



## Morrison Supply Customer Appreciation Days



**The New Braunfels TX Branch Team.  
Pictures on page 6.**

## InSCO Branch Grand Opening in Austin TX



**More pictures on page B2.**

## TACCA Greater San Antonio Sporting Clay Shoot



**Top Team IBTX. Pictures on page B4.**

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## U.S. Department of Commerce Announces Steel and Aluminum Tariff Exclusion Process

The U.S. Department of Commerce announced its procedures for excluding products from the recently announced tariffs on steel and aluminum product imports. As directed by President Trump, the Department will publish the procedures in the Federal Register and will start accepting exclusion requests from U.S. industry on Monday, March 19, 2018, at 8:45 AM.

“These procedures will allow the Administration to further hone these tariffs to ensure they protect our national security while also minimizing undue impact on downstream American industries,” said Secretary Ross. “Starting tomorrow, domestic industry will be able to apply for exclusions through a fair and transparent process run through Commerce’s Bureau of Industry and Security.”

Secretary Ross, in consultation with other Administration officials, will evaluate exclusion requests, taking into account national security considerations. In that evaluation, the Secretary will consider whether a product is produced in the United States of a satisfactory quality or in a sufficient and reasonably available amount. A single response to each exclusion request will be posted on regulations.gov.

Only individuals or organizations using steel or aluminum articles identified in Presidential Proclamations 9704 and 9705 and engaged in business activities in the United States may submit exclusion requests. Exclusion requests will be posted for a 30-day comment period on regulations.gov.

Separate exclusion requests must be submitted for each unique steel or aluminum product import. For an exclusion request to be considered, the requester must provide a full factual description of the specific product, its properties, and its quantity.

Any individual or organization in the United States may file objections to steel or aluminum exclusion requests, but the Commerce Department will only consider information directly related to the submitted exclusion request that is the subject of the objection. Organizations submitting an objection filing on an exclusion request should provide specific information on the product that their company can provide that is comparable to the steel or aluminum product that is the subject of the exclusion request.

Organizations filing an objection should also provide factual information on the production capabilities at steel or aluminum manufacturing facilities that they operate in the United States; the availability and delivery time of the products that they manufacture relative to the specific steel or aluminum product that is subject to an exclusion request; and discussion on the suitability of its product for the application or applications identified by the exclusion requestor.

Both the exclusion requests and objection filings will be available for public viewing on regulations.gov. Processing of exclusion requests normally will not exceed 90 days, including adjudication of objections submitted on exclusion requests.

The forms for submitting steel and aluminum exclusion requests, and objections to specific exclusion requests, will be available on regulations.gov on March 19, 2018, at 8:45 AM. The steel docket number is BIS-2018-0006 and the aluminum docket number is BIS-2018-0002.

Copies of the forms and additional information on the exclusion process will be available at <https://www.bis.doc.gov/index.php/232-steel> and <https://www.bis.doc.gov/index.php/232-aluminum> on March 19, 2018, at 8:45 AM.

**SEE TARIFF PG.2**

## TACCA Greater Austin Sporting Clay Shoot



**Team Century AC Supply placed 2nd. Pictures on page B7.**

## Century A/C Supply and York Donate Equipment to Collin College



**Story on page B10.**

## Lennox Parts Plus Crawfish Boil in Houston TX



**Pictures on page B9.**

## INSIDE

- **Consultants' Corner**.....5,16,21
- **Product News**.....22,B7,B8
- **TACCA- Trade Talk**.....22,B7,B8
- **Ed.Calendar/Calendar of Events**.....B10
- **Software Programs / Classified**.....B11
- **Spotlight on People**.....B3
- **ASHRAE News**.....B6

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TARIFF con't

For questions concerning the exclusion process, contact steel232@bis.doc.gov or 202-482-5642 for steel-related queries and aluminum232@bis.doc.gov or 202-482-4757 for aluminum-related queries.

Background:

On March 8, 2018, President Trump exercised his authority under Section 232 of the Trade Expansion Act of 1962 to impose a 25 percent tariff on steel imports and a 10 percent tariff on aluminum imports, with exemptions for Canada and Mexico, in order to protect our national security. The President's Section 232 decisions are the result of investigations led by the Commerce Department, after review and comment by other relevant Federal agencies. Customs and Border Protection will begin collecting the tariffs on March 23, 2018.

In his proclamation establishing the tariffs under Section

232, the President authorized the Secretary of Commerce, in consultation with other appropriate federal agency heads, to provide relief from the additional duties for any steel or aluminum articles determined "not to be produced in the United States in a sufficient and reasonably available amount or of a satisfactory quality and is also authorized to provide such relief based upon specific national security considerations. Such relief shall be provided for any article only after a request for exclusion is made by a directly affected party located in the United States."

The Presidential Proclamations on steel and aluminum may be found at <https://www.whitehouse.gov/presidential-actions/presidential-proclamation-adjusting-imports-steel-united-states/> and <https://www.whitehouse.gov/presidential-actions/presidential-proclamation-adjusting-imports-aluminum-united-states/>.

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Bosch Robinair .....	23
Castillo Training .....	B11
Century A/C Supply .....	12, B12
ClenAir Nu Calgon .....	15
Construction Data .....	20, B2
CPS .....	9
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Hunton .....	16
HVAC Innovations .....	13
Insko Distributing .....	24
Johnstone Supply .....	21,B1
Locke Supply .....	8
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Nortek Gibson .....	17, 21
Pro Lift .....	B2
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Sauermann .....	19
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Team Managment Systems .....	B11
Transtar AC Supply .....	18
United AC Supply .....	B3
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## Facebook is Sorry, But is it Enough?

With new details emerging almost every day about the Facebook data breach founder Mark Zuckerberg is apologizing, a lot.

This isn't the first time Facebook has had legal issues because they played fast and loose with our data. And this isn't the first time Zuckerberg has apologized. So will his promises to do better be enough? And if not, what will that mean for business owners who rely on the platform to build communities and reach new markets?

### Let's start with the facts:

Who is Cambridge Analytica? They are a British political consulting firm with expertise in data mining, data analysis, and data brokerage. Essentially they collect and analyze data, using the information to develop targeted messages to influence individual behavior. The primary use of their data seems to be to influence elections around the world.

### Is this wrong?

Actually, no. Consumer research has been the foundation of marketing since the 1950's. What's different in this case is how the data was gathered.

### How did they get the data?

Facebook collects a lot of information about us. Their entire business model is built on this data.

Facebook gave permission to University of Cambridge psychology professor Aleksandr Kogan to harvest information from users who downloaded his app — "thisisyourdigitallife." We know that 270,000 Facebook users downloaded the personality test. To build the personality profile users gave permission for data to be collected on their location, their friends, and content they liked. This was all allowed under Facebook's Terms of Service (TOS).

### So where did all this go wrong?

Instead of just collecting data on the 270,000 people who agreed to participate, the app also collected information on the behavior patterns of their friends. Original estimates were 50 million people, but we now know that more than 87 million people were swept up in this study. This expanded collection is in violation of Facebook's TOS.

Kogan's decision to give the data to Cambridge Analytica for use in their marketing programs was also wrong.

### Did Facebook Do Enough?

In 2015 Facebook realized what had happened and they asked Cambridge Analytica to purge the data, but that obviously did not happen. So now, almost three years later as the story

is coming out Mark Zuckerberg is apologizing for the Facebook data breach. But this time, it looks like his apologies and promises won't be enough. These disclosures, combined with proof of Russian trolls using the Facebook advertising platform to run ads and create political events have made Facebook fans and critics angry.

### Everyone is angry

Users feel betrayed and they are changing their behavior. The "Delete Facebook" movement is more show than action. People are unwilling to really give up the connections the Facebook community gives them, but they are dialing back. Users are logging in less often and sharing less information. They are accessing and raising their privacy settings and disconnecting the integration of many apps from Facebook.

### Governments are investigating and considering regulation.

This week Zuckerberg testified in front of two congressional committees. While there was a lot of grandstanding, it is unlikely there will be much immediate action.

Before new laws can be passed, there needs to be agreement as to what Facebook really is. And there

is no real agreement. Some see Facebook as a utility such as a phone company, while others see it as a media publishing company. That definition matters because the definition will determine which entities within our government have oversight. While there is one bill in Congress which, if approved, would require Facebook ads to display a "paid for by" message similar to television ads, it is unlikely that measure will pass in our anti-regulatory environment.

But the U.S. is not the only government considering action, both the UK and the European Union are considering some restrictions. So, Facebook may be required to make changes to meet their rules even if our government is slower to act.

### Advertisers are frustrated.

After years of investing in their Facebook community, they have seen declining reach as Facebook continues to tweak the algorithm. They are concerned the cost of ads will increase and their effectiveness will likely to drop as Facebook dials back on the amount of information you can access and consumers raise privacy settings.

**SEE FACEBOOK PG.6**



**Lorraine Ball**

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*The New Braunfels TX event had the Comfortmaker® Product Showcase Rig, lunch and a vendor fair on March 27*



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## FACEBOOK Cont'd

**Investors are concerned.** With quarterly revenues exceeding \$10 billion they have a right to be and we expect they will put pressure on Facebook to clean up their act to protect their revenue stream

### So What's Next?

Facebook has already announced they are restricting accounts with large followings, and require that they verify their legitimacy. They are shutting down troll farms and moving towards requiring more transparency from advertisers. But they are moving slowly. Chief Operating

Officer, Sheryl Sandberg basically said it took years to build this model, and while they are moving to make improvements, the changes won't happen overnight.

### What Should You Do?

As a consumer adjust your privacy settings. Read terms of service more carefully. Disconnect apps that use Facebook to login. Change passwords. Ok, the last one you should do regularly anyway.

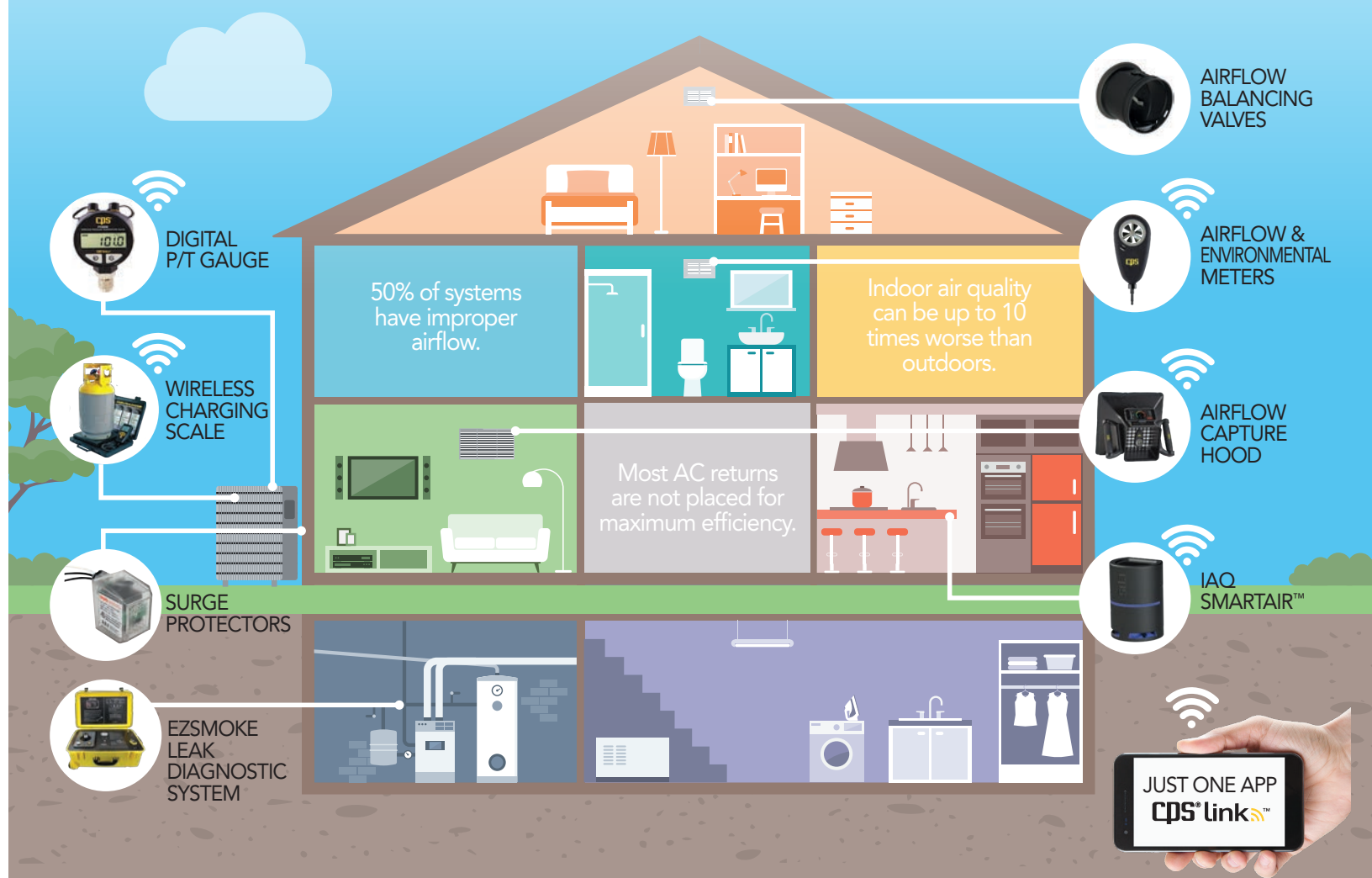
If you are concerned, download your profile settings from Facebook to see what they know or think they know about you.

If you are a business, don't give up on Facebook yet.

Continue to take advantage of the social community while it lasts. Build your community, run ads, and post events. But recognize that you don't own the content, platform, or your contacts. So use some of your advertising to drive traffic to your website and to your email list. At the end of the day, you need to own your contacts, not simply rent access from Facebook.

**Will things change?** Yes, but if you own your contacts and media by hosting them on your website and building your email list, you will be in control of your future, regardless of what is uncovered in the next report of a Facebook data breach.

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## Anvil International Acquires FlexHead from Atkore International Group Inc.

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**Exeter, N.H.** – Anvil International, a leading North American manufacturer and supplier of products that connect, hang and support piping systems has announced that it has acquired the assets of FlexHead Industries, Inc. and SprinkFLEX, LLC which manufacture and hold patents for both FlexHead® and SprinkFLEX® brands of adjustable sprinkler piping drops for fire sprinkler applications in drop ceiling spaces and other applications.

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## RSES Offers Two New Courses for CEHs in Online Store

Rolling Meadows, Ill. – RSES bolsters its CEH Corner with two new courses in the online store. This program provides a quick, easy opportunity to earn one (1) continuing education hour by simply reading an article in RSES Journal and answering a few questions online. The latest topics include: Understanding Unitary Make-Up Air Systems and New School Cooling/Heating Retrofit.

These courses are designed to assess an individual’s understanding of technical articles that were printed in RSES Journal. The first course tests a reader’s knowledge of the

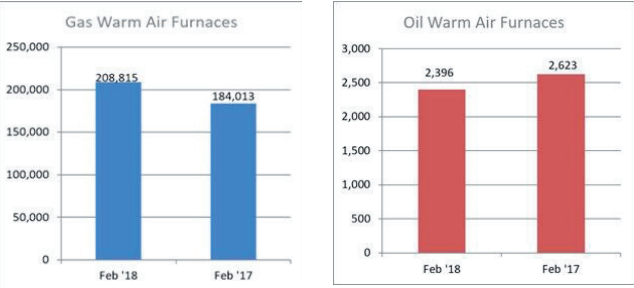
feature, “Comparing Combustion Analyzing Sensors” as published in the March 2018 issue, written by Rich Perrotta. The second course evaluates the article, “School Cooling/Heating Retrofit” that appeared in the April 2018 issue, written by Randy Guignard.

For more information or to order either of these items, visit [www.rses.org/store](http://www.rses.org/store) or call 800-297-5660. Please note, RSES members will need to log in to the website prior to purchasing in order to receive the appropriate member discount.

## AHRI Releases February 2018 U.S. Heating and Cooling Equipment Shipment Data

### Warm Air Furnaces

U.S. shipments of gas warm air furnaces for February 2018 increased 13.5 percent, to 208,815 units, up from 184,013 units shipped in February 2017. Oil warm air furnace shipments decreased 8.7 percent, to 2,396 units in February 2018, down from 2,623 units shipped in February 2017.



Year-to-date U.S. shipments of gas warm air furnaces increased 13.4 percent, to 471,559 units, compared with 416,010 units shipped during the same period in 2017. Year-to-date U.S. shipments of oil warm air furnaces increased .5 percent, to 5,622 units, compared with 5,593 units shipped during the same period in 2017.

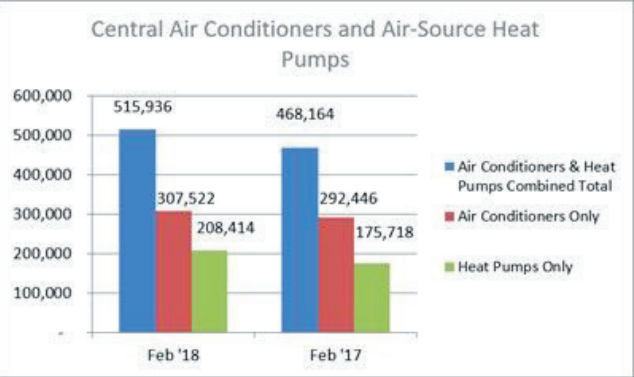
Year-to-Date	Feb '18 YTD	Feb '17 YTD	% Chg.
Gas Warm Air Furnaces	471,559	416,010	+13.4
Oil Warm Air Furnaces	5,622	5,593	+0.5

### Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 515,936 units in February 2018, up 10.2 percent from 468,164 units shipped in February 2017. U.S. shipments of air conditioners increased 5.2 percent, to 307,522 units, up from 292,446 units shipped in February 2017. U.S. shipments of air-source heat pumps increased 18.6 percent, to 208,414 units, up from 175,718 units shipped in February 2017.

Year-to-Date	Feb '18 YTD	Feb '17 YTD	% Chg.
Air Conditioners & Heat Pumps	998,607	931,226	+7.2
Air Conditioners Only	574,379	564,400	+1.8
Heat Pumps Only	424,228	366,826	+15.6

Year-to-date combined shipments of central air conditioners and air-source heat pumps increased 7.2 percent, to 998,607, up from 931,226 units shipped in February 2017. Year-to-date shipments of central air conditioners increased 1.8 percent, to 574,379 units, up from 564,400 units shipped during the same period in 2017. The year-to-date total for heat pump shipments increased 15.6 percent, to 424,228, up from 366,826 units shipped during the same period in 2017.



**NOTE:** A shipment is defined as when a unit transfers ownership; a consignment is not a transfer of ownership. Industry data is aggregated from the information supplied by AHRI member companies that participate in the statistics program and could be subject to revision. Published year-to-date data is inclusive of all revisions. No other AHRI data (e.g., by state or region) is available to the general public other than that published. AHRI does not conduct any market forecasting and is not qualified to discuss market trends. For previous monthly shipment releases and historical data, please see <http://www.ahrinet.org/statistics>.

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## Nortek Air Solutions Announces Price Increase to All Products

Increase will initially be 6%, with a range of 2-10% based on material content and type

**St. Louis** — Nortek Air Solutions is announcing a 6% price increase effective immediately to all product lines, with a range of 2-10% based on material and content type. This increase is in response to the US government issuing new tariffs on imported steel (25%) and imported aluminum (10%).

The cost increase affects both domestic steel and domestic aluminum, and may be subject to change as the market impact is fully evaluated and adjustments by suppliers to raw materials has stabilized.

For more information about Nortek Air Solutions and its product portfolio, visit [www.nortekair.com](http://www.nortekair.com).

## Regulations Bring Opportunities and Concerns to Contractors

Emerson survey shows contractors are focused on navigating industry regulation

**Sidney, Ohio** — A survey of HVAC contractors by Emerson (NYSE: EMR) shows that many are entering 2018 focused on growing their businesses as they navigate residential and commercial regulations.

While 75 percent of residential contractors surveyed are aware of the DOE developed regional standard enforcement procedures involving contractors, only 14 percent understand the requirements associated with compliance and the risk of non-compliance. The Emerson survey found many contractors are also concerned about the additional work that enforcement creates.

"Regulatory change is constant within our industry and has implications as to how equipment is designed, applied and maintained in the field," said David Hules, director of marketing, commercial air conditioning for Emerson's Commercial and Residential Solutions platform. "Emerson continually works to survey the landscape to understand the impact of these changes and help to educate the industry on the implications. Contracting groups should

strive to educate their teams thru continuous education and technical discussions. Emerson can help in these efforts thru industry events and via resources like our instructor-led and online courses and AC & Heating Connect."

More than half of commercial contractors surveyed are using the impact of new efficiency regulations as an opportunity to offer systems with higher revenues/margins. Contractors say they are able to provide options to their customers with messages on higher efficiency, payback and increased comfort.

The Emerson survey found that more than a quarter of commercial contractors say they are not aware of DOE minimum efficiency requirements for light commercial packaged equipment. But contractors who are keeping up with regulations cited a number of ways they stay informed, including trade publications, wholesaler staff, training classes, industry associations and leveraging tools provided by their OEMs.

For more information, visit [AC-HeatingConnect.com](http://AC-HeatingConnect.com)

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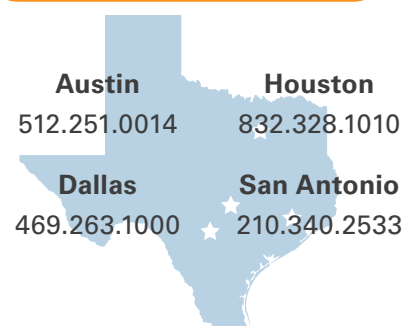
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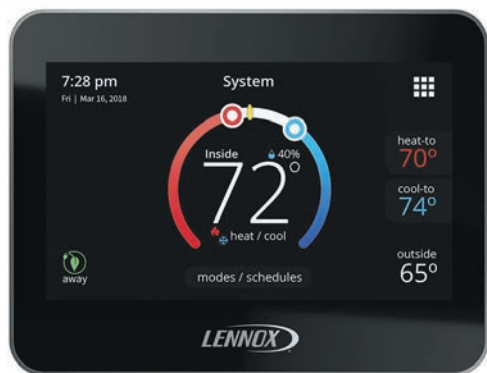
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## Product News

### Lennox iComfort M30 Smart Thermostat



Lennox Industries *iComfort® M30 Smart Thermostat* doesn't just control the temperature; It learns lifestyles by adapting and anticipating what homeowners want their home temperature to feel like. The iComfort®

M30 is Lennox' latest universal smart thermostat addition to its Lennox iComfort smart thermostat family of products, which includes the iComfort S30 and iComfort E30. The iComfort® M30 works with Lennox non-communicating

HVAC systems, as well as non-Lennox systems. The iComfort® M30 is Lennox' entry level universal option for the smart thermostat platform. Maintenance reminders let user know when to service or replace filters.

The **iComfort® M30** is designed to integrate into homeowners' lives like no other thermostat, offering industry-leading features which make the system truly unique to each homeowner and their location. The iComfort® M30 smart thermostat is an Amazon® Alexa-enabled, smart-home-compatible thermostat. It works with Amazon Echo, Echo Dot and Tap devices allowing the homeowner to ask Alexa to adjust the temperature.

#### Key Features and Benefits of the iComfort M30 Smart Thermostat

- **Energy Savings:** The "Smart Away" Mode works with a smart phone app to detect when the homeowner leaves and returns to the home, automatically adjusting the system to an energy-saving mode. Combined with "Schedule IQ Technology," the iComfort® M30 optimizes smart energy use based on the homeowner's routine.

- **Comfort:** The iComfort® M30's "Feels Like" Temperature, similar to a weather report, takes into account indoor and outdoor temperature and humidity to make the home feel exactly like the homeowner wants it to. The "Perfect Temp" mode allows homeowners to set the ideal temperature, and the system automatically adjusts heating and cooling to maintain the set temperature.

- **Peace of Mind:** The thermostat's advanced warning system predicts problems before they occur and alerts the homeowner's service company.

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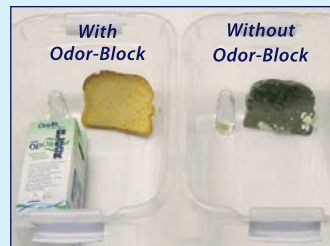
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## The Duct-Free Zone

By Gerry Wagner

I have been concerned...VERY concerned...about what I call "mystery issues" which come up with inverter based mini splits more often than is acceptable. You all know what I'm taking about...erratic compressor operation, inaccurate setpoint maintenance, premature component failure and other issues which often times have no obvious cause. I see piles of control boards returned as defective that when replaced, still had the same phantom problem as before.

If you have attended my troubleshooting class you know how I feel about changing boards...it rarely is the answer.

Here is what my research has found...

The grounding system is the reference point for all computer logic based equipment...like inverter based mini splits! That board that we keep blaming...well it may indeed be the source of the problem but replacing is NOT the answer!

That board my friends is a micro-processor...YES...A COMPUTER! It has all the benefits of a computer but it also has all the vulnerabilities and weaknesses of a computer.

Within computers and computer based equipment, the internal computer circuits use the ground as the reference point for processing data. If the ground reference for these devices is not correct or "stable" then system reliability is compromised which can cause component failures and "mystery issues."

The key issue related to grounding that most often cause problems which negatively impact system reliability is:

Current is present on the home's grounding system...

This situation typically occurs when a wiring error is present within the electrical panel or a junction box such as the neutral and ground conductor wires are junctioned together, or worse yet, they are connected together on the same bar within the breaker panel. This ground current can cause system component failures and "mystery issues" from unstable ground reference conditions within the equipment.

Beyond the fact that the boards in inverter based mini splits are computer based, we also have to consider the inverter process that takes place.

I'm going to dumb this down...not for your sake but rather for mine!

Inverter equipment takes the Alternating Current AC that we provide to the L1 & L2 connections of the outdoor unit and converts it to a Direct Current DC voltage.

In an AC circuit, NO current flows through the ground but in a DC circuit ALL current returns through the ground.

Because of this unique relationship between the AC and DC circuits within the inverter based mini split, the need for proper and stable ground has even more importance.

Perform an Ohms test across the ground wire from earth to the ground wire going to the equipment...this can be done at close proximity to the ground bar of the breaker panel. You want your test lead to be on the ground wire coming into the panel, (from earth) and the other to be on the ground wire going to the equipment. Be sure your test leads are on the ground wires and NOT on the ground bar of the panel.

If you read 3 Ohms or more, there is a poor ground.

If we start checking for proper ground BEFORE we install inverter based mini splits, I am optimistic that we can avoid a fair amount of "mystery issues" and take the mystery out of some.

Consider this; homes built prior to 1950 were NOT required to be grounded. Now consider where a fair amount of inverter mini splits are installed...in old homes!

**ABOUT THE AUTHOR:** Gerry Wagner is the Vice President of HVAC Technical Training for Tradewinds Climate Systems. He has 38 years in the HVACR industry working in manufacturing, contracting and now training. You can contact Gerry by email: [gwagner@twclimate.com](mailto:gwagner@twclimate.com) and also please visit our website: [www.twclimate.com](http://www.twclimate.com)

## Nortek Air Solutions Recognized by ASHRAE for Research Contribution

Nortek Air Solutions' Golden Circle level donation will help support HVAC/R research.

**St. Louis** — Nortek Air Solutions (NAS), a leading manufacturer of innovative custom commercial HVAC systems, was recently recognized for its contribution to HVAC/R research by the American Society of Heating, Refrigerating and Air-Conditioning Engineers' (ASHRAE) Research Promotion (RP) Campaign.

Presented at ASHRAE's recent President's Luncheon in Chicago, NAS's Buddy Doll, president; and Joe Naccarello, P.Eng., vice president-sales; accepted the recognition on behalf of NAS from 2016-2017 Past RP Chair Darcy Carbone for the firm's 2017 Golden Circle level donation of \$10,000.

The presentation marks the 18th consecutive year of RP donations for NAS, putting it in the top 20 of 7,000 RP donors. RP is a grassroots campaign that raised a program record of \$2.7 million in funds last year for research, scholarships, comprehensive educational activities and young engineers in ASHRAE.

NAS divided its contribution among three U.S. and two Canadian ASHRAE chapters where it operates manufacturing facilities: Central Oklahoma Chapter-Region VIII; Minnesota Chapter-Region VI; Oregon Chapter-Region XI; Quebec Chapter-Region II; and Saskatoon (Saskatchewan) Chapter-Region XI.

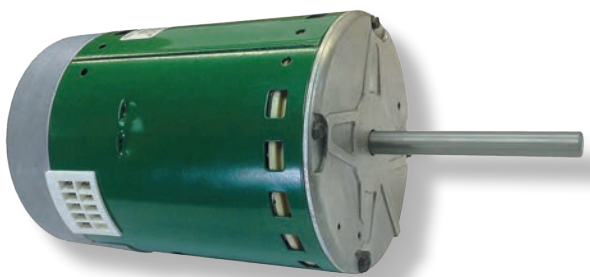
"We are proud to have sponsored the RP Campaign for 18 years and we are committed to support ASHRAE research in the future," said Naccarello.

For more information about Nortek Air Solutions and its product portfolio, visit [www.nortekair.com](http://www.nortekair.com).

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## Baker Distributing Company Announces Opening of New Distribution Center and Sales Center Location in Arlington, Texas

*Baker Distributing Company opened a new distribution center and a new sales center in Arlington, Texas*



**Jacksonville, Fla.** – Baker Distributing Company announced that their Arlington, Texas locations are now open for business. Baker Distributing Company has opened both a distribution center and a sales center in Arlington. This expansion marks Baker Distributing Company's third distribution center in the United States.

The distribution center was previously located in Houston, Texas, but was relocated to better service customers.

"I am excited to announce the opening of the new distribution center in Arlington," remarked Baker Distributing Company's president, Matthew Roth. "The new distribution center is in a strategic location to better serve our customers. This distribution center, along with our continued focus on technology like our ecommerce platform and mobile application, will allow us to ship products to our other sales centers more quickly and efficiently," said Roth.

In addition to the new distribution center, a

sales center adjoining the distribution center is now open. Between the two new locations, more than 13 people are expected to be employed. Baker Distributing Company's sales centers are wholesale locations for contractors. "By having a sales center next door to the distribution center, customers can purchase a wide variety of products without having to wait for their order to be shipped from a different location, allowing customers to purchase and receive products the same day – often within minutes," commented Roth.

## AquaEdge® 19DV Centrifugal Chiller is Now Available in North America

**Charlotte, N.C.** – Carrier announced the commercial availability of its AquaEdge® 19DV in North America. The centrifugal chiller features breakthrough technologies, Greenspeed® intelligence and a low global warming potential (GWP) refrigerant R1233zd(E), which has a GWP of ~1. The AquaEdge 19DV, with installations worldwide, delivers on customer demands for ultimate performance, leading efficiency and environmental responsibility. Carrier, a world leader in high-technology heating, air-conditioning and refrigeration solutions, is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).

Updated innovation in every aspect of chiller design including compression, heat exchange and controls technology enables Carrier to improve cooling efficiency substantially while allowing for effective heat recovery and free cooling all in the same machine.

### High operational flexibility to respond to demanding situations

The AquaEdge 19DV has an efficiency that is more than 40 percent higher than ASHRAE® 2016 guidelines, has low sound and is capable of series counterflow configurations. Its features include:

- **EquiDrive™ two-stage back-to-back compressor load cancellation technology** for bearings last the life of the chiller.
- **Greenspeed® intelligence** Variable Frequency Drive (VFD) design to protect against dirty power and dirty environments.
- **MaxFlex capability** for operation in demanding conditions such as variable flow, heat recovery, free cooling, series plants, dual temperature systems, and more.
- **Refrigerant R-1233zd(E)**, an environmentally sustainable refrigerant with an ultra-low GWP of ~1 and an A1-rated safety classification per ASHRAE standard 34.
- **Variable orifice** for robust refrigerant metering and proper refrigerant levels during variable lift and load conditions.
- **SmartView™ intelligent controls** and integration with the Carrier lifecycle data management system for easy tracking and analyzation of operational data helps identify potential risks or areas for upgrading. The control system can also be linked to the user's building automation system, enabling remote access to the chiller's running data in real time.
- **Intuitive touch screen user interface** that provides graphical trending and remote access capability and can be mounted on any corner of the machine.

### A smart connected chiller with Carrier® SMART Service

The 19DV also features Carrier® SMART Service, and includes a number of connectivity solutions such as: remote diagnostics, long-term performance trending, benchmarking, decision analytics, and advanced notifications. By leveraging insights derived from these capabilities, Carrier SMART Service can help improve equipment reliability and reduce energy usage, maintenance expenses and resource consumption.

The AquaEdge 19DV is now available for immediate sale in 500 to 800 ton capacity.



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## Product News

### Sauermann's Si-RM3: Smart Wireless Manifold Probe



Sauermann's Si-RM3 provides installers with an ergonomic tool that fits into tight and compact places, the Si-Manifold App with Bluetooth® up to 98 ft, and the ability to take many important readings in an all-in-one device.

It includes two pressure probes that precisely measure high and low pressure and instantly display the condensation/evaporation temperatures for up to 124 refrigerants on the Si-Manifold App, including new low global warming potential (GWP) and natural refrigerants.

Two temperature probes are used to accurately provide real-time superheat/sub cooling calculations on the App during the refrigeration process. A second connector allows for the charging and discharging of the refrigerant, and a built-in Schrader® core avoids leakages when you connect the hose.

Overall advantages include:

**Ergonomic design ideal for accessing tight or compact places**

- Si-Manifold App for iOS and Android that provides:
- Bluetooth® low-energy communication for up to 98 ft.
- Data logging, tightness test, pressure target settings, vacuum function, etc.
- Report exportation in PDF, CSV and XML formats and can be sent by email.
- Gauge, table and graphic visualizations.

**Accurate measurements of high and low pressure:** two pressure probes make this possible and provide condensation/evaporation temperatures.

**Measurement during (or while) charging:** A second connection allows charging of the system, and the built-in Schrader® core prevents leaks during connection/disconnects.

**Stores up to 124 refrigerants:** Information for up to 124 refrigerants, including low GWP and natural refrigerants, can be stored in the Si-Manifold App. New refrigerants can also be easily upgraded.

**Real time superheat/sub cooling calculations:** two temperature probes used with the Si-Manifold App make this possible and eliminate the need for manual calculations.

### Danfoss Introduces New ICSH Dual Position Solenoid Valve to Improve the Safety of Soft Gas Applications

Hot gas defrost is a very common and efficient method defrosting used within industrial refrigeration, though it does pose a significant safety risk if the injection of hot gas into the evaporators is not carefully controlled. To minimize this risk, Danfoss has engineered a solution that safely controls hot gas injection: the ICSH Dual Position Solenoid Valve.

Complying with the latest IIAR safety recommendations for soft gas applications, the ICSH Dual Position Solenoid Valve provides a gradual, time controlled opening for a smooth pressure build-up in the evaporator before it opens the flow to 100 percent for full defrost. This two-step approach prevents hydraulic shocks, thereby improving the overall safety of the refrigeration system. Unless the soft opening in step one has been activated, the default ICSH configuration ensures that the full opening in step two does not occur.

The ICSH Dual Position Solenoid Valve opens the flow thorough the main valve in two steps via two EVM-NC solenoid valve pilots. The time delay between the two steps can be controlled either by a PLC, a controller, or a timer. Once the EVM-NC for step one is energized, the main valve will open for approximately 20 percent of the main valve full capacity. After a pre-defined delay, the EVM-NC for step two will be energized and open fully equivalent to 100

percent of the main valve full capacity.

The ICSH Dual Position Solenoid Valve is based on the Danfoss ICV platform and shares the same function module as the ICS and the ICV housing. The top cover is also compatible with ICF 50 and ICF 65.

The new ICSH valve is engineered with the following benefits to improve safety and optimize the overall performance of a refrigeration system:

- Improved operational safety, preventing hydraulic shocks in the hot gas line
- Compliant with latest IIAR safety recommendations on soft gas applications
- Easy to install and upgrade, as are all products in the Danfoss ICV platform
- High design flexibility—ICSH top-covers are interchangeable with Danfoss ICS and ICF Large valves
- Reduced risk of leakages thanks to fewer weldings compared to the number of weldings needed when installing individual valves or valves in parallel
- Easy system design with the Coolselector®2 application tool
- Compact design to save space

For more information on how the Danfoss ICSH Dual Position Solenoid Valve can improve an industrial refrigeration system, please visit [ICSH.danfoss.com](http://ICSH.danfoss.com).



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## Product News

### Fresh-Aire UV's APCO® Air Treatment System Earns Environmental Claim Validation from UL for Zero-Ozone Emissions

*The Fresh-Aire UV APCO® is the HVAC industry's first UV/PCO air purification system to be validated to UL 2998 UL's zero ozone emissions environmental claim validation procedure*

**Jupiter, Fla.**—The APCO® air treatment system, manufactured by Fresh-Aire UV®, Jupiter, Fla., has received an Environmental Claim Validation to UL 2998, an environmental claim validation procedure from UL Environment confirming the ultraviolet/photocatalytic oxidation (UV/PCO) indoor air purification product emits zero ozone.

The APCO system is the HVAC industry's first UV/PCO indoor air quality (IAQ) product to achieve UL 2998, a new validation procedure designed to determine if equipment emits zero ozone during their intended use, and can help wholesalers, HVAC contractors and consumers

identify products that meet their criteria. Ozone is a toxic gas that can cause respiratory tract irritation, asthma and even permanent lung damage.

The APCO® air treatment system is listed on UL SPOT ([ul.com/spot](http://ul.com/spot)), UL's sustainable products database, which is open to the public. APCO, an AHR Innovation Awards winner, was tested to UL 867 standards and reviewed under the UL 2998 validation procedure. Qualifying zero ozone emission products must demonstrate they emit less than the maximum ozone concentration limit of 0.005 ppm (5 ppb)—which is 10-fold less than permitted

under UL867, which allows concentrations of 0.05 ppm (50 ppb).

Over the past 20 years, countless stand-alone and HVAC system-mounted air cleaning products have appeared on the market. Many of these systems have been found to emit ozone or ozone reaction products into occupied spaces. Consequently, various standards and health organizations, such as the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), California Air Resource Board (CARB) and the U.S. Food and Drug Administration (FDA) have raised concerns about the

dangers associated with ozone-emitting air cleaners.

For example, the FDA was the first to set an ozone emissions limit of 0.05 ppm (50 ppb) for all medical devices. In 2008, CARB targeted ozone emissions with a state-wide regulation requiring certification of all electronic air cleaners under UL-867's 0.05 ppm (50 ppb) limit.

Recently, ASHRAE took a similar stance with its 2015 publication of the "Position Document on Filtration and Air Cleaning." The position document's Section 2.6 states: "Ozone is harmful for health and exposure to ozone creates risk for a variety of symptoms and

diseases associated with the respiratory tract; Ozone emission is thus undesirable." Section 3.2 of the document further states: "devices that use the reactivity of ozone for the purpose of cleaning the air should not be used in occupied spaces because of negative health effects that arise from exposure to ozone and its reaction products."

"Consumer safety is our number one priority," said Chris Willette, president, Fresh-Aire UV. "Our product's validation to UL 2998 allows HVAC professionals to promote our APCO technology knowing that it's safe, effective and now validated as having zero ozone emissions."

### AHRI Opens First Office Outside North America

**Arlington, Va.** – The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) opened its first office outside North America in Hefei, China, on April 13. The office will allow AHRI to engage directly with all members and certification program participants in Asia and the Middle East and position AHRI to provide timely service in those rapidly growing markets for AHRI standards and certification programs.

*For the complete story and pictures visit [www.ac-today.com](http://www.ac-today.com)*

### It's time to sign up for your Mitsubishi Electric ductless and VRF installation and service training class!

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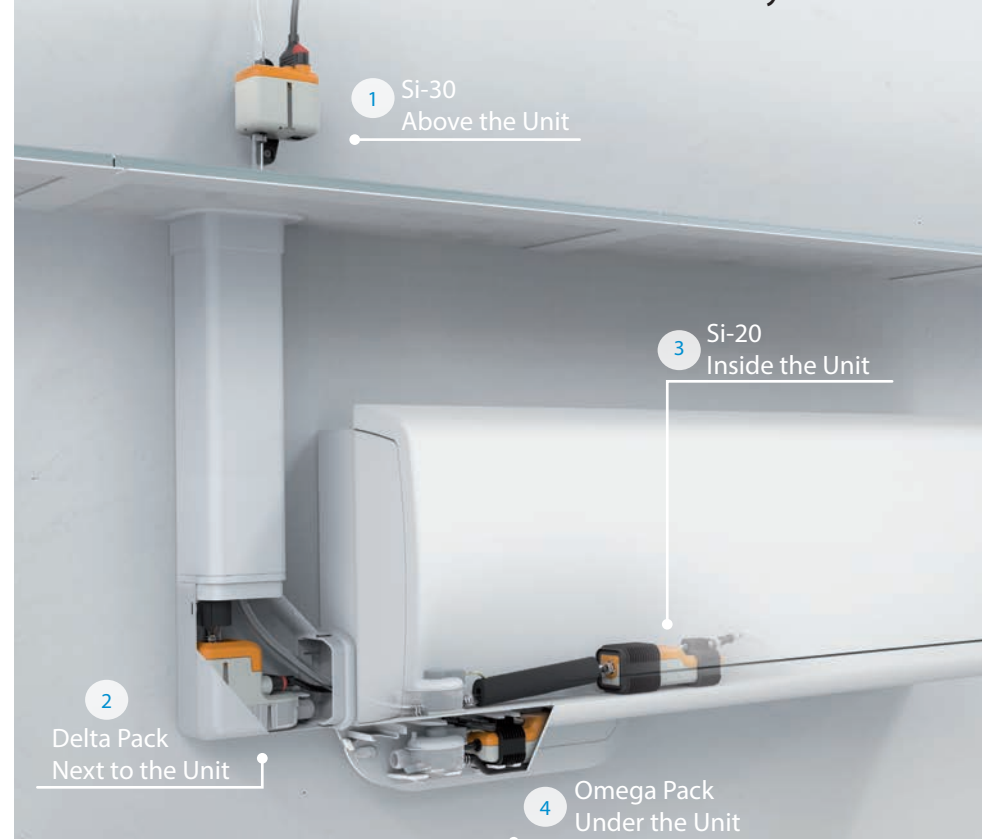
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## Product News

### Rheem® Launches Renaissance™ Commercial HVAC Line

*Rheem's New Line of Rooftop Units Meet and Exceed Department of Energy Minimum Energy Standards*

**Atlanta** – Rheem® has introduced the 7.5 – 12.5 Ton Commercial Renaissance™ HVAC Line, a completely new platform of package air conditioners and gas electric units. Renaissance is equipped with innovative technologies that not only meet the new 2018 Department of Energy (DOE) IEER requirements to deliver higher efficiencies and lower operating costs, but are also compliant with the enhanced 2023 regulations.\*

The Rheem Renaissance Line is 30 percent more energy efficient than the current baseline technology available in most commercial HVAC units. These energy savings translate to thousands of dollars saved over the life of the equipment. Performance features affecting efficiency, including Rheem's exclusive PlusOne® HumidiDry™ technology, meet ASHRAE 90.1-2007\*\*, ASHRAE 90.1-2013, ASHRAE 62.1 and California Title 24 regulations. In addition to an efficiency upgrade, the line has been redesigned to match the industry's commonly used footprint. This means significantly faster and more cost effective install and startup time, protecting comfort and environment of the business.

Robust design features such as a solid single-piece top and durable panels make installing and servicing the units quicker and easier. Factory installed ClearControl™ Direct Digital Control (DDC) and sensors can connect to LonWorks™, BACnet® and Modbus® BAS/EMS systems for remote monitoring and precise control.

Key features of the new Rheem Commercial Renaissance HVAC Line include:

Improved Product Footprint with matching connections—Drop-in replacement eliminates the need for a new curb adapter and enables the matching of the inlet, outlet and electrical connections of the most common commercial configurations.

PlusOne® HumidiDry™—Saves energy, enhances performance, and increases comfort via an industry-first technology in the dehumidification market with a built-in VFD operating at a lower speed on first-stage cooling, when in reheat mode and when operating in occupied fan mode.

**PlusOne ServiceSmart packages include:**

- **Qwik-Change Flex-Fit Rack**—Allows easy changeover between 2" and 4" filters
- **Qwik-Slide Blower Assembly**—Easy access and removal of blower assembly to service internal components
- **Qwik-Clean Drain Pan**—Slides out for easy cleaning and features a standard overflow switch
- **PlusOne Diagnostics**—A dual 7-segment delivers enhanced diagnostics with easy-to-understand fault codes

Available via a tri-tiered product platform, the Renaissance Line consists of Rheem® Commercial Prestige® Series, Rheem® Commercial Classic Plus® Series; and Rheem® Commercial Classic® Series.

### Remington College Lafayette Campus Opens HVAC Lab with Ribbon Cutting Ceremony

**Lafayette, La.** – Remington College Lafayette Campus is celebrated the opening of its new Heating, Ventilation and Air Conditioning lab with a ribbon cutting event.


The ribbon cutting took place on Wednesday, April 18, 2018.


Remington College Lafayette Campus is a non-profit college offering degree and diploma programs in HVAC, Cosmetology, Electronic Technology, Medical Assisting, Medical Billing and Coding, Pharmacy Technician, Business Administration, Computer and Network Administration, Criminal Justice, Medical Assisting and Pharmacy Technician. All the programs are designed to help prepare students for entry-level jobs in their chosen field.1

In addition to instruction, Remington College also has a Career Services department that provides help with résumés, preparing for job interviews and information on local companies looking to hire.

Remington College Lafayette Campus is located at 303 Rue Louis XIV, Lafayette, LA 70508.

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## It's On My Heart: Another Great Week

Just finished up a trip back east, where I was blown away by service at a Hertz rental location. Specifically at the Philly airport. I started my trip in Rochester, NY. Rented a ride from Hertz, and actually worked hard at getting an upgrade. Told the lady behind the counter that I had a lot of driving to do, sometimes with clients, and needed a great ride. She hooked me up with a Land Rover Discovery. Did not realize that Hertz rented Land Rovers, cannot remember seeing one in the lots I frequent. Drove from Rochester to Harrisburg PA for the second half of my trip, ended up dropping off the car at the Philly airport. When I pulled up, greeted by Doron Howard, who shook my hand, thanked me for renting from Hertz and introduced himself as the manager of that location. Asked me if everything had gone well with the car. Sure did, I replied. Doron asked me if I was flying out that evening. Told him no, actually the next morning, staying overnight at a hotel just a couple of miles away. He said, allow me to give you a ride to the hotel. See, I could have taken the shuttle to the airport, then called the hotel, waited on their shuttle, got to the hotel about 30 min later. So

I said "you are my best friend!" and gladly accepted his offer to ride to the hotel.

As we drove I complimented him on the Hertz employees I have met and interfaced with over the last 4 or 5 years. Rent almost every week, and 75% of the time it is with Hertz. They are a partner with Delta, so I get airline miles, and they have great rates as well. He told me it is all in the hiring process. They ask specific questions and listen for specific words in the applicant's answers. If the words don't appear, they are not hired. Seems simple but profound. The real proof is when the customer has a situation that is not good, when something goes wrong. Life is easy when everyone is happy, test comes when we encounter a problem. That is when Hertz's hiring system shows benefits. Right down to the shuttle drivers.

This all comes together with ideas that work in sales and in interviews. First concept is to take the focus off of you, put it on the other people involved. When you give them full attention, it makes the interview, the meeting, the dinner so much more rewarding. In sales, leave your personal problems outside the door. When you get home,

leave the work problems outside the door. See a pattern here? My wife and I have a system that works for us, actually works for me since I travel a lot. When we are watching TV, and one makes a comment, the other one pauses the TV show. Easy to do with TVs today, pause live as well as recorded.

Another great idea is to listen hard, and not interrupt the other person. That is hard to do, when you know where they are going. You actually don't know where they are going, just think you do. We just can't wait to share, since we are important. Repeat back what they said, to be sure you heard it as they meant it to be heard. We often hear what we want to hear, not just what was said.

Another concept that I know works is to not say "NO". Especially in sales, or an interview, just don't say no. When a potential employee asks if you have a profit sharing plan (and you don't), share with him the benefits that you do have. Works in sales as well. When the customer asks if your solution will include something it does not, and cannot not, share with them what it does include. Then ask the customer or applicant if that makes sense. Are they ok with

that answer? If not, ask why that is so important. Maybe they had a bad experience and felt like that part would have helped them through that problem. In actually, there is no such thing as a perfect fit. We are all forced to make allowances, compromise on what is offered in comparison to what we want as an outcome. Just the way life is.

One more sales concept that is not used enough today: make more statements. When you spew out a series of questions, it can be intimidating to some. We do have to find out some things, but we also can share the benefits we bring, and not turn those into the obvious questions that can only be answered "Yes!". Does anyone have allergies, asthma conditions we need to address? Yes, our whole family. Our perfect air system can clean up your indoor air so you will feel better, sleep better, enjoy your home more. Instead of: wouldn't it make sense to clean up the air in your home to help your family...? Goes back to the concept that people buy benefits, not features.

Just some rambling thoughts triggered by a great manager at a Hertz rental location. 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](mailto: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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Johnson Controls is dedicated to helping those affected by Hurricane Harvey rebuild and return to the lives they had before this tragedy. We're offering a Rebate\* program to all counties in Texas that are within the FEMA Disaster Area (DR-4332). This rebate program can be used for any qualified Coleman® HVAC and Evcon™ products listed below. Rebates are organized by product efficiency:

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The claims process website will be available soon—we'll share once it's ready. In the meantime, make sure to reach out to your Coleman® and Evcon™ contractor to begin service. You can apply the rebate up to 60 days from installation, if you qualify. This rebate is available on applicable systems installed from September 1, 2017 to May 31, 2018.

\*This rebate cannot be combined with any other factory rebate offers.



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**Thanks for a GREAT Day of Sporting Clays!**

TACCA Greater Austin held their Annual Sporting Clays Shoot on Wednesday, April 11th. The weather was tremendous, the turn-out was fantastic. Thanks to all the sponsors, Austin Crane Service, Waterloo Insurance, ACES Supply, TACCA and Century Supply



**FAQ’s — From the Texas Department of Licensing**

**Can unlicensed persons perform maintenance, service, and repairs on a process cooling and heating system?**

**Yes.** Once the primary (closed loop) process system has been deactivated and rendered inert by a licensee, an unlicensed person may perform maintenance, service and repairs on the secondary (open loop) components which include the piping, heat exchangers, vessels, cooling towers, sump pumps, motors, and fans. See Administrative Rule 75.100(d) (2) and Chapter 1302.002 Definitions - specifically (2) and (15).  
NOTE: A license is required to perform the same work if it is part of an environmental or commercial refrigeration system. See Chapter 1302.002 Definitions - specifically (6) and (11) - as they help to clarify.

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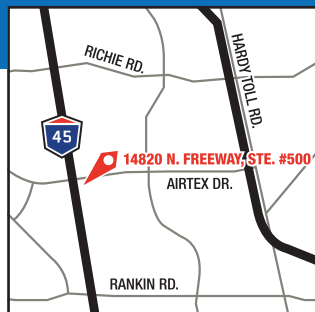
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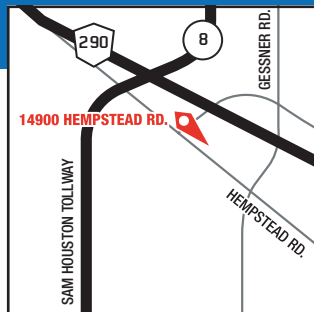
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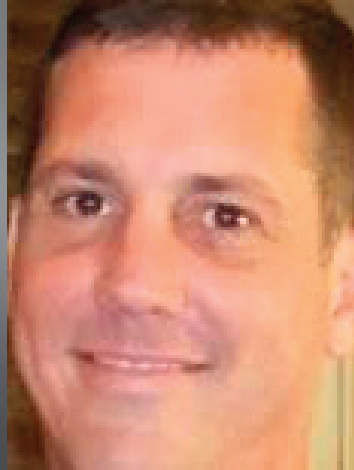
## The spotlight



Jonathon Michael has been promoted to the Business Development Leader in Houston for Rapid Recovery



ACES AC Supply hires Todd Simms for the East Texas market



ACES AC Supply hires Steve Spires as new Commercial Sales Manager



Fujitsu Names Joe Vincenti Director of Sales, VRF Products



Robert Burnette promoted to Asst National Sales Manager for Glasfloss, ARW Division

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# TACCA Greater San Antonio Sporting Clay Shoot

*The annual event was held at the National Shooting Complex on March 22nd and included an Awards Dinner and Raffle Prizes*

Here is a list of the winners:  
Top Team- IBTX, Kevin McCarthy, Edward Pape, Tom Quintero, Johnny Cole, Bruce Culver and Clyde Culver  
Top Lady – Korbey Wright  
AA Class 1st – Jeremy Jones, M&M Metals  
AA Class 2nd – EreK Stone, TD Industries

AA Class 3rd – Edward Pape, IBTX  
A Class 1st - Tom Anderson, Anderson Machinery  
A Class 2nd – Tom Quintero, IBTX  
A Class 3rd – Doyle Spencer, Brandt Companies  
B Class 1st – Charles Rios, Carrier Enterprise  
B Class 2nd – Kyle Buchanan, Century A/C Supply

B Class 3rd – Todd Buck, Mitsubishi  
C Class 1st – Tracy Wright, Wright Services  
C Class 2nd – David Hiller, D&C Services  
C Class 3rd – Gerald Brown, Brandt



Top Team IBTX pictured L to R – Kevin McCarthy, Edward Pape, Tom Quintero, Dawn Thompson TACCA, Johnny Cole, Beyer Mechanical, not pictured – Bruce Culver, Clyde Culver



Top Lady Korbey Wright, Wright Services, pictured – Dawn, Korbey, Debra Kraft, Comfort-Air Engineering



AA Class 1st – Jeremy Jones, M&M Metals – pictured - Dawn, TACCA, Jeremy, Debra Kraft, Comfort-Air Engineering



B Class 1st – Charles Rios, Carrier Enterprise, pictured- Dawn, Charles, Johnny Cole, Beyer Mechanical



C Class 1st – Tracy Wright, Wright Services, pictured – Dawn, Tracy, Johnny Cole, Beyer Mechanical



Team Awesome



**TACCA**  
Texas Air Conditioning Contractors Association  
GREATER SAN ANTONIO

# MEMBER MEETING

## THURSDAY, MAY 17

### 11:30 AM – 1 PM

MANDATED MINIMUM WAGE-  
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BOB KILGORE, GARDNER LAW

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# HARDI

## HARDI Concludes Inaugural HR Workshop

**Columbus, Ohio** – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has concluded its inaugural HR Workshop with overwhelmingly positive results. This was a two-day event from April 18-19 at the HARDI headquarters in Columbus, Ohio.

The workshop led by Pam Krivda, who facilitates HARDI's HR Consulting program, covered a wide range of topics including discipline and documentation, non-harassment, and the various legal aspects of human resources.

"HARDI members have a lot of talented individuals covering the HR side of business," said Krivda. "This group was very engaged and solution-minded when it came to their questions. It was my pleasure to share insights from my experience with them, and I look forward to continuing to work with HARDI members through the consulting program and future workshops."

Krivda is also a practicing labor law attorney, and her experience with legal issues proved valuable to workshop attendees.

"This workshop was very informative," said Tina Ginn of The Corken Steel Products Company. "I've been in the HR field for a long time, and there was still a lot of information I learned. Pam's law background helped give color to a lot of issues and answers she gave to our questions."

"This was actually the best workshop I have ever been to," said Dee Sharkey of Johnstone Supply, The Ware Group. "Pam had such a wealth of knowledge and was very engaged and patient with the entire class."

## HARDI Announces Agenda for the 2018 Emerging Leaders Summer Conference

**Columbus, Ohio** – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has announced the agenda for the upcoming Emerging Leaders Summer Conference in Columbus, Ohio from July 22-24.

Leading the lineup of sessions is speaker Brian Kight, CEO of Focus 3. Kight and his father, Tim, developed the "E + R = O" formula for the leadership thought process. This mantra was adopted by Ohio State University football coach Urban Meyer, who has integrated Focus 3 and the Kight pair themselves into his coaching staff and methods.

"I am particularly excited for this year's Emerging Leaders Summer Conference because this is the first conference of any kind that HARDI has hosted in Columbus where we are headquartered," said manager of training and HR solutions Nick Benton, who facilitates the Emerging Leaders program. "We saw our second full class complete the three-year program this past December, and it just continues to grow, showing just how much our members value professional development for their young talent."

This year's Emerging Leaders summer conference also features the Mentor-led Roundtables, a staple of this event and the Emerging Leaders program. Industry veterans come to mentor young industry up-and-comers in group settings.

Event sponsor Allied Air Enterprises is also providing attendees with copies of Meyer's book *Above the Line: Lessons in Leadership and Life from a Championship Season*, which will be discussed during a working lunch session.

Due to HARDI's familiarity with the city, a downtown teambuilding scavenger hunt and night out at a popular nightlife destination are also planned.

## HARDI Announces Speaker Lineup and Agenda for Marketing & Sales Conference

**Columbus, Ohio**— Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has announced the speaker lineup and agenda for the 2018 Marketing & Sales Focus Conference.

Marketing and sales professionals attending the Marketing & Sales Focus Conference will learn from joint sessions that help them align their strategies and improve synergy between the departments. Attendees will also expand their core skills through concurrent sessions tailored to either marketing or sales. Topics range from leveraging emerging technologies and utilizing various marketing channels to executive sales planning and other sales boosting techniques.

**HARDI members can look forward to participating in the following 6 sessions:**

**Mike Marks—"The Evolution Of Field Sales in HVAC/R** Field sales will be a critical role in this industry long after all of us are gone but the role will be providing different services and abandoning some of the existing ones. This session provides participants with an understanding of the forces in play and also many examples of how distributors are dealing with them. The session will actually go outside HVAC/R to other distribution markets where these changes are already well established.

**Joe Ellers- "Creating Your (Unique) Value Proposition"**

Customers purchase two things...the product or service that we sell + a (potentially) unseen series of rings of value that surround the product/service. These potential rings are predicated on the needs and desires of everyone that uses the product and they involve the product/service; the manufacturer; the distributor and the salesperson. To be effective, you need a different way of looking at sales. Instead of thinking solely about product features, you really need to look at each separate sales opportunity as a chain—where you forge enough links together to build an unbreakable chain.

**Ian Heller—"The 10 Commandments of Distributor Marketing in the Age of Amazon Business"**

In this session, Heller will compare how Amazon business does marketing vs. distributors. He will take you on a deep dive to compare and contrast the strengths and weaknesses distributors have by comparison to the Amazon model. This will also include a list of action items to leverage strengths while either improving weaknesses or minimizing the effects of them.

**Dan Horan- "Marketing as an Investment: Why Marketing Leaders Should Be Asking for More Revenue Responsibility"**

As marketing leaders, you know the question will inevitably come: "How do I know we are getting a return on our marketing budget?" Instead of deferring to past budgets, Dan Horan, a Senior Associate at Indian River Consulting Group, argues that distribution marketing leaders should be seeking more revenue responsibility, not less. In this interactive session, Dan will draw on IRCG's years of industry experience to highlight how marketers can take increased responsibility for marketing ROI through smarter KPIs, better customer segmentation, and increased

alignment with sales teams.

**John Monoky- "Utilizing the Account Portfolio as the Architecture for your Sales/Service Organization"**

All customers are not created equal but all deserve a meaningful definition of value that satisfies the needs of both the customer and the distributor. This session is a pragmatic approach to segment and align your sales and service organization to create value and make money from your key, target, maintenance and why bother customers. It also looks at the requirements to take care of the unique needs of your firm's strategic accounts.

**Robb Zbierski- "The 2-Hour Solution"**

Zbierski will take you through the Time Management program/approach he teaches his coaching clients and that he delivers at keynotes and as part of larger Train your Brain For Success workshops. He will teach a proven 7-step process for managing your calendar in a way that lets you run your life instead of your life running you, and move attendees from being reactive with their time and efforts to proactively accomplishing tasks and goals and still having something left "in the tank" at the end of their day.

For more information on HARDI's Marketing & Sales Focus Conference, visit [hardinet.org](http://hardinet.org).

## HARDI Distributors Report 12.2 Percent Revenue Increase in February

**Columbus, Ohio**— Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members increased by 12.2 percent in February 2018.

The average annualized growth for the 12 months through February 2018 is 6.7 percent.



"Sales were light last February when it was warmer than normal in six of our seven economic regions," said HARDI Market Research & Benchmarking Analyst Brian Loftus. "Five of our regions experienced more heating degree days in February this year than 2017."

"The US economy is surging with US Gross Domestic Product for the fourth quarter of 2017 up by 2.5% over the previous year, while US Industrial Production was up 1.8% year over year in December," said HARDI Senior Economist Connor Lokar. "We can expect a strong macroeconomy in the coming one to two quarters, however, that comes with its challenges as inflation is picking up and the Federal Reserve has matched that with ongoing interest rate increases, most recently another 25 basis point increase this week."

"The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is near 46 days," said Loftus. "This is more than a day faster than 2016 and almost two days better than 2015."

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





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## ASHRAE Launches Building Energy Quotient Portal 'As Designed' Rating

*Program provides a quick energy analysis for building performance*

Atlanta – ASHRAE announced the recent launch of the As Designed rating of its Building Energy Quotient (Building EQ) Portal, providing a faster, more automated approach to receive a Building EQ Performance Score.

Both the *In Operation* and *As Designed* ratings are now available in the Building EQ Portal. As Designed rating compares potential energy use based on the building's physical characteristics rating systems with standardized energy use simulation and can identify whether a building is achieving its design potential when compared to the actual energy performance measured with the *In Operation* rating.

**As Designed** rating:

- Uses standardized energy use simulation of the candidate building.
- Is based on a building's physical characteristics and systems.
- Is independent of occupancy and operating variables.

- Compares potential energy performance between buildings with very different operational and occupancy profiles.
- Models only the candidate building for consistency between the two ratings.
- Is applicable to both new and existing buildings.

"We are excited to launch the *As Designed* rating as a complimentary tool for easily benchmarking energy performance, which can stimulate the adoption of high performance building techniques to achieve full design potential," says Hugh Crowther, Building EQ committee chair. "The Building EQ program offers a unified system of both asset and operational ratings, helping building owners make informed decisions on how to improve energy performance, reduce cost and effectively manage their building portfolio."

Both evaluations – *In Operation* and *As Designed* – can be used independently to compare a candidate building to other similar buildings in the same climate zone or together for an assessment of a building's design potential compared to actual operation.

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

Other features include an Online Data Entry and submission process, Median EUI calculation aligned with ENERGY STAR® Portfolio Manager and an improved submission approval process.

To learn more about the Building EQ Portal, visit [www.ashrae.org/buildingEQ](http://www.ashrae.org/buildingEQ).

## ASHRAE Announces Technical Program for Annual Conference, June 23 -27

Atlanta – The 2018 ASHRAE Annual Conference technical program will provide practitioners with topical, in-depth educational tracks to optimize the design and performance of buildings. The conference is June 23-27 in Houston.

The five-day event includes eight conference tracks, tours, social events and a keynote message from research scientist and author, Dr. Ainissa Ramirez on "*Inspiring the Next Generation*." Additionally, 2018-19 ASHRAE President Shelia Hayter, Fellow ASHRAE, will present the Society theme for the coming year during the President's Luncheon on Monday, June 25.

Registration is now open for the conference which takes place at the Hilton Americas-Houston Hotel and the George R. Brown Convention Center. Early bird registration ends April 30.

"The dynamic and innovative industry of HVAC&R is a reflection of our ever-changing individual, societal and global constructs and demands," Cindy Moreno, chair of the 2018 ASHRAE Annual Conference, said. "The 2018 Annual ASHRAE Conference aims to provide the setting for a meaningful exchange of knowledge and experience, and the technical program looks to enrich that exchange with a broad spectrum of topics and discussion. We welcome you to join us as we share ideas ranging from basic design fundamentals to specific applications and technologies."

The need to achieve sustainable buildings in hot and humid climates calls for an understanding of the local climate, and integrating appropriate building technologies into the architectural and urban design. A new and anticipated track at this year's conference, *Residential – Modern Building in Hot and Humid Climates*, will discuss how modern residential design and building practices can be integrated into hot and/or humid climates with specific challenges ranging from indoor comfort to ventilation and mold.

Another popular design track, *District Energy and Cogeneration Plants*, will address how the carbon footprint is being minimized by combining resources. This track takes a look at the advantages and limitations, do's and don'ts and best practices of utilizing this type of shared system.

Conference Tracks include:

- HVAC&R Systems and Equipment
- Fundamentals and Applications
- District Energy and Cogeneration Plants
- HVAC & Resiliency: Safeguarding our World
- Residential – Modern Building in Hot and Humid Climates
- Professional Skills
- Research Summit
- HVAC&R Control Freaks
- HVAC&R Analytics

ASHRAE Learning Institute (ALI) will offer two full-day seminars and eight half-day courses. New courses include: Advance Design for Net Zero Buildings; Latest in High-Performance Dedicated Outdoor Air Systems (DOAS); Save 30% Complying with Standard 90.1-2013; and Principles and Practices of Thermal Energy Storage Systems for Air Conditioning.

Apply by June 5 to sit for one of six ASHRAE certification exams: Energy Auditing, Energy Modeling, Commissioning, Healthcare Facility Design, High- Performance Building Design and Building Operations.

At this year's sixth annual Research Summit, an announcement will be made about an exciting collaboration with ASHRAE's archival research publication, *Science and Technology for the Built Environment (STBE)*.

Learn more and register for the 2018 ASHRAE Annual Conference at [www.ashrae.org/houston](http://www.ashrae.org/houston).

## Mitsubishi Electric Cooling & Heating Hosts Annual Diamond Service Group Conference

*DSG Distributor of the Year Winners Announced*

Suwanee, Georgia – Mitsubishi Electric US, Inc.'s Cooling & Heating Division (Mitsubishi Electric), a leading manufacturer of Zoned Comfort Solutions™ and Variable Refrigerant Flow (VRF) cooling and heating systems, held

its annual Diamond Service Group (DSG) Conference from March 20 - 21, 2018 at the Renaissance Concourse Atlanta Airport Hotel, Atlanta. The two-day conference brought together technical service professionals to receive advanced

product application, installation and service training to properly support Mitsubishi Electric products.

For the complete story visit [www.ac-today.com](http://www.ac-today.com)

2018 Business Unit DSG Distributor of the Year Award Recipients			
Business Unit	Company	Location	DSG Members
Central	Famous Supply	Akron, Ohio	Jeff Rosenblum, Mark Ham
Northeast	Homans Associates	Wilmington, Massachusetts	Dave Carette, Justin Heinzman, Andre Correia, Mark Potenza, Mike Lumia, Craig Johnson
South	Ferguson Enterprises, Inc.	Charlotte, North Carolina	Ralph VanPelt, Al Taylor
Southwest	Texas Air Products	San Antonio, Texas	Ray Alvarez
West	GENSCO	Tacoma, Washington	Darren Sims, Kyle Bayley, Rick Cummins, Jonathan Nordensson, Monte Gab, Chris Luciano
International	INELEC	Tegucigalpa, Honduras	Eloy Suasnavar





## TACCA Greater Austin Sporting Clay Shoot

The shooting competition was held at Capital City Clays in Austin TX on April 11th. Team Robert Madden won the event with Team Century AC Supply coming in second.



To see all of the pictures from the event,  
visit us at [www.ac-today.com](http://www.ac-today.com)

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## Construction Employment Rises in 38 States and D.C. from March 2017 to March 2018 While 29 States Add Construction Jobs for the Month

*California and West Virginia Have Biggest Job Gains for the Year, North Dakota Has Largest Decline; Texas and Alaska Have Largest Monthly Pickup, New York and Hawaii Have Largest Monthly Drops*

Thirty-eight states and the District of Columbia added construction jobs between March 2017 and March 2018, while 29 states added construction jobs between February and March, according to an analysis by the Associated General Contractors of America of Labor Department data released today. Association officials said the job gains are coming amid strong private-sector demand and new public-sector investments in school and airport construction.

"Construction employment continues to expand in most parts of the country as private-sector demand remains strong and limited, new public investments in infrastructure are beginning to have an impact," said chief economist Ken Simonson. "The two greatest risks to future construction job growth are a lack of available, qualified workers and the potential impacts of new tariffs being imposed by and on the United States."

California added the most construction

jobs (54,400 jobs, 6.8 percent) during the past year. Other states adding a large number of new construction jobs for the past 12 months include Texas (34,000 jobs, 4.8 percent); Florida (31,600 jobs, 6.3 percent); Pennsylvania (13,600 jobs, 5.6 percent) and Michigan (12,100 jobs, 7.5 percent). West Virginia (11.2 percent, 3,400 jobs) added the highest percentage of new construction jobs during the past year, followed by Nevada (9.0 percent, 7,500 jobs); Idaho (8.6 percent, 3,800 jobs); Massachusetts (7.7 percent, 11,500 jobs) and New Mexico (7.6 percent, 3,400 jobs).

Twelve states shed construction jobs between March 2017 and March 2018. North Dakota lost the highest total and percentage of construction jobs (-4,300 jobs, -14.8 percent), followed by Iowa (-3,900 jobs, -5.0 percent); Kansas (-2,500 jobs, -4.1 percent); Nebraska (-2,000 jobs, -3.8 percent) and New Jersey (-1,800 jobs, -1.2 percent). In addition to North Dakota,

other states that lost a high percentage of construction jobs for the month included Iowa; Kansas; Nebraska and Hawaii (-2.4 percent, -900 jobs).

Twenty-nine states added construction jobs between February and March. Texas added the most (3,800 jobs, 0.5 percent), followed by Wisconsin (2,300 jobs, 1.9 percent); Florida (2,200 jobs, 0.4 percent); Michigan (1,600 jobs, 0.9 percent) and Missouri (1,400 jobs, 1.2 percent). Alaska added the highest percentage of construction jobs for the month (2.6 percent, 400 jobs), followed by Wisconsin; Iowa (1.8 percent, 1,300 jobs); Kentucky (1.3 percent, 1,000 jobs) and Missouri.

Nineteen states and the District of Columbia lost construction jobs between February and March, while construction employment was unchanged in Vermont and Wyoming. New York lost the most construction jobs for the month (-5,200 jobs, -1.3 percent), followed by California

(-4,400 jobs, -0.5 percent); New Jersey (-1,400 jobs, -0.9 percent); Arizona (-1,200 jobs, -0.8 percent) and Minnesota (-1,000 jobs, -0.8 percent). Rhode Island lost the highest percentage of construction jobs (-2.6 percent, -500 jobs), followed by Hawaii (-1.9 percent, -700 jobs); West Virginia (-1.7 percent, -600 jobs); South Dakota (-1.7 percent, -400 jobs) and New York.

Association officials said the widespread job gains were welcome news, but cautioned that new tariffs announced by the Trump administration and counter measures from other trading partners could undermine demand for construction of shipping, logistics and manufacturing facilities. "There are better ways to address trade imbalances than by undermining domestic economic growth," said Stephen E. Sandherr, the association's chief executive officer.



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June 23/24 - San Antonio

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



## Lennox Parts Plus Crawfish Boil in Houston TX

*The Webster Branch held a Crawfish Boil on April 18th that included a Vendor Fair, Training Classes, Raffles and other giveaways.*



To see all of the pictures from the event, visit us at [www.ac-today.com](http://www.ac-today.com)

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## CALENDAR OF EVENTS

### Insco's May 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](http://insco.com/training) to see the complete schedule of classes.

#### Oklahoma

Thursday, May 3rd – Supplier Showcase from 11am – 1:30pm located at 3407 E. Reno Oklahoma City, OK | Free lunch provided

### Insco Training in Victoria TX

The class was one of Insco's training classes called Expansion Valves 101. The training was held from 8-12 at their Victoria branch on April 4th and was taught by Larry Brewer.

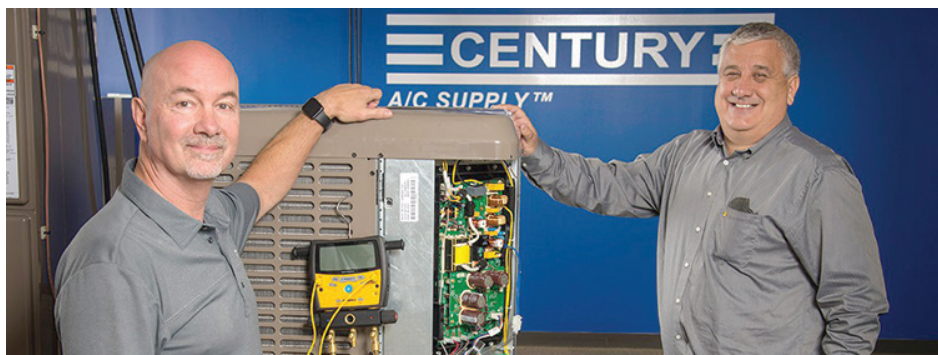


Insco Victoria TX Branch



Larry Brewer conducting the training at Insco Victoria

### Century A/C Supply and York Donate Equipment to Collin College's HVAC Lab



Todd Shadden Vice President for Century AC Supply and Brian Sanders Collin College HVAC lead professor are excited for students to begin using the HVAC equipment donated by Century AC Supply

**Dallas, TX** - Century A/C Supply recently donated several pieces of York HVAC equipment to Collin College's HVAC lab and delivered the equipment for installation. The equipment, which is enough to stock four HVAC labs, will be housed at the Princeton ISD HVAC lab and includes outdoor condensing units, 18 SEER heat pumps, modulating gas furnaces and the controls to operate them.

"It is about community," said Todd Shadden, Vice President at Century A/C Supply. "Our technician pool has gotten really

lean. Now, colleges are pushing people back to the trades. You can go to college for a year and a half and get a job making \$50,000 - \$60,000 annually. We are really trying to help bring good people into our industry."

Collin College, which is located in the DFW area has approximately 30 dual credit students and 18 night students taking HVAC classes at Princeton ISD. This donation will make the Princeton ISD lab competitive to any lab or training facility in the area with hands-on training equipment for the students to train on.

#### About Century A/C Supply

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



### Johnson Controls acquires Triatek

Customers now have access to a broad range of airflow control products that help mitigate airborne contamination in laboratories, hospitals, and other research facilities

**Milwaukee** – Johnson Controls announced it has acquired the assets of Triatek®, a leading manufacturer of innovative airflow solutions for critical environments across the globe. With the purchase of the Norcross, Georgia-based company's portfolio, Johnson Controls is adding to its offering a range of HVAC airflow control systems that help healthcare and other critical research facilities reduce the spread of airborne contaminants and chemicals.

"Environments where critical treatments or research are conducted, like healthcare facilities and laboratories, need to meet stringent air quality requirements," said Tyler Smith, general manager, Specialty Products

for Johnson Controls. "With the acquisition of the Triatek portfolio we are able to bundle Triatek products with our current building automation and HVAC products and services to provide complete end-to-end solutions for critical spaces."

The Triatek product line includes air valves, fume hood controls, and room pressure controllers, in addition to the FlowSafe® line of fume hoods and fume hood retrofit solutions. All products are designed to seamlessly integrate into a facility's building automation system, helping to increase energy efficiency, minimize utility costs, improve ease of maintenance, and enhance the overall safety of critical environments.

### Chemours Acquires ICOR International

Acquisition Expands Market Access and Accelerates Customer-Centric Strategy

**Wilmington, Del** – The Chemours Company (Chemours) (NYSE: CC) announced that Chemours has acquired ICOR International, a privately-owned leading supplier of branded, ozone safe refrigerants and related products for HVACR applications in North America.

"ICOR has developed an excellent reputation with contractors and equipment owners, has strong brands and an extensive distributor network, all of which will be a valuable addition to Chemours and enhances our ability to meet our customer needs in North America," said Diego Boeri, vice president of Chemours fluorochemicals business.

"Chemours is establishing itself as a new kind of chemistry company and we are excited to join them on this journey," said

Gordon McKinney, vice president of sales and COO of ICOR International. "This acquisition clearly indicates the strategic long-term value that Chemours sees in our strong brands and customer-centric approach to the market."

Chemours brings over 85 years of history and proven leadership in refrigerant science and pioneered much of the technology that makes air conditioning and refrigeration possible today. Chemours has demonstrated this leadership by continually delivering more sustainable, high-efficiency refrigerants to enable its customers to meet changing requirements while still meeting performance needs. Its Freon™ and Opteon™ brands offer the broadest range of refrigerant solutions for new and existing equipment.



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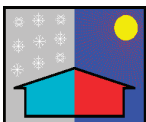
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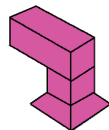
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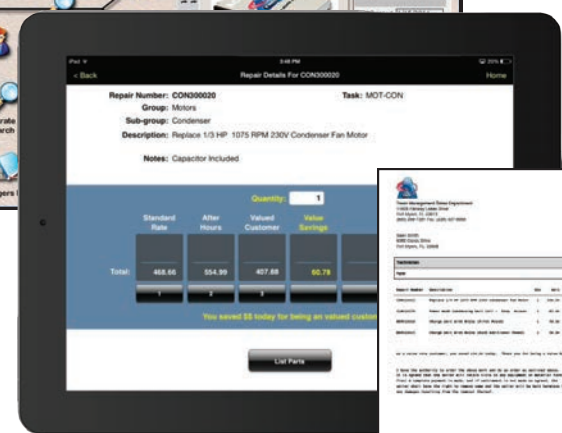
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