benefits include:

- The ability to locate Xtreme's 120-277, UL Listed, fully PnP power supplies remotely.
- Unique LampHolder that allows lamps to be affixed in any position most anywhere.
- Built-in moisture and water protection to prevent lamp and/or power supply failures.
- A powder-coated, heavy-gauge galvanized steel and NEMA-rated power supply housing.
- Continuous, individual and remote monitoring of all lamp/power supply combinations — both visually to maintenance personnel, and through analog signals to building management systems — to indicate whether a failure has occurred in either a lamp or power supply.
- Worldwide availability of name-brand replacement lamps and power supplies.

"The concept of the Xtreme lamp system was fueled by a growing demand for a UV-C system that provides application versatility, ease of sizing and installation, and affordability," says Jones. "Whether your application is coil irradiation, killing pathogenic microorganisms or extending HVAC system life, Xtreme's high-output performance combines the best UV-C components in a simple and flexible system that features the industry's lowest cost of ownership — making it the best value on the market."

For more information visit www.UVResources.com.

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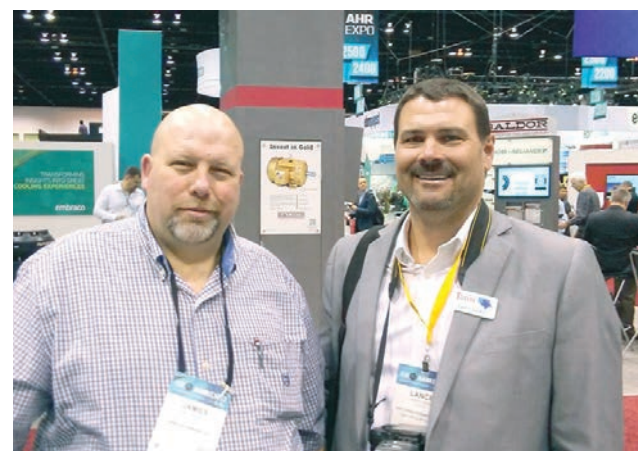
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James Bowman and Lance Lackey from AC Today meet at the AHR Expo in Chicago

The True Cost of an Un-Booked Call

By Brandy Rogers
of Service Excellence Training, LLC

One of the most important metrics of performance is True Call Booking Percentage. This tells how effective a CSR is at converting a call into a sale. Although many companies do not track this metric, it is a very important measurement of a business. As a Business Owner, Manager, or CSR; call tracking should be a high priority.

Each time a call is not booked, it costs the company \$450- \$800 or more in lost revenue from the start. That number varies by industry and company. But the costs of the lost call do not end there, they multiply based on the lifetime value of a client.

Break Down Cost of not Booking a Call

- Cost of acquiring a new client: \$150-\$500
- Average ticket SET Goal: \$800
- Lifetime Value of a client \$1,200 – \$1,500 annually
- Average years of customer: 7

Total Lost Revenue per call not booked: ≈ \$8,400

Each time the phone rings there are thousands of dollars on the table. As a CSR it is your job to capture that opportunity, nurture the opportunity, and maximize the opportunity.

The average CSR is only booking at about 50% of incoming calls. Let’s say that 75-90% of those should have been booked. So, there is 25-40% of lost calls left on the table. What does that look like over a year?

Example:

- Incoming calls 1,000
- Actual Calls Booked 500
- 85% KRA Standard 350
- Difficult to book 150

What does the revenue lost look like for the 350 calls that are not being booked? Lest start with the costs that are already being spent on those 350 calls going un-booked per 1000 calls coming in.

- Acquisition Cost \$150
- Calls not booked 350
- Expense with zero revenue \$52,500

Now let’s look at the revenue lost from not booking those 350 calls. The average ticket used will be the low end of SET’s goals. The actual number will vary based on industry and company. But it would include, service, maintenance, and replacement.

- Calls not booked 350
- SET average ticket goal \$800
- Lost Revenue \$280,000

From this example, it is clear that un-booked calls contain a high revenue potential. What would your financials look like if more of your marketing dollars were converting into revenue? Your company would be more profitable.

Although these are examples, I would challenge you to look at your real numbers. How many calls are not booked each day, week, month? How many of those should have been booked? Then do the math, include marketing costs, average ticket, and your average lifetime value of a client. I know you will be surprised at how fast it adds up.

If you want to get more of your incoming calls booked, then give me a call at our office. 512.333.4133, and discover how Service Excellence Training can help you boost CSR key performance areas.

Brandy Rogers is the Director of CSR Training at Service Excellence Training, LLC. In her career, she has been a Marine, HVAC Tech, CSR, Office Manager, and now she is coach for SET. You can contact at Brandy@servextra.com and at 512.333.4133

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Over Voltage	✓	✓	BEST SELLER
Under Voltage	✓	✓	
Short Cycling	✓	✓	
Limited Lifetime Guarantee			✓

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BEAUMONT 675 M.L. King Pkwy, 77701 Phone: (409) 832-7409 Fax: (409) 832-1462	HOUSTON 2120 Shepherd Drive, 77007 Phone: (713) 868-8967 Fax: (713) 868-3045	HOUSTON 10351 West Little York Rd, Ste. 400, 77041 Phone: (713) 466-5716 Fax: (713) 466-7530	LUBBOCK 6039 W. 45th St, 79407 store42@johnstonesupply.com Phone: (806) 792-2493 Fax: (806) 792-9787	SAN ANTONIO 30 Essex Street, Suite 101, 78210 Phone: (210) 200-6273 Fax: (210) 200-6279
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Goodway Technologies Launches 2018 Catalog

Stamford, Conn. – Goodway Technologies announces the release of its 2018 maintenance products catalog featuring their innovative industrial maintenance and cleaning solutions. Goodway's high-quality products include tube cleaning systems, industrial vacuums, cooling tower maintenance systems, dry

vapor sanitation solutions, descaling systems, coil cleaning products, hose & pipe cleaning systems and more. The catalog also highlights customer and employee stories.

The catalog contains a variety of product lines focusing specifically on industrial plant maintenance. In addition to the popular

tube cleaning and descaling solutions, like ScaleBreak®, the catalog will feature the addition of new products including the CC-201T. The latest innovation in the CoilPro® line, with 200 PSI of cleaning power, the CC-201T coil cleaning system has a portable design and unique tableted cleaner/growth inhibitor. The

tablet-based coil cleaner, CoilShine®-T, delivers all the powerful, yet safe-on-coils cleaning capabilities of our CoilShine® liquid cleaner at a fraction of the size and weight. This innovative feature eliminates the need to lug around gallons of heavy and bulky coil cleaner. It also boasts a 25' hose for when

extra stretch is needed to reach a coil. The CC-201T is perfect for cleaning coils on PTACS, Mini Split, AHU's and more.

The catalog can be viewed online at www.goodway.com. You can request a free version of the print catalog by filling out the form at <https://www.goodway.com/get-catalog>.

D. Brian Baker Memorial Scholarship

The Council of Refrigeration Educators (CARE) and HVAC Excellence are pleased to announce the winners of the D. Brian Baker Memorial Scholarship. Congratulations to Jason Hoard of St Georges Technical High School in Middletown, DE and David Brannen of Texas State Technical College in Waco, TX.

D. Brian Baker was a dedicated HVAC/R professional and educator who was passionate about the industry and was a true advocate for continual professional development. Baker attended every conference and training session that he could, knowing that working and teaching in the trade wasn't just a job, but a passion he shared with all that he met.

To honor his memory, the D. Brian Baker Memorial Scholarship was established to aid new instructors in professional development. Mr. Hoard and Mr. Brannen, recipients of the scholarship, will be attending the 2018 National HVACR Educators and Trainers Conference (registration, airfare, hotel included), and will also receive a one-year membership in CARE to honor Mr. Baker's commitment to education.

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Insco Distributing Celebrates Top 40 RUUD Dealers in San Antonio

San Antonio, TX- Insco Distributing celebrates our top 40 Ruud dealers at our 2018 Premier Performers weekend in San Antonio January 19, 20 & 21.

2018 is a special year for Insco as we celebrate our 60

anniversary as well as our 40th year as a Ruud distributor. Ruud presented Insco with an award in recognition of the long-standing and successful partnership.

The event was held downtown at the La Mansion hotel and

attended by our top 40 Ruud dealers along with members of Ruud including Ed Lightner ~ Sales Support Manager, Randy Roberts ~ VP Sales, Greg Parks ~ District Technical Rep., Gary Lewis ~ Regional Manager & Michael Mullins ~ District Sales Manager.



Gary Lewis with RUUD talks to Insco President Brian Trevino



Gary Lewis with RUUD



Insco Distributing CEO Rudy Trevino



Mike Mullins with RUUD presents Insco with 40 Year Partnership Award



The Achiever Awards recipients with CEO Rudy Trevino from Insco®



The Presidential Award recipients with CEO Rudy Trevino from Insco®

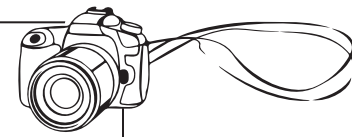


The RUUD and Insco leadership



The Ultra Award recipients with CEO Rudy Trevino from Insco®

To see all of the pictures from the event,
visit us at www.ac-today.com



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

Dr HVAC Services, LLC - Leander

TW Air and Heat - Alpine

Air Scrubber Plus - Camden, SC

Morrison Supply - Austin

TACCA Elects New Board of Directors and Officers

The leadership for 2018 has been elected for the Texas Air Conditioning Contractors Association. Below are the current directors and officers:

President - Randy Bellomy, Dallas, Bellomy Heating and Air, Inc.

Vice President - Roy Jones, Lubbock, Armstrong Mechanical

Treasurer - Jimmy Barry, League City, Doctor Cool and Professor Heat

Secretary - Nick Watkins, Abilene, Abilene Air Tech

Ex-Officio - Matt Freund, San Antonio, Comfort-Air Engineering

Region II Directors - Roland Arrisola, Austin, Stan's Heating and Air

Tracey Reichanadter, Cedar Park, 360 Comfort Concepts

Region III Directors - Stephen Pape, Desoto, Pape Service Co.

Mike Krause, Plano, Paradise Air, Inc.

Region IV Directors - Merle Aaron, Jr., Humble, Aaron Mechanical Service

Stephanie Marquard, Kingwood, Kingwood Air Conditioning

Region V Directors - Eddie McDuff, San Antonio, Flo-Aire Service, Inc.

Gregg Zinsmeyer, Castoville, A/C Technical Services, Ltd.

Zoning experts Jackson Systems recently presented a micro-training on zoning systems within commercial and residential applications in Austin, Texas. Residential and commercial have similar comfort issues where zoning would be a great solution: different parts of the home or building have different temperature needs at different times of the day. Or, they are simply just uncomfortable in spaces because of layout and construction. Tom Jackson, CEO of Jackson Systems, said "zoning is the best option if you want to provide more temperature control and comfort for homeowners who have hot or cold spots. Cost is also a benefit in that it may eliminate the need for a second system."



TACCA Greater Austin thanked outgoing 2017 President Roland Arrisola during the recent February 2018 TACCA Greater Austin Chapter Meeting. James Poole, Trusted Heating and Cooling has been elected 2018 TACCA Greater Austin Board President.

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March 10 - Corpus Christi

March 17 - Burleson

March 17 - Houston

March 24 - Hurst

License Prep:

March 17/18 - Houston

April 21/22 - San Antonio

Visit www.tacca.org to register!

Texas Air Conditioning Contractors Association

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

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

Visit us at www.tacca.org, or call 800.998.HVAC (4822) to become one of the more than 5000 contractors across Texas who receive our information.

Carrier South Texas hosted a Dealer Meeting in San Antonio
The contractor and dealer event was held at the beautiful Wyndham San Antonio Riverwalk hotel.
Training and a Vendor Fair, food and prizes were a part of the all day event.



Brad Cox and Matt Elledge



Charles Rios, Ty Cahela and Bobby Dreiss



Chris Stokes and Jesse Hernandez



Don Moore and Joe Brooks



Earl Burleson



Hayden James



Michael Dye, Daron Johnson and Susan Deitiker



Robin Armijo with the SST



Rodney Jones and Kirk Stehpenon



Roger Pollex, Lisa Bailey and Todd Montgomery



Shane Horton and Sylvester Guerrero



Tim Truitt

Single Zone

One indoor unit corresponds to one outdoor compressor

Small pipe, small opening, little impact



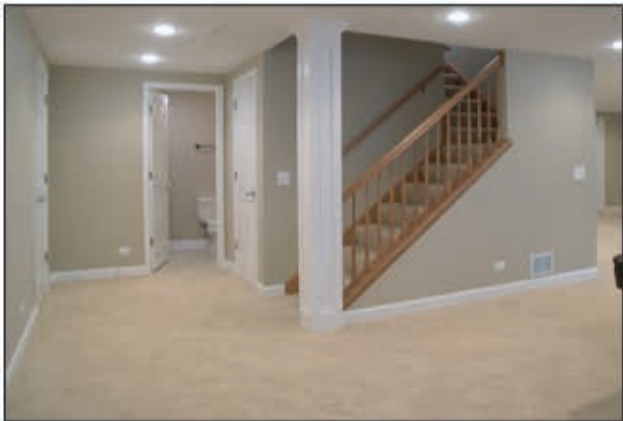
Multi-Zone

One outdoor compressor can power up to five indoor units

Each indoor unit is controlled by a wireless remote



Residential Single-Zone System Applications



Basement



Sun Room

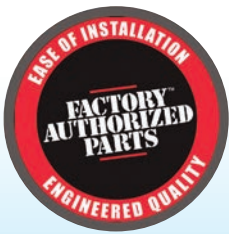


Supplemental



You are invited to the Annual Crawfish Boil!
Friday April 27, 2018

16230 Port Northwest | Houston TX 77041



The Code Council joins other stakeholders in celebrating the passage of the Federal Cost Share Reform Incentive

This provision, part of the Bipartisan Budget Act of 2018 and a long-term goal of the Code Council, encourages states to adopt the latest building codes and invest in pre-disaster mitigation activities

Washington, D.C. – The International Code Council applauds the inclusion of the Federal Cost Share Reform Incentive as a provision of the Bipartisan Budget Act of 2018, passed by the U.S. House of Representatives and Senate on February 9. This provision encourages states to adopt the latest building codes, incentivizes states to invest in the resiliency of their communities, and includes additional disaster relief funds of nearly \$90 billion.

In partnership with the BuildStrong Coalition, the Code Council has worked with members of Congress and their staff to highlight the importance of pre-disaster mitigation and adopting the latest building codes. The Federal Cost Share Reform Incentive allows post-disaster

federal cost-share with states to increase from 75 percent to as high as 85 percent on a sliding scale based on a number of factors including the adoption and enforcement of the latest building codes; the adoption of a mitigation plan; and investments in disaster relief, insurance and emergency management programs.

“In the wake of a devastating hurricane season and tragic wildfires in California, we are pleased to see the Federal Cost Share Reform Incentive included in the federal budget. This provision is a significant victory for the tax-paying public as it will help reduce the burden of growing financial losses on the federal government and the states due to the increased frequency of natural disasters,” said Code

Council Chief Executive Officer Dominic Sims, CBO. “We will continue to work on the federal, state and local levels to ensure that our communities have the highest level of safety in the industrial world through modern, cost-effective building and safety codes.”

The International Codes (I-Codes), including the International Building Code, International Residential Code, International Plumbing Code and International Mechanical Code, are the most widely used and adopted set of building codes in the U.S. and around the world. Developed through a consensus-based process, the I-Codes incorporate the latest technology and provide the safest, most resilient structures for our families and communities.

This May the International Code Council, its 64,000 members worldwide and a diverse partnership of public and private companies will celebrate Building Safety Month and raise awareness about the importance of regularly updated, modern building codes and the officials who maintain them. Learn more at www.buildingsafetymonth.org.

About the International Code Council

The International Code Council is a member-focused association. It is dedicated to developing model codes and standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures.

Product News

MiniFresh®, Mini Split Odor Neutralizer/Treatment



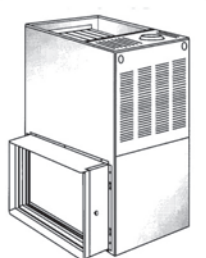
The MiniFresh® is a new product designed to meet the challenges of maintaining Mini Split indoor units, P-Tac, & fan coil units. The MiniFresh® will eliminate odors and freshen the air in the rooms while deodorizing the units themselves and keeping the coils and blowers cleaner.

The patent-pending MiniFresh® uses the unique, proven, ClenAir technology in a special time-release feeder designed to be placed out of view on top of the return louvers of the unit. The MiniFresh® can be installed quickly and easily in less than a minute. Whenever the indoor unit is on, the MiniFresh® will treat the room air and the unit, leaving the space fresh and free of offensive odors. Each MiniFresh® will treat indoor units up to 12,000 BTU's and will last from 2 to 3 months.

The MiniFresh® will eliminate odors from mold, mildew, pets, food, chemicals, smoke, stale air, etc., and help to keep the evaporator coil and blower unit cleaner and free of build-up. The MiniFresh® is a true odor neutralizer, not an odor mask or cover-up. It is non-toxic and environmentally friendly.

The MiniFresh® is an economical problem solver and preventive maintenance product designed to treat the hundreds of thousands of installed mini split, fan coil and P-Tac units in homes, businesses, schools, hotels, offices, and restaurants. It can also be installed along with any new Mini Split installation to prevent problems before they occur.

MAKE IT EZ FOR YOUR CUSTOMER!

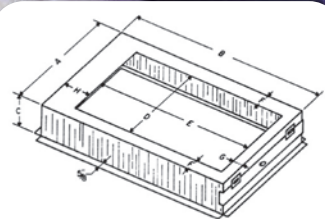


**SIDE RETURN
LEFT OR RIGHT**

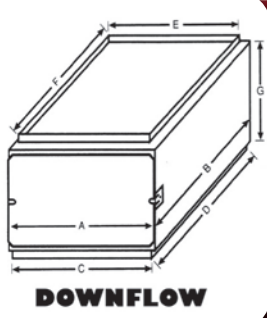


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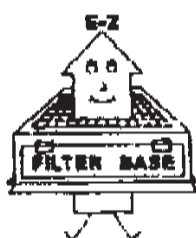
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Shearer Supply Opens their 14th and Newest Location in Waco TX

A Grand Opening and Ribbon Cutting ceremony took place on February 15th. There was live music, food, prizes and many of the Shearer Supply family on hand to greet their customers. This new branch is located at 1000 Schroeder Drive, Suite 201, Waco Texas 76710.



To see all of the pictures from the event, visit us at www.ac-today.com



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City Multi Service Course
March 13 - 15, Apr 17 - 19

DFW Training Facility
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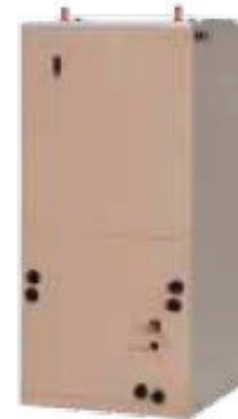
M&P Service Course
Mar 6&7 - Apr 10&11
Advanced M&P
May 9&10
Apr 3 - 5, May 1 - 3

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Coburn Supply Company held their Sure Comfort Dealer Meeting in Houston TX
*The one day event on February 16 was held at the Woodlands Marriot and featured training from
Sure Comfort, Awards, a Vendor Fair and Dinner.*



Anthony Monroe and Don Baggett



Chris Howell, Josh Leach and
Scott Loftis



Don Maloney and Rick McKinley



Don Maloney, Bill Geyser and
Colleen Mowery



George Thomas and Jody Lapoint



Gold Elite Dealer Larry Ryan Htg
and AC



Kim Holmes, Melissa Gray, Matt Chafins
and Mike Brant



Lisa Vasut, Kory Wagoner, Brannon
Ferrara and Patrick Maloney



Mr and Mrs Scott McCreary



Pat Tolbert and Chris Howell



Relaxing between sessions



Silver Elite Dealer Athens AC



Silver Elite Dealer C Woods Company



The dealers and contractors enjoyed
the event



The event was well attended



The vendor trade show was a success



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**Texas Department of
Licensing and Regulation**

The Air Conditioning and Refrigeration Contractors Advisory Board is scheduled to meet **Monday, March 5, 2018** at 1:00 p.m. in the 1st Floor Public Meeting Room of TDLR's North Campus, located at 1106 Clayton Lane, Suite 125E, in Austin. The agenda and staff reports (PDF) are available online. The meeting will be broadcast on TDLR's YouTube channel.



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Product News

New Ruskin® Minicore Ventilators exceed 50 percent total energy recovery effectiveness

Grandview, MO – Two new Minicore energy recovery ventilators (ERVs) from Ruskin® — enERVent models MCV500 and MCV1000 — exceed 50 to 60 percent total energy recovery effectiveness with 0.5 percent cross-contamination. Both models feature a compact 16-inch chassis – ideal for ceilings and small spaces – and a best-in-class hydroscopic resin energy recovery core with no moving parts for maintenance savings and long-lasting comfort. The heat exchanger technology also exceeds ASHRAE 90.1 standards to accommodate future governmental regulations. The ERVs are also AHRI 1060-certified.

Both models span a wide range of airflow needs, from 300 to 1,200 CFM, and include advanced Johnson Controls Metasys® controls with BACnet as options. ECM options provide soft starts, overload and locked rotor protection, thermal projection and easy RPM adjustment. The ERVs also deliver improved indoor air quality and ideal temperature and humidity levels while preventing the recirculation



of odors and irritants. Mold and bacteria resistance is tested to ISO 846a and 846c, with a rating of 0 for both.

The smart design of Ruskin Minicore ERVs ensures the highly effective transfer of heat or water vapor while selectively blocking gases, contaminants, odors and VOCs. The design also features a patented high-performance water-washable polymer membrane and MAP gateway that enables performance tracking and adjustments via mobile devices or desktops.

To learn more about the Ruskin enERVent MCV500 and MCV1000 Minicore ERVs, visit <https://www.ruskin.com/model/mcv500-mcv1000>. To learn more about Ruskin, visit www.ruskin.com.



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March 17 - Burleson

March 17 - Houston

March 24 - Hurst

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March 17/18 - Houston

April 21/22 - San Antonio

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- Light Commercial Refrigeration
- Commercial Refrigeration
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The spotlight



Fluke Corporation names David O'Reilly President of Fluke Digital Systems



Robroy Enclosures™ Promotes Al Calvi to Sales Engineer



Robertshaw® Announces Peter Greisinger has joined Drummond's management team as Director of North America Key Accounts



Robroy Enclosures™ Promotes Doug Hill to Product Engineering Supervisor



Donnie King joins RectorSeal as Midwestern Regional Manager

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TACCA

Texas Air Conditioning Contractors Association

Texas HVAC/R License Prep Course

March 17/18 - Houston
April 21/22 - San Antonio

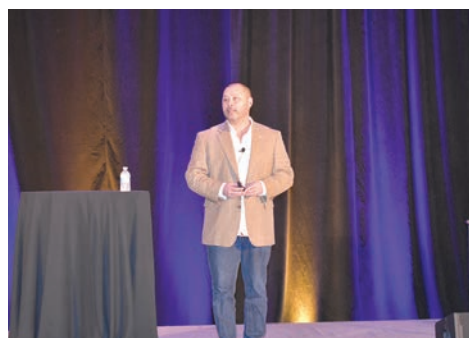
Time: 8:00 am till 5:00 pm
Cost: \$425.00 TACCA Member
\$525.00 Non Member

TACCA Texas, with more than 4 decades of experience in training, licensing and certifying contractors across Texas, is your partner in obtaining your Texas HVAC/R license. Call us at 800.998.4822 to register today, or visit our website at www.tacca.org

****Discounted book packages available with class registration****

Morrison Supply held their Comfortmaker Dealer Meeting in Fort Worth TX

The all-day event featured a Vendor Show with product purchases, Dinner, Prizes and a Silent Auction. Talbot Gee CEO of HARDI, Aron Ralston from 127 Hours fame and Mentalist Bill Herz highlighted the event at The Worthington Renaissance Fort Worth Hotel. A shuttle bus trip to Billy Bob's for live music and dancing rounded out the evening



To see all of the pictures from the event, visit us at www.ac-today.com

CALENDAR OF EVENTS

Insco's March 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.

Abilene

Thursday, March 1st – Expansion Valves 101 from 8am – 12pm located at Hampton Inn 3526 West Lake Rd Abilene, TX | Only \$80

Austin

Wednesday, March 7th – Mitsubishi 4 Hour M & P Series Field Service Seminar from 8am – 12pm located at 1209 I35 Frontage Rd Round Rock, TX | Only \$80

Grapevine

Tuesday, March 13th – Commercial Commissioning from 8am – 12pm located at Insco's Grapevine Training Facility | Only \$80

Tuesday, March 27th – Evacuation, Brazing & Torch Safety from 8am – 12pm located at Insco's Grapevine Training Facility | Only \$80

Houston

Friday, March 2nd – Supplier Showcase from 8:30am – 11:30am located at Insco's Stafford Branch | Free breakfast provided!

Thursday, March 8th – York Commercial Controls SSE from 8:30am – 5pm located at Insco's North Houston Training Facility | Only \$100

Friday, March 9th – Supplier Showcase from 8:30am – 12pm located at Insco's Stafford Branch | Free breakfast provided!

Friday, March 16th – Supplier Showcase from 8:30am – 11am located at Insco's Stafford Branch | Free breakfast provided!

Wednesday, March 28th & Thursday, March 29th – Mitsubishi M&P Series 2 Day Service Course located at Insco's South Houston Training Facility | Only \$200

San Antonio

Wednesday, March 7th – VFD Hot Gas Bypass System from 8am – 12pm located at Insco's San Antonio Training Facility | Only \$80

Wednesday, March 14th & Thursday, March 15th – Mitsubishi M & P Service Course from 8am – 5pm located at Insco's San Antonio Training Facility | Only \$200

Wednesday, March 28th – Ruud DesignStar from 8am – 12pm located at Insco's San Antonio Training Facility | Only \$80

RSES ADDS NATE Commercial Refrigeration Instructor CD, SAM Chapter

Rolling Meadows, Ill. – RSES has released its Preparing for the Nate Exam: Commercial Refrigeration Instructor CD and a new Service Application Manual Chapter.

Commercial Refrigeration is the sixth title in the Preparing for the NATE Exam Instructor CD series. The series of CDs is designed to help RSES Chapters and HVACR instructors prepare students for the North American Technician Excellence Commercial Refrigeration exam.

The Preparing for the NATE Exam: Commercial Refrigeration Instructor CD utilizes Microsoft PowerPoint software and allows educators to conduct anywhere from two- to eight-hour review sessions. The CD contains a complete overview of all materials covered in the Preparing for the NATE Exam: Commercial Refrigeration study book.

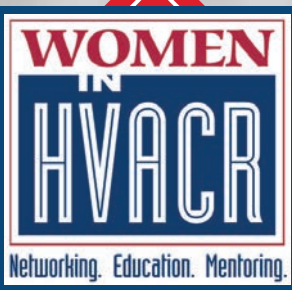
The CD, which features more than 1,500 slides, as well as answers to all review questions, is an excellent tool for instructors who have extensive knowledge in the field and who seek an outline as part of a program for preparing students to take the NATE Commercial Refrigeration Exam. Topics covered on the Preparing for the NATE Exam: Commercial Refrigeration Instructor CD include: electrical fundamentals; refrigeration fundamentals; refrigeration


equipment; refrigeration components; electrical components; regulations, code, and design; installation; service and maintenance; large commercial refrigeration systems; and more.

To order the NATE Exam: Core Essentials Instructor CD, please contact RSES by calling 800-297-5660 or visit Commercial Refrigeration Instructor CD.

RSES has also released a new SAM Chapter 650-018, Section 6B, "Relays, Contactors, and Starters," written by John Lattuca, CMS, Tecumseh Products Company LLC. SAM is the oldest HVACR reference manual available in the industry. It contains thousands of pages of technical data, equipment analyses and evaluations, field application instruction, regulations, good practice codes, business development guidance and more. SAM is a great resource to obtain knowledge in 25 categories and 45 subcategories of HVACR-related topics.


Members can access all of the SAM Chapters, including this new one, online as an RSES Member benefit. Visit www.rses.org and select "My RSES Home Page" after logging in; then select "Service Application Manuals (SAM)" on the left-hand side of the page. SAM can be purchased as well by visiting SAM on CD at our online store.





The WOMEN IN HVACR 2018 Scholarship Program

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The spotlight



Jeff King has been named Senior Manager, Product Management for Uni-Line®



Uponor names Chad Meyer senior director Intelligent Water



Robertshaw® Announces Andy Drummond has been appointed Vice President of the Global Uni-Line® Business Unit



Robroy Enclosures™ Promotes Roger Schroder to Business Development Manager



DiversiTech® Names Andy Bergdoll as Chief Executive Officer

DATES TO REMEMBER



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MAY 4

Crawfish and Clays

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JULY 20

Bay Fishing Tournament

April Fool Point Marina



Texas Air Conditioning Contractors Association

GREATER HOUSTON

MONTHLY MEMBERSHIP MEETING - MARCH 20

Quietflex Manufacturing,
4518 Brittmoore Road - Facility and Operation Tour

MONTHLY MEMBERSHIP MEETING - APRIL 17

Century AC Supply,
10510 W Sam Houston Parkway - Roel Garcia City of Houston Mechanical

WWW.TACCAGH.ORG

TACCA Greater San Antonio South Texas HVAC Expo

The well attended event was held January 31 in San Antonio. Key note speaker Clint Swindall, hands on training from Ted Mallory, breakout sessions, lunch and great giveaway prizes highlighted the day.



Aces AC Supply



David Pena, Becky Garcia and Ryan Godin



Denise Tudor with Jackson Systems



Ed Hansen, Stephen Abila and Charlie Gallagher



Gerald Short, Dustin Beard and Roy Johnson



Hayden James



James Newman and Chet Couvillon



Mike Wallace, Darrell Bercher, Tom Damiani and Alan Deering



Ryan Quintero and Billy Ivens with Insco



Steve White with AmeriCrane

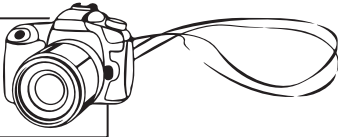


Suzi Agar and Jason Vavra



Ted Mallory

To see all of the pictures from the event, visit us at www.ac-today.com



HARDI Distributors Report 2.8 Percent Revenue Decline in December

Columbus, Ohio— Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members declined by 2.8 percent in December 2017.

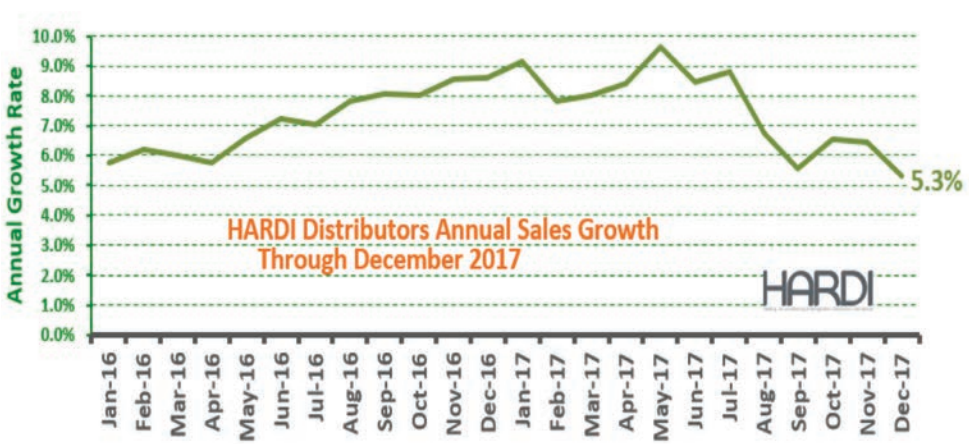
The average annualized growth for the 12 months through December 2017 was 5.3 percent.

“December is not a seasonally significant month. The decline is associated with very strong prior year sales and one less billing day this year. That is difficult to overcome,” said HARDI Market Research & Benchmarking Analyst Brian Loftus. “5.3 percent growth is the slowest calendar year since 2011 and recovering from the recession.”

“This is somewhat at odds with the other strong signs we see like the positive slope to the leading indicators,” said HARDI Senior Economist Connor Lokar. “HARDI members did post strong growth in November and December 2016 and January 2017 so they set themselves up with some tall bars to clear. The decelerating growth is a noteworthy trend to watch.”

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is near 45 days. “The DSO is at the midpoint of recent performance for this time of year,” said Loftus. “Softer sales helped the dip from last month. We would welcome an extra day or two in the months ahead because it would be normal seasonal pattern and indicate resumption of sales growth.”

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.



ABOUT HARDI

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.

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Saturday March 17, 2018 April 21, 2018

Location: Mar. 13, 2018 **Ramada Plaza Laredo**

Location: April 27, 2018 **Victoria, TX**

TDLR No. 1362 Class No. 17317

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- Load Calculation Classes • call for dates
- EPA Classes and Exams • call for dates
- NATE Online Exams • call for dates

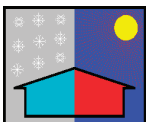
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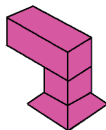
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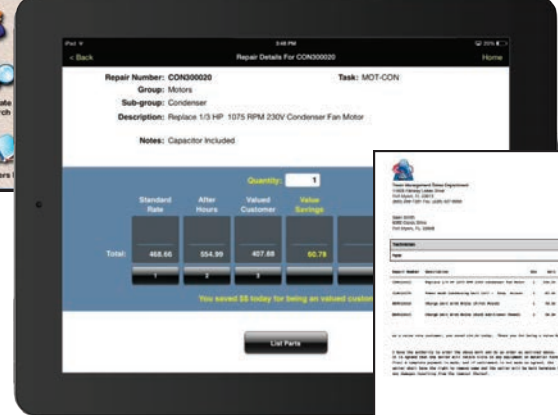
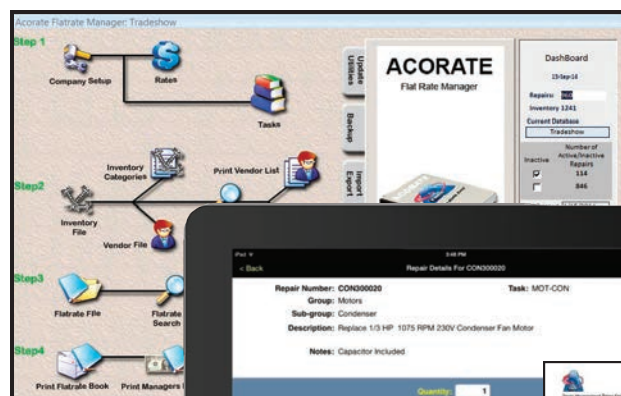
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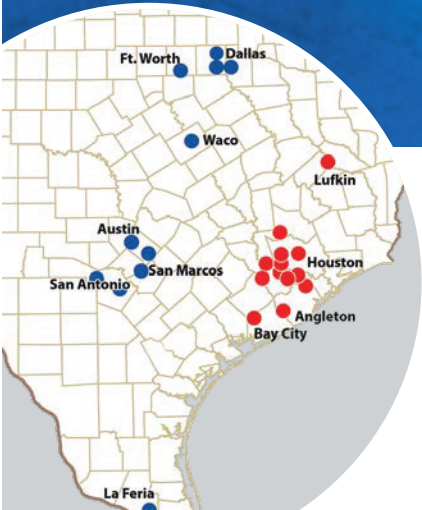
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