



Air Conditioning TODAY



MARCH 2019 Serving the HVACR and Plumbing Industries Established in 1986 Vol. 33, No 3

Mini Split March

Carrier South Texas Dealer Meeting in Houston



Pictures on page 14.

Coburn Supply RUUD Dealer Meeting in New Orleans



Pictures on page 22.

ACCA Annual Conference in San Antonio TX

Optimize, ACCA's 2019 Annual Conference & Expo to be held at the San Antonio Convention Center from March 4 - 6, 2019.

The ACCA 2019 Conference & Expo focuses on helping HVAC contractors to Optimize for business growth and success by learning from the industry's most successful owners, entrepreneurs, top consultants, and innovative and creative up-and-comers.

The Conference program is filled with HVAC training opportunities and powerhouse speakers covering the most critical and timely topics affecting HVAC contractors today.

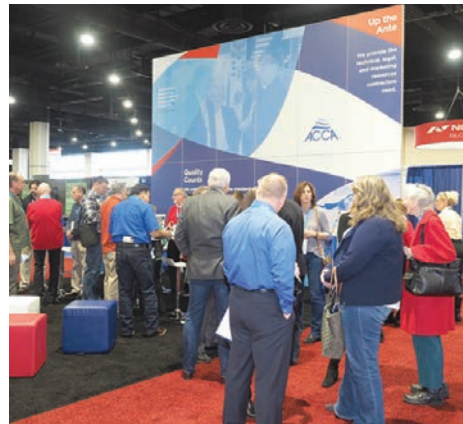
The Expo space showcases the top products and services available in the industry.

Networking opportunities are uniquely targeted, giving you ample time to make the connections you need to grow your business.

2019 Annual Conference & Expo Keynote Speakers

Seth Mattison — Go First Leadership

Opening General Session, Monday, March 3, 2019, 8:00 – 10:00 a.m.



An expert and author on workforce trends, generational dynamics, and business strategy. As Co-Founder and Chief Movement Officer of Luminate, Seth Mattison advises the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work.

His ideas have been featured in such publications as The Wall Street Journal, Forbes, The Huffington Post, and The Globe

and Mail. He was recently named to the Editors' Picks for Speakers to Watch in 2017.

Darren Woodson — Creating a Winning Culture

Expo Kick-off General Session, Tuesday, March 4, 2019, 9:00 – 10:00 a.m.

Three-time Super Bowl champion, five-time Pro Bowl selection and described by Sports Illustrated as, "One of the hardest hitters in the NFL," Darren Woodson is one of the greatest players to ever wear a Dallas Cowboys uniform. His athleticism, aggressiveness, and capacity to produce in the big game – paired with his character, leadership skills, and dependability – put him in a select level of performers in the NFL and secured him an elite position in the Dallas Cowboys' Ring of Honor.

To register for the 2019 Conference & Expo, visit the conference website, www.accaconference.com.

MORSCO HVAC Dealer Meeting in San Antonio



Pictures on page B7.

Carrier Grand Opening in New Braunfels TX



Pictures on page B10.

Carrier South Texas Dealer Meeting in San Antonio



Pictures on page B10.

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Product News

Easy Does It: Ductless System Installation and Maintenance Take Giant Leap Forward with Friedrich Fastpro

Friedrich's re-engineered product lines featuring FastPro makes "going ductless" quicker and easier than ever before

San Antonio, Texas –As a highly efficient, all-season HVAC solution, ductless systems are increasingly popular for conditioning air faster, maintaining accurate temperatures and reducing energy costs. Now, Friedrich Air Conditioning Co., a leading U.S.-based manufacturer of heating, cooling and other air conditioning products, is making installation and servicing residential and commercial ductless systems easier than ever.

Launching at 2019 AHR Expo, Friedrich's re-engineered Floating Air Pro® and Floating Air Premier ductless solutions featuring FastPro™ are designed with the HVAC contractor and installer in mind. Friedrich FastPro makes ductless installation and maintenance much simpler, opening up new business opportunities for the trade and decreasing the time needed to install ductless systems and perform maintenance by as much as 50 percent. It also reduces hassles, allowing contractors and installers to offer ongoing service and maintenance plans with confidence.

Friedrich FastPro reduces complications by allowing the interior unit's blower wheel and drain pan module to be removed and re-installed as one component versus having to perform multiple steps. Given that ductless systems can be configured with multiple indoor units, this is a major time-saver that also

decreases the chance of mistakes or missed steps. It also helps ensure customer satisfaction.

For both the trades and ductless customers, maintenance is key to ensuring ductless system equipment operates at peak performance. Removing dust, dirt and mold from the blower wheel, drain pan and vanes can prevent it from circulating into the room and maximize ductless efficiencies. Friedrich recommends scheduled maintenance at least every six months and more frequently in areas where equipment is running day in and day out.

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The New Flat Rate's Danielle Putnam Named President of Women in HVACR

Menu-pricing software company president to lead industry group for women in 2019



Dalton, Ga. – The New Flat Rate, a leading provider of menu-pricing software for residential home service companies, announced today company president Danielle Putnam has been named the 2019

president of Women in HVACR.

"I've been a part of the home service industry since I was a little girl," Putnam said. "My first job was handing out flyers for my father's home service company. My heart has been dedicated to the home service and HVACR industry ever since, and I want to advocate for my female colleagues and for the women joining the HVACR field every day."

Putnam co-founded The New Flat Rate with her father and pricing enthusiast, Rodney Koop. She's a strong advocate for the growth of women in the HVACR industry, which is why Women in HVACR was created. This growth includes all areas, such as technical, sales and management.

Women in HVACR was formed in 2002 as an organization to foster networking, education

and mentoring for women in the HVACR industry. The group encourages women already in the industry as well as fosters growth for more females to become involved. The organization has scholarship and mentor programs aimed at not only helping women establish themselves in HVACR, but also to thrive. Women in HVACR is also implementing an ambassador program where HVACR professionals will go to schools to talk about careers in the trade that will eventually be rolled out in all 50 states.

"A lot of things have changed about this industry and society as a whole since my dad started his home service company," Putnam said. "Twenty or thirty years ago, it would have been a rarity to see a female working with HVAC, much less a female owner of an HVAC business. While it's becoming more commonplace, there is so much room to grow for women in the HVACR world. Women in HVACR has a lot of awesome things planned for this year, and I'm looking forward to leading the way."

For more information about Women in HVACR, please visit <https://www.womeninhvacr.org/>.

For more information about The New Flat Rate, please visit www.thenewflatrate.com.





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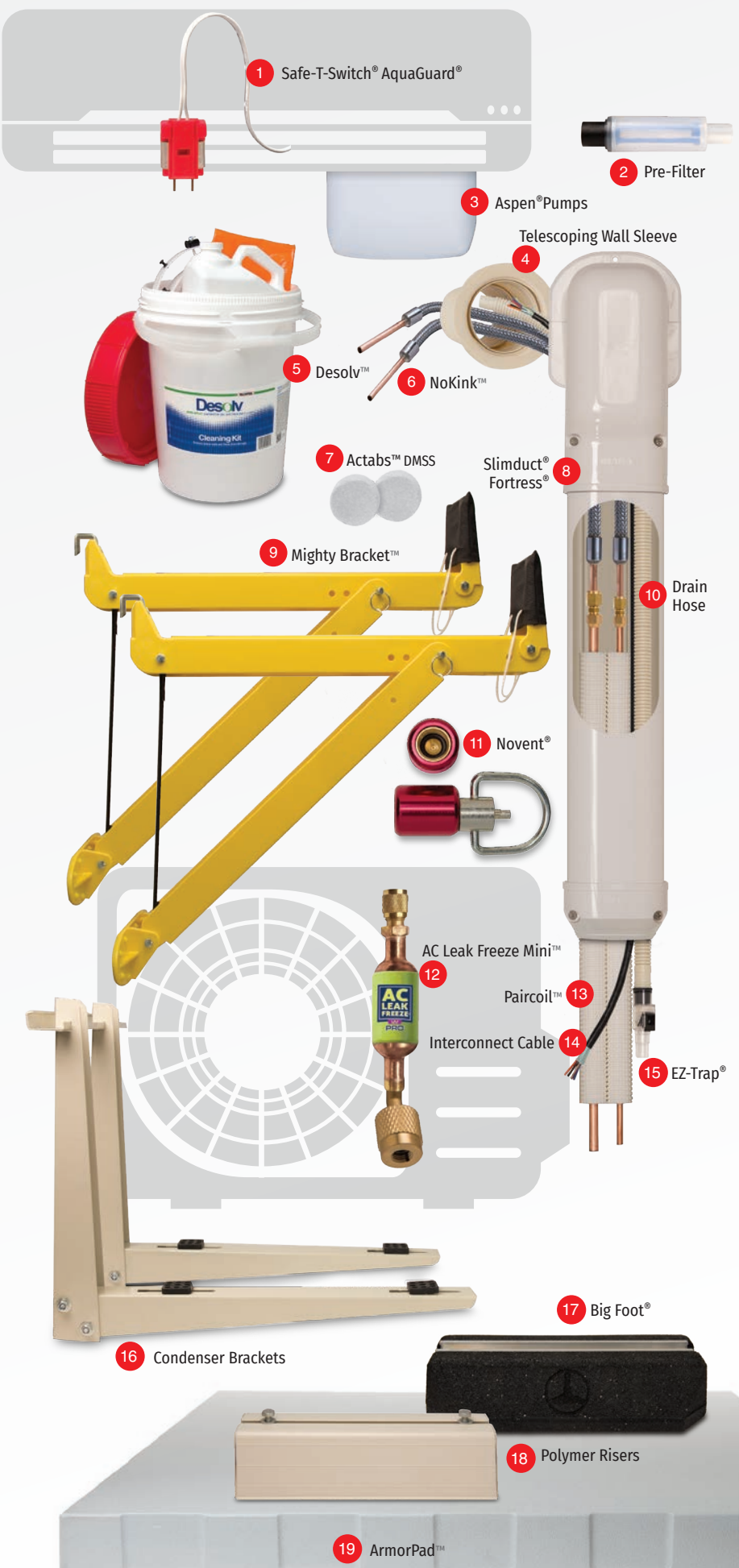

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Digital Trends

Recently, I was part of a panel on digital trends. The moderator asked a great question: “With so many new platforms emerging how do you decide which digital trends deserve attention and resources and which don’t?”

It is a question we wrestle with every day as we try to find the most effective tools for each of our small business clients. And the toughest part ... what works for one, doesn’t necessarily work for another.

So how did I answer the question? Our strategy is one of explore, evaluate, and embrace.

Exploring digital trends

The first part of the strategy is staying ahead of the curve by reading, reading, reading. There is no single expert in the field, so I have several “go-to” websites I check on a regular basis for information on specific niches. The list includes:

- [Moz \(www.moz.com/blog\)](http://www.moz.com/blog)– My favorite place for topics related to SEO. MOZ covers everything from simple how to tips to extended conversations on new Google algorithm changes. Best of all they explain it is layman’s terms so you don’t have to be an SEO geek to find value in their updates.
- [Elegant Themes Blog \(www.elegantthemes.com/blog/\)](http://www.elegantthemes.com/blog/) – Even if your website isn’t built using Divi or one of the other Frameworks from Elegant Themes, this blog is filled with amazing examples of companies applying the latest web design trends in a range of industries.
- [Web Designer Depot \(www.webdesignerdepot.com/\)](http://www.webdesignerdepot.com/) – From design trends to agency management ideas,

this site has stayed one step ahead of the industry for more than 15 years. Bonus is their fun, weekly comic that just makes me smile.

- [Marketing Technology Blog \(www.martech.zone/\)](http://www.martech.zone/) – Started by my good friend Doug Karr, this site features articles on technology and social media and how the two tools play together. Sign up for the weekly newsletter for a great way to browse the headlines to stay on top of what’s making news
- [Hubspot \(www.blog.hubspot.com/\)](http://www.blog.hubspot.com/) – While I don’t use their product, I think they are smart and forward thinking in areas using digital tools for lead generation. Their practical tips on content marketing and social media can be applied by any business.

So the list seems pretty long, how do I have time to read all these articles, and more from other sites? Simple, I rely on Feedly (<https://feedly.com/>). This app allows me to pull feeds from all my favorite sites into one single reader. I categorize the feeds so I can dive into a specific topic, or simply browse for creative inspiration.

Evaluate Digital Trends

Next comes the evaluation phase as we take a closer look at some of the most exciting new tools or platforms. We read product reviews and search for discussions on sites like Twitter, LinkedIn, Inbound.org. Then we kick the tires for ourselves. We do small tests to see if there are positive results.

And finally, we look at how this new addition fits with the rest of the marketing program. This is where

many exciting ideas get sidelined. Even if the tool itself looks great, if it will require major changes in how a client operates or takes too many resources compared to the potential payoff we will keep the idea in the evaluate category instead of implementing.

The other part of this phase is continually evaluating existing tools and platforms. Just because something worked well for several years, does not mean it will continue to be the best marketing tool in 2019. So, every year we look at each resource and tool and campaign and ask the question, if this was a new idea today, would it be worth embracing?

This careful and somewhat painful analysis led us to consolidate our email newsletters and eliminate our popular Monday Resource. Considering the response to our simplified email program, we made the right choice.

Embrace One New Digital Trend

If you are going to jump on a new digital trend, jump in with both feet. To give it a chance to be successful don’t skimp. Put your resources, time, and money behind the roll out.

It is hard to make that type of commitment to multiple strategies and tools at the same time. Also, it will be hard to measure the impact of your choices if you change too many things at once. So choose wisely, and choose one new trend to apply.

Once you’ve launched your new campaign, tool, or trend it is time to start the cycle of explore, evaluate, and embrace all over again.



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.

Want to learn more about marketing? Check out our podcast at www.morethanafewwords.com



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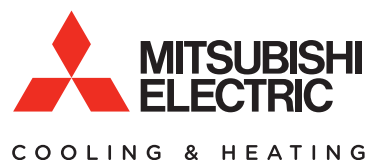
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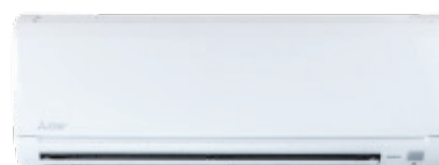
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The Duct-Free Zone

By Gerry Wagner

I have been writing this monthly column for one year and it has been a very enjoyable endeavor. I have gotten several emails from readers over the past year and the response to my writing has been very positive... THANK YOU!

That said...

After a year, I feel comfortable sharing a couple very personal issues with you. These may fall into the category of "too much information" but I'm willing to take the risk.

First, my wife has gotten me addicted to a TV show on the Home & Garden Network HGTV...have you heard of the show, House Hunters? There are now actually three versions of the show...House Hunters, House Hunters Renovation and House Hunters International...it is the latter to which I have

become addicted.

The premise of the show is they take a couple who are looking to buy a house, they show them three houses and at the end of the show the couple purchase one of the houses. My wife loves the show because she likes to guess which house the couple will buy...personally, I could care less.

I love the show because in the course of showing the couple the house, they show them the water heater, the plumbing fixtures and the HVAC system.

I am fascinated to see what our trade brothers and sisters around the world are doing to condition interior air in Beijing, China; in Munich, Germany; in Trieste, Italy and beyond.

If you watch House Hunters International for any amount of time, you quickly realize that the rest of the planet went "ductless"

decades ago! North America is truly the last frontier for ductless heating and cooling.

I find it incredibly interesting to see the unique challenges that our fellow tradespeople have to face in their native countries. This is a picture I took in Zhuhai, China this past year.



How would you like to be the poor service tech that has to service the outdoor unit I have circled in the picture? Ten stories up with

no platform or easy access to the equipment...SCARY!

Whenever I talk about the House Hunters show in a GREE mini split training event, I think of my audience going home that night to their spouses and significant others and saying, "honey, can we watch the House Hunters tonight?" I can imagine the response being, "Where were you today? Who were you with?"

Another issue which I will share with you is my complete disregard of WiFi controlled mini splits...I just don't get it!

People...do we REALLY need to control our home mini split from our car, our office at work or from the restaurant while we are having dinner?

I have to admit the whole concept of WiFi controlled mini splits makes me feel old...it makes me feel like the guy in the GEICO commercial who is becoming his father.

My dad, once he started making some good money later in his career, always bought a brand new Lincoln Town Car every two years. He actually had an argument with a Lincoln salesman once because he wanted roll-up windows and not electric windows...his argument was that "electric windows would just break in time."

Yeah, I have become my father. I just don't see the need to control our mini splits from afar. Every time I mention this in a GREE mini split training event, I inevitably get a young person in the audience who adamantly disagrees with my assessment of WiFi controls and he or she speaks up and says, "YES, I do need to control my mini split from here!"

I then proceed to point out to the rest of the group that this WiFi proponent is the same person who puts

a Pop Tart in a microwave oven, because 60 seconds in a conventional toaster is just too long to wait!

I turn 58 this month and although my health is generally good, I still immensely enjoy my job and I don't generally feel old, the fact of the matter is that I have a bit of what I will call, "old man disease." I tend to resist what is popular even if useful and possibly has value in my own life. The good news is I eventually get there but not without some resistance at first.

What is interesting is that I am the same guy who will be introducing Virtual Reality VR training to the HVAC industry in the next month or two. Yeah, the guy who still puts Pop Tarts in a toaster will make industry history, along with my partner in the project, Interplay Learning out of Austin, TX.

SEE WAGNER PG.21

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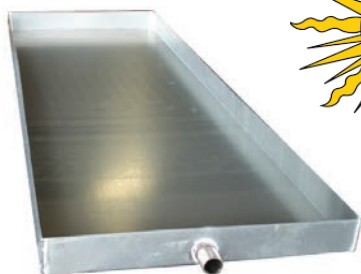
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Product News

Solar Supply and Contractors tour Johnson Controls Residential Products Factory



Representatives of Solar Supply, Inc. gathered with some of their contractors to tour the facilities at Johnson Controls Residential Products Factory on January 28-29, 2019 in Wichita, Kansas.

Solar Supply distributes Johnson Controls Ducted Systems under the York, Luxaire and Guardian product names from a network of 65 stores across Louisiana, Texas, Arkansas, Mississippi and Alabama.

Fujitsu General America Introduces Mini-Splits that work with the Google Assistant

Fujitsu General America announces new mini-split compatibility with the Google Assistant.

The company's Halcyon line of heating and cooling products now features voice-activated control through the Google Assistant on smart speakers, like the Google Home, if the mini-split has built-in Wi-Fi, or if Fujitsu's Wi-Fi device is installed.

When setup of the Fujitsu FGLAir app is complete, users can control up to 13 different functions using the Google Assistant,

including on/off operation, increasing and decreasing temperature, changing operating modes, requesting the current temperature setting, and more.

The entire setup process is quick and easy through Fujitsu's FGLAir app. Because the Google Assistant runs through the app, there is no loss of inverter efficiency.

For more information on the Fujitsu General's compatible equipment with the Google Assistant, please visit www.fujitsugeneral.com

Marketair Names Pacific NW Reps the "Top Gun" 2018 Rep of the Year

Hugh M. Cunningham Companies finishes in Top 3 in two categories



Lou Laroche, vice president—marketing (left) and Gerry Spanger, president, (right) both of Marketair Inc., Edison, N.J. presented Scott Herberg, principal, (middle) Pacific NW Reps LLC, Yakima, Wash., with the "Top Gun" Rep of the Year—2018 at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2019) Jan. 13 in Atlanta.

Atlanta – Marketair, Edison, N.J., a leading provider of HVAC/R installation and service accessories/tools, named Pacific NW Reps LLC, Yakima, Wash., the "Top Gun" Rep of the Year—2018 at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2019) Jan. 13 in Atlanta.

Other Top Guns for largest dollar sales total were:

- 2nd Place—Lennie DeAngelo, principal, Pilgrim Sales, Marblehead, Mass;

- 3rd Place—Ted Parker, group manager, Hugh M. Cunningham (HMC) Companies, Carrollton, Texas;

Marketair's Top Guns for best percentage increase were:

- 1st Place—Jim Fitzgerald, partner, Chattanooga, Tenn., and Phil Thomas, partner, Pell City, Ala., for J&P HVAC Sales (144-percent);

- 2nd Place—Hugh M. Cunningham (HMC) Companies, Carrollton, Texas; (84-percent);

- 3rd Place—Matthew Kehoe, president, Kehoe Company, Atglen, Pa. (46-percent).

For more Marketair information or to receive a free Marketair HVAC/R products catalog, please visit www.marketair.com.

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Carrier South Texas Dealer Meeting in Houston

Carrier South Texas held their Dealer Meeting at the Marriot Marquis in Houston TX on February 15. The event had Training, a Vendor Fair, Dinner and Door Prizes. Congratulations to Sonny Roncanio from Fresh Air for being inducted into the Carrier Hall of Fame.



Chandler Roncanio from Fresh Air, CE Account Manager Alicia Centeno and Sonny Roncanio from Fresh Air



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

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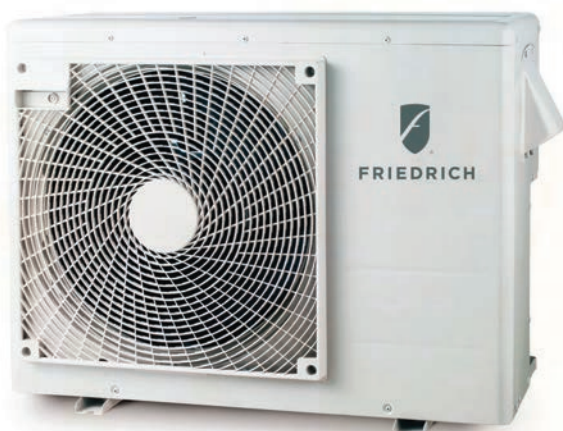
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Nortek Global HVAC Celebrates 100-Year Anniversary

The anniversary celebration will focus on the company's innovations from the past and prospects for the future.

St. Louis — Nortek Global HVAC, a leading manufacturer of HVAC equipment, is celebrating its 100-year anniversary in 2019 by recognizing the accomplishments from the past and focusing on the innovations of tomorrow.

The landmark anniversary kicked off at the 2019 International Air-Conditioning, Heating & Refrigerating Expo (AHR Expo--2019) January 14 in Atlanta and will continue with subsequent celebrations and events throughout the year.

Founded as the International Oil Heating Co. in 1919, the company rose to success manufacturing coal-to-oil conversion furnace burners. The innovative oil burners helped reduce coal-burning air pollution challenges faced in its St. Louis hometown, considered the dirtiest city in the Mississippi Valley at the time. Later, the company innovated even cleaner gas-fired burner conversions.

In 1933, they designed, built and installed the first heater for mobile homes (termed manufactured homes today). That important milestone helped it become the leader in manufactured housing HVAC, a category it still leads today.

The company innovated dozens of "firsts" throughout the subsequent decades, such as the first fully-automatic mobile home furnace, first sealed combustion oil furnace for mobile homes, and the first electric hot water self-contained baseboard heaters.

The company was renamed Nordyne in 1987. Around this time, the company was able to take their years developing manufactured housing HVAC equipment and apply it to the residential market. Newly-developed manufacturing processes, such as Demand Flow Technology (DFT) in 1994, led to faster production turnaround times and quality assurance awards. For example, DFT helped generate accolades from manufacturers, such as Sidney, Ohio-

based Copeland, which recognized the company in multiple years as having the best compressor reliability in the industry.

As Nordyne, the company continued to introduce innovative technology solutions to the heating and cooling market. This included SmartLite™ technology in 2002, which extended igniter life through self-adjusting startup times, and the first ducted application of inverter technology, the iQ Drive® line, in 2006. In 2014, the company introduced the first-ever residential condensing gas/electric packaged system – the R8HE.

In 2015, Nordyne was renamed Nortek Global HVAC, the name it maintains in its 100th year. Continuing the innovation of previous decades, Nortek Global HVAC recently introduced the first all-aluminum coil technology for use in residential HVAC applications. And in October 2018, the company patented a methodology that will revolutionize the air conditioning industry. The U.S. patent eliminates hot gas reheat circuit instability and the risk of potential freezing experienced by most current brands of air conditioning reheat technology, especially on dedicated outdoor air systems (DOAS) when operating during cold and high-humidity ambient conditions.

Nortek Global HVAC's success is due in part to its partnership with independent contractors and distributors. This partnership has led to many product improvements such the new split-system jacket design launched in 2017. The new jacket was directly influenced by contractor feedback, resulting in a design that increases system serviceability.

For more information about Nortek Global HVAC products and to access the online literature library, contractors and distributors should visit www.nortekhv.com.

Ritchie Hires Marketing Manager

Proven Marketing leader adds depth, knowledge to team.


Bloomington, Mn – Ritchie Engineering Company, Inc., the leader in service tools for HVAC&R professionals and manufacturer of YELLOW JACKET® products, announced today the hiring of Cheryl Bates as marketing manager. She assumed her new role on February 13th.


Cheryl will be responsible for driving marketing strategies for all of the markets served and throughout the entire Yellow Jacket product line. "We're thrilled to welcome Cheryl to our team," said Tom Ritchie, President. "She has a wealth of knowledge and experience in B2B marketing that will serve our customers and brand very well."

Mrs. Bates comes to Ritchie Engineering with more than 20 years of experience in marketing communications and management. She is a proven leader in strategic planning and budget management. She has a history of collaborative work ethic and has strengthened brand integrity and innovation throughout her career.

"I'm excited to join this dedicated and passionate team. YELLOW JACKET is a leading brand known for quality products," said Cheryl. "I plan to use my experience as a multi-faceted marketing leader to develop and execute marketing programs which result in business growth for Ritchie Engineering."

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It's On My Heart: All in the details

Stay with me, this is about more than a wedding, but I am using it to share an important concept. Just attended a superb wedding, a destination wedding down in Destin, FL. The parents of the bride thought of everything. Everything. Since it was out of town, we were all staying at hotels near the venue. They had shuttles to take you back and forth to the hotels, all waiting at all hours during the parties we were invited to. The day of the wedding, they had to move into a huge tent, this was a giant wedding party. After the wedding, we moved to another bigger tent, where they had all kinds of food and drink.

Not only that, the attention to detail was amazing. Not sure if this happens to you, but apparently when women in high heels start to dance (did I mention there were TWO bands that evening, one was a swing band with

Michael Bubley type guy, second was 12 piece band from Atlanta, they rocked!), they sometimes kick off their shoes. There were slippers available for the ladies. I guess guys could have put them on as well, not judging. There was a makeup room where women could go and get their makeup touched up. Napkins with initials, they went all out.

So it was a excellent wedding, but here is my point. They paid attention to all the details. So how does this apply to us? Just spent a morning with a dealer who had just sold a \$20,000+ sale, nice order. He was not low. In fact, the customer had been using another company for years, the only reason he got involved was a referral from another happy consumer, told their friends you need to have "our guy" come out. Let me say, I want to be the "guy".

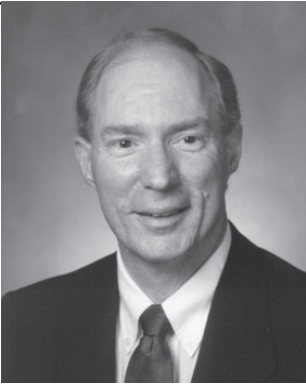
He came to the home,

showed up on time (what a great idea, on time), stood at the door and put on his booties. I know, an old concept, but it shows respect. He then asked them several questions about comfort: rooms too hot/cold, allergies/utility bills, the normal concepts. He then asked to look in the attic. Here is where he made a huge difference. The attic access was in the master bedroom closet. Never guess what else is in the master bedroom closet. Lots of clothes. Some were very expensive, but even the cheaper ones were important, they were in the master bedroom closet! So Steve got out a large drop cloth (which was cleaned), spread it over the clothes and floor, put up his ladder, climbed into the attic. Came back down later with photos and install ideas, picked up his drop cloth, cleaned up some small insulation particles that got lose, made

it look like he had never been there.

Put together a proposal, they said: got to think about it. Which means not gonna happen, usually. Husband was not there, they had used another company for years, he was only there because a friend had referred him. Gets a call 2 days later. Let's get started. He went back to finalize the job, asked what made them decide to use him. Probably the equipment, since he was quoting a different brand. Maybe a better warranty, since his has a lifetime unit replacement warranty. Turns out he was not low, several percentage points higher. No, none of the above. The wife said: you cleaned up! The guys we used in the past did not. They left insulation on my master bedroom closet floor and on my clothes. Did not put on the booties, in fact never have.

SEE HINSHAW PG.21



Jim Hinshaw

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

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

profitability, all phases of the business.

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

Hinshaw can be reached at 602-369-8097, or via email at jimhinshaw@siptraining.com.

And now as an AUTHOR: "For those who might be interested, he has a collection of writings from the last 10 years. Stories of how one person can ruin a relationship with a customer, and how one can repair it! Stories of the loss of service in America, and how you can improve customer service today. Go to the following link for full details on how to make this collection yours!"

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

For more information please contact him at Sales Improvement Professionals, Inc., 1281 E. Magnolia, #D-145, Fort Collins, CO 80524; Office Phone: 970-635-5675; Cell Phone: 602-369-8097, or visit www.siptraining.com; or on Facebook: Sales Improvement Professionals, Inc



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Fieldedge and Coolfront Technologies Come Together to Expand Service Offerings to Clients

Atlanta, Ga / Fort Myers, Fl – FieldEdge, formerly dESCO, announces the acquisition of Coolfront Technologies by its parent, Clearent Software Holdings. Coolfront, a leader in flat-rate pricing and maintenance agreement management systems in the HVAC, plumbing and electrical industries, will retain its brand and operate as an

independent subsidiary of FieldEdge under the Clearent Software Holdings portfolio of companies.

FieldEdge and Coolfront both will benefit from sharing resources and having the unique ability to span markets. FieldEdge is a leading field service management solution, whose target market ranges from “small and midsized business”

(SMBs) up to enterprise-level organizations. Coolfront provides an easy-to-use, zero-cost, mobile field service management offering to smaller contractors and an industry-leading, flat-rate pricing tool that spans all markets, regardless of business size. This new dual-approach by FieldEdge and Coolfront will provide a unique ability to serve a wider range of

clients within the industry.

Clearent is an integrated payment-solutions provider with a successful track record of acquiring SaaS companies in select verticals, including field services, and allowing them to thrive as independently operating subsidiaries. Coolfront marks Clearent’s fourth vertical software acquisition in the past 13 months.

WAGNER con’t

Go figure...

So there you have it...my obsession with a TV show and my disdain for WiFi. These are my deep, dark secrets that I have been keeping from you over the past year. Not so bad...right?

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 and also please visit our website: www.twclimate.com

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HINSHAW con’t

So he got a nice order, basically because he had a clean drop cloth and booties. The interesting thing is that he uses these on each and every call. So do his team members, just how they do business. It is funny what people remember about your company, some may remember the things you don’t do, more than what you do. What makes this a great concept is that you don’t have to know how to install a completely new type of heating/air conditioning system, no, all you need to do is a series of small things that make a huge difference.

The amazing thing that I know is that the competition may have a policy to use booties and drop cloths, but not everyone does it. Which brings me to the main point, make sure all of your employees know exactly what your company stands for. And then make sure it happens each and every time. How do we do that? One way is to ride with the techs on a regular basis. Visit the job sites, not each time, but randomly. Make sure the company protocol is being followed every time. If not, revisit the duties and requirements privately with the employee, make sure they understand how important it is to do the small things that make a huge difference.

The harsh reality is that the employee is the company when they are in the home. They may be the only person the customer sees from your business. So be sure they understand how important it is to do the right thing every time. I realize it gets tough when it is 5:30 on Friday night in July, already been on 6 calls, still got one to go. They may not feel as fresh as they did at 7:30 am. For that reason, carry an extra shirt, deodorant, and baby wipes. Freshen up before you go into that late afternoon appt. Two things happen, the customer feels better when you don’t smell like road kill, and you are more confident, and the customer loves confidence. They hate arrogance, but love confidence.

Final point: got those drop cloths on each truck? Service and install? Are they clean? Every employee got them booties, even the sales team? Clean ladders, you know when you pull open a ladder in a closet, it needs to be clean. Do you show up on time, call to be sure still ok to show up? Do you care enough to freshen up before going into a home? These small steps can make you extra money, you are being judged at every single customer event, in person or on the phone. Do your best. It pays dividends.

Thanks for being involved, we’ll talk later.

Coburn Supply RUUD Dealer Meeting in New Orleans

The Dealer Meeting was held at the Royal Sonesta Hotel in New Orleans on February 1st and 2nd.

The event featured RUUD and Coburn Training, Vendor Trade Show, Trip Sign-Ups, great food and drinks and Awards Dinner for the Top Dealers.



See more pictures of this event on page B9!

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Referrals and Raving Reviews: Fourth and One

I love the thrill as my favorite team struggles to drive the ball toward their opponents' goal line, my excitement growing the closer they get. But how disappointing if, with only yards to go, my team fails to reach the end zone.

Like in football, HVAC contractors and wholesalers require a strategy and focus to achieve success. With so many personalities, priorities, and moving parts, it can be easy to lose sight of the goal line. This is why total customer satisfaction must be our determination and mission.

With advertising channels becoming increasingly segmented and complicated, positive reviews and new referrals are the tangible keys to success. So important are they that all other company initiatives, programs, and even products offered should be vetted by their effects on these two critical growth catalysts.

In speaking with reputable large-volume dealers across the country, a common theme emerges: customer satisfaction. Attention to detail matters. Curb appeal is important.

Offering high-quality products that minimize non-billable revisits is fundamental for longterm success.

Line set protection has come a long way since the days of makeshift big-box store

downspouts. A galvanized steel channel may offer utility but often at the cost of visual appeal. Any deviation from a straight up-and-in leaves the job lacking and the insulation exposed--and let's not mention the bees.

Plastic line set covers have been around for years with little improvement. Until now!

Cover Guard is your adjustable, adaptable solution to cover and protect line sets while saving material and labor expense. The professional-grade base easily snaps closed, even with the most uneven of surfaces. Small obstructions like gable bump-outs, stucco bands, or even small pipes are covered in a snap with Cover Guard's four-stage adjustable clicks. Peel-and-go film simplifies cleanup and protects unused pieces.

Quick-install ¼-turn cam screws won't over-torque or crack the fitting as metal screws can.

Accessories can help to finish strong. Ask your sales rep for Cover Guard and discover easy-to-install solutions that leverage customer satisfaction on your next high-quality install. Let Cover Guard help you cross the goal line. www.accoverguard.com

Contributed by Ken Lyons from AC Cover Guard

Winsupply Opens Four New Companies in Texas, Maryland and Ohio

Dayton, Ohio – Winsupply Inc., one of the nation's largest distributors, has opened four new companies: Winsupply of El Paso (Texas), Winsupply of San Antonio, Winsupply of Frederick (Maryland), and Winsupply of North Canton, Ohio.

Rene Tirres is the president of Winsupply of El Paso, serving heating, ventilation and air conditioning (HVAC) contractors. Dustin Tichnell is president of Winsupply of San Antonio, serving electrical contractors. Crystal Maguire is president of Winsupply of Frederick, serving electrical contractors. Ryan Patton is president of Winsupply of North Canton, Ohio, serving plumbing, pipe, valves and fittings (PVF), and mechanical contractors.

"We are proud to add Rene, Dustin, Crystal and Ryan to our family of entrepreneurs at Winsupply," said Monte Salsman, president of Winsupply Local

Company Group. "Each was attracted to the Winsupply co-ownership business model in which they own substantial equity in their respective company. Ownership provides pride of ownership, a sense of achievement and the ability to share in the company's performance financially."

In the Winsupply co-ownership business model, Winsupply Inc. has majority equity in each of its locations, while the local company presidents and sometimes employees own substantial equity. With this model, local companies have the autonomy and flexibility to decide how best to meet the needs of the customers in their markets.

Winsupply Inc. provides the local company locations purchasing power, distribution and other support services such as business consulting, accounting, payroll, IT and marketing.

EVAPCO Opens UAE Office

EVAPCO recently opened a new office in Dubai, United Arab Emirates. For several years, the Maryland-based manufacturer has shipped technology for installation throughout the UAE.

According to Jelle Wagelmans, EVAPCO Sales Manager, Middle East, "Our level of business in the region supports a more routine,

proactive presence there, and to provide enhanced infrastructure, advisory support and service. We know we've made the right decision."

According to Wagelmans, a key trend in the region that supports EVAPCO's greater role there is the gradual shift from the individual cooling of buildings, to district cooling solutions.

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

A/C Tex - Cypress

Alamo Heating and Air Conditioning – San Antonio

James’s AC & Heating - Mauriceville

Owen AC Services, LLC – Cleveland

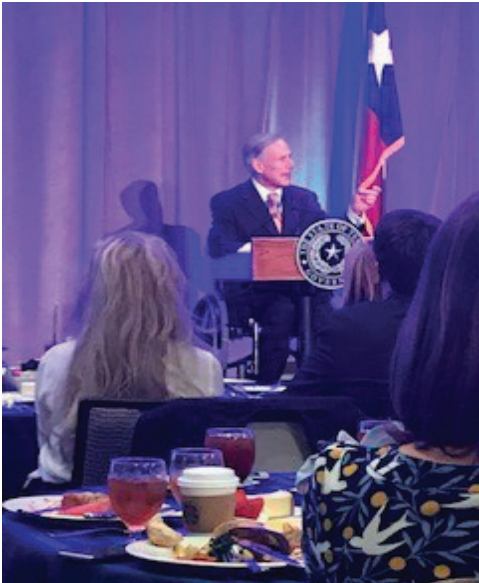
QuanAir Quality & Value Heating and AC - San Antonio

TD Industries - Houston

**Current Legislative Priorities for TACCA and our Membership -
YOUR VOICE AT THE CAPITOL!**

- Eliminate HVAC municipal registration fees – Currently, most municipalities require HVAC contractors to register and pay a fee in order to conduct business within the city. This is a vestige of 30+ years ago when HVAC licenses were issued by each municipality, rather than TDLR. These municipal registration fees can add up to as much as \$5000 per year for an individual contractor.
- Criminal History in License Applications - TACCA supports legislation such as HB 1342 by Rep. Leach that allows for sensible review of past criminal convictions in applications for an occupational license in Texas. This will expand the workforce by allowing licensing entities to review applications on a case-by-case basis to determine whether the previous conviction should bar licensure.
- Tax Credits for Providing Internships – TACCA supports HB 966 and SB 570, which provide tax credits or refunds for businesses which employ apprentices or provide internships.
- Minimum Wage - Though TACCA fully supports fair wages for all, increases in the minimum wage could potentially result in hiring gaps for companies unable to afford the increased cost.

Thank you for all the participation during the TACCA partnership with NFIB during the Small Business Day at the Capitol. Great event, great speaker, Gov Gregg Abbott and great conversation with our Representatives and Senators at the Capitol.



TACCA Membership Benefit #01 - Legislative Advocacy for the HVAC/R industry! TACCA lobbies on YOUR BEHALF at the Capitol and with the Texas Department of Licensing and Regulation (TDLR) on a daily, weekly, monthly and annual basis. This constant vigil helps to maintain your HVAC license and keep legislatures’ and state officials aware of the importance of HVAC/R in EVERY TEXAN’S LIFE. We work for YOU!

FAQ’s — From the Texas Department of Licensing

March 26th Meeting of Air Conditioning and Refrigeration Contractors Advisory Board

The next Air Conditioning and Refrigeration Contractors Advisory Board meeting is scheduled for Tuesday, March 26, 2019, at 10:00 a.m., in the 1st Floor Public Meeting Room of TDLR's North Campus, located at 1106 Clayton Lane, Suite 125E, in Austin. When the agenda and staff reports are available, they will be posted online. The meeting will be broadcast on TDLR's YouTube channel.

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- Mar 16/17 - Houston**
- Apr 23/28 - 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.

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ASHRAE Seeks Presentations for 2019 Building Performance Analysis Conference

Atlanta – ASHRAE has announced a call for presentations for the 2019 ASHRAE Building Performance Analysis Conference to be held Sept. 25-27, 2019 at The Curtis Hotel in Denver, Colo.

“Building performance modeling is an important, yet complex concept,” says Krishnan Gowri, conference chair. “The topics presented at this conference will prepare building professionals to make better decisions through the use of performance assessments and by the way that performance analysis impacts actual buildings.”

Building modeling professionals and practitioners are invited to submit presentation proposals between 20-30 minutes in length or 90-minute panel and seminar sessions. Proposals can cover a broad range of topics addressing the needs of the building performance modeling community. Creative and interactive presentation formats are strongly encouraged.

The 2019 Building Performance Analysis Conference requests the following submission types:

- Individual presentations on projects, research or career/business development topics
- Panel with three-four industry experts on a current topic of interest or team case study
- Seminar Session with a chair and one-four speakers on one of the following topics

Topic categories include:

- Innovation and Integration
- Modeling, Modeling, Modeling
- Dealing with Data
- Back to Business

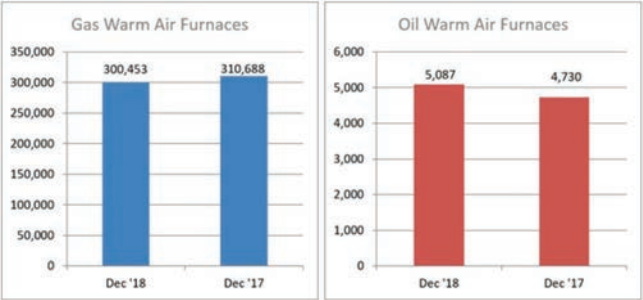
Presentation proposals are due March 15, 2019. If accepted, presentations will be due Aug. 15, 2019. For a full list of presentation topics and more information, visit ashrae.org/buildperform2019.

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

Warm Air Furnaces

U.S. shipments of gas warm air furnaces for December 2018 decreased 3.3 percent, to 300,453 units, down from 310,688 units shipped in December 2017. Oil warm air furnace

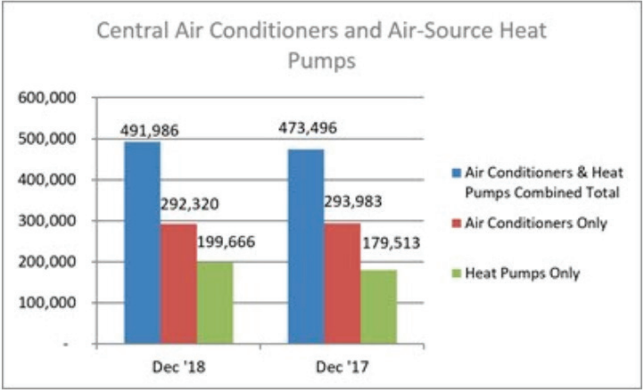
shipments increased 7.5 percent, to 5,087 units in December 2018, up from 4,730 units shipped in December 2017.



Year-to-date U.S. shipments of gas warm air furnaces increased 9 percent, to 3,416,571 units, compared with 3,133,768 units shipped during the same period in 2017. Year-to-date U.S. shipments of oil warm air furnaces increased 3.1 percent, to 38,429 units, compared with 37,268 units shipped during the same period in 2017.

Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 491,986 units in December 2018, up 3.9 percent from 473,496 units shipped in December 2017. U.S. shipments of air conditioners decreased .6 percent, to 292,320 units, down from 293,983 units shipped in December 2017. U.S. shipments of air-source heat pumps increased 11.2 percent, to 199,666 units, up from 179,513 units shipped in December 2017.



Year-to-date combined shipments of central air conditioners and air-source heat pumps increased 6.9 percent, to 8,340,262, up from 7,805,529 units shipped in December 2017. Year-to-date shipments of central air conditioners increased 4.1 percent, to 5,399,760 units, up from 5,185,747 units shipped during the same period in 2017. The year-to-date total for heat pump shipments increased 12.2 percent, to 2,940,502, up from 2,619,782 units shipped during the same period in 2017.

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

Month			YTD		
Size Description (000) BTUH	Total	% Change from 2017	Size Description (000) BTUH	Total	% Change from 2017
Under 16.5	17,326	25	Under 16.5	276,254	+23.0
16.5-21.9	46,920	-15.8	16.5-21.9	678,783	-28.2
22-26.9	90,543	3.6	22-26.9	1,581,907	+10.8
27-32.9	73,679	5.7	27-32.9	1,307,017	+12.0
33-38.9	102,775	10.7	33-38.9	1,781,394	+13.5
39-43.9	38,984	9.8	39-43.9	663,504	+13.2
44-53.9	55,898	5.8	44-53.9	968,001	+12.5
54-64.9	44,060	2.2	54-64.9	773,391	-10.1
65-96.9	7,753	-3.1	65-96.9	109,980	-1.0
97-134.9	5,986	-5.6	97-134.9	84,263	-2.1
135-184.9	3,845	-5.4	135-184.9	57,588	-0.3
185-249.9	1,542	-8.9	185-249.9	24,672	-0.4
250-319.9	1,314	7.7	250-319.9	16,838	+3.8
320-379.9	337	-6.4	320-379.9	4,207	-2.0
380-539.9	373	22.3	380-539.9	4,322	-6.8
540-639.9	244	4	540-639.9	3,405	+3.6
640-799.9	115	8.5	640 & Over	1,465	-0.6
800.0-899.9	72	9.1	800.0-899.9	827	+11.6
900.0-999.9	78	81.4	900.0-999.9	895	+27.0
1,000.0-1,199.9	47	6.8	1,000.0-1,199.9	522	+3.6
1,200.0 & Over	95	2.2	1,200.0 & Over	1,027	+5.7
TOTAL	491,986	3.9	TOTAL	8,340,262	+6.9

BTUHs of 64.9 and below are for residential units; 65.0 and above for commercial.

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>.

ASHRAE, UN Environment Accepting Entries for Lower Global Warming Potential Award

Atlanta – ASHRAE and UN Environment are accepting entries for a jointly established international award program to promote the innovative designs, research and practices of low-GWP alternative refrigerants and related technologies.

The Lower-GWP Refrigeration and Air-Conditioning Innovation Award annually recognizes people who have developed or implemented innovative technological concepts applied in developing countries to innovative designs, research and practices that minimize global warming potential (GWP) through refrigerant management.

“We look forward to seeing entries from innovators who are committed to sustainability through the development and implementation of a new generation of low-GWP efficient solutions,” said 2018-2019 ASHRAE President Sheila J. Hayter, P.E.

First Place and Honorable Citation awards are made in two categories:

- Residential Applications
- Commercial/Industrial Facilities

The winners in each category will be selected based on innovative solutions for designs, practice or research using lower-GWP technologies. The selection will take into account the following criteria:

- Extent of need;
- Innovative aspects in transforming conventional practices;
- Technical replicability to developing countries; and
- Economy feasibility to developing countries.

Entries for the 2019 awards will be accepted until May 15, 2019. Winning projects will be publicized by both organizations, and first place recipients will receive a stipend to receive their award at a UN Environment event.

For more information, visit ashrae.org/lowergwp.

AHRI Statement on the Department of Energy’s NOPR on the Process Rule

Arlington, Va. – The following statement regarding the pre-publication release by the Department of Energy (DOE) of a Notice of Proposed Rulemaking on the Process Rule can be attributed to Air-Conditioning, Heating, and Refrigeration Institute (AHRI) President & CEO Stephen Yurek:

As the trade association representing manufacturers of HVACR and water heating equipment, we work closely with the Department of Energy as it fulfills its Congressionally mandated duty to set America’s appliance energy efficiency standards.

HARDI

HARDI Distributors Report 12.2 Percent Revenue Increase in November

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing average sales for HARDI distributor members increased by 3.6 percent in December 2018.

The average annualized growth for the 12 months through December 2018 is 11.4 percent.



“Furnace season is off to a great start with sales growth of 21.7% in October and then 12.2% in November,” said HARDI Market Research & Benchmarking Analyst Brian Loftus. “The modest growth this month was enough to push the annual growth rate to a new peak rate of 11.4 percent.”

“December marked a strong finish to a historically strong year for HARDI members,” said HARDI Economist Paul Hallmann. “While economic headwinds should create some softness in 2019, strength in the labor market and a cautious FED are encouraging.”

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now 46 days. “The DSO looked a little high last month after the busy start to the heating season,” said Loftus. “We are now back to the median point of the past few December reports.”

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.

ASHRAE con't

We are very pleased that DOE has issued a NOPR to update the Process Rule – a rule that is critical to making the efficiency rulemaking process transparent, predictable, and timely.

While we are still reviewing the proposed rule issued today, we are pleased that it includes one of our most important priorities: Requiring the establishment of equipment test procedures prior to updating efficiency standards. That step alone is a significant improvement over prior practice, but the enhanced transparency and predictability for manufacturers, along with a long-overdue standard for evaluating the economic justification for rulemakings, are also very welcome.

We appreciate the issuance of this NOPR, and we look forward to working with all stakeholders to make this rule the best it can be – for manufacturers, for energy efficiency, and for consumers.

AHRI and its member companies remain committed to energy efficiency standards established through a transparent, predictable, and timely process.



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The spotlight



Darren L. James named President of KAI Enterprises



Friedrich Air Conditioning Co hires Adrian Stasiuk as VP of Sales



Uponor North America appoints John Schleiter VP Legal and Business Affairs

To read the complete stories on our Spotlight People please visit www.ac-today.com

Product News



RectorSeal® Adds Three Refrigeration Leak Sealants to its AC Leak Freeze® Product Line

AC Leak Freeze's nano PRO Series now includes UV dye for leak detection and a leak sealant designed for lower refrigerant volume of mini-splits.

Houston - RectorSeal® LLC, Houston, a manufacturer and distributor of quality HVAC/R products, has introduced three new refrigeration leak sealant products to its AC Leak Freeze® product line for permanently sealing micro leaks in residential and commercial air conditioning systems. AC Leak Freeze's PRO nano Series, which uses a patent-pending, quick-installing applicator, has added AC Leak Freeze nano UV, AC Leak Freeze nano Mini-Split UV, and AC Leak Freeze nano Mini-Split.

All three new products contain the same trusted, renowned AC Leak Freeze formula and its recently-

introduced nano particle sealing technology for nano-sized leaks, such as those caused by formicary corrosion.

Both ultraviolet (UV) products—AC Leak Freeze PRO nano UV (for 1.5 to 6-ton systems) and AC Leak Freeze PRO nano Mini-Split UV (for under 1.5-ton systems)—add a leak detection feature using the HVAC industry's brightest fluorescing ultraviolet (UV) dye. The oil-based green dye, which is designed and safe for HVAC/R system components and orifices, expedites leak troubleshooting by identifying exit holes and skips the time-consuming, conventional repair step of leak detection with bubble liquids, electronic sniffers, ultrasonic detectors or a separate dye injection. The UV products are designed for industry standard UV detection lights.

Unlike the mess potential of other dye applications, the factory-sealed PRO Series applicator eliminates dye contact with the service tech, because its low-loss 1/4-inch (6.3-mm)

connection safety fitting (a 1/4-inch x 5/16-inch (8.9-mm) adaptor is sold separately for mini-splits) doesn't release refrigerant, sealant or dye into the environment or onto hands, clothing and tools. The PRO Series features an 8.5-inch-long (203-mm) one-time-use applicator consisting of a flexible, easy-to-handle, transparent refrigeration hose and an attached recyclable copper 1.5-ounce (44-ml) reservoir of sealant. Unlike some other disposable leak sealant applicators, the PRO Series applicator doesn't require a R-410A system pump down and its applicator withstands an industry-high burst pressure of up to 3,000-psi.

The AC Leak Freeze PRO nano Mini-Split and AC Leak Freeze PRO nano Mini-Split UV are specifically designed with .04-ounce (15-ml) doses for all ductless mini-split brands and other refrigeration systems under 1.5-tons and smaller refrigerant volumes.

Other AC Leak Freeze PRO

nano features are:

- Hose and reservoir are factory-sealed to prevent injecting air or atmospheric moisture into the system;
- Each sku is available in a single J-hook merchandisers or as an attractive wholesale counter display of 12 products;
- The flexible nylon hose's 45-degree connection fitting allows easier hand access than straight fittings when in cramped Schrader valve environments;
- The transparent hose eliminates guess work as to when application is completed;
- It comes in four-color boxed packaging designed for distributor J-hook merchandisers or in 12-unit compact POP counter display cases.

Besides using nano particles for repairing nano size exit holes that are beyond conventional sealant capabilities, AC Leak Freeze nano PRO is also the HVAC industry's safest sealant and applicator for

technicians, refrigeration systems and the environment. The safe, non-flammable sealant has the highest flash point in the industry with 320°F (160°C), and doesn't use toxic ingredients of other sealants listed under OSHA Hazard Communications Standard 29 CFR 1910.1200. AC Leak Freeze also doesn't react to moisture or oxygen, doesn't require a chemical reaction to seal, and doesn't create polymers that can prematurely bond and damage system orifices and components. Unlike many competing sealants, AC Leak Freeze has OEM approval, is manufactured with quality control on site by RectorSeal and has no history of recalls.

AC Leak Freeze nano UV, AC Leak Freeze nano Mini-Split UV, and AC Leak Freeze nano Mini-Split are available in the first quarter 2019. For more information on RectorSeal and its HVAC/R, plumbing, firestop and electrical products, please visit www.rectorseal.com

MORSCO HVAC Dealer Meeting in San Antonio

The event was held in San Antonio on January 25 at The Westin Riverwalk Hotel. The day and night show featured a Vendor Fair, Silent Auction, Dinner and Prizes. John Foley a retired Blue Angels pilot was the keynote speaker. Robert Kleinkauf, VP of HVAC MORSCO, agreed to shave his head after a Cancer Fundraiser exceeded its goal at the meeting. The money was raised in honor of Kevin Moore.



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

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Hanna Brooks
South Texas buck




Hanna Brooks hunting in
Texas at 8 years old



Hanna Brooks on the
Gulf Coast age 22

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Coburn Supply RUUD Dealer Meeting in New Orleans



AJ Maloney Executive VP Coburn Supply



Darren Trahan, Craig and Karen Larocca, Rick McKinley Sales Manager Coburns



David Utter with RUUD



Diamond Elite Dealer Bubba's Heating and AC



Diamond Elite Dealer Thermal Solutions



Double Diamond Dealer Air Services Unlimited



Double Diamond Dealer Kevin's AC Inc



Double Diamond Dealer McMahon Heat and Air



Double Diamond Dealer Memphis Air Care



Justin Lee, Deric Breaux, Jeff Byrd with Don Maloney President of Coburn Supply



Lee Bradfield with Mike and Chrystie Murphy



Lisa Gagne Marketing Coburn Supply



Patrick Maloney Director of Sales Coburn Supply



Presidents Award Dealer Accutemp Services



Rick Kincel Technical Trainer Coburn Supply



Wes Swank HVAC Division Manager



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

Carrier South Texas Dealer Meeting in San Antonio

Carrier South Texas held their Dealer Meeting at the Wyndham Riverwalk Hotel in San Antonio TX on February 12. The event had Training, a Vendor Fair, Dinner and Door Prizes.



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

Carrier Grand Opening in New Braunfels TX

Carrier held a Grand Opening February 13 at their new location at 3538 Loop 337 Suite 110 in New Braunfels, Texas.



Danfoss Accepting Entries for its Tenth Annual EnVisioneer of the Year Award Competition

Award recognizes OEMs, building owners, municipalities, contractors, and end users for advancement in energy efficiency, environmental responsibility

Danfoss, a leading manufacturer of high-efficiency electronic and mechanical components and controls for air-conditioning, heating, refrigeration, industrial, and water systems, is accepting entries for its tenth annual EnVisioneer of the Year award competition.

Launched in 2010, the competition recognizes North American original equipment manufacturers (OEMs), building owners, municipalities, contractors and end users that have introduced a new product, opened a new facility, or invested in a building or system upgrade in the past 18 months using Danfoss products or solutions to realize significant energy and environmental savings.

Interested participants may enter the competition by submitting an application by May 30, 2019. Applications will be reviewed and selected by a panel of third-party judges representing various disciplines.

In 2018, Danfoss recognized both Escambia County School District (Pensacola, Florida) and Multistack with EnVisioneer of the Year awards. Selected as a winner in the competition's End User category,

ECSD is using Danfoss AB-QM™ pressure independent control valves and Danfoss Turbocor® oil-free compressors as part of new, high-efficiency HVAC systems. The solution has improved hydronic balancing and control, reduced chiller energy use by nearly 50 percent, and cut the district's total energy costs by \$2.5 million. Multistack, recognized as a winner in the competition's OEM category, is using Danfoss Turbocor® compressors to slash energy consumption and emissions for their customer, Royal Caribbean Cruises. Although outside of the traditional applications for Danfoss Turbocor® compressors, partnership and collaboration on the project helped to yield 42 percent energy savings, in addition to the reliability and flexibility needed to meet tough applications.

For more information about the EnVisioneer of the Year award competition, read about previous winners, or submit an entry, please visit <https://www.danfoss.com/en-us/about-danfoss/insights-for-tomorrow/envisioneer-of-the-year/>.



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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.

Grand Openings

Wednesday, March 6th – Grand Opening from 11am – 1pm located at 15938 University Oak | Free Barbecue Lunch!
Thursday, March 7th – Grand Opening from 11am – 1pm located at 2929 Longhorn Blvd. Ste. 103 | Free Barbecue Lunch!

Georgetown

Wednesday, March 13th – Ruud Commercial Showcase from 10am – 1:30pm located at 40110 Industrial Park Circle | Free Lunch!

New Braunfels

Thursday, March 14th – Ruud commercial Showcase from 7:30am – 10:30am located at 1223-B Industrial Street | Free Breakfast!

San Antonio

Thursday, March 7th – Ruud Commercial Showcase from 10am – 1:30pm located at 6896 Alamo Downs Pkwy. Ste. 900 | Free Lunch!
Tuesday, March 19th – Ruud Commercial Showcase from 10am – 1:30pm located at 1302 S. Alamo | Free Lunch!

JOHNSTONE TRAINING - Come Join Us For Training						
MARCH TRAINING CALENDAR - For info call Juan Vilella at 210-829-1934 Ext. 155						
All classes are presented at 9311 Broadway Suite 200 - Johnstone Supply Training Room						
DATE	DAY	TIME	LOCATION	TOPIC	TRAINING REGISTRATION CODE	COST
Mar. 6	Tu	8:00 - 10:30am	Broadway	Ice Machine Kit - Danfoss - Gustavo Luna	TRAIN19-41-27	FREE
Mar. 7	Th	5:00 to 7:30pm	Broadway	2018 IMC / IRC Residential Installation Codes	TRAIN19-41-28	\$35
Mar. 12	Tu	8:00 - 10:30am	Broadway	Payzer Business & Finance Processing Tool	TRAIN19-41-29	FREE
Mar. 13	W	5:00 to 7:30pm	Broadway	NATE Certification Exam - AC / HP	TRAIN19-41-30	\$165
Mar. 18	M	8:00am - 3:30pm	Broadway	EPA Certification Review and Exam	TRAIN19-41-31	\$125
Mar. 18	M	1:30pm - 3:30pm	Broadway	EPA Certification Exam Only	TRAIN19-41-32	\$85
Mar. 19	Tu	8:00 - 10:30am	Broadway	Chemours - New Refrigerant Training	TRAIN19-41-33	FREE
Mar. 20	W	8:00 - 10:30am	Broadway	Copeland AC Compressors - Emerson Rep	TRAIN19-41-34	FREE
Mar. 21	Th	8:00 - 10:30am	Broadway	Chemours - New Refrigerant Training	TRAIN19-41-35	FREE
Mar. 26	Tu	8:00am - 2:00pm	Downtown	NAIMA Certification Duct Board Training Part 1	TRAIN19-41-36	\$195
Mar. 27	W	8:00am - 2:00pm	Downtown	NAIMA Certification Duct Board Training Part 2		included
Mar. 28	Th	11:30am - 1:00pm	Broadway	Brown Bag Roundtable - You Pick Topic	Call to RSVP	FREE

Chemours Triples Capacity of Opteon™ YF with Startup of New U.S. Production Facility

World’s Largest HFO-1234yf Production Facility Begins Operations in Corpus Christi, Texas

Wilmington, Del. – The Chemours Company (Chemours) (NYSE: CC), a global chemistry company with leading market positions in fluoroproducts, announced the startup of the new Opteon™ YF (HFO-1234yf) low global-warming-potential (GWP) refrigerant production facility at its Corpus Christi manufacturing plant in Ingleside, Texas. This facility will enable Chemours to triple the global capacity of its hydrofluoroolefin (HFO) 1234yf-based products to meet increasing market demands for more environmentally sustainable refrigerants and blends.
“The startup completes the final phase of the \$300 million project we started in 2016, which triples supply capacity of Opteon™ YF across multiple industries and applications,” said Mark Vergnano, Chemours president and CEO. “This milestone is a tangible example of our steadfast commitment to providing the world with low GWP refrigerant products that are

better for the environment.”
The Opteon™ YF (HFO-1234yf) refrigerant production facility is the largest such facility in the world. It comes at a critical time when the world is transitioning to the next generation of refrigerants to achieve long-term sustainability. Our Opteon™ YF refrigerant used in automotive air conditioning has a GWP that is 99.9% lower than the refrigerant it replaces. This helps lower the greenhouse gas footprint for motor vehicles and is a significant path to meeting environmental global-warming regulations around the world.
The expanded capacity will also enable Chemours to meet the growing need for next-generation refrigerants in stationary air conditioning, refrigeration, and chillers. According to Paul Kirsch, president of Chemours Fluoroproducts: “Our U.S. facility reinforces our commitment to meet the needs of our

mobile and stationary refrigerant customers through unmatched capacity, capability, and quality. This also means our production facilities will be closer to our customers in North America and Europe, as well as around the world.”
This investment to build world-scale manufacturing capability has resulted in hundreds of U.S. jobs ranging from R&D, manufacturing, construction support, and associated businesses that supply our new manufacturing plant.
The Corpus Christi site uses an innovative, patented process to manufacture Opteon™ YF for automotive air conditioning and refrigerant blends that are used across a range of applications. This ongoing innovation by Chemours has consistently positioned its fluorochemicals business as a leader in refrigerant solutions for nearly 90 years.
For more information, visit Opteon.com

ACES AC Supply Announces new Field Service Rep Ivan Kierum



ACES AC Supply, Inc. is proud to announce the addition of Ivan Kierum as their Field Service Rep for the San Antonio and Corpus Christi markets. Kierum has been in the HVAC industry for over 37 years and brings with him a wealth of experience, technical expertise and a desire to assist dealers with technical support. Kierum will be instrumental in helping ACES develop and execute their dealer training programs. Kierum will provide technical support for both American Standard and Mitsubishi products. In addition, Kierum is certified by Mitsubishi to train customers on a variety of Mitsubishi systems. Kierum will office out of the ACES San Antonio West location at 6948 Alamo Downs Parkway and can be reached at (210) 457-5272.

ACES AC Supply to soon open Buda TX location



Houston- ACES AC Supply has announced they will soon be opening a new location at 2845 Business Park Drive in Buda, Texas.

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LG Air Conditioning Technologies Joins Baker Distributing's 2019 Nascar Sponsorship

NASCAR Truck Series Partnership with Nationwide Distributor Raises LG's Profile with HVAC Customers, Installers

Daytona Beach, Fla.— LG Electronics USA Air Conditioning Technologies, in conjunction with nationwide HVAC distributor Baker Distributing Company, is supporting winning race car driver Gus Dean and Young's Motorsports for the NASCAR Gander Outdoors Truck Series 2019 season.

The collaboration kicks off with the season-opening NextEra Energy Resources 250 at Daytona International Speedway on Feb. 15. LG Air Conditioning Technologies will support Dean in a primary role for eight races – with LG branding included on trucks, equipment, uniforms and promotional items, while serving as an associate partner for the remaining 15 races of the season.

"By supporting Gus and the Young's Motorsports team during the 2019 NASCAR Truck Series, LG and Baker are forging a new path together on the race track," said Kevin McNamara, senior vice president and general manager, Air Conditioning Technologies, LG Electronics USA. "This alliance marks the next evolution in an already successful collaboration between two companies that are dedicated to bringing award-winning solutions to the HVAC industry."

Dean, a native of Bluffton, S.C., is a two-time winner of the ARCA (Automobile Racing Club of America) Racing Series. For the 2019 NASCAR Gander Outdoors Truck Series, he is joining Young's Motorsports full-time to compete for Rookie of the Year honors in the No. 12 Chevrolet Silverado. Dean's 2018 ARCA Championship Crew Chief Jeff Stankiewicz will lead the team's efforts this season.

"The NASCAR truck series is the ideal vehicle, so to speak, for LG to engage with our HVAC customers, installers and distributors," McNamara said. In conjunction with Baker Distributing's NASCAR sponsorship, LG Air Conditioning Technologies will have a primary support role in these 2019 races:

- Daytona International Speedway, Daytona Beach, Feb. 15
- Atlanta Motor Speedway, Atlanta, Feb. 23



Left to right: Matt Roth, Baker Distributing President, and Kevin McNamara, LG Electronics USA Senior

- Charlotte Motor Speedway, Charlotte, N.C., May 17
- Bristol Motor Speedway, Bristol, Tenn., Aug. 15
- Las Vegas Motor Speedway, Las Vegas, Sept. 13
- Talladega Superspeedway, Talladega, Ala., Oct. 12
- ISM Raceway, Avondale, Ariz., Nov. 8
- Homestead-Miami Speedway, Miami, Nov. 15

"LG leads the industry with innovative technology and flexible connectivity solutions, and we are proud to collaborate with them on award-winning solutions for our customers," said Baker Distributing President Matt Roth. "Building on our long-standing relationship with Gus Dean, we look forward to introducing our valued partner LG to the NASCAR circuit this season."

The NASCAR Gander Outdoors Truck Series (formerly the NASCAR Camping World Truck Series) is one of three national divisions of NASCAR, along with the Xfinity NASCAR series and Monster Energy NASCAR Cup Series.

For more information on LG's complete portfolio of air conditioning systems visit lghvac.com.



At their meeting held January 11, 2019, the Texas Commission of Licensing and Regulation adopted the rule review of 16 Texas Administrative Code (TAC) Chapter 75, Air Conditioning and Refrigeration, effective January 25, 2019.

The rule review adoption was published in the February 8, 2019 issue of the Texas Register (44 TexReg 596).

TDLR encourages all persons interested in the Air Conditioning and Refrigeration program to review the rule review adoption. The adoption justification may be viewed at <https://www.tdlr.texas.gov/acr/acrjust.htm>.

The next Air Conditioning and Refrigeration Contractors Advisory Board meeting is scheduled for Tuesday, March 26, 2019, at 10:00 a.m., in the 1st Floor Public Meeting Room of TDLR's North Campus, located at 1106 Clayton Lane, Suite 125E, in Austin. When the agenda and staff reports are available, they will be posted online. The meeting will be broadcast on TDLR's YouTube channel.

Texas Commission of Licensing and Regulation

The next Texas Commission of Licensing and Regulation meeting is scheduled for Friday, March 22, 2019, at 8:30 a.m., in the 1st Floor Public Meeting Room of TDLR's North Campus, located at 1106 Clayton Lane, Suite 125E, in Austin. When the agenda is available, it will be posted online. The meeting will be broadcast on TDLR's YouTube channel.

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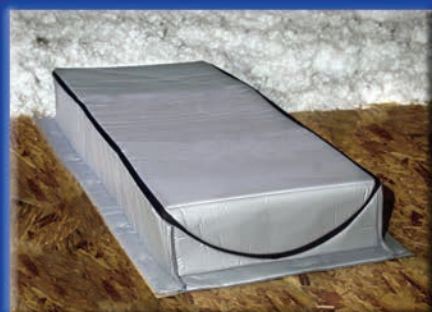
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HVAC Excellence Turns 25

Twenty-five years ago, representatives of the HVACR industry gathered in Chicago to create a new organization that would be dedicated solely to improving the technical competency of the HVACR industry through validation of the technical education process - HVAC Excellence.

Since 1994 HVAC Excellence has been working diligently to achieve its goals by offering programs and services, primarily focused in the career and technical education realm, including but not limited to:

- Programmatic Accreditation validate programs meet national standards.
- Student Outcome Assessments end of program high school assessments.
- Employment Ready Certifications validate one has the retained knowledge necessary for employment in the HVACR industry.
- Specialty Certifications addressing industry concerns about reducing warranty claims, reducing call backs and maximizing the energy efficiency of equipment.
- Professional Technician Certifications a series of written challenging exams for experienced technicians.
- Master Specialist Technician Certifications a series of hands-on exams, that validate if retained knowledge can be applied in a real-world, hands-on environment.
- Educator Credentialing Exams enable HVACR educators to verify the depth of their knowledge.
- National HVACR Educators and Trainers Conference a professional development conference that provides training for those involved in training the current and future HVACR workforce.

While HVAC Excellence has been able to reach and enrich the education process in countless ways, there are still

many areas to enhance and strengthen.

The HVACR Educators Resource Network (HERN), a new initiative from HVAC Excellence will provide a consultant and conduct a needs analysis. HERN will be able to guide instructors and administrators to the resources needed in their programs in order to provide the next generation of technicians the best possible training experience.

What does this mean for industry stakeholders? Stakeholders, no matter what their role; manufacturer, wholesaler, curriculum provider, etc., will benefit from the development of and participation in this network. By making their products and/or services available through HERN, they are supporting education in the HVACR industry. They will be helping to build a strong foundation for our industry and establish the roots from which the next generation of technicians can grow.

HERN will be a network of educators, trainers, educational institutions, manufacturers, curriculum providers, wholesalers, credentialing bodies, soft skill providers, teaching aids suppliers, and other industry-related organization stakeholders, who have come together to support world class HVACR training programs in an effort to provide schools and other industry training programs with the tools and resources necessary to produce a highly skilled workforce. HERN enables associate members to become the ultimate resource, the one stop shop, for administrators, trainers, and educators.

The mission of HVAC Excellence remains to improve the technical competency of the HVACR industry. HERN is another tool to help us accomplish our goals.

HERN will be launched during the 2019 National HVACR Educators and Trainers Conference. To register, visit escogroup.org.

ESCO Institute Appoints New Executive Director

ESCO Group is pleased to announce the appointment of Renee Tomlinson as Executive Director of ESCO Institute, and as an Executive Board Member of ESCO Group, effective February 1, 2019.

Tomlinson joined the ESCO team in 2011 after spending seventeen years with the Refrigeration Service Engineers Society (RSES). Over the last several years, Tomlinson has worked in various roles within the ESCO Group, to help the organization meet their long-term goals for industry advancement.

As Executive Director, Tomlinson will oversee the day to day operations of ESCO Institute, as well as serve on the Executive Board of ESCO Group. The Executive Board of ESCO Group, enables the Directors of ESCO Group affiliates; AC&R Safety Coalition, Carbon Monoxide Safety Association, Data Registry Services, ESCO Institute, Green Mechanical Council, HVAC Excellence, and the HVACR Education Resource Network (H.E.R.N.) to collectively work as a cohesive group to improve education in the HVACR and Building Science Fields.

“We are excited to have Renee appointed to the Executive Board. Having shown a strong commitment to improving education and assisting those involved in training the workforce accomplish their goals, Renee will undoubtedly be a leader we can expect great things from.” Howard Weiss, ESCO Group.

Learn more by visiting www.escogroup.org.



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- Conduct JB pump clinics either at wholesale locations or contractor locations
- Store merchandising, set-up of planograms, working on displays
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- Establish excellent customer communication and relationships in given territory
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The Sales Territory Manager plans, organizes, maintains, and grows a volume-driven and profitable base of dealers, develops new customers and maintains productive relationships with existing customers within a specified sales territory. They support the customers with product information, incentive programs, pricing, training and other programs regarding the sale of equipment.

Compensation based on experience. The company provides excellent employee benefits, including a 401(k) plan and profit sharing. Qualified candidates please send resume to sherry.davis@rmadden.com.

Robert Madden Industries is a HVAC wholesale distributor, offering Day and Night equipment, parts and supplies. The company was founded in 1979 and currently employs approximately 200 employees in 14 locations serving West Texas and Central Texas areas.

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800 Garden St. Tuesday March 12

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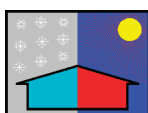


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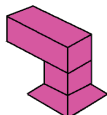
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