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T Air Conditioning TODAY



DECEMBER 2019 Serving the HVACR and Plumbing Industries Established in 1986 Vol. 33, No 12

Goodman Open House in Carrollton TX



Pictures on page 21.

Goodman Open House in Tomball TX



Pictures on page B6.

ACES AC Supply Dealer Appreciation Meeting



Pictures on page B10.

ASHRAE Announces Technical Program for 2020 Winter Conference

Atlanta – The technical program for the 2020 ASHRAE Winter Conference, to be held Feb. 1–5, at the Hilton Orlando is now available online and in ASHRAE 365. Registration for the conference provides entry to the co-sponsored AHR Expo, held Feb. 3-5 at the Orange County Convention Center.

The conference's technical program offers over 100 technical sessions, 300 speakers, and more than 150 PDHs.

The five-day event includes eight conference tracks, selected to represent areas of focus common among ASHRAE membership.

A new and anticipated track at this year's conference, **Big Data and Smart Controls**, will examine the use of big data, advanced algorithms, occupancy-based control strategies, data mining

and other analytical techniques to economically automate buildings.

Another new conference track showcases ASHRAE's leadership role in the development of standards and guidelines that are used to shape codes. The track **Standards, Guidelines and Codes**, will include topics such as the standards development process, the use of standards to help mechanical systems in buildings survive disaster and linking Standard 100 with Standard 90.1-2019, among others.

Conference tracks include:

- HVAC&R Fundamentals and Applications
- Systems and Equipment
- Refrigeration and Refrigerants
- Cutting Edge Approaches
- High Efficiency Design and Operation

- Big Data and Smart Controls
- Ventilation, IAQ and Air Distribution Systems
- Standards, Guidelines and Codes

ASHRAE will offer three **Residential Buildings** "mini-tracks" and three **Refrigeration and Refrigerants** track sessions at the AHR Expo on Monday, Feb 3. These sessions offer AHR Expo attendees updates on pertinent topics and are free to attend.

ASHRAE Learning Institute (ALI) will offer four full-day seminars and 17 half-day short courses during the conference.

PDH's are available to attendees who attend any of the technical sessions or ALI courses.

Apply by Jan. 10 to sit for an ASHRAE Certification exam. Exams will be

administered on Feb. 5 in these key fields: Building Operations, Commissioning, Energy Assessment, Energy Modeling, Healthcare Facility Design, High-Performance Building Design, and HVAC Design, a new program.

ASHRAE President Darryl K. Boyce, P.Eng. will provide an update on the 2019-20 society theme, **"Building for People and Performance. Achieving Operational Excellence,"** at the President's Luncheon on Monday, Feb. 3. Major contributors to the ASHRAE RP Campaign will also be recognized at this lunch.

For complete conference and expo information, download ASHRAE 365, or visit the 2020 ASHRAE Winter Conference and the AHR Expo websites.

Gemair 50th Anniversary Celebration



Pictures on page B17.

Coastal HVAC Supply 12th Annual Customer Appreciation Dinner



Pictures on page B9.

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INSIDE

- Consultants' Corner.....6,9,10,18
- Product News.....2,5
- TACCA- Trade Talk.....B12,B14,B15
- Software Programs / Classified.....B19
- HARDI News.....14,B18
- Calendar.....B14
- Spotlight on People.....B13
- ASHRAE News.....B17

New Home Construction Trend-Tankless Water Heaters

“Installing a tankless water heater is typically easier in new construction where the contractor can design the home for energy supply and venting requirements,” explains Medhavin Potdar, Sr. Manager of Product Management for Rheem. “Tankless models have a smaller footprint, making them compatible in virtually any residence, plus they heat water on demand which substantially reduces water usage and homeowner utility bills. Hot water is the second-largest home utility expense, so it makes sense that the trend is toward tankless.”

Product Background on Tankless Water System (Residential)

Rheem® **Prestige®** High Efficiency Tankless Water Heaters

Prestige® High Efficiency Tankless Water Heaters from Rheem provide continuous hot water and help homeowners save on energy costs. In fact, the ENERGY STAR® certified **Prestige®** model can save up to 1,100 gallons of water per year¹ and lead to an estimated \$1,100 reduction in energy costs over 12 years². Engineered with Rheem’s exclusive Hot Start Programming, these tankless systems minimize cold water bursts by staying in “ready-fire” mode for ongoing hot water needs.

Rheem’s Prestige tankless water heaters feature

a compact design, wide range of venting options and compatibility with existing gas lines, which make the transition to tankless seamless in any residential application – apartments, condos and houses. Other design features include an easy hanging bracket on indoor models, two-inch PVC vent connections and a pre-wired remote control, which simplifies and expedites the installation process for minimal interruption in the home.

Rheem’s EcoNet® Smart Technology is available on select Prestige models. EcoNet technology provides Wi-Fi connectivity and added features that offer system protection, control and monetary savings. For more information, visit www.rheem.com.

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TACCA	B12, B14, B15
TACCA Greater San Antonio	B18
Air Solutions Partners	B2
ACES AC Supply	3
AHR EXPO	23
Aspen Manufacturing	17
Atco Rubber Products	B15
Attic Tent	B17
Baker Distributing	11
Castillo Training	B19
Century A/C Supply	7, B3
Coburn Supply	2
Complete Curb	B6
Construction Data	B6, B17
Coastal HVAC Supply	B8
Duct Saddle	B16
Elite Software	B19
FTL Finance	B11
Fresh Aire UV	9
Goodman Distribution	20
Gunder Associates	14
HTS	B5
Hugh Cunningham HVAC	22
Hunton Group	B13
InSCO Distributing	24
Jackson Systems	B2
Johnstone Supply	B1, B11
Johnstone Supply South	15
Locke Supply	16
McDaniel Metals	B9
Mitchell Enterprises	10
MORSCO	19
Pepco Sales	18
Pro Lift	B17
Pro Parts	B7
Searco	B19
Shearer Supply	B20
Solar Supply	4, B4
Southwestern HVAC Sales	B9
Team Management Systems	B19
Testo	13
Texas Reps	B14
The Heyden Stanley Group	12
The Partners Group HVAC	21
Transtar AC Supply	5
United AC Supply	B5
Venstar	8
Yellow Jacket	6



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Product News

Johnson Controls to acquire Synchrony from Siemens

Acquisition will improve performance, efficiency of centrifugal chiller products

Milwaukee – Johnson Controls announced that it will acquire Synchrony, a global leader in the development of Active Magnetic Bearing (AMB) technology. Based in Roanoke, Virginia, Synchrony is part of Siemens Gas and Power.

The acquisition, which closed Nov. 1, will enable Johnson Controls to improve the performance of its centrifugal chiller products, which rely on magnetic bearings to boost energy efficiency, improve reliability and reduce maintenance costs, among other benefits.

“This acquisition will allow us to access untapped benefits in performance and efficiency that will competitively position our chiller products for years to come,” said Ian Casper, vice president, product engineering, global chiller products, Johnson Controls.

Casper added that magnetic bearing chillers are the fastest-growing chiller product family for Johnson Controls and that the HVACR industry is rapidly adopting AMB technology.

“Owning this technology will enable deeper integration of chiller system development, which will further enhance customer value,” he said.

“Synchrony, Inc.’s advanced magnetic bearing technology has enabled Siemens’ oil and gas business to deliver world-class products and solutions to our customers,” said Rainer Theisen,

head of Global Solutions at Siemens Oil & Gas. “Johnson Controls’ acquisition will enable Synchrony’s technology to access new markets, while still playing a role in our manufacturing supply chain for our global energy business. We thank all Synchrony employees for their dedication and look forward to continuing our strong relationship with the team as a part of Johnson Controls in the future.”

As part of the acquisition, Johnson Controls will obtain all of Synchrony’s products and intellectual property. In addition to magnetic bearings, those products include motors and drives, generators and advanced AMB monitoring software.

In 2016, Johnson Controls and Synchrony partnered to develop the YORK® YZ magnetic bearing centrifugal chiller. Launched in early 2018, the YZ is the first chiller fully optimized for ultimate performance, with a next generation low-global warming potential refrigerant, R-1233zd(E). Since its launch, the YZ chiller has won several industry awards, including the 2019 AHR Innovation Award in the cooling category.

Terms of the acquisition were not disclosed.

For more information about the Johnson Controls family of chiller products, go to <https://www.johnsoncontrols.com/hvac-equipment#Chillers>.

Noritz NWCC Wi-Fi Adapter Offers Complete Visibility and Full Control over Commercial Tankless Water Heater Systems

New from Noritz America, the NWCC Wi-Fi Adapter gives property owners and managers, as well as installing and service contractors, full online visibility over their commercial tankless water heaters, regardless of system size — from a single unit to multiple units in multiple locations.

An organized, web-based dashboard and alarm system keeps building managers and maintenance technicians current via —

- multi-site monitoring and site-specific notifications
- customizable alarms sent directly to designated individuals
- timely service-schedule alerts
- valuable troubleshooting insights

as well as other important and actionable information.

Although most monitoring will be done via dashboard, with notifications coming via text or email, a dedicated mobile app is also available for access via smart phone or tablet.

The adapter can be used on a single commercial tankless water heater — say, for restaurant applications — while for multiple-unit tankless rack systems, the adapter would connect to the rack’s system controller. One adapter can monitor up to 24 units in a single system.

“Whether monitoring single or multiple tankless sites, managers and technicians can use their laptops and tablets to stay up to date on what they need to know, when they need to know it across multiple properties and locations,” says Noritz marketing manager Andrew Tran. “Should problems arise, the NWCC Adapter immediately transmits via web all the relevant, actionable error information, so that management can take quick action, solving problems or preventing further issues.”



We wish for a very Merry Christmas and a Happy New Year to all of our wonderful customers and vendors! May this holiday season be special for you and your loved ones. Thank you all for another great year! Sincerely, Your Transtar Family

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Airsys names The Heyden Stanley Group as Representative in the Southwest Market

Houston- Dr. Dave Gorman with Airsys, wallmount A/C Mfg., proudly announced the appointment of The Heyden Stanley Group as their representatives for Texas, Louisiana, Mississippi, Arkansas, Oklahoma and New Mexico. Rick Heyden stated that “we are very excited to be introducing wall mount units with inverter technology to our market”.



Your Website Deserves Great Web Copy

There is an imbalance when it comes to web design. During the kickoff and early phases of the project, all the emphasis is on the design. What will the home page image be? How many calls to action? Will there be parallax scrolling on the home page? All of those are important questions. But the most important question is often skipped: What do you want your website to say?

Great Web Copy is Not the Same as Great Brochure Copy

This is a complicated question because today websites are not simply online brochures. They are interactive sales tools which lead a prospective customer through a process, preparing them to buy from you. Brochures have a definitive beginning and end. In contrast, web copy must be written so it makes sense even if you start in the middle. If the on-page SEO is working, visitors may very well land on an interior page. The copy on that page

needs to make sense and answer a specific question even if the reader hasn't read your home or about pages.

Great Web Copy is Written to Be Scanned.

One of the biggest differences between web and brochure copy is the way we read. We typically read a brochure from beginning to end, but we scan web pages. Your web pages must be designed for scanning with lots of small paragraphs and headlines, but they must be written for scanning as well. Here are a few ways you can improve the ability of your reader to scan your page:

Headlines and subheads should tell a complete story. If all a reader does is skim the headlines, they should be able to grasp the key points on the page.

Use image captions wisely. Readers' attention will naturally be drawn to an image. A well thought out caption, placed directly below the image, is likely to be noticed. Use this important area

to drive home a key point.

Bullet points allow you to eliminate fluff. Your key points are often lost in a long paragraph. Bullets help you punch the key points.

Ditch the technical jargon and graduate level text. Even if your target audience is comprised of highly educated, technical types they will appreciate simple language which they can skim quickly. You can still be informative if you break up long sentences, write shorter paragraphs and aim for an 8th-grade reading level.

Avoid needless repetition. Get to the point, say what you need to and be done. This can be a challenge to balance brevity with the longer content needed to win search. The answer is to add related information.

Great Web Copy is Well Written.

You don't have to be capable of writing the next great American novel, but if you want people to



Lorraine Ball

Marketing strategist, Lorraine Ball leads the crazy, creative and very talented team at Roundpeg. (www.roundpeg.biz), a digital agency specializing supporting the service industry.

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read your website it needs to be well written. If you aren't sure when to use a colon or semicolon, confuse it's and its, and generally don't have an eye for detail, invest in a subscription to Grammarly (grammarly.com) or a good human editor.

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Don't Forget the M&M's!

I have some Christmas traditions in my house. For example, yesterday, I set up my "Christmas Movie" stuff—a leg lamp (yes, I have a coveted leg lamp, the fra-gee-lay prize from Italy!), a bobble-head of Ralphie in his pink bunny sleeper, a foam rubber bar of Lifebuoy Soap, and other memorabilia. It is just part of the Christmas scene around my house since that boy and his story in the movie could have been me in the 1950's.

Along with M&M candies. You know, those special bags of only red and green M&M's (plain and peanut) that the Mars Candy Company puts out this time of year. (How do those machines sort them so that each bag only contains red and green M&M's? I've never found a yellow one, or blue one in any bag!)

Trivial note: Did you know that M&M's are made

by the two sons of Ethyl Mars, the founder of the famous Ethyl M high-end chocolate located in Las Vegas? Her two sons wanted to make chocolates that were more affordable for the masses and so came up with the Mars Candy Company.

Now, jumping from the joys of Christmas to a more gruesome concept, we have an expression in America that says we hope there is a special place in hell for people like so-and-so. Where so-and-so is a terrorist, or a certain politician, or a rapist—or, in my case, the clown that invented mark-up. Mr. Mark-up has done more damage to this trade than just about anything else other than government regulators!

Let me begin by starting with my first year in HVAC sales for a medium-sized company in a suburb of Kansas City, MO in the 1970's. The boss had given me

a binder with all of our costs in it and said, "When you get to a job, multiply all these costs by 1.40." I asked why 1.40? He said, "Because I want to make 40% gross margin on all my jobs." Not knowing this business yet, it seemed to make sense to me.

So I dutifully marked up everything by 1.40 to get to my sell prices. And my jobs NEVER did produce the 10% profit margin the boss wanted, unless the job was ultra-easy to install and we saved man-hours on it.

But now I know why. A 40% markup does not produce 40% gross margin. It produces only 29% gross margin, some 11% short of what the boss wanted to cover his profit margin of 10%!

Now why is that? It is because of the way accountants report business activity and how contractors mis-use that information to run (or ruin)

their businesses.

Hopefully, you get a monthly report from your accountant (either an independent firm or an in-house specialist) called The Income Statement. (Some call it a Profit and Loss, which is a misnomer—it cannot be both a Profit and Loss statement. It is either a statement showing a profit or one showing a loss.) But I will bow to conventional ignorance and call it the P&L for short in this article.

What does the P&L report? It starts by listing your sales (revenues, income). It then lists a bunch of accounts under the heading "Cost of Sales" (or "cost of goods sold"). This would be any expense you incurred because you got a job and ONLY because you got a job. Things like equipment and material, direct labor, permits, fees, inbound freight, warranty exposure, and the

like. Subtracting the cost of sales from the income leaves us with—ready for this?—the GROSS MARGIN. (Some yahoos call it gross profit, but we don't know yet if it is a profit or not—it could be a loss, so calling it a profit at this stage is kind of like wetting a pair of dark pants—it feels good but no-one notices.) Next, the accountant lists a bunch of accounts under a general heading of OVERHEAD. These are the expenses you incur whether you get jobs or not—things like office salaries (and managers), rent, utilities, insurance, vehicles, advertising, and the like. Subtracting the overhead from the gross margin yields the NET MARGIN. (If it is positive, it is a profit; if negative, a loss.) Follow me so far?

So here is the problem. When you work off a cost sheet and elevate that number



Richard Harshaw

to a sales price using what you THINK is the right gross margin, you are like a person getting on an elevator of a tall skyscraper on the ground floor and punching 40 to go to the 40th floor. But your accounting documents are based on the SALES of the company—the top floor of the building. By punching 40, you end up on the 29th floor!

Here's the workaround. The MULTIPLIER you should be using is found by taking the Gross Margin percentage shown on your P&L and subtracting it from 1.00. Then take the reciprocal ("invert it").

SEE HARSHAW PG.22



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The Duct-Free Zone

Do you need to “design” a mini split system? Homeowners seem to have a perception of mini splits which over simplify their application and installation. Truth be told, mini splits often find themselves bunched together with window units and free-standing portable AC units in the collective mindset of the buying public.

This perception is unfortunate, inaccurate and frankly, not healthy for HVAC industry.

I have two curriculums that I conduct for the GREE inverter mini split product... one being, *design & installation* and the other, *troubleshooting*.

Design & installation...yeah, you heard me “DESIGN.” It is not simply slapping an evaporator on a wall and attaching it to an outdoor unit in the closest possible proximity. Installers must first be system designers to insure a system that meets the needs and expectations of the homeowner and at the same time performs to its fullest potential.

A professional installation starts with a proper heat gain / heat loss calculation...the industry standard being the ACCA Manual J for residential applications.

I spoke to this earlier this year in the February, 2019 edition of this column.

A professional installation continues

beyond the sizing calculation with a proper system design.

Where is the best placement for the evaporator? The outdoor unit? How to best run the lineset, condensate drain tubing and power / communication cable between the indoor and outdoor unit? These concerns are just that, concerns that must be addressed BEFORE holes are drilled through walls.

I always promote the evaporator be placed on an outside wall for no other reason than ease of installation. This monthly column of mine is directed at the HVACR trade... NOT to homeowners, so I’m speaking to my trade brothers and sisters here. It is in OUR best interest to install the wall mounted mini split indoor unit on an outside wall for ease of lineset, condensate drain and electrical cable run...9 times out of 10 with single zone systems, your outdoor unit will be just on the other side of the outside wall where you are installing the evaporator and that makes our job as installers a whole lot easier.

...and there is nothing wrong with trying to make your job easier!

9 times out of 10, I’m going to center the evaporator on the outside wall onto which it is being installed for no other reason than esthetics...it looks better when it is symmetrical.

The 10th time is when I’m trying to effect more than one room with a single evaporator... this is a very common and very acceptable design alternative. There are any number of reasons why I might use one evaporator to service more than one room...open floor plan, difficulty in installing a second evaporator and the most common reason, simple economics!

In my design & installation curriculum, I speak to the need to be able to accommodate all of our customers, not just the ones with an excess of disposable income, but also those who are on a tight budget. Utilizing one indoor unit to service more than one room, where applicable, can be a significant cost savings and that’s makes sense for everyone!

I don’t want to imply that mounting the evaporator on an interior wall is a no, no or in some way a poor design...clearly there are applications where an interior wall is the best location but when we do this, additional accommodations must be made for condensate removal (pump), not to mention, lineset and electrical cable routing.

I always stress that as designers and installers, we must make sure the homeowner is onboard with our design and understands it, i.e. they can’t put a bookcase in front of the evaporator if you are trying to have the throw



Gerry Wagner

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

of air from that single indoor unit effect more than one room. The homeowner can’t do something that impedes that flow of air after you leave, compromising your system design.

I always make a point to mention in my training events that I’m not there to disparage conventional ducted, “unitary” type systems... ducted systems should not, and will not disappear. Mini splits are simply an alternative to the conventional ducted system...sometimes a better alternative but not always!

SEE WAGNER PG.22





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HARDI

HARDI Opens Portal to DC, Urges Members to Take Action on the HFC Phasedown

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has opened an online portal that allows individuals to easily take action in support of the American Innovation and Manufacturing Act.

Senator John Kennedy (R-LA) has introduced the American Innovation and Manufacturing Act, allowing the HVACR industry to transition to a new generation of refrigerants and maintain US leadership in air-conditioning and refrigeration technology.

A national HFC phasedown, by federal legislation, would create new manufacturing jobs in the United States, spur further investment in the U.S. economy by the HVACR industry, and ensure the continued safety and training of licensed HVACR professionals.

Senators John Kennedy (R-LA) and Thomas Carper (D-DE) have introduced the American Innovation and Manufacturing Act (AIM Act) along with 12 other original bipartisan cosponsors which would give EPA a limited grant of

authority to phasedown the use of HFCs over the next 17 years. This regulation is necessary to move the industry to new HFO based refrigerants and equipment.

HARDI has streamlined the process for members to take action through a portal that creates customizable action letters and sends them to the individual's legislators, urging them to pass the AIM Act.

The portal will be available for individuals to take action on all issues that affect the HVACR industry as they arise, giving people the opportunity to participate in the issues that affect their business.

View the portal here <https://hardinet.org/advocacy/take-action/>.

For more information, contact Alex Ayers at aayers@hardinet.org.

HARDI Launches HARDI Hub, A Video Portal for Educational and Industry Content

Columbus, Ohio– Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has launched HARDI Hub, a new interactive video portal for educational and HVACR industry content.

HARDI Hub features eight channels that highlight themes individuals in the HVACR industry utilize for successful business operations. Each channel features educational videos that allow the viewer to learn something new or to get an update

about something that affects their business.

The videos on the portal fall into one of three categories, including Conference All Year Long, Thought Leadership, and original HARDI Content. Conference All Year Long features full-length sessions from HARDI's conferences, allowing those who could not attend to be a part of the action, or for attendees to revisit a session they enjoyed. Thought Leadership videos invite industry experts, who specialize in specific topics, to provide quick pieces of knowledge in an interview, webinar, or lecture format. HARDI original content turns valued HARDI reports and data into shorter, digestible videos like TRENDS in 2 Minutes, featuring Benchmarking Analyst, Brian Loftus.

Videos are organized into eight different channels, including HVAC Employment, HVAC Government Affairs, HVAC Market Intelligence, HVAC Marketing, HVAC Networking and Events, HVAC News, HVAC Operations, and HVAC Sales. HARDI has encouraged viewers to subscribe to the channels they are interested in to receive alerts when new videos are published.

HARDI Hub will feature content that is available to the public as well as gated, "members only" content.

The release of HARDI Hub was accompanied by an Annual Conference preview featuring HARDI CEO, Talbot Gee. In this interview, Gee discusses the new State of the Channel address that will be given each year at HARDI's conference.

HARDI will be releasing regular content weekly and began the channel with preloaded content, including the short version of Hot Commodity, the workforce recruitment documentary.

For more information about HARDI Hub, contact Emily Frost at efrost@hardinet.org or visit <https://videos.hardinet.org/home>.

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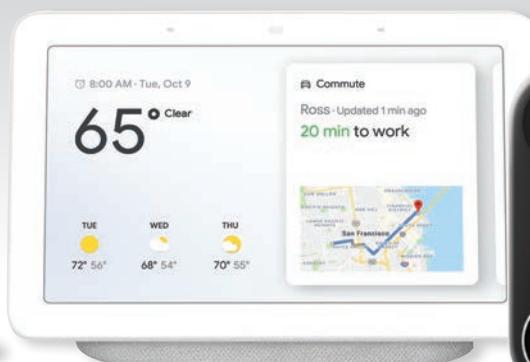
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AHRI Applauds Legislation Promoting Innovation for New, American-Made Refrigerant Technologies

Arlington, Va. – The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) expressed its strong support for bipartisan legislation designed to boost American manufacturing and capture a larger share of the rapidly growing global markets for refrigeration and air conditioning products and equipment.

Introduced today by Sens. John Kennedy (R-La.) and Tom Carper (D-Del.), The American Innovation and Manufacturing Act of 2019 would authorize the Environmental Protection Agency to establish a national phase down schedule for a group of refrigerants known as hydrofluorocarbons, or HFCs, because of their high global warming potential.

The bill's introduction came after an October 8 letter to House and Senate Committee leadership from the CEOs of 32 HVACR and water heating manufacturers urged support for such a phase down. "Federal legislation phasing-down HFCs represents a chance to put America first, and to keep American workers at the forefront of this important global industry," the letter stated, noting that, "A recent industry economic study showed that a new federal standard for the phase-down of HFCs would create 33,000 new U.S. manufacturing jobs, add \$12.5 billion per year to the U.S. economy, and expand U.S. exports in this sector by 25 percent. Failure to do so will cost U.S. businesses and jobs."

"Globally, markets are already starting to move away from HFCs," said AHRI President and CEO Stephen Yurek. "A federal

HFC phase down keeps U.S. manufacturers in the driver's seat during this transition, creating jobs here at home, expanding market share abroad, and stimulating significant investment in the U.S. economy."

"Our industry has invested billions of dollars in the research necessary to develop the next generation of refrigerant technologies, which we've performed in concert with partners such as ASHRAE, the Department of Energy, and the California Air Resources Board," said Yurek. "This legislation makes good on that investment, creating regulatory certainty for manufacturers and helping those companies that are bringing to market the next generation of refrigerants that are vital to the health, safety, comfort, and productivity of the American people."

The U.S. heating, ventilation, air conditioning, and refrigeration (HVACR) industry began advocating for an HFC phase down a decade ago, while it simultaneously began a comprehensive research program to identify the next generation of refrigerants.

"We appreciate the leadership of Sens. Kennedy and Carper in introducing this legislation and helping create greater predictability as manufacturers prepare for the transition to more environmentally friendly refrigerants," Yurek said. "It is our hope that the Senate will move expeditiously on this bill and that the House will shortly follow suit so that this transition can begin in earnest."

RSES Announces 2019-2020 International and Auxiliary Board of Directors

Rolling Meadows, IL — The RSES Board and RSES Auxiliary International Annual Business Meetings were held during the 2019 RSES Conference & HVACR Technology Expo on Oct. 2-4, 2019, in Indianapolis. At that time, the 2019-2020 International Board and Auxiliary Board of Directors were sworn into office.

The 2019-2020 Board of Directors includes: International President Steve Wright, Sr., CMS, RCT; International Vice President Michael Ralston, CM; International Secretary and Treasurer Raymond T. Clary, CMS; and International Sergeant at Arms Art Miller, CMS, RCT.

Regional Directors up for re-election and voted in for a two-year term include: Region 2 Arthur T. Miller, CMS, RCT; Region 8 and 11 Brynn C. Cooksey, CMS, RCT; Region 14 and 15 TBA and Region 16 and 17 Gary Struhar, CMS, RCT.

The 2019-2020 RSES Auxiliary Officers and Board of Directors appointed include: President Gail Paschal; Vice President Jill Malone; Secretary Irene Thompson; Treasurer Pat McCarthy; Sergeant at Arms Karla Miller; Director of Credentials Sandy Ralston and Director of Publicity Brenda Decker.

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It's On My Heart: Selling Systems Today

Got to thinking about this time of year, getting cool out there, we are getting furnaces tuned up, and there may be opportunities for replacement quotes. I am not a fan of quoting systems, I would much rather sell systems. So I will share some ideas on how to sell HVAC systems in today's market.

First, how do the consumers buy today? The same way they did in years past, emotionally. Then they justify it with logic later on. So my feeling is that we must get the emotional connections established quickly. Couple of ways to do that are: ask questions and listen.

First, ask questions. Not yes or no questions, rather questions that call for how they feel about their home, comfort and things that affect comfort. Here are some to start with.

1. How long are you

planning to stay in this home?

Answer: till they carry me out in a pine box. Rather severe response, but I got that exact response to that question this week working with a dealer in California. Woman may have been late 50s, so she may have another couple of decades or more, living under that same roof. So if she was staying there for that length of time, may want to be comfortable. Note: some will say the house is for sale, may be gone next year. Or not. Don't lose heart if you hear that. Many how found that the real estate market today is "not your father's market" to paraphrase an Oldsmobile advertisement. Oldsmobile cars were made from 1897-2004, they had a campaign in the late 1980s that said this was "not your father's Oldsmobile".

Back to my home for

sale. Turns out that many homes for sale today will not sell quickly, some not at all. So here is my response to that customer who says their home is for sale. "that is good! Do you realize that any defects in your home have to be disclosed, or the buyer can come back to you after the sale? If you have a furnace that has a mechanical problem or safety problem, it has to be noted. Or better yet, replaced. And further, a new furnace and AC system can be a positive selling feature. Lower utility costs are an important benefit to a new system, can make the home easier to buy and afford. So if they stay and don't sell, they will be comfortable. If they do sell, the best idea is to put it on financing, the new homeowner can actually pay for the improvement.

2. Does anyone suffer from allergies or asthma?

Just sat thru a great webinar on IAQ. Turns out an average 1500 square foot home generates about 40 pounds of dust per year, comprised of pet dander, human skin flakes, dust mites and dust mite feces, as well as other microscopic particles that get into our homes (according to a recent article in Contracting Business Magazine). Dust mites main food source is human skin flakes and animal dander. 42,000 dust mites can live in 1 ounce of dust. Each dust mite generates 20 fecal pellets per day. Do the math, the numbers get staggering. It is estimated that we breathe in 2 heaping teaspoons of these particles per day. Our indoor air is terrible. Indoor air pollution has three components: particles, germs and gases. We must treat all of these parts to really improve our living spaces.

SEE HINSHAW PG.22



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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Goodman Open House in Carrollton TX

Goodman Distribution held an Open House at their Carrollton TX location on Thursday November 21.

A vendor fair, catered BBQ lunch and discounts on equipment were all part of the day.



We wish you a

Merry Christmas

& a Happy New Year!

Roger Jodd Alex Rich
Andrea Michael Dan Bullock

TPG HVAC

HINSHAW con't

Still more: the Silent Spring Institute did a Household Exposure Study testing 120 homes for 89 chemicals that are found in furniture and building materials. 100% had toxic levels of VOCs. Over 25 VOCs found in every home tested, at levels that caused symptoms. Back to my question, anyone suffer from indoor air pollution. Find out how bad they suffer, when they suffer, all the details. Then put together a solution for the IAQ problem. Solutions are more expensive than a box in the basement or backyard. And more valuable. We have some excellent tools that can help improve our lives inside the home, products that were not available a decade ago.

The harsh reality, we have given up the IAQ business to the big box stores and the internet. Back in the day, Sharper Image sold a couple million electronic filters, until some realized

they didn't do what they claimed they would do. There are sales made daily on personal filtering products that do a room or an area of the home, even vacuum cleaner manufacturers are getting some of that money.

The real question: what is your health worth? Answer-Priceless.

Final note for this article. Listen. Let them talk and share, take notes if possible. This may not happen tonight, a good set of notes in the computer will impress the client when they call back a year from now. You already know what you are going to say, listen to what they are going to say, internalize it, and let them know you heard them. It will shock them that a sales rep/technician/office staff actually listened.

Enough for now, we just scratched the surface, more to come in future articles. we will talk later!

HARSHAW con't

Here's an example, using my old boss's numbers. With a 40% gross margin from his P&L (which he later showed me and that's about where it was), he SHOULD have been multiplying all his costs by 1 divided by 1 - 0.40, or 1 divided by 0.60, which is 1.67. That is 19% MORE than his old 1.40 multiplier. When the boss realized this, his heart sank into his socks and he was very worried. I was too—how could I jack my prices up that much and stay competitive?

But I learned that sales is a learned skill and that it is possible to sell at a higher price if the customer is convinced that your package has the value the higher price demands. (Go see Jim Hinshaw for help on that one, folks! He's very good at teaching these skills even to clods like me.)

So my advice to you—STOP TALKING MARK-UP. START TALKING MARGIN. And compute it correctly.

For those who are challenged by math and cannot get a calculator to give "2" when you punch in 1 + 1, here is a simple table showing the relationship between margin and markup. Enjoy, and may your margins be merry and bright!

Gross Margin (from P&L)	Markup to Use
10.00%	1.11
15.00%	1.18
20.00%	1.25
22.00%	1.28
24.00%	1.32
26.00%	1.35
28.00%	1.39
30.00%	1.43
32.00%	1.47
34.00%	1.52
36.00%	1.56
38.00%	1.61
40.00%	1.67
45.00%	1.82
50.00%	2.00
55.00%	2.22
60.00%	2.50
65.00%	2.86
70.00%	3.33
80.00%	5.00

WAGNER con't

Those of us who have designed and installed ducted, unitary type systems from scratch whether it be new construction or renovation, wouldn't think of doing so without a proper system design...mini splits should be no different!

Let's be honest here, the primary reason mini splits have taken this long to take hold

here in the United States when the rest of the planet went ductless decades ago is the mini split evaporator. The advent of alternatives to the "high wall mount" evaporator like ceiling cassettes and ducted evaporators create even greater emphasis for the need for proper mini split system design. These evaporators, though more discrete and esthetically more "familiar"

in appearance, do have their own unique installation requirements.

Harry Eklof, founder of Harry Eklof & Associates, one of the premier manufacturer's representative agencies in our industry and one of my most valued mentors both in life and in business had an expression, "perception is reality." Harry recognized how perception, no

matter how inaccurate it may be, is reality to those who don't know better.

We as HVACR professionals must understand that no matter what the perception the homeowner has of inverter mini splits, we know better and must give mini splits the same respect and consideration that ducted, unitary systems have enjoyed for generations.



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Taco's Johnny White Receives 2019 Craftsmanship Award



Longtime industry columnist, author, humorist and hydronic guru Dan Holohan recently announced that the General Society of Mechanics & Tradesmen of the City of New York (the Society) will soon award the 2019 Craftsmanship Award to Recipient John Hazen White, Jr., Executive Chairman & CEO of Taco Comfort Solutions.

Society President Holohan said that, "Our honoree this year is John "Johnny" Hazen White, Jr., Executive Chairman & CEO of Taco. "Johnny" White owns and operates Taco, a multi-million dollar international conglomerate, and is recognized as an industry trailblazer.

"We see Johnny's role has been to secure Taco as a world-class manufacturer of advanced heating and cooling equipment with locations in the U.S., Canada, China, Italy, Switzerland, Korea, Hong Kong, and Vietnam," explained Holohan. "For decades, under Johnny's leadership, they've been unwilling to compromise product excellence, inventiveness and technological diversity."

Taco Comfort Solutions is a family-run company that will soon celebrate the 100th year of its founding and a century of innovation. Johnny White is the third generation to provide exemplary leadership and vision for the company.

"I've seen it myself up close and personal," added Holohan: "Johnny's devoted to education for Taco employees, and the company invests heavily in training. Classes take place in Taco's state-of-the-art, \$20 million Innovation and Development Center [IDC] where they combine training with hands-on learning. Employees seeking degrees can also take advantage of full tuition reimbursement for Associate, Bachelor and Master's level degree programs."

In addition to many other volunteer commitments, Johnny is a member of the Society, a member of the Board of Trustees of the Brookings Institution in Washington, D.C. where he has endowed an annual program in "The Re-emergence of Manufacturing in the United States."

The General Society of Mechanics & Tradesmen will recognize John Hazen White, Jr. for his many contributions to the industry on Thursday, Nov. 14 from 6 to 9 pm, beginning with a cocktail reception in The General Society Library, 20 W. 44th Street, New York, NY 10036.

The General Society of Mechanics & Tradesmen of the City of New York was founded in 1785 by the skilled craftsmen of the City of New York. Today, this 234-year old organization continues to serve and improve the quality of life of the people of the city through its educational, philanthropic and cultural programs including the tuition-free Mechanics Institute, The General Society Library, and its century-old Lecture Series.

Trane Independent Commercial Sales Agreement Transitions to Richard Hunton, Jr.

Trane announces that:

Ownership of the sales representation agreement for the Houston Independent Commercial Sales District has transitioned from R.O. Hunton, founder and chairman of the Hunton Group, to his son Richard Hunton, Jr., CEO of the Hunton Group. Richard will help carry on the legacy of his father, R.O., who has been a leader for Trane and the HVAC industry for more than 50 years. R.O. will stay on as chairman of the Hunton Group and will remain active in the business.

Richard is an active leader in the HVAC industry; he has served in professional leadership roles, including ASHRAE-president, Houston Chapter; BOMA-Education Committee Chair; Alliance for Energy, Economic and Environmental Building Solutions (AE3)-founding Board member; and Chairman of the U.S. Green Building Council Texas Gulf Coast Chapter.



Richard Hunton, Jr.

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Chemours Files Patent Infringement Lawsuit Against AGC for HFO-1234yf

Wilmington, Delaware – The Chemours Company (Chemours) (NYSE: CC), a global chemistry company with leading market positions in fluoroproducts, titanium technologies, and chemical solutions announced that it is filing a patent infringement lawsuit in Japan against AGC, Inc. This action reaffirms Chemours' commitment to vigorously defend its investment in Opteon™ refrigerants and builds on its on-going efforts to stop the unlicensed manufacture, marketing, and sales of Opteon™ HFO-1234yf (R-1234yf) refrigerant by all legal means wherever that activity occurs around the world.

The lawsuit alleges infringement of Chemours' patents covering HFO-1234yf product compositions and usage in automotive air conditioning and stationary refrigeration applications in Japan. This is a great example of Chemours' using its international patent estate in order to protect its investment in the development and commercialization of HFO-1234yf and to ensure that customers obtain authentic refrigerant.

"Innovation and product development are at the core of who we are at Chemours," said Diego Boeri, vice president of Chemours Fluorochemicals. "By protecting our innovation, we are also ensuring our customers have access to the safe and high-quality refrigerants that they have come to rely on from Chemours and the Opteon™ brand," he added.

Chemours offers a full portfolio of low GWP HFO solutions under the Opteon™ brand that delivers the optimal balance of performance, safety, sustainability and total cost of ownership to meet the long-term needs of the commercial refrigeration, air conditioning, heat pump, and chiller markets. They have been developed to help meet increasingly stringent global regulations while maintaining or improving performance compared to the products they replace, as well as encouraging more sustainable refrigerant choices and equipment designs to reduce the carbon footprint of the HVACR industry.

For more information on Opteon™ refrigerants, please visit opteon.com.

JB Industries Completes Acquisition of C&D Valve

Aurora, Illinois – JB Industries (JB), a leading US manufacturer of HVAC/R tools and accessories founded in 1967 in Aurora, IL, completed its acquisition of C&D Valve (C&D) based in Oklahoma City, OK. Both companies and their brands are expected to perform "business as usual" and continue to operate independently. The benefit to wholesalers and customers is a more expansive line of premier HVAC/R products and excellence in customer service.

C&D was founded in 1967 and is a US manufacturer of high-quality valves, locking refrigerant caps, fittings and tools. Also, in 2017, C&D launched the TekEdge line of vacuum pumps, scales and leak detection products.

"The merging of our two companies and brands not only creates manufacturing synergy but brings two companies together who share core values. Our combined beliefs of best-in-class manufacturing, on-time delivery of high-quality products, ease of doing business, and durable core products means continued rugged and reliable products to our end users. Both facilities take pride in being headquartered in

the USA, which makes JB & C&D even more of a perfect combination." - Lance Gill, President, C&D Valve

JB Industries and C&D Valve have established a 50 year plus track record of industry-leading design, expertise, innovation and manufacturing, providing its customers with quality products that they trust and rely on. The strategic acquisition of these companies brings together resources and experience to work closely with customers and OEMs to help identify and develop new HVAC tools, valves and fittings to meet unique and demanding requirements.

"We continuously seek ways to improve our product offering to satisfy the needs of our wholesale customers. The addition of the C&D brand is another step to improve and expand our product portfolio. Our new line-up provides our wholesale customers and end users the most robust offering in the industry. Our excellence in customer support and service is what our customers have come to expect from both companies." - Jeff Cherif, President, JB Industries, Inc.



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Goodman Open House in Tomball TX

Goodman Distribution held an Open House at their Tomball Texas location on Tuesday November 19. Select vendors, giveaways and a Thanksgiving style lunch was served.



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Coastal HVAC Supply 12th Annual Customer Appreciation Dinner

Coastal HVAC Supply held their 12th Annual Customer Appreciation luncheon on Wednesday November 13th at their Esplanade store in Houston TX. The annual event was attended by vendors, customers, employees and friends in celebration of another successful year.



Southwestern HVAC Sales L.L.C.

Merry Christmas!

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ACES AC Supply Dealer Appreciation Meeting

Aces AC Supply held their Dealer Appreciation Meeting at Galveston Island Convention Center on Saturday November 16th. The dinner included a military presentation, presentations by Aces President Mike Davenport, Aces VP Sales David Collins, Keynote speaker Retired F-16 Fighter Pilot Anthony "AB" Bourke and American Standard spokesman and Hall of Fame Pitcher Nolan Ryan.



ACES President Mike Davenport



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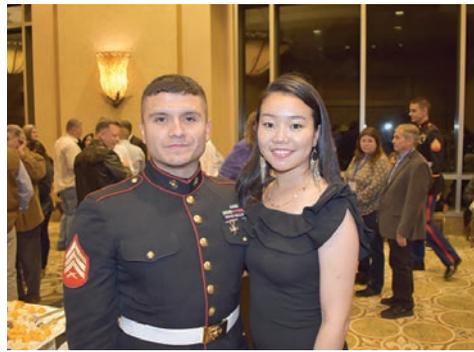
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Construction Employment Increases in 41 States and D.C. from October 2018 to October 2019, While 28 States Added Construction Jobs Last Month

Texas and Nevada Have Biggest Number and Percent of Annual Job Gains, Louisiana Has Largest Losses; Florida, Montana, Rhode Island & Vermont Experience Largest One-Month Gains as New York & Alaska Have Worst Declines

Forty-one states and the District of Columbia added construction jobs between October 2018 and October 2019, while construction employment increased in 28 states from September to October, according to an analysis by the Associated General Contractors of America of Labor Department data released today. Association officials said that firm's efforts to increase pay and benefits and do more in-house training appear to be helping them find people to hire despite tight labor conditions.

"Construction employment continues to experience robust growth in most parts of the country," said Ken Simonson, the association's chief economist. "Many firms appear to be overcoming the challenge of low unemployment rates and strong demand for labor by increasing compensation levels and investing

more in training people with relatively little experience in construction."

Texas added the most construction jobs over the year (51,400 jobs, 6.9 percent), followed by California (34,400 jobs, 4.0 percent), Florida (25,300 jobs, 4.6 percent), Arizona (14,400 jobs, 8.9 percent), and Nevada (12,000 jobs, 13.1 percent). Nevada added the highest percentage of construction jobs since last October, followed by New Mexico (11.3 percent, 5,300 jobs), Arizona, New Hampshire (8.1 percent, 2,200 jobs), and Arkansas (7.6 percent, 3,800 jobs). Construction employment reached a record high in Nebraska, Texas, Utah, and Washington.

Eight states shed construction jobs over the latest 12 months, while construction employment was flat in Colorado. Louisiana lost the

largest number and percentage of construction jobs (-9,700 jobs, -6.4 percent). Other states with large job losses include Ohio (-8,600 jobs, -3.9 percent), Tennessee (-3,800 jobs, -2.9 percent), North Carolina (-1,700 jobs, -0.8 percent) and Illinois (-1,600 jobs, -0.7 percent).

Florida added the most construction jobs between September and October (4,600 jobs, 0.8 percent), followed by California (2,100 jobs, 0.2 percent), Nevada (1,900 jobs, 1.9 percent), Pennsylvania (1,900 jobs, 0.7 percent), Utah (1,800 jobs, 1.6 percent) and Maryland (1,600 jobs, 1.0 percent). Montana (2.1 percent, 600 jobs), Rhode Island (2.1 percent, 400 jobs) and Vermont (2.1 percent, 300 jobs) all added the highest percentage of construction jobs for the month, followed by Nevada, North Dakota (1.8 percent,

500 jobs) and New Mexico (1.8 percent, 500 jobs).

Construction employment decreased from September to October in 19 states and was flat in three states and the District of Columbia. New York lost the largest number of construction jobs for the month (-3,000 jobs, -0.7 percent), followed by Georgia (-1,600 jobs, -0.8 percent), Illinois (-1,500 jobs, -0.7 percent) and Colorado (-1,400 jobs, -0.8 percent). Alaska had the largest percentage decline for the month (-1.8 percent, -300 jobs), followed by West Virginia (-1.3 percent, -600 jobs), Kansas (-1.1 percent, -700 jobs) and Hawaii (-1.0 percent, -400 jobs).

Association officials note that a survey of construction firms the association released in August found that many firms report boosting pay and benefits to cope with workforce

shortages. A significant number of firms also reported they have boosted investments in training and development programs as they work to prepare new hires with relatively little construction experience or training. They added that more people would likely pursue construction careers if Washington officials would increase funding for career and technical education programs.

"Construction firms are taking the lead to recruit people into the construction industry who may not have originally pursued this career choice," said Stephen E. Sandherr, the association's chief executive officer. "And if Washington can increase funding for high-school level construction programs, even more people would choose to pursue construction careers instead of amassing collegiate debt."



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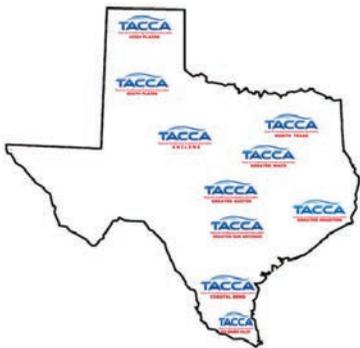


Texas Air Conditioning Contractors Association

13706 Research #214
 Austin, Texas 78750
 800.998.HVAC (4822)
 www.tacca.org

TACCA Local Chapters

- Abilene
- Coastal Bend
- Greater Austin
- Greater Houston
- Greater San Antonio
- Greater Waco
- High Plains
- North Texas
- Rio Grande Valley
- South Plains



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

ABC Home and Commerical
 Corpus Christi

CenterPoint Energy –
 Houston

MC Precision Air LLC –
 Seagoville

simPro Software –
 Broomfield, CO

2019 TACCA Year-in-Review Highlights

The Texas Air Conditioning Contractors Association (TACCA) continues to be the leader in HVAC continuing education and license preparatory courses in the state of Texas as well as being an influential legislative voice at the State Capitol. Here are just a few of the things TACCA has worked on this past year:

January – April

TACCA tracked more than 100 bills throughout the 86th Texas Legislation Session that had the potential to impact the HVACR industry or small business. Unfortunately, TACCA’s own bill, HB 4249, which provided that municipalities could not continue to charge registration fees to HVAC contractors, did not pass. The Plumbing Board Sunset bill, SB 621 which would have abolished the Plumbing Board and moved the regulation of plumbers to TDLR, also failed. Bills that passed include HB 1342 related to criminal conviction history and determining whether it directly relates to the duties and responsibilities of a licensed, HB 2452 which allows TDLR to contract with a qualified individual to assist with reviewing and investigating complaints, SB 237 related to what personal information for a license holder should be made available on an agency’s website, SB 1217 related to determining a person’s fitness to perform the duties and discharge the responsibilities of a licensed occupation, and SB 1531 relating to the eligibility for certain occupational licenses and the use of a person’s criminal history as grounds for certain actions related to the license.

May – August

The Board of Directors accepted the resignation of longtime Executive Director Todd McAlister and began the process of an executive director search. The search was conducted by Roland Arrisola, Randy Bellomy, Nick Watkins, Jimmy Barry, and Shannon Noble and was led by TACCA President Roy Jones. The search committee interviewed a number a qualified candidates over a two month period. A huge thank you to TACCA’s Education Coordinator Emily Valdez-Moore for all of her hard work assisting members and keeping everything in the office on track during this transition period.

September – December

TACCA hired their new executive director, Devorah Jakubowsky, CAE. Since her arrival in early September, TACCA has:

- Surveyed members regarding topics for 2020 CE course and started the development of the curriculum
- Attended TDLR Air Conditioning and Refrigeration Contractors Advisory Board meeting
- Held a reception (sponsored in part by Federated Insurance) in Irving for North Texas members prior to the quarterly TACCA board meeting
- Begun actively participating in TDLR’s sunset review process through discussions with TDLR and Sunset Review staff
- Participated in the Texas Workforce Coalition with Texas Workforce Commission, Texas Education Agency, Texas Higher Education Coordinating Board, Texas State Technical College and other industry organizations to discuss pathways to careers in the trades
- Established several committees – Education & Training, TACCAPAC (Political Action), Membership, Chapter Relations and Legislative – and encourages any member who is interested in participating to get involved



TACCA wishes for everyone a glorious & festive Holiday Season!

FAQ’s from TDLR

Q: What are the some of the most common code violations?

A: Common code violations include not installing a water safety/float switch in the condensate drain, improper sealing around wall and roof penetration, secondary drain pans missing or too small. Not performing a duct pressure test and not obtaining a permit or getting a final inspection.

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CE Classes:

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- Houston – Dec 14, Jan 18
- Hurst – Dec 7, Jan 18
- Lubbock – Dec 7
- San Antonio – Jan 25
- Waco – Jan 18

License Prep:

- Austin – Feb 29-Mar 1
- Houston – Dec 14-15
- Red Oak – Feb 7-8
- San Antonio – Jan 11-12

www.tacca.org for more information

Mission: To promote quality and professionalism, help our members become more profitable, and enhance the HVAC/R industry’s image with the consumer

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

The spotlight



NAVAC hires Keith J Keller as Southern Regional Sales Manager

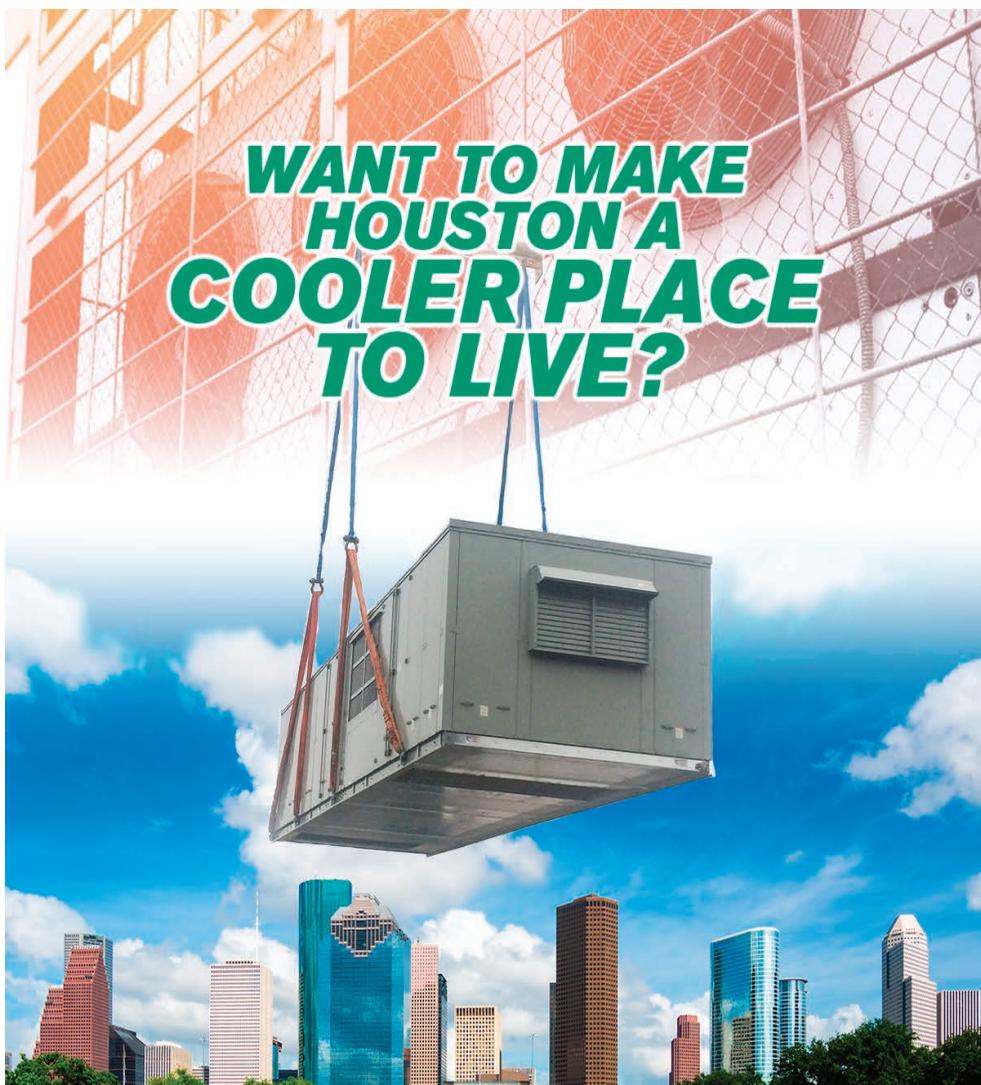


Triangle Tube announces the appointment of Ray Parent as Northeast Territory Sales Manager



Danfoss Drives has appointed Ian Barrie as its new head of sales for the Americas

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



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CALENDAR OF EVENTS

Insco's December Events Schedule

Training from Insco Academy

Insco Academy 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 state-of-the-art training facilities located in Houston, Grapevine & San Antonio. Most courses offer CE credits and our goal is to provide the needed skills and expertise to help our customers thrive in this evolving and competitive industry. Visit: insco.com/training to see the complete schedule of classes.

Grapevine

Tuesday, December 3rd – Ruud Inverter Systems from 8am – 12pm located at Insco's Grapevine Training Facility | Only \$50

San Antonio

Wednesday, December 4th – Lunch & Learn! Honeywell LCBS Connect from 11:30am – 1:30pm located at Insco's San Antonio Training Facility | FREE

Tuesday, December 10th – Mitsubishi Electric M & P Series Field Service Seminar from 8am – 12pm located at Insco's San Antonio Training Facility | Only \$75

Wednesday, December 11th & Thursday, December 12th - Mitsubishi Electric M & P Series 2 Day Service Course from 8am – 5pm at Insco's San Antonio Training Facility | Only \$195

JOHNSTONE SUPPLY DECEMBER 2019 TRAINING CALENDAR						
DATE	DAY	TIME	LOCATION	CLASS	REGISTRATION CODE	COST
2-Dec	M	8:00am - 10:00am	Broadway	ComfortBridge Communicating System Overview	TRAIN19-41-124	\$35
9-Dec	M	5:00pm - 7:00pm	Broadway	Blueprint / Plan Reading - For AC Contractors & Installers	TRAIN19-41-125	\$35
10-Dec	Tu	4:00pm - 7:00pm	Broadway	External Static Pressure Measurements - Packard	TRAIN19-41-126	\$35
11-Dec	W	8:00am - 11:00am	Broadway	PSC vs. ECM Motors - Packard	TRAIN19-41-127	\$35
12-Dec	Th	8:00am - 4:00pm	Broadway	EPA Section 608 Certification Review & Exam	ESCO-CLASS& EXAM	\$135
12-Dec	Th	1:30pm - 4:00pm	Broadway	EPA Section 608 Certification Exam Only	ESCO EXAM	\$85
16-Dec	M	8:00am - 10:00am	Broadway	Texas Air Conditioning Rule & Law Overview	TRAIN19-41-128	\$35
17-Dec	Tu	8:30am - 10:30am	Broadway	Danfoss-TXV's and Electronic Controllers (SPANISH)	TRAIN19-41-129	\$35
18-Dec	W	8:00am - 9:30am	Broadway	Flippin' For Finance - FTL Financing	RSVP REQUIRED	FREE
18-Dec	W	9:30am - 11:00am	Broadway	E-Commerce - Check It Out - It's Easy As 1-2-3	RSVP REQUIRED	FREE
19-Dec	Th	8:00am - 12:00am	Broadway	Electricity Overview for Troubleshooting	TRAIN19-41-130	\$60
23-Dec	M	8:00am - 10:00am	Broadway	Heat Pump System - Operation and Troubleshooting	TRAIN19-41-131	\$35
30-Dec	M	8:00am - 10:00am	Broadway	Refrigerant Phaseout - What Changes Are Coming & When	TRAIN19-41-132	\$35

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 Houston - Dec 14-15
 Red Oak - Feb 7-8
 San Antonio - Jan 11-12

Limited seating
 Register early!



education@tacca.org
 800/998-HVAC(4822)
 www.tacca.org



The next Texas Commission of Licensing and Regulation meeting is scheduled for **Tuesday, December 10, 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 on TDLR's web site. The meeting will be broadcast live on TDLR's YouTube channel.

The Texas Department of Licensing and Regulation proposes amendments to the Air Conditioning and Refrigeration program rules (16 Texas Administrative Code, Chapter 75, §75.75). The proposed amendments implement House Bill (HB) 1342, 86th Legislature, Regular Session (2019). Section 2 of HB 1342 authorizes the Texas Commission of Licensing and Regulation and the Department's Executive Director to issue a restricted license to a person as an alternative to denying, revoking, suspending, or refusing to issue a license. Section 2 also authorizes the Department to impose reasonable conditions on a holder of a restricted license.

The proposed rules were published in the November 8, 2019, issue of the *Texas Register* (44 TexReg 6653). The Department will accept comments on the proposal until **December 9, 2019**.

The Department encourages anyone interested in the Electricians program to review the rule proposal online. Comments may be submitted by email to erule.comments@tdlr.texas.gov.

Season's Greetings

With sincere thanks for your support throughout the year, we wish you a very happy holiday season and a prosperous New Year!

Ava, Sean, Jake, Steve, Ray, Duane, Gary, Kelly, Mace, BJ, John, James, David, Lenny, Wes, Jeremy & JoJo




TexasTrane Two-Step Golf Tournament

Trane Texas hosted their Two-Step Golf Tournament on Monday November 4th at the Indian Creek Golf Club in Dallas. The two man scramble tournament raised over \$20,000 to benefit St. Jude.



Sean Vacar, James Porterfield, Lori Poindexter, John Scott, Shelby Rawlings, Lance Lackey, Craig Denard and Tanner



Lori Poindexter, Shelby Rawlings, Lori Zimmer



James Porterfield, John Scott, Lance Lackey

Hugh Cunningham HVAC Team Builder



Hugh Cunningham HVAC held a team building evening with their staff at Pinstruck in Irving TX on Wednesday November 20th. The staff competed in bowling and arcade games and enjoyed food and drinks.

Thanking You for Your Business in 2019

We wish You a Wonderful Holiday Season, & a Happy and Healthy New Year!

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- Austin - Feb 29-Mar 1
- Houston - Dec 14-15
- Red Oak - Feb 7-8
- San Antonio - Jan 11-12

Contact education@tacca.org or 800/998-HVAC (4822). **Limited seating, register now!**

**Class only—book package available*



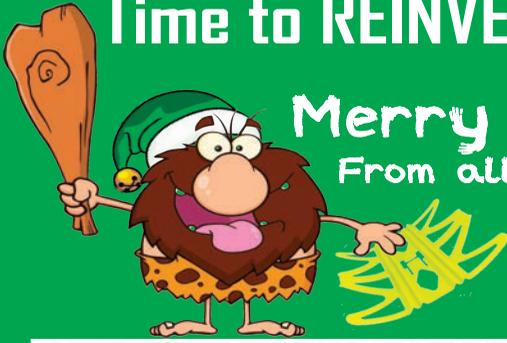
VISIT US AT
WWW.TACCA.ORG
TDLR Provider #1126

Gemaire 50th Anniversary Celebration

Gemaire in San Antonio hosted a 50th Anniversary lunch and vendor fair at their location on Arion Parkway on Friday November 15th. A fajita lunch and vendor fair was open to the contractors and dealers in the area. Gemaire was founded in 1969, and is celebrating 50 years in business.



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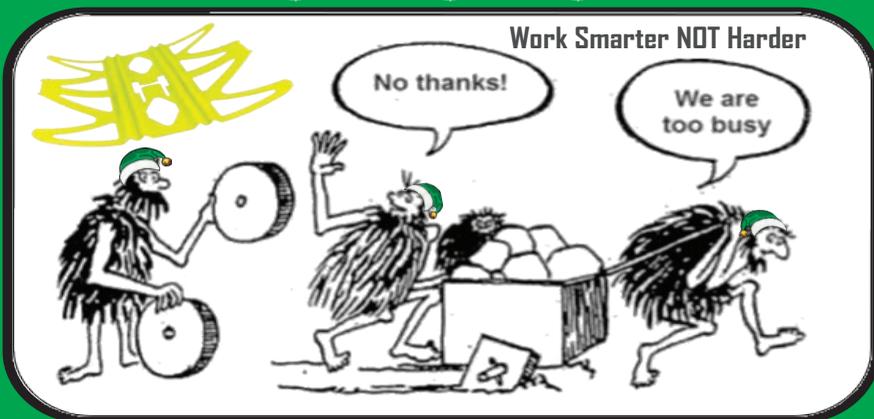
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ASHRAE NEWS

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

ASHRAE and American Chemistry Council Sign Memorandum of Understanding to Advance Sustainability in the Building Sector

Atlanta – ASHRAE and the American Chemistry Council (ACC) have signed a Memorandum of Understanding (MoU) formalizing the organizations' relationship.

The MoU was signed by 2019-20 ASHRAE President Darryl K. Boyce, P.Eng. and ACC President & CEO Chris Jahn on November 19 in Atlanta. The agreement defines

parameters on how the two organizations will collaborate more closely to continue promoting the advancements of a more sustainable built environment.

The organizations have committed to work together on the following shared objectives:

- Engaging in projects and activities whose purpose is to help improve the health, safety, and welfare of communities through the built environment.
- Supporting the development, adoption, and enforcement of building codes and standards that support those improvement goals.
- Promoting the use of sound science in the development and assessment of building standards and codes.
- Enhancing building performance by fostering improvements in energy efficiency, resiliency, indoor air quality, and the health, well-being, and productivity of building occupants.
- Increasing communication between professionals of the building, design and construction industry and chemistry industry to promote innovation and sustainability.

"We are pleased to collaborate with ACC as we work toward our shared goal of achieving optimal building performance," said Boyce. "ASHRAE and ACC are on the forefront of developing innovative technologies that are significantly impacting the building industry. This partnership signifies our commitment to broadening industry knowledge of energy efficient and sustainable building solutions to support the health and well-being of building occupants everywhere."

"The products of chemistry, from foam insulation and silicone caulks and sealants to plastics pipes and next-generation refrigerants, provide a range of benefits that help enable energy-efficient, sustainable buildings," Jahn said. "We look forward to collaborating with ASHRAE to advance solutions that help enhance sustainability, health and wellness in building performance."

relevant technical content in the form of one-hour videos to members and interested individuals through the ASHRAE 365 app.

"ASHRAE Tech Hour offers easily accessible content to professionals at all levels, presented by some of ASHRAE's brightest minds," said 2019-20 ASHRAE President Darryl K. Boyce, P.Eng. "We are excited to present our first video and anticipate this digital training format will be a welcomed resource for sharing pertinent building-related topics."

On November 19, ASHRAE will premiere Tech Hour #1: Optimize Occupant Health, Building Energy Performance and Revenue through Indoor-Air Hydration. This video, presented by **Stephanie Taylor, M.D., M. Arch. and CEO of Taylor Healthcare Inc., examines the powerful influence of indoor air and humidification on humans** and actionable steps to improve health, productivity and learning.

The video provides a history of human health and shelters, new building assessment tools, data on occupant health and myths about humidity, mold and energy.

Viewer learning points include:

- Impacts of humidity on occupant health, the microbiome of the built environment and the transmission of germs.
- Understanding of the relationships between water in the liquid and vapor state and the human body.
- How humidity levels affect the infectivity of viruses and bacteria.
- Technical information on the application of energy-saving and hygienic approaches to active humidification when supplementation is necessary as an intervention for dry air.
- Cost-benefit analysis of occupant health as a building performance metric for building owners.
- Information on ASHRAE discussions regarding best-practices for indoor humidification levels for occupied buildings.

During the first 30 days after the video's launch, one PDH will be available to viewers through a registration form link in ASHRAE 365. Following the launch of the first video, ASHRAE plans to launch additional new videos on a quarterly basis.

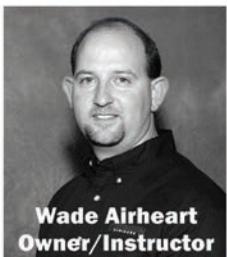
To view ASHRAE Tech Hour videos, download ASHRAE 365 on the App Store or Google Play. For more information on ASHRAE Tech Hour, visit ashrae.org/techhour.

ASHRAE Hosts First 'Tech Hour' on Optimizing Occupant Health in Indoor Environments

Atlanta – ASHRAE is pleased to announce the launch of its first ever Tech Hour video. ASHRAE Tech Hour provides

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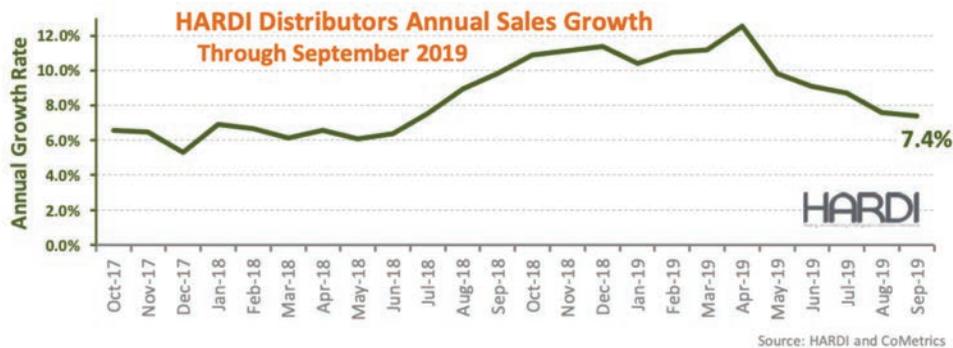
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HARDI

HARDI Distributors Report 11.9% Percent Revenue Growth in September

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing the average sales performance by HARDI distributors was an increase of 11.9% percent during September 2019.

The average annualized sales growth for the 12 months through September 2019 is 7.4 percent.



“Sales growth for the month near 12% looks good when realize it is being compared against a strong prior year when temperatures across much of the country were above normal in each of our seven economic regions,” said HARDI Market Research & Benchmarking

Analyst Brian Loftus. “September 2019 had the benefit of an extra billing day to boost the sales growth comparison.”

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now 46.5 days. “That is up from this summer, but consistent with annual seasonality,” said Loftus. “46.5 is comparable to last year at this time.”

“The economy continues to do very well,” said Loftus. “The annual sales growth easing back into more normal high single-digit territory reflects the difficult comparison against the accommodating weather pattern last year, and the industry PPI easing from the 6.2% peak annual rate of increase achieved in April to 3.8% through September.” The October jobs report includes significant increases to the August and September estimates. 108 consecutive months, nine years, of job gains has pushed the national unemployment rate last experienced in 1969.

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

ABOUT HARDI

HARDI (Heating, Air-conditioning and Refrigeration Distributors International) is the single voice of wholesale distribution within the HVACR industry.

HARDI members market, distribute, and support heating, air-conditioning, and refrigeration equipment, parts and supplies. HARDI Distributor members serve installation and service/replacement contractors in residential and commercial markets, as well as commercial/industrial and institutional maintenance staffs. HARDI proudly represents more than 480 distributor members representing more than 5,000 branch locations, and close to 500 suppliers, manufacturer representatives and service vendors.

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Location: **Southern Careers** – 6963 NW Loop 410
Saturday December 14, 2019 January 18, 2020
Location: **Morrison Supply** – **Austin Tuesday** January 21, 2020
TDLR No. 1362 Class No. 20982

Load Calculation Workshop
Friday December 6, 2019
Location: **Johnson Supply San Antonio**

1050 Arion Parkway
Compressor Workshop
Friday January 10, 2020
Location: **Southern Career Institute**
6963 NW Loop 410, exit Culebra Rd southbound

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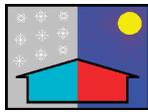


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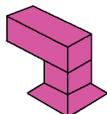
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