

TACCA Greater San Antonio Golf Tournament



Pictures on page B6 and B14.

Shearer Supply and Amarillo Air Master HVAC donate to Homes for our Troops



Story and pictures on page B14.

ASHRAE Announces Move to New Net-Zero Energy Global Headquarters In Metro Atlanta

Atlanta – ASHRAE, a global society advancing human well-being through sustainable technology for the built environment, announced a move to its new global headquarters, located at 180 Technology Parkway, Peachtree Corners, Ga. The Society began renovations in January 2020 on an existing 66,700 ft² building, originally built in 1978, on 11 acres of land. Located 10 miles north of its previous headquarters building, ASHRAE joins other innovation and sustainability-focused organizations based in the popular Technology Parkway corridor.

“ASHRAE’s new global headquarters is a prime example of how we are helping to pioneer a movement that many expect will ultimately make net-zero energy the ‘new norm’ in sustainable design and construction,” said ASHRAE Building Ad Hoc Committee Chair Ginger Scoggins, P.E. “Although new construction of net-zero energy buildings make a lot of headlines, reuse of existing structures is a basic tenet of sustainability – the energy performance of existing buildings must be addressed to substantially impact the 40% of primary energy consumed by buildings.”

“ASHRAE’s goal for this project was to renovate a three-story 1970’s era, cheap energy period building into a high-performing net-zero-ready facility in a cost-effective way that can be replicated in the built environment industry,” said Technical Advisory Subcommittee Chair Tim McGinn, P.E.

The photovoltaic (PV) system design is currently in progress. The building will be on its way to fully net-zero energy by



March 2021 upon the completion of the PV system installation.

Focusing on the Society’s 2020-21 theme, “*The ASHRAE Digital Lighthouse and Industry 4.0*,” the headquarters building incorporates several digitally connected solutions such as remote monitoring and analysis of building performance, with online dashboarding for transparency and advanced Building Automation System (BAS) integration with other systems, such as ASHRAE’s meeting reservations systems. Other solutions include a digital twin and Building Information Model (BIM), innovative mechanical systems visible through open ceiling around radiant panel clouds and advanced conferencing systems designed to serve as a “digital lighthouse” teaching resource.

“ASHRAE’s first-of-its-kind headquarters building was designed as a living showcase of what’s possible through technology integration to increase efficiency, protect people and property, and enhance the occupant experience,” said 2020-21 ASHRAE President Charles E. Gullledge III, P.E. “In addition to supporting ASHRAE’s technical standards, innovative product integrations from our generous donors also provide a scalable and repeatable model for a net-zero energy building design.”

Examples of technical

features include:

- Radiant ceiling panel system: This is used for heating and cooling & dedicated outdoor air system for outdoor air ventilation with enthalpy heat recovery.
- Overhead fresh air distribution system augmented with reversible ceiling fans in the open office areas and displacement distribution in the learning center.
- Six water source-heat pumps (WSHPs): There are four on basement level and two on upper level atrium that will be used to condition these spaces.
- Demand Control Ventilation (DCV): This will be used for high occupancy spaces in the meeting and learning center. Air distribution is constant volume in office areas and provided by fabric duct, reducing diffuser count and duct branches.
- Modeling Energy Use Intensity of 17 kBtu/sf/yr.
- On-site electric vehicle charging stations available for

guests and staff.

- Roof-top and ground mounted photovoltaic solar energy system planned for installation March 2021.
- 18 new skylights and reconfigured window/wall ratio.
- Useful daylight illuminance (>300 lux) at the work plane Window Wall Ratio (WWR) 79.9% Existing – New WWR east/west 33.5% - north/south – 41.9%.

Prior to the COVID-19 pandemic, ASHRAE had already planned to provide 30% more outside air to the building than the required minimum ventilation rates from ASHRAE Standard 62.1 - Ventilation for Acceptable Indoor Air Quality and will implement other applicable guidance that has been developed by the ASHRAE Epidemic Task Force (ETF) for commercial office buildings.

The building is located in a forest setting, close to hotels, restaurants and walking trails. A large deck overlooking a lake adjacent to meeting rooms can be fully enjoyed on sunny days. ASHRAE’s headquarters is 12 minutes and 6.2 miles from the Doraville MARTA station for easy access to Atlanta Hartsfield International Airport. The Society’s approximately 110-person staff officially moved into the building at the beginning October.

SEE ASHRAE PG.19

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Advertisers Directory

Daikin Acquires Stevens Equipment Supply for Distribution in 12 States from Minnesota to Arizona

Houston – Daikin North America LLC “Daikin”, a subsidiary of Daikin Industries, Ltd. “DIL“, the world’s largest manufacturer of heating, cooling, and refrigerant products, announced today the purchase of Stevens Equipment Supply, LLC “Stevens“.

Daikin’s acquisition will support the continued growth of Stevens, providing even more opportunities to expand and grow its business - growing its contractor customer base, hiring new talent, adding more business technology, expanding product lines, and opening several new growth and strategic opportunities. Stevens will continue to promote the full line of Daikin ductless, residential unitary and light commercial HVAC products, as well as controls, air quality, parts, and accessories throughout their distribution footprint. Stevens will also continue distribution and sales of other Daikin brands including Goodman, Amana®, and Quietflex brands, as well as Stevens’ existing Commercial Food Service Equipment at select locations.

Under the new ownership of Daikin, Stevens will operate

as a wholly-owned business unit of Daikin, while maintaining their current name with established brand recognition in the marketplace. The successful leadership team at Stevens, led by Dave DeSutter, Senior Executive Advisor, will also be maintained. “Joining forces with Daikin, the largest HVAC manufacturer in the world, was clearly the best fit for the entire Stevens team, customers and vendors,” said Mr. DeSutter.

The Stevens management team will continue to operate from their headquarter office in Eagan, Minnesota where they manage sales and distribution at 18 branch locations serving Minnesota, Wisconsin, North Dakota, South Dakota, Montana, Iowa, Missouri, Nebraska, New Mexico, Colorado, Arizona, Utah and Nevada.

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Product News

Bryant Heating & Cooling Systems Announces Charles Bryant Award Winners

Indianapolis — IERNA's Heating & Cooling, Inc. of Lutz, Florida and Trotter Air Services, LLC of Plano, Texas were named the 2020 Charles Bryant Award winners. The Charles Bryant Award, named for the company's founder, recognizes loyal Bryant Factory Authorized Dealers (FAD) that epitomize the characteristics of Charles Bryant, including professionalism, quality, reliability and community spirit. Bryant, a leading supplier of heating, ventilating, and air conditioning (HVAC) equipment, is a part of Carrier Global Corporation (NYSE: CARR), a leading global provider of healthy, safe and sustainable building and cold chain solutions.

"Winning this award is such a blessing and great honor to all of us here at Trotter

Air Services," said Sean Trotter, owner of Trotter Air Services, LLC. "The fact that our company was recognized, in part, for volunteering and supporting our community is a big achievement for us as a business and a family. Bryant has been nothing short of spectacular to us, which is why we choose to represent what we believe to be nothing short of the best."

Trotter Air Services, LLC was founded in Plano, Texas in 1970. A family owned and operated business for over 50 years, they specialize in heating and air conditioning repair, service and replacement. After serving in the Army, Don Trotter started a business to support his growing family. This eventually turned into a multi-generational company with the addition of Don's first son, Sean, followed some years later by Sean's son, Chris.

Throughout the last 50 years, over 10,000 Bryant home comfort systems have been installed into homes across North Texas by Trotter Air Services, LLC.

"We're pleased to present this year's Charles Bryant Awards to IERNA's Heating & Cooling, Inc. and Trotter Air Services, LLC," said Justin Keppy, President, NA Residential & Light Commercial, Carrier. "This award honors those Bryant FADs that embody all the qualities that have made our brand what it is today. These two businesses are model organizations that have truly made a positive impact in their communities and in the heating and cooling industry as a whole."

For more information about Bryant, visit www.bryant.com.

kumo touch™ Wireless Controller Makes Comfort Control Easy

Mitsubishi Electric Trane HVAC US controller installs anywhere in the home for convenient temperature adjustments

Suwanee, Ga. – Mitsubishi Electric Trane HVAC US (METUS), the exclusive provider of Zoned Comfort Solutions® and a leading supplier of Variable Refrigerant Flow (VRF) heating and cooling systems, announces the introduction of kumo touch™, a wall-mounted wireless remote controller with touchscreen operation designed to provide complete control of personal comfort.

Compatible with all M-Series and P-Series residential products and CITY MULTI® commercial products, kumo touch can be used with the kumo cloud® mobile app and web service or as a standalone wall controller. kumo touch's user-friendly commands such as on/off, mode, set point, fan speed and vane direction make controlling personal comfort clear and easy.

"We're pleased to introduce the new, easy-to-use kumo touch wireless remote controller," said Charles Miltiades, director of controls & solutions, Mitsubishi Electric Trane HVAC US. "As an example of our commitment to continuous product

improvement, we believe the addition of kumo touch to our controller lineup will create a more seamless in-home experience."

kumo touch features a backlit touchscreen and a straightforward user interface for effortless programming and scheduling. Contractors can install the wireless kumo touch controller in areas of new or existing construction that may be difficult or impractical to reach with a communications wire.

For more information on kumo touch and other smart technologies from Mitsubishi Electric Trane HVAC US, visit www.mitsubishicomfort.com.



*Thank you
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MARKETING REPRESENTATIVES

We wish you all the best in the upcoming year:

Rick, J.T., Daniel, Craig, Danny, Jaxon, Barbara, Sherri, Frank, Joe, Eduardo & Santiago

December Marketing is a Science

I have always believed in both marketing art and marketing science. Marketing art is found in the masterful use of words which inform, motivate, and persuade and with the right images that leap off the page, straight to the heart of your potential customer.

The Art of Marketing helps your customer connect on an emotional level to you and your product. The ability to do this well is critical to your success. However, without a rational side marketing is often expensive and ineffective.

Marketing science is the rational side. It is a step-by-step process which clearly defines: goals, targets, action plans, and results. This process can help any marketer, but for small business owners with limited marketing budgets, this process improves the quality of your decisions regarding how, when, and where to invest. Treating marketing like a science helps you spend well.

Marketing Science

Do you remember your fourth-grade science class? This is when you were introduced to the elements of the scientific process.

- **Observe the environment** – Look for patterns and trends.
- **State the hypothesis** – Based on your observations, make preliminary conclusions about your environment.
- **Determine elements to test** – Describe elements you wish to learn more about. Identify parts of your hypothesis to test.
- **Design the experiment** – Select the specific techniques you will use to test your assumptions.
- **Conduct the experiment** – Follow the plan you have laid out, carefully collecting and analyzing the data.

• **Prove or disprove the original hypothesis** and begin again.

Take a closer look at that list, because each of those steps are part of marketing science as well.

- **Observe the environment** – Study the market and your competitors. These days it is easy with a simple Google Search to learn a lot about what's going on and where you fit. Then use a S.W.O.T. Matrix (Strengths, Weaknesses, Opportunities, and Threat analysis) to organize your findings and being outlining a plan of attack.

- **Define your target customer** – Based on your evaluation of the market, begin narrowing your focus to identify the best candidates for your products. What are their problems and what solution can you offer? Remember your target customer is not the

only customer you will sell to. If someone comes along to buy from you, I say go for it. But defining a target customer narrows the focus of your marketing.

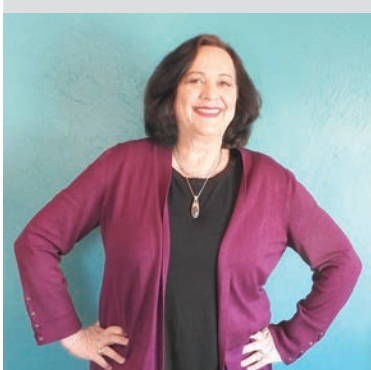
- **Define your goals** – Every marketing campaign should have specific goals. It is not enough to say you want to grow your fan base, or generate more leads. You need to outline by how much and by when. Without those specific goals it is impossible to set appropriate budgets or accurately measure your results.

- **Create a marketing calendar and a budget** – This calendar identifies when and how you will spend your funds. You can also use this same calendar to plan your free online promotions.

- **Measure the results** – When following the plan you have

created, measure the effectiveness of all expenditures.

- **Use the information and begin again** – Just as good researchers conduct experiments over and over again to verify their conclusions, good marketers must do the same.



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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Gunder Associates
wishes you and yours a warm
and wonderful holiday season.

Mark, Robert, Jackie, Bryan, Matt, Tracie,
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Thank You

to all of our loyal customers for their support during what has been a very difficult year for everyone. Best wishes to all for a Healthy and Prosperous 2021.



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Gerry Grogin of Polar Air Corp establishes Texas A&M Endowed Excellence Fund for the American Society of Heating, Refrigeration and Air-Conditioning Organization in Mechanical Engineering

Gerald Grogin of Polar Air Corp- a Mechanical Contractor who has been serving the Houston and surrounding areas since 1967, establishes the Gerald “Gerry” Grogin ’47 Endowed Excellence Fund in the J. Mike Walker ’66 Department of Mechanical Engineering at Texas A&M University.

Grogin’s successful career as a Construction Project Manager is what led him to establish this generous endowment where

distributions will be used to support mechanical engineering students in the American Society of Heating, Refrigeration and Air-Conditioning Organization at Texas A&M University.

Grogin was born in Bryan, Texas where he grew up around Aggies and the Texas A&M Campus his entire life. He was inspired by his father and uncle to attend Texas A&M to follow in their footsteps. Grogin started his career at Texas A&M in



1942, 2 years into his education he enlisted in the Military where he put his education on hold to serve our country. He was later discharged with a Second Lieutenant rank and then continued his mechanical engineering degree. Graduating from Texas A&M in 1947, Grogin says “he hopes and prays that the students who attend this university will love the traditions, the fellowship and the admiration that I have for this University”.

After Grogin graduated with a bachelor’s degree in mechanical engineering he later joined Polar Air Corp where he has worked as a Construction Project Manager for 49 years and counting. Grogin hopes that his gift has a positive impact on the students in the American Society of Heating, Refrigeration and Air- Conditioning Organization and that they too will have great success with their careers in this industry.



*From all of us at
Southwestern HVAC Sales*



Hayden Jennifer Steve Warren Scott Randy

We'd like to introduce the newest members of our team!



Jim Snell Hunter Wood James Banks Lonny LeBlanc Justin Stainback

Perry Beyer Jr



Perry Beyer Jr., 59, of New Braunfels, Texas, went to be with the Lord on November 5, 2020. He passed peacefully at his home surrounded by his family. Perry was born in San Antonio, Texas to Patricia and Perry Beyer Sr. He attended MacArthur High School and graduated in 1979. He married Cindy Beyer (Sievers) on January 12, 1979 at the Methodist Hospital in San Antonio, Texas. Perry was a devoted husband, father, and grandfather. He loved nothing more than spending time with his family and friends. Perry dedicated his life to the plumbing industry. He began as an apprentice at 19, then started his own business, Beyer Plumbing Co., out of his garage in 1989 at the age of 28. Perry was the President and chief operator for over 30 years. In 1990, alongside his two brothers, Beyer Boys was created. During his illustrious career in the plumbing industry, Perry found every opportunity to give back to the community through his participation in the state and local chapters of the Plumbing, Heating, and Cooling Contractors Organization (PHCC).



The next meeting of the Texas Commission of Licensing and Regulation is scheduled for **Tuesday, December 8, 2020 at 8:30 a.m.** The meeting will be held via videoconference and will be viewable on TDLR’s YouTube page. When the agenda and staff reports are available, they will be posted online.

Product News

YORK® Unveils New Complete Home Comfort Solution with Communicating Zoning Technology



Milwaukee—The YORK® brand of Johnson Controls, the global leader for smart and sustainable buildings, and the architect of OpenBlue connected solutions, unveiled a new complete home comfort system with state-of-the-art zoning technology, offering improved, high-efficiency comfort with simplified installation and setup. The Hx™3 Communicating Zoning System gives consumers ultimate control of individual room temperatures in up to eight zones that they can manage anywhere with the new and improved Hx™ app. In addition, the new app gives contractors remote access and monitoring with

homeowner permission.

The entire system can be directly controlled by the homeowner on a mobile device using the completely re-engineered Hx™ app or via the Wi-Fi-enabled Hx™3 Main Controller, which acts as the primary control point for the entire home. It features multiple, customizable schedules for up to eight zones and advanced settings such as humidity control, geo-fencing, away mode and vacation mode, which can be set for individual zones or the entire home. It partners with additional, secondary thermostats or sensors to enable control of the remaining zones, which can be customized based on the homeowner's needs and budget.

The innovative, easy-to-use Hx™ app empowers consumers to take full control of

their HVAC system, featuring a simplified set-up process and intuitive schedule control for enhanced efficiency. The app has a new, refreshed interface with a user-friendly design, allowing first-time users to seamlessly navigate based off in-depth customer research. It's available on the Apple Store and Google Play and compatible with Apple Watch and Amazon Alexa voice control.

Unlike zoning equipment that require bypass and barometric dampers, the Hx™3 Communicating Zoning System is compatible with any existing 3-wire, 24V power open/close damper. This reduces changes to existing ductwork, saving homeowners on material and costs, while saving contractors on installation time. In addition, the system features intuitive, easy-to-read error messages

and one-touch testing of airflow and damper settings without additional sensors and probes. Installation is further simplified for contractors with an easy setup and maintenance interface on the Hx™ app, along with remote access and monitoring with homeowner permission.

The Communicating Zoning System is compatible with YORK Affinity™ premium variable capacity or two-stage indoor and outdoor communicating equipment with QuietDrive™ technology and a full range of indoor air quality products. These high-efficiency HVAC systems maximize energy savings while offering superior performance.

To learn more about the YORK Hx™3 Communicating Zoning System, visit: www.york.com/residential-equipment/residential-thermostats

LG Expands HVAC Systems with LGRED° Heat Technology

Alpharetta, Ga. — LG Air Conditioning Technologies USA has expanded its robust portfolio of single- and multi-zone products with LGRED° (Reliable to Extreme Degrees) technology, bringing powerful heating capability to more single zone products – pushing the industry forward in the electrification of residential and light commercial building sectors.

Boasting superior heating capacity performance down to 5°F and continuous heating operations down to -13°F, products featuring LGRED° heat technology efficiently deliver heat during colder weather. LG single zone systems with LGRED° provide homeowners with an electric option that reliably delivers year-round heating and cooling in an all-in-one inverter heat pump system.

For cold climate zones especially, the systems offer a greener alternative replacing expensive, supplemental heat sources.

Featuring LG Inverter technology, the new single zone products with LGRED° can intelligently sense the air conditioning demand, proportionally ramping the inverter compressor up or down. This is unlike traditional systems which have limited ability to calculate proportional energy use relative to the demand. The ENERGY STAR® certified lineup also comes packed with other industry-leading benefits of inverter technology including enhanced acoustic comfort, as well as compatibility with the LG ThinQ™ app, providing access to an ecosystem of LG products from any smart device including Google Home or Alexa.

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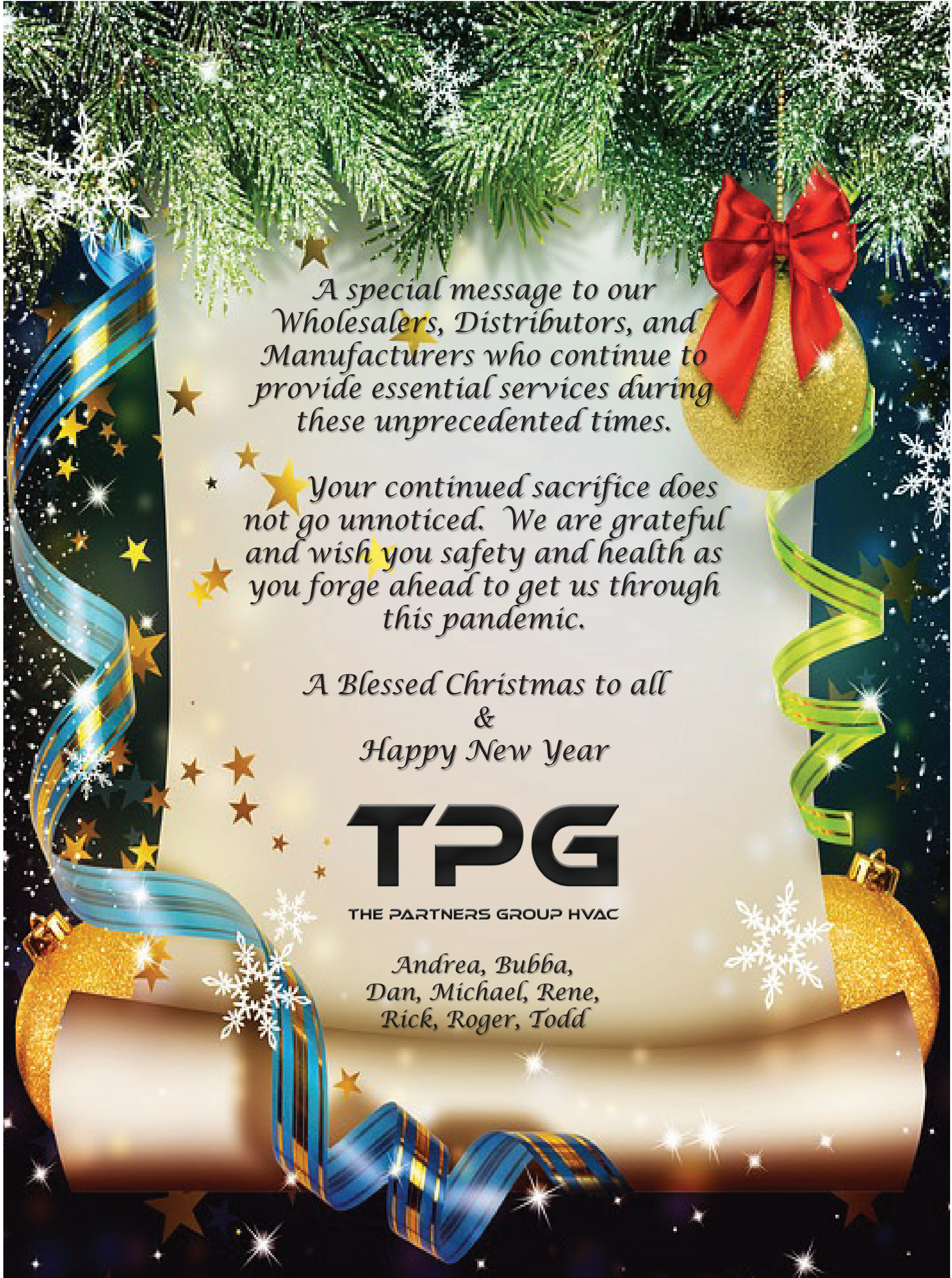
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Job Pricing For Slow Times

It is the slow time of year. There aren't enough jobs to go around for all the contractors in the area, and you have crews to keep employed. If you lay them off because of a lack of work, they might end up working for a competitor who has work to do right now—even if that work was bid at a "loss." What to do?

The answer to this dilemma comes from the manufacturing world and may surprise you!

Seasonal Pricing— it Works!

In the past, when a contractor was in his slow season, he often would take jobs at what would normally be ridiculously low prices "to keep the crews busy" so they did not quit and go to work elsewhere. There was no smart way to know when or how to do this. Manufacturing theory

gives us the tools to deal with this safely.

Manufacturing theory says that when a plant is running at peak capacity (in our trade, this usually means the summer season), pricing should rise *above* normal levels. The reason is simple: the market demand is there, and all producers are running full tilt, so no one has idle capacity. For you, this means that if you would normally sell a 3-ton condensing unit for \$2,900, you might sell it for \$3,200 or even \$3,600 in the peak of the summer rush.

This theory also says that when you are not at peak capacity, *any price you set above your direct costs and variable costs will help the business.*

Did you catch the full impact of that?

This means that during

slow times, you could take a job for a lot less than you normally would and still be okay. As an example, the 3-ton condensing unit we just considered might sell for \$2,400 during the slow times.

How can a contractor do this and stay healthy? By understanding the seasonal nature of this business and his production cycles.

Overhead is the key.

About 85% of the overhead of most contractors is fixed— it does not vary from month to month. The other 15% fluctuates with sales.

Take a contractor with overhead of \$250,000. Of this, about \$212,000 would be fixed and \$38,000 would be variable. On average, this means about \$17,700 per month for fixed overhead. That's \$17,700 per month in the peak season, as well as

\$17,700 per month in the slow.

During the slow times, we often fail to get enough work to even break even. After all the bills are paid during the slow times, there may be only \$8,000 or \$10,000 left to apply to overhead, leaving us far short of covering the overhead for that month. We must fund the shortage out of our built-up reserves of cash from the summer season— "living off our fat", like bears in the winter!

Now consider what happens during the slow times when a contractor who understands overhead and production cycles encounters a job. Suppose the job's total costs come to \$18,000. Normally, he'd price the job at \$22,000, but because it's the slow season, he knows that every "low ball" bidder out there will be fighting for

this job. It might bid as low as \$19,000. Should he go for it too?

At first glance, he'd be nuts! Leave \$3,000 on the table? No way!

But hold on! That overhead lug of \$14,500 is back there just waiting to pounce on the checking account! The contractor could dig in and say, "Nope, I'm not going to try to take that job at \$19,000!" In which case, he pays all of the overhead shortfall out of his company's built-up reserves without any job money at all to help. Or he could say, "Well, I don't like it, but it's better than nothing, because it will give me \$1,000 of the customer's money to apply to the overhead this month, and that's \$1,000 less that has to come out of the company's coffers."

Did you notice that? If



Richard Harshaw

he takes that job for \$19,000, he surely doesn't make his normal profit— in fact, he takes a loss on it. But he takes less of a loss than if he did not get the job at all, where all the overhead comes out of his pocket that month.

At the end of the year, the \$1,000 that he applied to the slow month's overhead shows up as an extra \$1,000 of profit. Is that a bad move?

This Great! What's the Catch?

The problem is that most contractors don't know the limits for this theory of job pricing.

SEE HARSHAW PG.18

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It's On My Heart: Control the Sale!

Had a conversation with Jon, my older son. He is General Sales Manager at a high-end motor sports place in Colorado, they sell motorcycles that have a \$30-40,000 price tag, side-by-sides that can get up to \$30,000 and snowmobiles that are in the \$22,000 range. Fun toys.

Back a couple of months ago he was in the store and watched a customer give one of his sales reps grief about the price of a snowmobile. It was on the floor with a \$22,516 price tag. Customer said he would never pay full price; he had his checkbook would give them \$15,000. The sales rep called Jon over, said he wants to buy the snowmobile today, but will pay only \$15,000.

Jon turned to the customer; conversation went like this:

Jon: are you the

customer who wants to buy this snowmobile?

Yes.

Jon: did you bring your checkbook.

Yes.

Get it out, write \$22,516 on the check, it is yours.

Customer: No way! I won't go more than \$15,000. Maybe \$16,000.

Jon: then you won't buy this machine. Period.

Customer: come on, business can't be that good, with the Covid you probably have lower sales than in the past. (A big mistake, in fact Jon has been setting records in sales all year, Covid has been a HUGE help to their business, they sell motorcycles, watercraft, as well as snowmobiles and side-by-sides).

Jon: actually this machine is the only one we put out here, since we had no room in the back shop, we

are getting ready to prep it for the winter selling season (this was in August). So you are early looking at it, but the price is firm, if it doesn't fit, we are OK. If you don't buy it, someone else will.

Reader's Digest version, Jon not only sold him the rig at \$22,000, he also got another \$4500 for a trailer and clothing. Close to \$30K with tax.

Here is the lesson: keep control of the sale. Don't let the customer tell you how to run your business, price your goods, or what to install. Tell the truth, Jon was exactly correct, the sled was out in front where they could add some details to get it ready to sell when Oct came around. As an example, Jon sold a lot of watercraft, starting price of \$7000. But he added the "watercraft package", a trailer, life vests, fire extinguisher, first aid kit,

radio, all the things that you should have when you are on the water. So this pushed the average sale over \$10k. Some customers pushed back, saying they would get those items later, save some money.

Jon would say, if you want this watercraft, it is part of the package, if not, someone else will buy it.

Jon was comparing notes with another motorcycle dealer recently, asked about financing. Jon said he had to work hard to get the financing company to add in all the other items so the customer could walk out with the complete package, no money down. The competitor said that his financing company would always go 160% loan to value, to allow the customer to buy the accessories, trailer, safety gear, whatever they wanted in addition to the bike. Jon had to sell the finance company on looking at the package instead

SEE HINSHAW PG.19



Jim Hinshaw

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

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

up the company for improved profitability, all phases of the business.

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

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

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

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The first requirement to successfully couple production cycles to job pricing is to know when your slow times occur. A slow month is any month where your labor sales will probably come in at less than 85% of full capacity. If you have 6 installers, let's say, each could work 22 days a month (on average). At 8 hours a day, the theoretical labor pool would be 6 men x 22 days x 8 hours a day, or 1,056 hours. Deduct 15% for a typical company's unapplied time, and we're down to 900 sellable hours. Allow another 15% of the 900 hours for a "cushion" for those special jobs that come along or for unexpected job snags. This takes us down to 765 hours.

Any month where we see we're going to sell fewer than 765 installer hours qualifies as a slow month. We have at least 135 hours of unsold labor (not counting a 135-hour "hot job" reserve), and if we don't sell it this month, it is gone!

This requires, of course, that you have an ongoing job tracking and backlog system. You must track backlogs, and you must forecast labor use at least four months out.

Second, you must make sure that the job you are bidding will be done entirely with slow times hours (in our example, using some of those 135 unsold hours). For short jobs (like residential replacements) this should be easy to gauge, but what about commercial jobs?

This is much trickier. Too often, we'll bid commercial jobs and get them only to discover that the start date gets pushed back. If this happens in the slow times and we bid the job with slow month pricing in mind, it may push the job into our busy season. Then we're hurt, because we have committed precious labor to a job that is priced too low for full capacity times.

So here comes the second technique for using lull pricing. If the job may spill out of the

slow times and into the busy season, price the job the way you would normally and then set a slow times price. Figure what percentage of the job will be done during the slow time and apply that percentage to the slow time price. Take the balance of the job completion percentage and apply it to the busy season price. Add the results and bid the job at that.

Here's an example. A job would normally bid for \$37,000 in the busy season, but we set a slow time price of \$29,000. The job will probably be 2/3 done during the slow time, and 1/3 in the busy season. Our bid price should be 2/3 of \$29,000 (\$19,300) plus 1/3 of \$37,000 (\$12,300), for a total bid of \$31,600.

Catch the Hidden Costs!

We must also be sure that we cover the variable costs. This is involved, but not difficult to do.

Suppose a contractor's P&L shows that against the variable costs of \$40,500, he ran direct costs of \$522,500. Then on average, his variable costs run

about 7.8% of direct costs.

Knowing that, he can now compute a factor for variable costs. With job costs, say, of \$16,000, this means he needs to add 7.8%, or \$1,248 for variable costs.

Almost done, except for one more item. Most P&Ls list the interest expense "below" the line. That is, the accountant shows it as an expense after the net profit from operations is reported. If that is the case for your P&L, you need to figure out what percentage of your direct costs interest expenses are and add that to your job costs too.

For instance, if our interest expense (below the line) is \$9,000 a year, interest as a percentage of direct costs runs 1.7%. We would need to allow then about \$270 (1.7% of \$16,000) for interest expenses. Our total job costs now come to \$16,000 + \$1,248 + \$270 or \$17,518. Any price over this in the slow times would help.

Important note: if your P&L has the interest expense listed

as part of the variable expenses, you don't need to do this last step because interest will be recovered in the variable cost calculation.

Don't Overlook the Loans!

One final technicality—you must do jobs in such a way that you can support your business's cash flow requirements. There is one item we have yet to cover, and that is the portion of long-term debt that is coming due this year. In other words, how much of the loan principals must be repaid this year? This figure does not show up on the income statement. It shows up on the balance sheet, because you are paying back the bank's own money when you repay the principal. The interest is your money, and you record it on your income statement. But not the principal.

A contractor must assign a portion of current notes payable to the installation division. The easiest way is to use the percentage of sales. For instance, if a contractor has \$18,000 in

notes payable this year, and residential installations make up 60% of his business, we could say that about 60% of this, or about \$10,800, is the obligation of residential installation. This may not be exactly the case, but it is close enough.

We must then figure out what portion of the cost of sales this \$10,800 is and apply that percentage to a job's costs to allow for the cash flow requirements of the loan principal this job must carry.

What can we conclude?

That production cycles, when coupled with solid pricing methods, give us the tools for maximizing production, revenue streams, and capacity year round if we stay on top of our businesses and the market and know when we are entering a slow season—and price our jobs over our costs during that time.

Your production will rise (but not dangerously so) and your business will run at higher capacity year round. Like the engine of a fine car, it will purr!



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HINSHAW con't

of just the machine. To be clear, sometimes it just cannot be done, but it sure is sweet when you can bundle an extra \$4500 into a loan, give them everything they want in one package.

On another conversation yesterday with a technician (Curtis, with FROG Air Conditioning) who got bumped by a customer over a capacitor that was \$300, in that range. The customer looked online, found the same rated capacitor at Lowes for \$13.87. Boom. They howled, said that he was ripping them off. He calmly said, that is correct, the price of the item is less than \$20, but that is not what you are paying for. The total price includes our company backing up our work, it includes my education, so that I can look at the entire system to be sure that there are not other problems that could cause the system to malfunction, it includes my being able to understand exactly how to wire in the capacitor and all the related items. In other words, it is a LOT more than just the part. Does that make sense? What made this even more interesting, was they had a home warranty, he sold the capacitor anyway! It was a test. Curtis passed it well, he kept control of the sale, made something happen.

So, are there some things you can bundle into your price, some items that have real value, and give real benefits? Not sure if you are in the heat/air business or plumbing, or whatever. I am sure that if you give it some thought you will come up with other items and services that can make up a package for the customer. The end result is that by combining several items the customer can get everything they need and a bonus: it makes it harder to compare prices!

Thanks for listening, we'll talk later.

ASHRAE con't

"This move represents another significant milestone for ASHRAE," said ASHRAE Executive Vice President Jeff Littleton. "In addition to showing our commitment to building occupant health and comfort, our new headquarters building will enable us to provide industry-leading support and service to our global volunteers, while driving innovation that will push our goal of sustainability in

action forward."

A team of ASHRAE volunteers led a highly successful building campaign to garner support for the renovation project. Thirty-one corporate donors committed more than \$9.7 million in monetary support and gifts of equipment and services. ASHRAE thanks the following industry partners for their high-level support of the new global headquarters renovation project: NIBE, Cisco, Arkema,

Daikin, Price Industries, Belimo, ClimateMaster, ClimaCool, Bell & Gossett, Big Ass Fans, Victaulic, Uponor, Mitsubishi Electric Trane, NTT and PlaceOS. Donors to the building campaign will be listed online and recognized in a special new headquarters commemorative magazine to be published in January 2021.

Additionally, ASHRAE members have given over \$500,000 to date. In total,

ASHRAE has received over \$10.2 million from generous stakeholders.

"ASHRAE's new global headquarters is an example of an effective built environment that fully considers the importance of effective operations by installing the systems and equipment in a manner that facilitates operation and maintenance," said 2019-20 ASHRAE Presidential Member and Building Ad Hoc Committee Member Darryl K.

Boyce, P.Eng. "We are grateful to our donors for their generous support and partnership. It is this support that not only shows our donors' alignment with ASHRAE's sustainability goals, but helps us to address the challenges of designing and operate buildings in a technology driven environment."

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Product News

Bryant Heating & Cooling Systems to Sponsor Tony Kanaan and Chip Ganassi Racing in 2021

Long-time relationship with 2013 Indianapolis 500® Winner extends to 14th season

Indianapolis — Bryant has announced that it will sponsor Tony Kanaan during his four-race INDYCAR® SERIES campaign next year, as the veteran driver makes his return to Chip Ganassi Racing. Kanaan and teammate Jimmie Johnson will be sharing driving duties for the No. 48 entry, with Kanaan competing on the oval tracks and Johnson driving the road and street course races during the 2021 season.

Bryant will serve as a Major Associate Sponsor for Kanaan's No. 48 entry during his four-race campaign, including the 105th Running of the Indianapolis 500® Mile Race. The No. 48 entry will feature prominent Bryant badging in three of the 2021 oval events, and during the Texas Motor Speedway race weekend (May 1-2), Kanaan's car will feature a full, Bryant-branded paint scheme. Bryant will also serve as an Associate Sponsor for the No. 48 entry when Jimmie Johnson pilots it through the streets of Toronto on July 11, as well as a Major Associate Sponsor for three races on the No. 8 entry to be driven by Marcus Ericsson.

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Fresh-Aire UV's residential and commercial UV equipment designed for HVAC and duct systems inactivates the coronavirus in less than two seconds.

Jupiter, Fla.—Fresh-Aire UV®, a leading global manufacturer of HVAC ultraviolet (UV) disinfection systems, announced that third-party lab tests successfully proved its residential and commercial UVC disinfection equipment for HVAC systems are >99.99-percent effective in inactivating SARS CoV-2, the virus which causes COVID-19 disease.

The "SARS CoV-2 Neutralization by Germicidal UVC Light Systems" study conducted by independent laboratory Innovative Bioanalysis, Costa Mesa, Calif., validated a 4-log, >99.99-percent coronavirus inactivation in less than two seconds of exposure to Fresh-Aire UV's germicidal UVC 254-nanometer light systems. The exposure time is comparable to a moving airstream model within a facility's HVAC or ventilation system. The lab used Fresh-Aire UV's ADS™ airstream and BlueTube XL™ coil and airstream disinfection systems designed for healthcare, education, office and other commercial facility applications. The residential and commercial APCO-X™ coil and air disinfection system also exhibited the same positive results.

The study is one of the first successful SARS CoV-2 inactivation tests in the HVAC industry and is available at www.freshaireuv.com.

"Consulting engineers, contractors and facility managers

can now confidently specify, install and use our UV equipment, knowing they are being proactive in improving the building's indoor air quality," said Aaron Engel, Vice-President-Business Development, Fresh-Aire UV. "Dosage is critical for effectiveness; however, our Blue-Calc™, a UVC light design and analysis using state-of-the-art sizing software, can accurately help facility directors, engineers and contractors specify UV equipment for any disinfection application," said Engel.

Since the early 2020 onset of the COVID-19 pandemic, Fresh-Aire UV has helped provide recommendations for both residential and commercial UV systems. In the FDA-sponsored test published in the American Journal of Infection Control, Fresh-Aire UV systems were used to show the efficacy of UVC light in disinfecting and extending the life of N95 respirators.

Now with a proven study validating Fresh-Aire UV's equipment effectiveness against SARS-CoV-2, Innovative Bioanalysis, a CAP, CLIA and AABB-certified laboratory, is now executing the next phase of Fresh-Aire UV testing. "We are excited to continue our testing to gauge effectiveness against different HVAC, airstream and surface applications," said Engel.

For more information, please visit www.freshaireuv.com



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Construction Employment is Down in Three-Fourths of States Since February, Even After 36 States Added Construction Jobs in October

New York and Vermont Post Worst Losses since February as Virginia and South Dakota Add the Most; Maryland Records Worst One-Month Job Losses, While California and Alaska Post Biggest Gains

Construction employment in October remained depressed compared to pre-pandemic levels in three-fourths of states despite the fact 36 states and D.C. added new construction jobs in October, according to an analysis by the Associated General Contractors of America of government employment data released today. Association officials added that demand for most types of nonresidential projects remains weak amid pandemic-related uncertainty and urged federal officials to enact a new round of coronavirus recovery measures.

“An increasing number of nonresidential contractors are experiencing cancellations that are forcing them to lay off workers,” said Ken Simonson, the association’s chief economist. “Although single-family homebuilding and remodeling contractors are adding workers, most states are likely to have a net loss of construction workers soon, especially from

high-paying, nonresidential jobs.”

Seasonally adjusted construction employment in October was lower than in February—the last month before the pandemic forced many contractors to suspend work—in 37 states, Simonson noted. New York lost the most construction jobs over that span (-41,600 jobs or -10.1 percent), closely followed by Texas (-41,500 jobs, -5.2 percent). Vermont had the largest percentage loss (-21.8 percent, -3,200 jobs), followed by North Dakota (-13.2 percent, -3,900 jobs).

Only thirteen states and the District of Columbia added construction jobs from February to October. Virginia added the most (7,100 jobs, 3.5 percent), followed by Kentucky (4,300 jobs, 5.4 percent) and Alabama (4,300 jobs, 4.5 percent). South Dakota posted the largest percentage gain (9.4 percent, 2,300 jobs), followed by Kentucky.

Construction employment decreased from September to October in 12 states, increased in 36 states and D.C., and was unchanged in South Dakota and Utah. Maryland shed the most construction jobs from September to October (-2,600 jobs or -1.4 percent), followed by Georgia (-1,800 jobs, -0.9 percent). Maryland also had the largest percentage decrease, followed by Delaware (-1.4 percent, -300 jobs).

California added the most construction jobs over the month (26,300 jobs, 3.1 percent), followed by Texas (9,400 jobs, 1.3 percent). Alaska had the largest percentage gain for the month (10.1 percent, 1,500 jobs), followed by Iowa (7.0 percent, 4,700 jobs).

Association officials urged members of Congress to craft a new series of coronavirus relief measures to help offset declining demand for most types of nonresidential construction.

Those measures must include new infrastructure investments, liability reforms to protect honest firms from unwarranted pandemic lawsuits and an extension of, and new flexibility for, measures like the Paycheck Protection Program. They also urged Congress to ensure the current administration does not move forward with its plans to tax firms that used Paycheck Protection Program loans to protect essential construction jobs.

“With the pandemic raging again in most parts of the country, countless construction jobs are at risk as owners cancel or delay construction projects amid uncertainty about the future,” said Stephen E. Sandherr, the association’s chief executive officer. “Enacting needed new recovery measures now will help protect many good-paying construction careers during what will likely be a difficult winter for the economy.”

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A collection of York HVAC units, including a large outdoor condenser and a smaller indoor unit. A hand is holding a tablet that displays the YorkCare warranty program details.

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Screenshots of the Insko.com website displayed on a laptop and a smartphone. The laptop screen shows the homepage with navigation links and a search bar. The smartphone screen shows a mobile-optimized version of the site with a search bar and a list of products.

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PHCC Project Management Boot Camp Goes Online Thanks to A. O. Smith University, A. O. Smith and Kohler Company

Falls Church, Va. – The Plumbing-Heating-Cooling Contractors—National Association (PHCC) Educational Foundation faced a tough question this year. How could their forty-plus hour, four-day Essentials of Project Management boot camp be successfully run online to avoid COVID-19 concerns? The answer was to partner with the professional crew at A. O. Smith University (AOSU) to provide the instruction over Zoom from their advanced video studio in Ashland City, Tennessee. This partnership allowed the first online PHCC Essentials class to run from last Wednesday to Saturday with eighteen project managers in attendance.

Kirk Alter, Associate Professor at Purdue University, is the lead instructor for the Essentials class. His teaching style is highly energetic and interactive, featuring constant dialogue and role-playing exercises with the attendees. The AOSU studio allowed Alter to move as he would in a physical classroom, teaching from slides or more often vigorously scribbling columns of numbers on a whiteboard to illustrate the impact project manager's decisions have in terms of real dollars. All the while, staff in a control room were switching the Zoom broadcast view from camera to camera in the studio, allowing the attendees to follow the action. The attendees were required to keep their video on throughout the program, allowing a monitor in the studio to display a gallery view to Alter, facilitating "face-to-face" conversations.

After completing a full eight-hour day of training, attendees were tasked with completing intense project assignments in the evenings. They were additionally responsible for coordinating how they would conduct these meetings with their group members who were spread across the country. For many, it was the first time they had needed to create work product and develop a presentation with an entirely remote-based team.

Offering the class online eliminated travel and hotel expenses, reducing the costs for attendees. While A. O. Smith University supported the program through use of their studio, A. O. Smith and Kohler Company generously sponsored class, further reducing the registration fee for attendees.

Offering the class online also helped to reduce the risk of travel during a pandemic. One attendee even learned he had tested positive for COVID-19 during the first day of the class. He was able to attend the entire program safely while isolating at home.

The next Essentials of PHC Project Management course will also be conducted online March 17th to 20th, 2021. The class will also be hosted by A. O. Smith University and sponsored by A. O. Smith and Kohler Company. Visit phccfoundation.org/essentials for more information and to register. The class size is limited, so early registration is encouraged.

ARS/Rescue Rooter Commitment to Military Veterans Showcased on Military Makeover: Operation Career

Memphis, Tenn. – ARS/Rescue Rooter, one of the nation's largest providers of air conditioning, heating, and plumbing services, participated in Military Makeover: Operation Career, a nationally televised show that is traveling the country capturing stories of military veterans who are transitioning out of the military and back to civilian life through a trades career path.

Highlighting ARS/Rescue Rooter's commitment to hiring and supporting veterans, the show follows Jason Poucher, ARS General Manager Myrtle Beach (US Marine Corp), Troy Meadows, ARS Divisional Human Resources Manager (U.S. Air Force), and Josh Will, ARS Atlantic Division Recruiting Manager (U.S. Army). They have taken their military training and experiences and applied these skills to build a career in the trades as key contributors to the company.

"ARS/Rescue Rooter recognizes the sacrifice and commitment active military, Guard and Reserve, and veterans have made to our country, and we have made honoring them a priority. Veterans know the value of honor, integrity, and self-discipline, which are the same values all our employees are committed to in servicing our customers here at ARS," said Chris Snow, Senior Vice President, Chief Human Resources Officer. "We look forward to continuing to provide rewarding careers to veterans and are honored to partner with Military Makeover: Operation Career to showcase these three hard-working military veterans who have grown their civilian careers here at ARS."

The episode of Military Makeover: Operation Career airing on Lifetime T.V. featuring ARS/Rescue Rooter airs on Friday, November 6 and Thursday, November 12, at 7:30am EST.



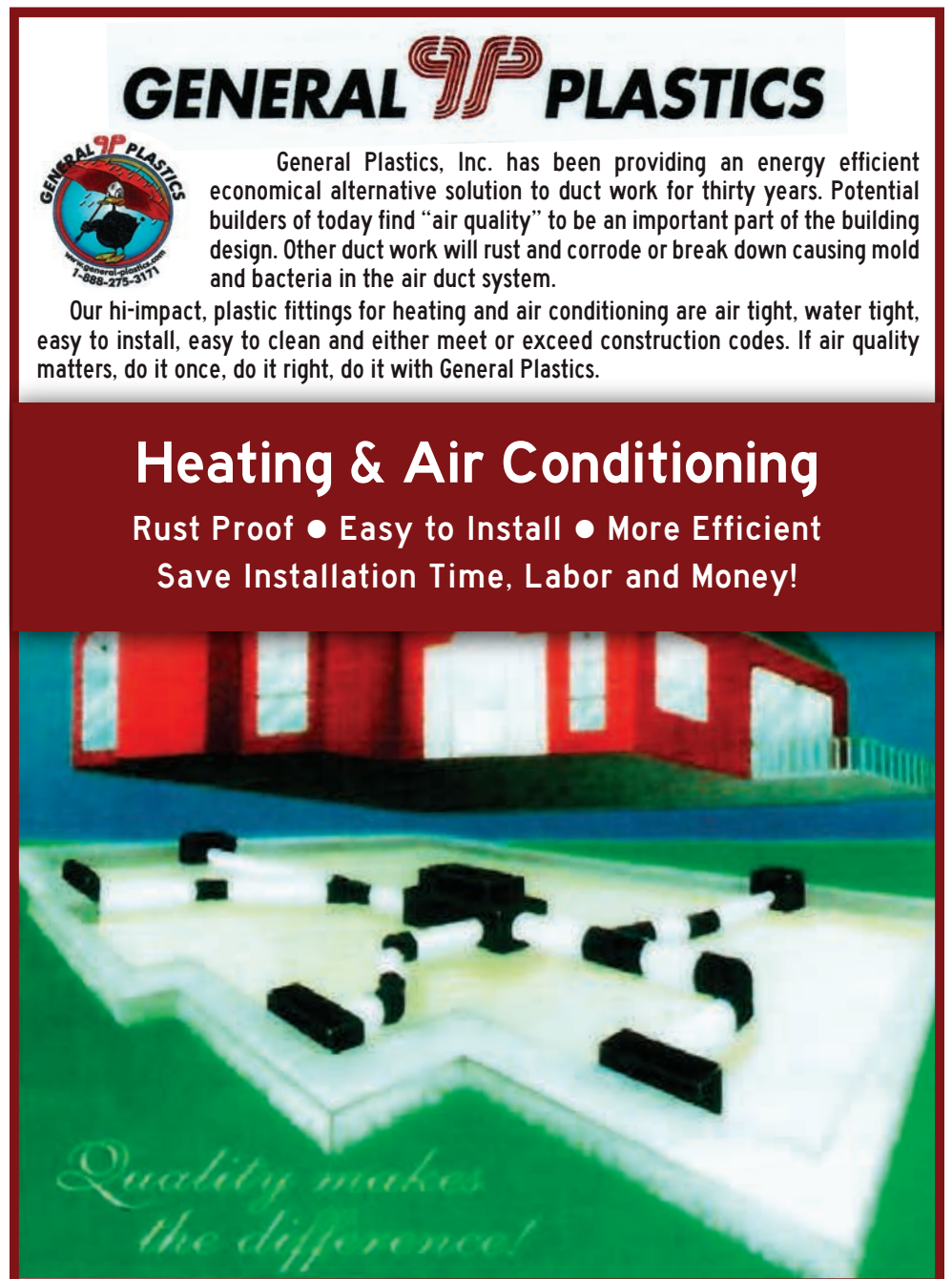
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Mitsubishi Electric Trane HVAC US Participates in GO GREEN Home Makeover Series

GO GREEN spreads the message of attainable, energy-efficient, residential heating and cooling solutions



Suwanee, Ga.—Mitsubishi Electric Trane HVAC US (METUS), the exclusive provider of Zoned Comfort Solutions® and a leading supplier of Variable Refrigerant Flow (VRF) heating and cooling systems, announces participation in GO GREEN, a short-form, digital home makeover series that empowers the American household to lessen their carbon footprint, save money, and improve their quality of life through flexible and affordable clean energy solutions.

GO GREEN created by Lucia Entertainment and co-produced by The Solutions Project with guest appearances by Mark Ruffalo and Don Cheadle, expands upon the traditional home renovation show by focusing on clean energy solutions that enhance homeowners' comfort, and well-being — including Mitsubishi Electric heating and cooling systems.

METUS contributed an all-electric, multi-zone heat pump system in the episode featuring Sonja, a Los Angeles native and volunteer turned full-time community organizer. Sonja wanted more efficient climate control to make her home more comfortable for her elderly mother. The multiple indoor units including wall-mounted, recessed ceiling cassettes and a multi-position air handler used in the installation allow the family to enjoy different temperatures in different parts of the house.

"The installation of our sustainable Zoned Comfort Solutions in Sonja's home helps demonstrate how clean energy sources are accessible to homeowners," says Michelle Robb, senior director of marketing, Mitsubishi Electric Trane HVAC US. "By creating multiple zones in her home, Sonja and her mom will enjoy customized comfort in each room while saving on heating and cooling operating costs. We're pleased to be part of the GO GREEN experience."

By replacing the 30-year-old, gas-based system with the fully electric, energy-efficient Mitsubishi Electric HVAC system, Sonja will circulate fresher air in her home, reduce her heating and cooling expense, and lessen the carbon footprint in her community.

For more information about Mitsubishi Electric Trane HVAC US residential heating and cooling systems, visit www.mitsubishicomfort.com. GO GREEN can be watched on IGTV and YouTube.

Camfil Group to Build New Manufacturing Facility in Jonesboro, Arkansas



Jonesboro, Ark. — Camfil Air Pollution Control (APC), manufacturer of industrial dust, fume and mist collection systems, announces construction of a new manufacturing facility in Jonesboro to replace its previous building that was destroyed by a tornado in March. The new factory and office space will be located at Craighead Technology Park. The target date for completion is early 2022.

Committed to continue development in the area, Camfil APC has operated in Jonesboro for over 20 years, providing jobs, investing in the local economy and contributing to the community. Since the tornado, the company has been conducting manufacturing operations out of a rented local facility. Sales offices, filter cartridge production, warehousing and shipping were not damaged. All these functions will move to the new facility.

"We are grateful to everyone who has helped us move forward and make this new production facility possible, especially our parent company, Camfil Group, for committing the resources to help us rebuild. We also thank the city of Jonesboro, the Jonesboro Chamber of Commerce, architects Fisher Arnold, our dedicated employees, our extremely supportive customers and the people of Jonesboro," said Graeme Bell, Vice President of Camfil APC Americas.

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TACCA Greater San Antonio held their 31st Annual Golf Tournament at The Club at Sonterra on Monday November 16th in San Antonio. The all-day tournament sponsored by Johnstone Supply featured a lunch, raffles and drawings, and a dinner and awards afterwards. The event was sold out.



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While in-person trainings are still limited due to social distancing constraints implemented as a result of COVID-19, Mitsubishi Electric Trane HVAC US (METUS) is committed to the continued support and training of HVAC contractors.

We have live daily training webinars for contractors on topics such as wireless connection basics; the difference between refrigerant charges in ported versus branch box multi-zone systems; and best practices and manufacturer recommendations for our CITY MULTI system.

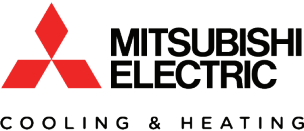
We now offer these trainings twice a day, making recorded versions available for contractors who may have missed a webinar.



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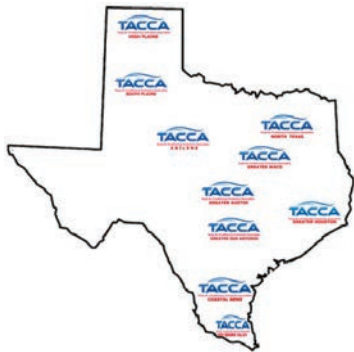
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The Texas Air Conditioning Contractors Association (TACCA) is a contractor-focused organization committed to a strong HVAC industry in Texas. With more than 50 years' experience helping contractors benefit from programs that include technical training, state-approved continuing education, and advocacy at state and local levels, TACCA continues to set the standard for the HVAC/R trade in Texas.

2020 TACCA Year-in-Review Highlights

During this unprecedented time of COVID-19, TACCA has seen challenges for members, the industry, and our organization. There is no doubt this year, with its shelter-in-place orders, mandatory business closures, and economic uncertainty has derailed plans and goals for the association. No one could have foreseen or been prepared for the last nine months, so when we look at this year in review, our focus is on what has been accomplished despite the challenges put before us. In 2019, TACCA established seven priority goals for 2020 and hired a new executive director to help lead the organization in achieving these goals.

Leadership Training/Development - Strengthen the leadership of TACCA through leadership training and development. In September, our board of directors participated in leadership training conducted by consultant Cathi Hight and we have developed a new board orientation for future elected board members.

Affinity Programs - Develop a portfolio of vendors to provide discounted products and services to members. TACCA has been identifying products and services that would be of most value to its members. A recent member benefit survey validated some of the options under consideration. We recently launched the TACCA Healthcare Initiative and are very excited to bring this affordable insurance offering to our members. Please visit www.tacca.org/healthplans or email healthplans@tacca.org for more information.

Governance Infrastructure – To assure the infrastructure is solid and identify any areas of weakness that need to be addressed, we completed an exhaustive review and subsequent amendment of the organization's bylaws that was approved by the Board of Directors in August. Other governing documents were reviewed and found to be in order.

Committees - The best work of any association comes when volunteers with a passion for their industry work together to make their profession better. TACCA created several committees including membership, chapter relations, legislative, TACCAPAC, and education/training. Committee chairs were selected, committee members were appointed to each committee, and committees have started meeting. We created a process document and are working on an orientation for committee chairs.

Chapter Growth/Training – To strengthen chapter relations and membership we met individually with chapter directors and board members and organized a chapter staff retreat in February. We have been working diligently to help address some of the challenges that a few chapters have faced.

Communicate Value – In an effort to communicate the value of membership more effectively, we completed a redesign of the website including the addition of new pages with key information people are searching for. We reviewed most of our programs including the continuing education (CE) and exam prep course. Training continues to be an essential and successful part of TACCA's programs and are critical to the financial health of the association. In preparation for the 2020 CE class, we reviewed class evaluations from 2018 and 2019. Taking the more commonly requested topics, we surveyed class participants from the last couple of years to determine the topics that may be of most interest, settling on Manual J theory and managing humidity with a small dose of business. In addition to offering the CE class in-person and online, this year we added several virtual class dates that allowed participants and instructors to stay home and still have an interactive experience. We have received positive feedback from participants of this course. Looking ahead, the 2021 course which will include building science and the newly adopted codes. This year TACCA had planned to host an annual conference after taking a four-year hiatus. However, due to COVID-19, that had to be postponed until October 2021.

Membership Development - Membership growth and retention are areas of great importance, not only for the health of the association, but are also vital for the profession as a whole and its legislative impact. It is critical to have a strong, united voice that speaks for the HVACR industry in the legislature and regulatory agencies. We have started several initiatives toward membership growth and retention and have put a focus on regular messaging through Facebook and Twitter and created LinkedIn and Instagram accounts.

TACCA Training Opportunities for 2020

TACCA has been the leader in education for the HVAC industry in Texas for more than 50 years. We offer eight (8) hours of state-approved continuing education for contractors. Our instructors are knowledgeable and receive high ratings from our course attendees. CE classes may have limited capacity and require masks and distancing, per state guidelines. See page B11 for upcoming continuing education opportunities and page B9 for exam prep course dates.

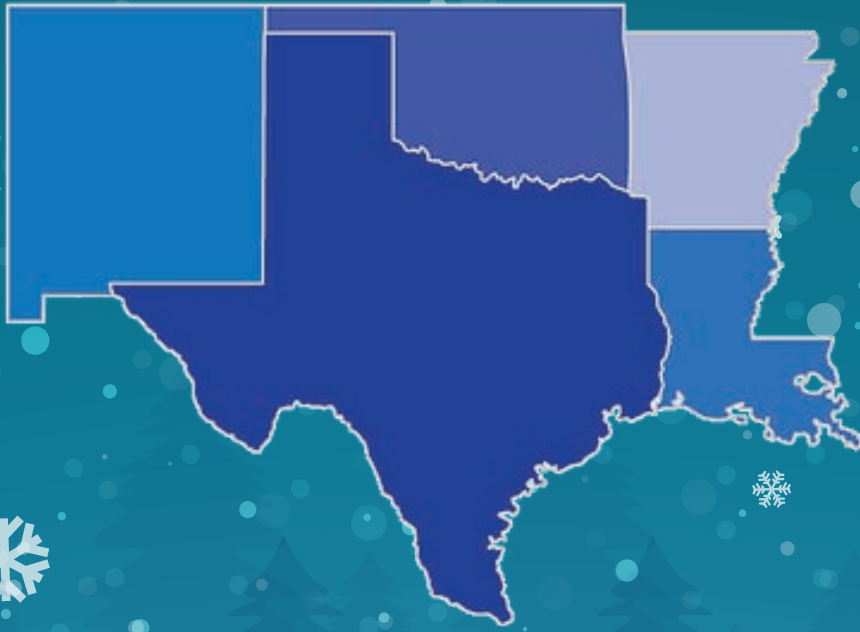


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The spotlight



Taka Inoue Named Chief Sales and Marketing Officer of Goodman Daikin North America



Uponor North America appoints Brett Boyum Vice President of Marketing & Offerings



REHAU Names Mark Hudoba New Vice President for Building Solutions in the Americas



Ardee Toppe Named SVP and President Goodman, Quietflex and PTAC Business Units



Daikin North America has named Doug Widenmann as Sr VP and President

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

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ASHRAE 125 YEARS 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 Learning Institute Releases New HVAC Design Training Schedule

Registration now open!

Atlanta – Registration is now open for HVAC Design and Operations training through ASHRAE Learning Institute (ALI). The training will run from December 2020 through June 2021.

“As technology continues to change, the need for training that incorporates the latest building performance solutions will become critical,” said 2020-21 ASHRAE President Chuck E. Gullledge III, P.E. “ASHRAE’s HVAC Design training offers comprehensive professional development that is useful in addressing the today’s industry challenges.”

HVAC Design: Level I – Essentials provides intensive, practical training ideal for recent technical or engineering school graduates and engineers new to the HVAC field. Developed by industry-leading professionals selected by ASHRAE, the training provides attendees with the fundamentals and technical aspects of HVAC design, installing and maintaining HVAC systems, that can be put to immediate use.

HVAC Design Level II – Applications provides instruction in HVAC system design for experienced HVAC engineers and those who have completed the **HVAC Design: Level I – Essentials**. The training covers the technical aspects of design and methods to increase energy savings through innovation in HVAC design.

In light of COVID-19 and the safety of ASHRAE course participants, the HVAC Design trainings will be held online.

The schedule is as follows:
**ASHRAE HVAC
Design Training**

• December 7-11, 2020
– Level I – Essentials

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Joel Primeau, Eng., ASHRAE Member, HBDP LEED® AP

• December 14-18, 2020
– Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

• January 11-15, 2021
– Level I – Essentials

Instructors: Julia Keen,

Ph.D., P.E., Fellow ASHRAE, HBDP, BEAP

Donald Brandt, Life Member ASHRAE BEAP, CEM

• January 20-22, 2021 – Level II – Applications

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Joel Primeau, Eng., ASHRAE Member, HBDP LEED® AP

• February 1-5, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• February 15-19, 2021 – Level I – Essentials

Instructors: Joel Primeau, Eng., ASHRAE Member, HBDP LEED® AP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• March 8-12, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• March 15-19, 2021 – Level I – Essentials

Instructors: Joel Primeau, Eng., ASHRAE Member, HBDP LEED® AP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• March 29-31, 2021 – Level II – Applications

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• April 5-9, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• April 12-16, 2021 – Level I – Essentials

Instructors: Joel Primeau, Eng., ASHRAE Member, HBDP LEED® AP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• April 26-30, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• May 10-14, 2021 – Level I – Essentials

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• May 17-21, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• May 20-24, 2021 – Level I – Essentials

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• June 2-4, 2021 – Level II – Applications

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• June 7-11, 2021 – Level I – Essentials

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

• June 14-18, 2021 – Level I – Essentials

Instructors: Donald Brandt, Life Member ASHRAE BEAP, CEM

Dennis Wessel, P.E., Fellow/Life Member ASHRAE, LEED® AP

• June 21-25, 2021 – Level I – Essentials

Instructors: Julia Keen, Ph.D., P.E., Fellow ASHRAE, HBDP

Charlie Henck, P.E., Fellow/Life Member ASHRAE, CEM, LEED® AP

To register, visit the HVAC Design and Operations page on ashrae.org.

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



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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. We are also offering FREE Online training for your convenience! 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/academy to see the complete schedule of classes.

Thursday, December 10th – York Commercial Controls located at our Houston Training Facility. From 8am – 5pm | \$50

Free Online Classes

Tuesday, December 1st – Airflow Diagnostics Webinar from 9am – 10am | FREE

Thursday, December 3rd – MyRuud.com Portal Training from 10am – 11am | FREE

Tuesday, December 8th – MyRuud.com Portal Training from 10am – 11am | FREE

MEPO of Oklahoma, Inc.

Mechanical - Electrical - Plumbing Contractors of Oklahoma



Make this Year the Best for Your Business
December Meetings Agendas
CPS IAQPRO SmartAir

Ardmore Lunch Mtg; Tuesday Dec 1st, 11:30am
Cafe Alley; 126 A St NE

OK City Lunch Mtg; Wednesday Dec 2nd, 11:30am
Charleston's; 2000 S. Meridian Ave

Tulsa Lunch Mtg; Thursday Dec 3rd, 11:30am
TiAmo's Italian; 6424 S. Sheridan Rd

Tulsa Social Mtg; Thursday eve Dec 3rd, 6:30pm
White River Fish Mkt 71st (Kenosha) & Lynn Lane (9th St)
Broken Arrow. Bring your Spouse, Guest or Staff Member.

Enid Lunch Mtg; Friday Dec 4th, 11:30am
El Patio Mexican; 4410 W. Owen K. Garriott Rd

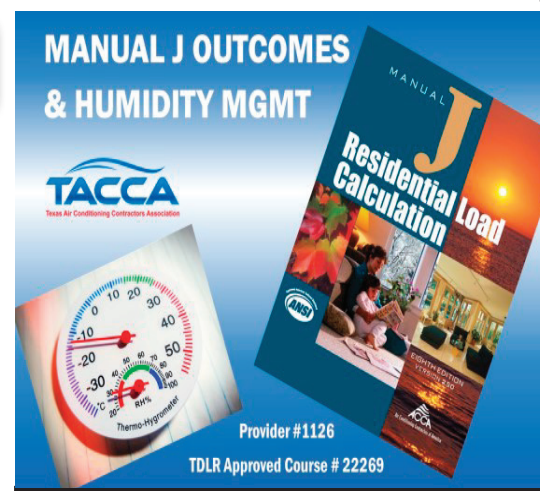
You do not have to be a member to attend our MEPO meetings

Mission Statement

MEPO OF OKLAHOMA, INC. a non-profit trade association in the State of Oklahoma. We work to give our members the tools they need to succeed in the Air Conditioning, Heating, Refrigeration, Electrical and Plumbing Industries.

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Bill Kite, Executive Director
Mechanical Electrical Plumbing Contractors of Oklahoma, Inc.
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Feb 27—Hurst

Mar 13—Austin

Mar 13—Corpus

Apr 10—Denton

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Apr 24—Harlingen

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- ◆ Components of humidity
- ◆ What influences humidity level in a building
- ◆ Slabs and crawlspaces

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NOTE: This course covers Manual J theory, not calculations



REGISTER AT
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CALENDAR OF EVENTS



JOHNSTONE SUPPLY

DECEMBER 2020 TRAINING CALENDAR

For info call Juan Villela at 210-829-1934 Ext. 155 - or email to: juan.villela@johnstonesupply.com

Broadway - 9311 Broadway Suite 200 / Alamo Downs - 6900 Alamo Downs Ste. 140

DATE	DAY	TIME	LOCATION	CLASS	CLASS CODE	Price
1-Dec	Tu	5:30pm - 8:00pm	Broadway	Gas Furnace Venting - Codes, Calculations & Venting Tables	605-193	\$40
2-Dec	W	8:30am - 4:30pm	Broadway	TDLR License Renewal CE - Upcoming Industry Changes	605-115	\$125
3-Dec	Th	1:30pm - 3:30pm	Broadway	Rooftop Equipment Installation Code Requirements	605-123	\$40
8-Dec	Tu	8:00am - 11:30am	Broadway	Gas Furnace - Carbon Monoxide Causes, Effects & Testing	605-164	\$40
14-Dec	M	8:00am - 4:30pm	Broadway	ESCO EPA Certification Review & Exam	605-101	\$165
14-Dec	M	2:00pm - 4:30pm	Broadway	ESCO EPA Certification Exam Only	605-102	\$90
15-Dec	Tu	8:30am - 4:30pm	Broadway	WrightSoft Manual J Program Training - Day 1	SP*00006889	\$325
16-Dec	W	8:30am - 4:30pm	Broadway	WrightSoft Manual J Program Training - Day 2	included	
17-Sep	Th	8:30am - 12:30am	Broadway	Infiltration & Duct Leakage (Blower Door) Training	605-105	Included
17-Dec	Th	1:30pm - 4:30pm	Broadway	Infiltration & Duct Leakage (Blower Door) Certification Exam	SP*00006890	\$450
18-Dec	F	8:30am - 12:30pm	Broadway	Infiltration & Duct Leakage (Blower Door) Certification Exam	SP*00006890	\$450
UNTIL FURTHER NOTICE: We <u>WILL</u> follow Covid-19 Safety Guidelines.						
Please <u>do not attend if you are sick, coughing, sneezing or running a fever.</u>						
Classes are limited to <u>10</u> persons.						
ALL ATTENDEES WILL BE REQUIRED TO WEAR MASKS AT ALL TIMES DURING TRAINING.						

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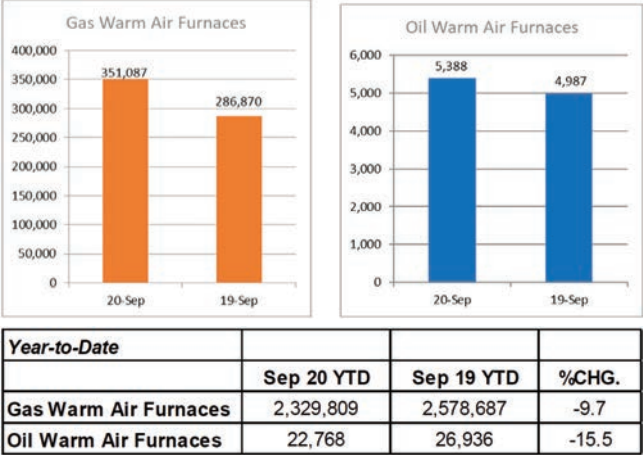
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AHRI Releases September 2020 U.S. Heating and Cooling Equipment Shipment Data

Warm Air Furnaces

U.S. shipments of gas warm air furnaces for September 2020 increased 22.4 percent, to 351,087 units, up from 286,870 units shipped in September 2019. Oil warm air furnace shipments increased 8 percent, to 5,388 units in September 2020, up from 4,987 units shipped in September 2019.

Year-to-date U.S. shipments of gas warm air furnaces decreased 9.7 percent, to 2,329,809 units, compared with 2,578,687 units shipped during the same period in 2019. Year-to-date U.S. shipments of oil warm air furnaces decreased 15.5 percent, to 22,768 units, compared with 26,936 units shipped during the same period in 2019.



Residential Storage Water Heaters

U.S. shipments of residential gas storage water heaters for September 2020 increased 10.7 percent, to 366,161 units, up from 330,910 units shipped in September 2019. Residential electric storage water heater shipments increased 18.3 percent in September 2020 to 383,178 units, up from 323,984 units shipped in September 2019.

Year-to-date U.S. shipments of residential gas storage water heaters increased 2.7 percent, to 3,377,667 compared to 3,288,163 shipped during that same period in 2019. Residential electric storage water heater shipments increased 8.9 percent year-to-date, to 3,402,457 units, compared to 3,124,601 shipped during the same period in 2019.

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

Month			YTD		
Size Description (000) BTUH	Total	% Change from 2019	Size Description (000) BTUH	Total	% Change from 2019
Under 16.5	33,611	+56.0	Under 16.5	266,224	+10.0
16.5-21.9	86,942	+58.7	16.5-21.9	663,131	+11.3
22-26.9	176,908	+59.0	22-26.9	1,460,174	+7.8
27-32.9	146,430	+65.1	27-32.9	1,196,869	+7.9
33-38.9	184,744	+46.8	33-38.9	1,576,326	+5.8
39-43.9	71,585	+49.6	39-43.9	563,650	+4.2
44-53.9	100,572	+36.1	44-53.9	810,729	+3.0
54-64.9	78,270	+24.1	54-64.9	601,949	-3.6
65-96.9	8,364	-9.0	65-96.9	70,994	-17.5
97-134.9	6,187	-12.8	97-134.9	52,336	-20.7
135-184.9	4,368	-13.2	135-184.9	35,708	-18.9
185-249.9	1,826	-26.3	185-249.9	15,880	-19.4
250-319.9	1,445	-1.8	250-319.9	12,697	+0.8
320-379.9	335	-8.0	320-379.9	3,075	-1.2
380-539.9	342	-6.0	380-539.9	3,093	-8.8
540-639.9	251	+10.1	540-639.9	2,443	+1.2
640-799.9	116	-20.5	640 & Over	1,070	-10.8
800.0-899.9	61	-18.7	800.0-899.9	641	+4.1
900.0-999.9	70	+79.5	900.0-999.9	691	+15.4
1,000.0-1,199.9	53	+39.5	1,000.0-1,199.9	467	+15.6
1,200.0 & Over	66	-48.0	1,200.0 & Over	806	-24.3
TOTAL	902,546	+47.1	TOTAL	7,338,953	+5.1

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>.

Commercial Storage Water Heaters

Commercial gas storage water heater shipments decreased 15.9 percent in September 2020, to 6,455 units, down from 7,672 units shipped in September 2019. Commercial electric storage water heater shipments decreased 2.2 percent in September 2020, to 11,325 units, down from 11,578 units shipped in September 2019.

Year-to-date U.S. shipments of commercial gas storage water heaters decreased 14.3 percent, to 58,585 units, compared with 68,359 units shipped during the same period in 2019. Year-to-date commercial electric storage water heater shipments decreased 8.6 percent, to 104,720 units, down from 114,590 units shipped during the same period in 2019.

Year-to-Date	Sep 20 YTD	Sep 19 YTD	%CHG.
Commercial Storage Gas	58,585	68,359	-14.3
Commercial Storage Electric	104,720	114,590	-8.6



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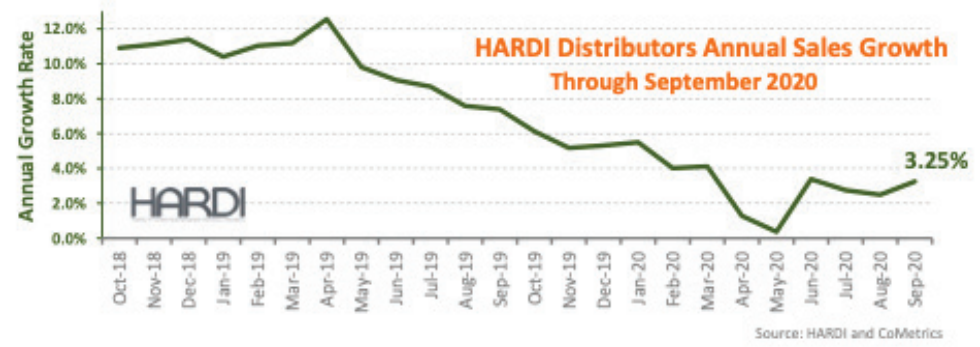
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HARDI

HARDI Distributors Report 13.9% Percent Increase

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 13.9% percent during September 2020.



The average annual sales growth for the 12 months through September 2020 is 3.25 percent. “Sales growth during September was helped by an extra billing day and challenged by difficult comparisons and heavy rains in the Southwest and Southeast,” said HARDI Market Research & Benchmarking Analyst Brian Loftus. “HARDI members see the supply chain challenges this summer in the elevated sales-to-inventory ratio per region. This insight each month is another benefit for participants.”

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now at 41 days. “DSO ticked-up from 40 last month. The normal level for September is closer to 45 days so this was another unusually brisk report,” said Loftus. “Customers who participated in the economic relief programs are paying their bills quicker than normal, while the inventory shortages and search for scarce product increased the share of cash transactions.”

“Weather did not help this month. Besides the heavy rain in the Southwest and Southeast, cooling degree days during September 2020 were down by -30% to -50% versus September 2019 in five of our seven economic regions,” said Loftus. “Distributor sales growth was helped by the housing market that is getting a boost from the historically low mortgage rates, and consumer confidence that is getting its own boost from the employment recovery”

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.

HARDI Seeks to Gain Greater Insights into the Commercial Refrigeration Channel

Columbus, Ohio– Heating, Air-conditioning & Refrigeration Distributors International (HARDI) has launched a research project to gain greater insight into the forces affecting the commercial refrigeration channel.

Compared to other product channels, HARDI has found a limited amount of existing research on the commercial refrigeration channel, and aims to support members involved in the manufacturing and distribution of commercial refrigeration products by addressing the following items:

- The factors driving end-user purchases and buying patterns.
- The ways in which contractors market their products to end-users, and the factors determining who contractors select as their primary supplier(s).
- The relationship between distributors and contractors, specifically as it relates to the services distributors offer contractors and the ways distributors support their contractor customers.
- The ways in which suppliers evaluate the development of new products, and how they market both new and existing products to potential customers.

With the support of HARDI’s Refrigeration Council, the project will be led by HARDI’s Market Intelligence team, Tim Fisher, Brian Loftus, and Joe Hartge, in conjunction with an outside market research firm for all primary research efforts. Research will include surveys, interviews, and focus groups of Manufacturers, Distributors, Contractors, and End-Users.

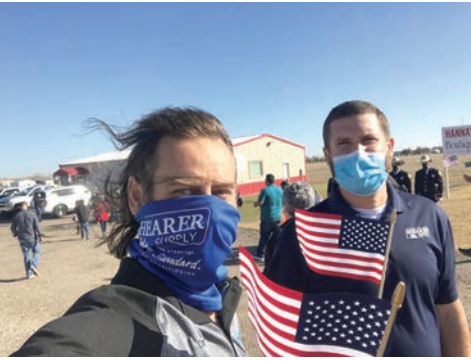
HARDI expects to see the completion of this project in mid 2021, with a series of webinars that will be held alongside a final report.

HARDI will incur a number of financial costs as part of the project. If you are interested in contributing to the success of this research project, contact Brandin Bursa at bbursa@hardinet.org or 614-674-5779 to get involved

Shearer Supply and Amarillo Air Master HVAC donate to Homes for our Troops

Homes For Our Troops (HFOT) had a build in Amarillo, TX for Army SPC. Harry Stokes, who was injured in Afghanistan by an IED resulting in the loss of his right leg. HFOT is the national non-profit organization that builds and gifts mortgage-free homes for injured veterans across the country. This is a fantastic

organization that HARDI members have donated to for numerous builds over the last few years since they started this partnership. If you would like to learn more about Harry Stokes and his story feel free to visit <https://www.hfotusa.org/building-homes/veterans/stokes/>



TACCA Greater San Antonio Golf Tournament con't



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Contact the office for December class

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TDLR No. 1362 Class No. 22872

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TBA

•Compressor Workshop•

TBA

• LICENSE PREP CLASSES • call for dates

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•NATE Exams•

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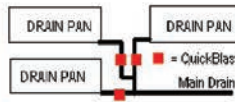
If you want locks that will actually **STOP someone from getting into the system**, get ours. If you are just trying to meet minimum code guidelines, get the cheap plastic ones that can be easily ripped off or opened with a common tool (Allen wrench, etc.). Lawyers will love those when litigating.

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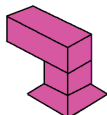
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