



# Air Conditioning TODAY



JANUARY 2021 Serving the HVACR and Plumbing Industries Established in 1986 Vol. 35, No 1

## AHRI Announces New Officers, Presents Awards



Pictures and story on page 18.

## TACCA Greater Austin "Heat the Town"



Story and pictures on page 21.

## Nortek Air Solutions Saves Charity's Holiday Season by Designing a Visiting Booth with COVID-19 Safe HVAC

*Custom-engineered visitation booth features 100-percent outdoor air, HEPA filters and UVC disinfection to protect Center of Family Love residents from COVID-19 during family visitation.*

**Okarche, Okla.-** COVID-19 precaution was the Grinch that tried to steal the 2020 holiday season's annual family and Santa Claus visitation from the intellectually and physically disabled residents at the Center of Family Love (CFL).

However, custom HVAC equipment manufacturer Nortek Air Solutions (NAS), Oklahoma City, helped preserve the holiday season with an innovative visiting booth solution it custom-engineered with cutting-edge, anti-viral ventilation.

Annual holiday visitation was originally cancelled by the CFL last fall based on Oklahoma State Department of Health's (OSDH) and CDC COVID-19 safety recommendations amid intermittent coronavirus spikes within the state. Consequently, CFL principals were concerned the cancellation might affect the psyches of its 130 residents, who look forward to holiday season visits by hundreds of family members and even Santa Claus himself. "Our residents crave love, attention and physical interaction from their family members during the holiday season, so losing that visitation would be earthshattering," said Nellie Tayloe Sanders, chief philanthropy officer, CFL, a 40-year-old direct-care facility.

Kevin Flynn, NAS' group vice president of engineering and a CFL Board of Directors member, envisioned an HVAC solution after watching a TV network news story on a Florida nursing home's residents that were forced to visit family members through makeshift shower curtain barriers as a COVID-19 precaution. "I thought there must be a better and safer way, so I challenged four of our engineers and we

started brainstorming a solution," recalled Flynn.

After five weeks of design, two weeks of parts fabrication, one week of testing, assembly and OSDH approval, the temporary visiting booth was assembled in CFL's auditorium and donated on November 25, just in time for Thanksgiving visitors.

The booth features three recommendations by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) for COVID-19 mitigation; 100-percent outdoor air, enhanced particulate filtration and ultraviolet germicidal irradiation (UVGI) equipment. The latter was donated by NAS' manufacturer representative, Tom Barrow Co., Atlanta, Ga. and UV manufacturer, Lumalier, Memphis, Tenn.

The 6 (w) x 8 (l) x 9 (h)-booth is solidly constructed of wood and 1/4-inch-thick, transparent polycarbonate plastic. Structurally, the booth is penta post-framed and tightly sealed with the same steel Integrated Thermal Break Frame (ITF) support used for NAS custom air handlers, which recently received a Notice of Acceptance as the HVAC industry's strongest screwed frame (135-PSF/230-mph) cabinet by Miami-Dade County hurricane building codes.

The 100-percent outdoor air is supplied by a two-fan array of NAS' FANWALL Technology mobilized with wheels for easy positioning near an exterior doorway. An 8-inch-diameter, 25-foot-long flexible duct connects the fans to the booth's CLEANSUITE ceiling plenum, which is typically used for air purification in mission critical hospital operating rooms and

clean rooms. The booth is positive pressured with 400-CFMs of air distributed through the plenum's 12-inch-thick high efficiency particulate arrestance (HEPA) filters and then expelled through a manual adjustable damper.

The booth uses a duct-mounted UVC light kit to disinfect the supply air of any viruses, bacteria, mold and other biological contaminants. The booth's exterior wall-mounted upper air UV kit disinfects the area where visitors congregate. UVC was proven in several third-party studies last October to kill SARS CoV-2 at 99.9-percent within two seconds.

The booth also incorporates dimmable interior LED light fixtures, a two-way, volume-adjustable microphone/speaker audio system to accommodate sound or light-sensitive residents. The natural acoustics inside the booth lend a quiet 20dB sound level.

The booth is part of an ongoing partnership that includes "Nortek Gives" employee community service days; and most recently a redesign, re-tooling, renovation and expansion of CFL's 20,000-square-foot Filters For Life manufacturing facility where residents fabricate custom media filters for Oklahoma state building HVAC systems. "The CFL partnership has also changed



(left to right) Rick Dunkin, facility manager for Center for Family Love (CFL) Okarche, Okla., assists CFL resident, Caleb, as he gives Santa his Christmas gift list from a COVID-19 prevention visiting booth that Nortek Air Solutions, designed, built and donated. (Photo Credit: Center for Family Love)

our lives at NAS," said Buddy Doll, NAS' president. Giving back to such a worthy cause, has left a lifetime impression on our employees."

"Enabling family visitation is one of the most beautiful Christmas gifts Nortek can give our residents during the holiday season and beyond," added Sanders. "Plus, our residents are true believers, so providing a safe environment that now allows them to tell Santa Claus what they want for Christmas is a big event for them."

## INSIDE

- Consultants' Corner ..... 6,9,14,17
- Product News ..... 2,5,10
- TACCA- Trade Talk ..... 14,B2,B4
- Software Programs / Classified ..... B 7
- HARDI News ..... B 4
- ASHRAE News ..... B 5
- Calendar ..... B 6

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Product News

Venstar’s Explorer Light-Activated Thermostats Help Utility Trailer Manufacturing Company Save \$12,000 on Annual Energy Costs

Remote Access Delivers Unprecedented Control of Energy Usage

Chatsworth, Calif. — Venstar® today announced that its Explorer® light-activated Wi-Fi® thermostats and Skyport® Cloud Services have helped Utility Trailer Manufacturing Company reduce its monthly energy costs by \$12,000 annually. Headquartered in the City of Industry near Los Angeles, Utility Trailer is America’s oldest privately owned, family-operated trailer manufacturer.

“Venstar’s Explorer thermostats are light activated, so when the lights are on, so is the HVAC. When the lights are turned off, the HVAC goes back to unoccupied mode,” said Dan Morgan,

facilities manager at Utility Trailer Manufacturing Company. In addition to the cost-saving benefits of light activation, Morgan also remotely controls the Explorer thermostats using Venstar’s Skyport Cloud Services and free mobile app.

“Skyport enables me to remotely control our Explorer thermostats, which is especially useful when I am off-site,” Morgan said. “Having Skyport to remotely control my thermostats greatly improves my efficiency. It even lets me see what lights are on, indicating which areas are occupied.”

For more information, visit Venstar: [www.venstar.com](http://www.venstar.com)

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Johnstone Supply.....	17,B1
Johnstone Supply South.....	15
Locke Supply.....	20
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MORSCO .....	23
NATE .....	4
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Team Management Systems .....	B7
Transtar AC Supply.....	2
United AC Supply .....	17
Venstar .....	8

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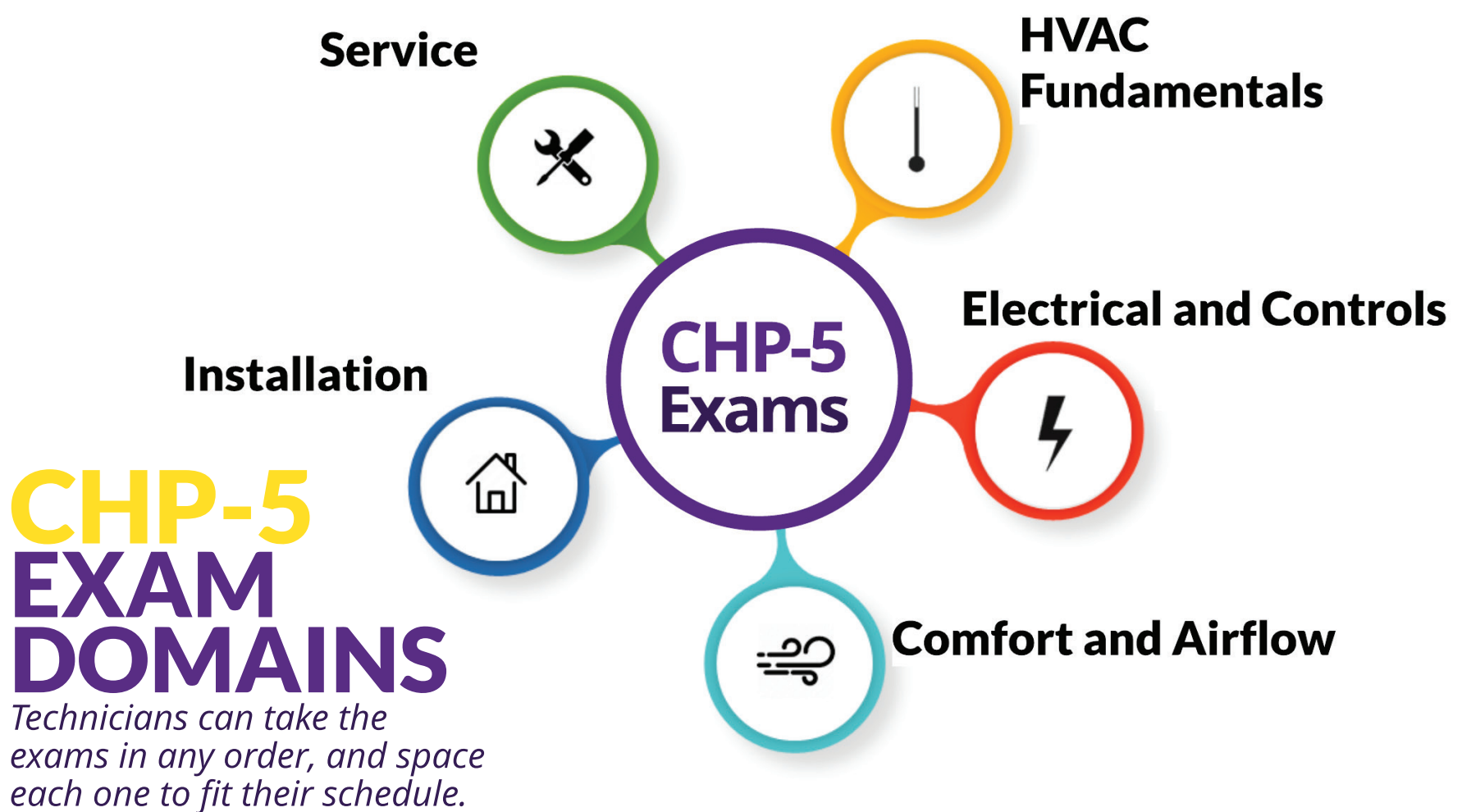
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## Product News

# RectorSeal® and TRUaire® Combine Forces to Provide Expanded Product Line and Enhanced Support Programs

**Houston, TX** – RectorSeal®, Houston, a leading manufacturer of quality HVAC/R tools and accessories, and a wholly-owned subsidiary of CSW Industrials, Inc. [Nasdaq: CSWI], announces its acquisition of TRUaire®

to provide residential and commercial grilles, registers, and diffusers to its expanding product line designed for professional contractors. Following an integration period, the combined organization will operate with

a unified market approach giving distributors access to RectorSeal and TRUaire products. As leading brands, the transaction provides a compelling value proposition to HVAC/R and plumbing contractors.

The combined organization will focus on five key goals necessary for maintaining and growing its customer base. The goals include robust product availability, timely and accurate shipments, ease of doing business, enhanced product

quality, and industry-leading training programs supported with differentiated technology. Current customers will continue to enjoy the same service level and support they enjoy today. One change resulting

from the acquisition will be the implementation of new technology platforms across both organizations. An ERP system, an eCommerce system, and many additional technology tools will become available to support TRUaire customer interactions. The systems will support business automation to help manage costs, increase sales visibility, and upgrade orders, billing, and additional customer touchpoints. “The opportunity to continue to provide the legendary quality of TRUaire products combined with upgraded technology tools is an instant win for our customers and our company,” stated Ken Grubbs, VP of Sales, TRUaire.

With a legacy of maintaining and promoting the brand names known to contractors in a given market segment, the TRUaire brand becomes the largest brand within the RectorSeal family of brands. Further efforts will be made to expand and grow the TRUaire brand.

As part of the acquisition, legacy RectorSeal distribution centers will be used to deploy products across many TRUaire distribution centers, while maintaining the outstanding service levels familiar to current TRUaire customers.

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# Content Driven SEO

There are lots of technical tips and even a few questionable tricks you can use to enhance your SEO ranking. However, if your goal is to generate results by driving qualified prospects to your website your primary focus must be a content-driven SEO approach which answers questions satisfying the curiosity of human visitors and search engines.

Using a content-driven SEO approach gives you a manageable roadmap to consistently improve your search position.

## Start your content-driven SEO plan with questions

People come to search engines with questions. Your goal is to anticipate questions prospective customers are likely to have.

To win search you must build pages which answer the questions as specifically and completely as

possible using language people are likely to use in their search.

## Discover which of your content is working now

Check your Google Search Console and Google Analytics to identify pages which are valuable and build on their strengths. Look for pages which fall into one of the following categories.

**RANKS WELL IN SEARCH** – For pages which show up frequently in search results but are not driving traffic focus your attention on improving the meta description. It is clear Google values your page, but human beings do not, so make the description more appealing. There is a high level of interest in this topic, consider creating a related post.

**GENERATES THE MOST TRAFFIC** – These pages are a great portal into your website so make sure

you delight visitors when they arrive. Make the next step obvious. If there is no call to action add one. If there is something, but visitors are ignoring the offer it is time to refine the page, change the structure or offer.

**GENERATES MOST CONVERSIONS** – This page is moving prospective customers through your sales funnel. Your goal is to drive more prospects to this page.

Create internal links from related pages and make this one of the primary targets for your link building program.

To build on your existing content, identify at least ten pages or blog posts to improve each month. While you are making the changes, take time to add and optimize pictures, add multimedia and additional content. Remember to share the links to these updated pages on social media, in your

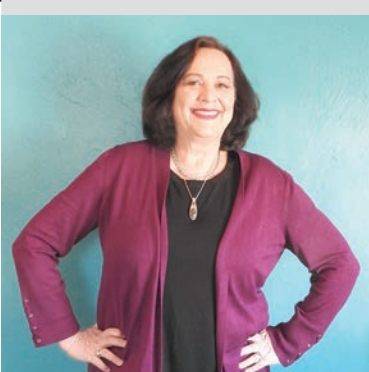
email newsletter, and with key referral partners.

## Create new content

A content-driven approach needs new content to be effective. Keep a running list of content ideas, questions, and themes. Revise your content plan to accommodate changing trends in your market and in your website performance.

Looking at a content plan 90 days at a time gives you the chance to see how themes can be woven through your website, social media, and email newsletter. Planning ahead gives you time to research topics so you are ready to create relevant and unique content every week. Yes, you need to be creating every week.

Content can be a blog post, a podcast, video, infographic, case study, or interview. If you want to stay relevant you must create a steady stream of new content to catch




Lorraine Ball


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

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the attention of a search engine. The bottom line? If you want to win search, start with a content-driven SEO program.

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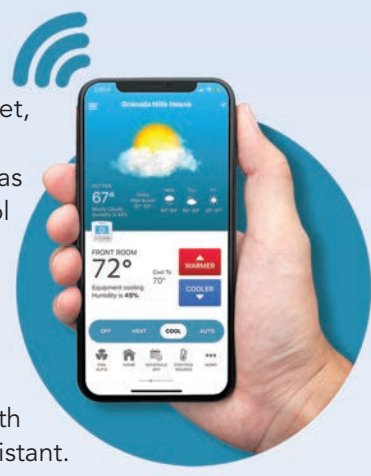
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## The Duct-Free Zone

Wireless control versus wired: As a proud Homo troglodyte (caveman), I thought that there was no debate...who wouldn't want another wireless remote? Come on! A hand-held device the size of an eyeglass case that controls the climate in which you dwell ... what could be wrong with that?

Well, maybe not a whole lot, but what if it's not where you dwell but rather where you work

(I'm talking pre-COVID of course when most of us went to an office building). A wireless remote could, and would get hoarded by the office "control-freak" (no pun intended) and end up in the possession of a singular employee with only selfish intentions.

My experience has been that most business owners and building owners prefer the wired controller for any number of reasons; none the least of which is the office nudge who will take a wireless control home with them every evening to insure no one can change their comfort setting.

There is one employee in most companies who has always preferred the wired controller option and it is the IT (Intellectual Technology) guy or gal. They understand better than most, the need to keep the tools of their trade (computer servers) cool even when it's snowing outside. They can ill afford a wireless remote getting lost and / or being hijacked and temperature settings changed, either intentionally or otherwise, compromising their technology systems in turn, potentially losing precious data.

Rental property owners who pay utility costs often want a traditional wired controller so they have singular control over setpoint temperatures so that the tenant in apartment 3B can't set the controller to 62°F all summer long and 80°F all winter long. The GREE wired controllers all have a "privacy lock" feature to prevent unauthorized access to the controls and tampering with system settings.

But are there any compromises or trade-offs when choosing one controller over another?

The GREE wireless controllers all offer a unique feature that the wired controllers do not and that is the I FEEL feature. This feature allows the remote control to be used as the indoor temperature sensor as opposed to the thermistor, internal to the high-wall mount, universal mount, console and ceiling cassette indoor units.

Frankly, I like this feature better as a diagnostic tool rather than a homeowner bell and whistle. I use the example of Mrs. Gillacuddy's indoor unit which is not operating until we put the unit in the I FEEL mode ... clearly indicating to me a faulty indoor air temperature thermistor (F1 error code). The problem I have experienced with homeowners using the I FEEL option is they press I FEEL and then put the wireless remote in their pocket ... and now what is it sensing? DON'T BE FRESH!

Although the I FEEL feature is unique to the wireless control, all the GREE wired controllers have an IR (Infra-red) receiver that allows the wireless remote to be utilized (I FEEL feature

included) when paired with a wired controller ... so, no trade-off there.

A common question from homeowners is, "can I program my GREE mini split for different setpoint temperatures when I'm at work and at night while I'm asleep as well as different settings for weekend?"

The answer is not with the wireless controller alone. The wireless controller unto itself, is not programmable however, when paired with a wired controller as described earlier, the wireless controller can be paired with a XK76 wired controller for full 7 day programmability.

The only clear advantage I have found from a function / feature standpoint that the wireless has over the wired controller is WiFi. Currently the GREE product here in the US, WiFi is only available with wireless controllers (and the addition of the WiFi kit with certain high-wall mount indoor units).

You may remember in my March, 2019 edition of this column I questioned the need for WiFi, facetiously equating it to putting a Pop Tart in a microwave oven because 60 seconds in a conventional toaster is just too long to wait.

Well, no matter what I think, the market has demanded WiFi capability and GREE has met that demand but only with the wireless control ... but not so fast!

The new, soon to be released GREE XE72 wired controller will have WiFi capability.

So, the answer to the question of wireless



**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](mailto:gwagner@twclimate.com) and also please visit our website: [www.twclimate.com](http://www.twclimate.com)*

versus wired is based more in application than features. Once you scratch below the surface, the features available in both GREE wireless and wired controllers are similar ... some require a pairing of the two but neither having a clear advantage until you look at the application in which they will be utilized.

Currently GREE offers four different wired controllers, soon to be five with the XE72.

The caveman in me will always gravitate to the seemingly magical ability of the wireless control; but the Homo sapiens in me recognizes the need for the wired control.



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## R-32: The Choice for the HVAC Market

Arkema is one of the largest global refrigerants producers in the world and the only US based producer of R-32 HFC (hydrofluorocarbon) at its Calvert City, KY plant. As the HVAC market searches for the follow-on refrigerant to R-410A, Arkema remains focused on developing low-GWP (Global

Warming Potential) refrigerant solutions to provide choices for the industry. International agreements, such as the Kigali Amendment, will force the market to move away from R-410A by the mid- 2020s as it aims at a gradual reduction of the use of high GWP HFCs. R-32 is one lower GWP (677) solution

that can meet this challenge.

In the United States OEMs continue to consider the optimal choice for lower GWP options, with an eye toward regulations in California. As an example recently, Daikin announced the adoption of R-32 in its key HVAC products for the North American market.

Arkema stands ready to supply the growing R-32 need in the coming years for OEMs that adopt this refrigerant as their lower GWP option. This will require a higher level of safety and best practices as R-32 will be an A2L or mildly flammable refrigerant. Arkema remains committed to working

with customers and industry leaders, such as ACCA and AHRI, to put in place the required training and expertise to use this refrigerant safely.

These and other advances in refrigerant technology highlight Arkema's continuing commitment to the development of safe, sustainable, and

efficient refrigerant options for the future. These efforts ultimately aim at providing the HVAC industry the flexibility and choices it needs to manage the transition to the next generation of HVAC products.

*Forane® is a registered trademark of Arkema*

*Contributed by Scot Swan, Global Market Manager, AC & Refrigeration, Arkema Inc.*

## AHR Expo Innovation Award recognizes D-TEK® 3 Refrigerant Leak Detector

East Syracuse, NY- INFICON, a major global supplier of leak-detection equipment, has been awarded the 2021 AHR Expo Innovation Award in the Tools & Instruments category for its D-TEK 3 Refrigerant Leak Detector. The award recognizes D-TEK 3's cutting-edge technology and improved tool design that provides service technicians fast, accurate leak detection that minimizes the cost and environmental impact of escaping refrigerants. D-TEK 3 can quickly and reliably locate CFCs, HCFCs, HFCs and HFO blends (including A2Ls). In addition, with the optional CO2 sensor, this hand-held unit can also detect CO2 leaks making it a cost-effective alternative for service technicians that traditionally must carry two separate instruments to cover this range of gasses.

Built on the unparalleled performance of the company's proven line of D-TEK leak detectors, D-TEK 3 also features a quick charge lithium ion battery with a 10-hour battery life and an ergonomic design for maximum comfort.

The AHR Expo Innovation Awards is an annual competition that honors the most inventive and original products, systems and technologies. A panel of third-party ASHRAE member judges evaluate all award entries and select a winner in ten categories based on design, creativity, application, value and market impact. For more info on the 2021 AHR Expo Innovation Awards, please visit [www.ahrexpo.com/awards/#winners](http://www.ahrexpo.com/awards/#winners).

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**Chris Haldenstein, 14, son of Josh Haldenstein of Tradesman AC in Waco took his first deer this year on December 14. A donation was made for Hunters for the Hungry to celebrate his first deer.**

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## Construction Trade Group Sues to Block Fed's Unlawful Effort to Change Paycheck Protection Program (PPP) Rules

*Small Business Administration and Office of Management and Budget Secretly Crafted Questionnaire that Asks about Everything Other Than the Economic Uncertainty that Congress Intended to Drive Program*

The Associated General Contractors of America filed suit today to compel Small Business Administration (SBA) and the Office of Management and Budget (OMB) to revise the questionnaire being used to reassess whether companies were eligible for Paycheck Protection Program (PPP) loans. The construction association is also asking the federal courts to restrict use of the information that the questionnaire generates until the SBA makes it available to the public and revises it.

"The administration has every right, and obligation, to ensure businesses were eligible to apply for and receive the relief loans," said Stephen E. Sandherr, the association's chief executive officer. "But they do not have the right to use a secretly crafted form to gather unprecedented amounts of proprietary information that has little or nothing to do with the economic uncertainty that led businesses to apply for the loans in the first place."

The complaint, which the association filed in the United States District Court for the District of Columbia, asserts that the process that produced the form, and the form itself, violate the Paperwork Reduction Act and the Administrative Procedures Act, and that the federal agencies failed to meet the minimum standards for due process. The association is requesting the court to declare that the questionnaire is arbitrary and capricious, and to declare that the SBA cannot lawfully use the information that the

form generates to find a company ineligible for a PPP loan or deny a company's application for forgiveness of its loan.

The association noted that the CARES Act (which established the PPP program) only required loan applicants to make a "good faith certification that the uncertainty of current economic conditions makes necessary the loan request..." Instead of asking borrowers how they concluded they faced such uncertainty when applying for their loans, the form attempts to set a means test, a revenue reduction test and a liquidity test that Congress never contemplated, and it focuses on later events that few companies could have predicted when applying.

The two agencies also disregarded the legally mandated process for developing a questionnaire. OMB authorized the SBA to use the form in complete secrecy, instead of releasing it and providing a 60-day period for public comment. The agencies also violated the Administrative Procedure Act by arbitrarily declaring – to bypass the normal review process – that the new questionnaire required approval on an "emergency" basis and did not constitute a change in the scope of SBA's prior information collection process.

"Resorting to a secret form that disregards Congressional intent and retroactively changes the criteria for a loan is not due diligence; it is unlawful and needs to stop before employers are irrevocably harmed," Sandherr added.



## Got Biz Plan?

I am not a big advocate of written business plans—at least, not those 10-chapter MBA thesis projects that a Harvard B-school graduate student would write. Those tomes are fine for getting a loan or impressing an imbecile to buy shares in your venture, but they are not much use to a small business person for the day to day running of a struggling business.

But I am a proponent of a written business plan for any small business. It's just that it needs to be short (no more than 10 pages) and as wordless as possible. Which is why I have become a fan of Michael D. Ames, a professor of business at California State University (Fullerton). He wrote a paper titled "Rethinking The Business Plan Paradigm".

In a nutshell, Ames advocates a practical approach

to business plans, not the stuffy MBA format so popular with bankers and professors. He states that plan must focus on just three elements:

- 1) Processes.
- 2) Revenue generation ("throughput").
- 3) People.

Let me elaborate on these three points as they touch upon an HVAC business.

### 1) The plan must focus on your processes.

Often in a workshop, I will have a contractor come up to me during a break and show me his P&L and ask, "What's wrong with this?" I usually reply, "The gross margin is weak and the net profit is pitiful." He then usually asks, "How do I fix it?" I reply, "I don't know!"

He usually looks at me like I just slapped him with a cold large-mouth bass. I go on

to explain that their numbers are the results of what they do day in and day out—their processes. I cannot tell them how to fix their P&L until I know how their processes work (and don't work).

So how are your processes? Lean and efficient, or wasteful? Address broken or lame processes in your business plan.

### 2) The plan must improve your revenue generation ("throughput").

Throughput is how much in sales you do per employee. The national average right now is around \$163,250 (but this varies a lot from state to state and even county to county). Take your total sales (either last fiscal year's or where this year will probably end up) and divide that by your

total employee count. That's your throughput. If it is above \$163,000, you are already doing well. If below that line, find ways (through process improvement) to raise it.

### 3) The plan must have people at its heart.

Whatever your plan spells out, you must remember that if it is going to happen, it has to happen with the help and involvement of your people. This is often where the traditional business plan breaks down. The best-laid plans of mice and men will crash if there are no people pulling at the oars.

So let's combine this into a single driving statement to help an HVAC business owner create a simple but powerful business plan:

Write a plan that focuses on process improvement by using your people more effectively to

raise your throughput.

Get with your top managers off-site for a day or so and ask yourself The Big Question: Why do we have the problems we do? Hint: the first answer you get won't be the right one. You need to learn how to drill down to the true answer. Use the Toyota Five-Why method—ask "Why?" over and over until uncover the real cause. (You'll be there in five cycles or less.) Focus on fixing that real cause, not the smoke screens that hide it.

As you identify the real causes of process paralysis, focus on cures that (a) your people have the talent to achieve, and (b) make it possible to sell more with the same (or fewer) people, thereby raising your throughput. Then write simple statements that identify the cause, how it will be fixed, and who will be responsible for it.



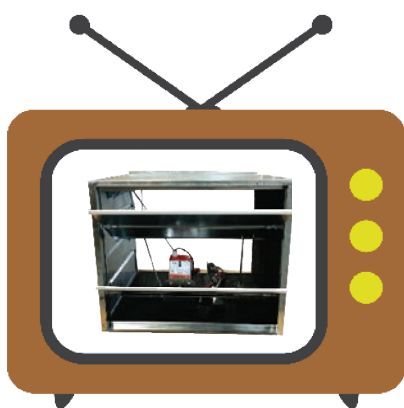
Richard Harshaw

Attach measurable milestones to each element of the plan so you can track progress.

Such a plan would address perhaps 3 or 4 real causes (maybe up to 7, but don't go beyond that—you'll get so confused with all the changes that you'll lose your way) and take maybe 10 pages to write.

Write it, print off copies, give them to every employee with an assignment in the plan, review it with everyone involved, and then go do it—and measure the numbers month by month to see if you are making progress. If not, revise the plan. If you are, enjoy it—and get ready for a big tax bill at year-end!

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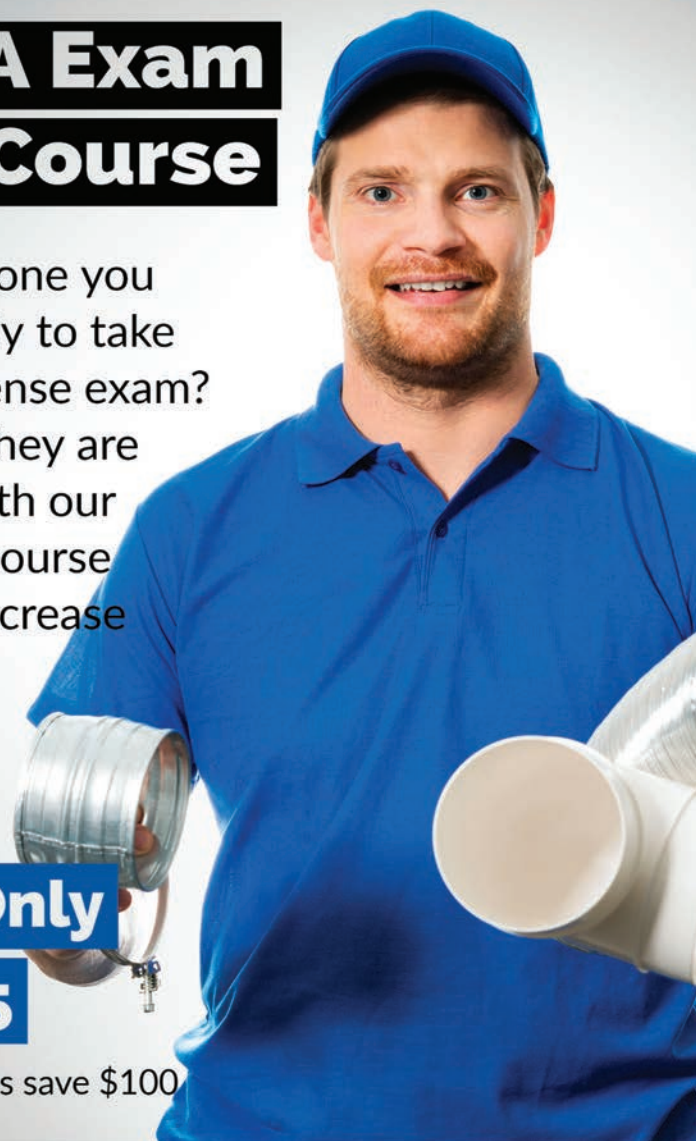


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## DiversiTech® Acquires SpeedClean® from Goodway® Technologies

### Acquisition Provides HVAC/R Distributors and Technicians Access to Advanced HVAC/R Maintenance and Coil Cleaning Tools

**Duluth, Ga.** – DiversiTech Corp., a leading aftermarket manufacturer and supplier of highly-engineered components for residential and light commercial heating, ventilating, air conditioning and refrigeration (HVAC/R), announced today that it has acquired SpeedClean® from Goodway® Technologies, an American company that has been delivering innovative maintenance solutions for over 50 years. The acquisition was completed on December 15, 2020.

With over 40 years of experience developing specialty professional maintenance tools and equipment, SpeedClean delivers on innovation for the HVAC/R Technicians. The brand has consistently introduced new maintenance solutions throughout the years including the CoilJet®, a portable and rechargeable

coil cleaning system, the CoilShot®, a revolutionary tablet-based coil cleaner, the BucketDescaler®, a portable system for cleaning tankless water heaters and the Mini-Split Bib® Kit, the innovative product that makes cleaning mini-splits a breeze.

Andy Bergdoll, DiversiTech CEO commented, “With the addition of SpeedClean to the DiversiTech portfolio we have further bolstered our presence in the HVAC/R market. The addition of SpeedClean to our product offering supports our mission to simplify the work of HVAC/R Technicians by providing labor saving solutions for maintenance and coil cleaning tools. The integration of SpeedClean enables our wholesale partners to consolidate their orders with other DiversiTech products, simplify their logistics and reduce their freight costs.”

## National HVACR Educators and Trainers Virtual Conference

The 2021 National HVACR Educators and Trainers Conference is going to be held online. The virtual format for our 2021 event provides our presenters with the extraordinary opportunity to bring training right to you, in the comfort of your home or office.

### **Why A Virtual Event?**

Knowing that HVACR instructors are often tasked with teaching technologies that they themselves have never encountered in the field, they now need to adapt to teaching online. To help them meet these challenges, HVAC Excellence is hosting the 2021 conference as a virtual event. This will make it easy, and for all to attend.

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We look forward to the HVACR industry uniting around education March 15-30, 2021, for the National HVACR Educators and Trainers Virtual Conference.

To view a complete list of sessions, presenters, participating organizations, and other details, visit [escogroup.org](http://escogroup.org).

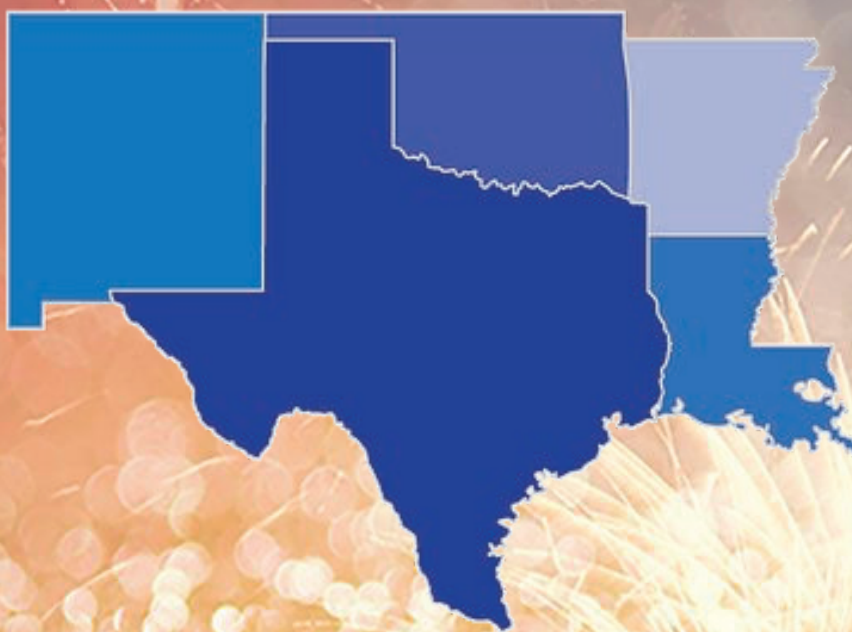
## Nortek Air Solutions Announces Price Increase to All Products

**St. Louis**—Nortek Air Solutions (NAS), the industry’s largest manufacturer of custom HVAC systems, announced a three to nine-percent price increase on all of its products effective Jan. 1, 2021.

The increase reflects recent rises in labor rates, third-party component vendor prices and

a cost escalation on steel, copper, aluminum and other commodities. Depending on the customization, some product pricing may surpass nine-percent due to material choice, components, options and labor content, according to Joe Naccarello, Group Vice President–Sales and Customer Operations, NAS.

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## New Year-New Goals-New Opportunities

So we are now in a new year, a new decade even, and we have a blank slate in front of us. Or do we? Seems like it was just a short while ago that we started down the Pandemic road, and it has moved off the radar and then back on with surprising speed. I understand that your team may be tired of Zoom meetings, maybe ready to get back into the office, start high-fiving and hugging (remember those days?) again. The most important part of the previous sentence was: may be tired. I know I am tired of zoom meetings that are interrupted by weak internet. Used to be we would have a couple of those meetings a week, now there are a couple each morning. Keeping up with the calendar in this Covid era is tough.

My suggestion, the management team needs to spend time motivating and encouraging the members on a regular basis. Matt Michel, the

President and founder of Service Nation reaches out daily to the employees. Every morning he posts a motivational message with a video clip and asks a question: tell me something good, what are you going to accomplish today, what are you happy about. Those are just some of the questions he asked this week. Because of the message and video, we all have a starting point on our day, gets us thinking in a positive way, and gets us started! Critical in the "work from home" era, easy to get caught up in home problems, and the business can begin to slide, people can be less productive.

So this month/year/decade make a decision to be an encourager and motivator for your employees. No matter if we are all in lockdown and still working from home or in the office on a limited basis, we still need motivation. When I wrote this the Pandemic had

taken an ugly turn, cases had exploded, and some states had set up new rules of engagement. Make sure your team is on point with guidelines on how you are going to proceed this year. I just had a chance to have some work done around the home, the same company that had gloved up and masked up 3 months ago did not this trip. When I asked if they had masks with them, the reply was awkward, said no one seemed to need to wear masks anymore. We may feel that way, but I am confident there are customers who are worried about who comes into the home and how they are protecting them, just as they were in April.

To that point, just spoke to one of our members who told me he had over 1200 maintenances that he could not run because they did not want him in the home. We discussed ways to share with the customer that his company would take proper measures to

protect the home and family inside the home as well as his own employees. He needed to train his inside staff on how to handle that sort of response from their customers, and I believe that there are many who would not mind a maintenance on their system. The opportunity is when they hear "don't come" from several in a row, they paint all the customers with that same brush, just can't get into homes today. Don't let that happen.

So this year, training your staff is more important than ever, and regardless of how the Pandemic is going, they need a system to stay productive in this economy. Help them with that, and finally, be very thankful you are in an essential services industry, we are needed today. The home has become an office and a school, lots of interest in keeping comfortable and healthy these days.

**SEE HINSHAW PG.18**



**Jim Hinshaw**

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

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

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

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

Hinshaw can be reached at 602-369-8097, or via email at [jimhinshaw@siptraining.com](mailto:jimhinshaw@siptraining.com).

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For more information please contact him at Sales Improvement Professionals, Inc., 18245 N. 66th Way, Phx, AZ, 85054; Office Phone: 970-635-5675; Cell Phone: 602-369-8097, or visit [www.siptraining.com](http://www.siptraining.com); or on Facebook: Sales Improvement Professionals, Inc

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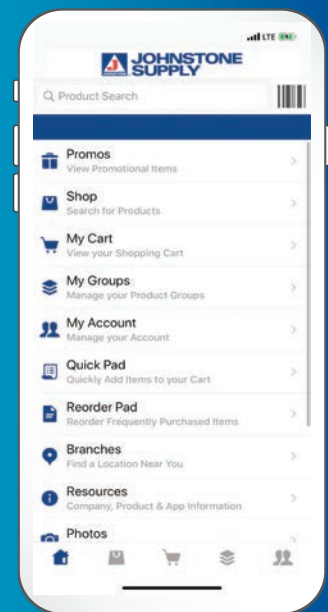


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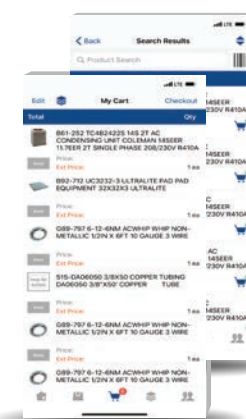
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## HINSHAW con't

And in another subject, take some time to notice people around you that may be having a hard time. We are blessed by being in essential services, just heard the airline industry is laying off approximately 45,000 employees next month, after 74,000 took early retirement. The hotel industry is on the rocks, as are a lot of restaurants and bars. So be on the lookout for those who may be a fit for our industry, there are a lot of good people out there, they may not be in our industry, but if you take the long view, and assume you will be in business a year or two from now, it may be a smart move to offer some of the furloughed people a helping hand and see if they could move into our industry.

And if this gets to you before Christmas, make this a healthy, happy Christmas filled with fun, food and as close to family time as is practical.

Thanks, we'll talk later.

## AHRI Announces New Officers, Presents Awards



*Bruce Heirlmeier, Zero Zone, recipient of the Richard C. Schulze Award*



*John Gibbons, Carrier Corporation, recipient of the Richard C. Schulze Award*



*Robert "Dutch" Uselton, Lennox, recipient of the Distinguished Service Award*



*Roger Richmond-Smith, Smardt, recipient of the Distinguished Service Award*

**Arlington, Va.** – The Board of Directors of the Air-Conditioning, Heating, and Refrigeration Institute (AHRI) today elected the association's new officers and congratulated those presented industry awards at last month's virtual Leadership Forum.

"The dedication of these industry leaders makes it possible for AHRI to continue to be the recognized voice of the industry and a reliable source for information," said AHRI President and CEO Stephen Yurek. "We are very

grateful for their service to AHRI and the HVACR and water heating industry."

AHRI's new Chairman is Michael Schwartz, CEO, Daikin Applied Americas.

### Officers:

*Vice Chairman:* Ron Duncan, President, Magic Aire

*Vice Chairman:* Kevin Wheeler, A.O. Smith

*Treasurer:* Megan Fellingner, President & CEO, Morrison Products

*Past Chairman:* John Galyen, President, Danfoss North America

### Directors:

Kevin Beckett, President, R. W. Beckett

Gary Bedard, EVP, President, and COO Worldwide Refrigeration, Lennox

Mike Branson, President, Rheem Manufacturing Co.

Bruce Carnevale, President and CEO, Bradford White Corp.

Chris Nelson, President, Carrier Residential and Commercial Systems

Joe Oliveri, VP and GM Global Ducted Systems, Johnson Controls

Brent Schroeder, President, Air Conditioning Business, Emerson

Donny Simmons, President, Commercial HVACR, Ingersoll Rand

John Swann, President, Weil-McLain

John Thomas, President & CEO, WaterFurnace

### Awardees:

The Richard C. Schulze Award is given for distinguished service and commitment to AHRI and the industry's goals and objectives. AHRI congratulates:

• Beth Braddy, Trane Technologies

• John Gibbons, Carrier Corporation

• Bruce Heirlmeier, Zero Zone

The Distinguished Service Award is AHRI's highest honor; it recognizes industry leaders who have made significant contributions throughout their careers. AHRI congratulates:

• Roger Richmond-Smith, Smardt

• Robert "Dutch" Uselton, Lennox

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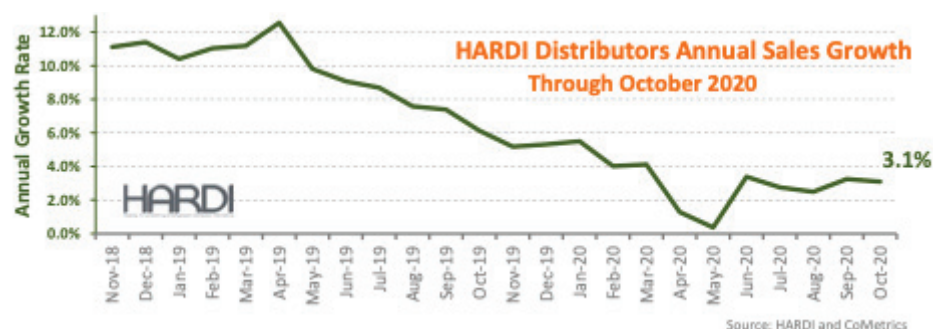
- ASHRAE 62.2 compliant system
- Includes damper, control panel & 20VA transformer
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## HARDI Distributors Report 2% Percent Revenue increase in October

**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 2% percent during October 2020.

The average annual sales growth for the 12 months through October 2020 is 3.1 percent.



"Sales growth during October was trimmed by one less billing day," said HARDI Market Research & Benchmarking Analyst Brian Loftus. "We estimate the sales growth for the month would have been near 6.5% with the same number of billing days."

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is now at 43 days. "DSO is increasing month-to-month since July consistent with the normal seasonal pattern, but remains much lower than the prior year level," said Loftus. "An unusual combination of events led to a larger than normal share of cash transactions and historically low DSO levels. This is another one of the many unusual features of 2020."

"2020 is ending with encouraging economic trends like the strong retail sales report and strong housing market reports," said Loftus. "The recovery remains at risk while the pandemic risk persists. If the health care system gets overloaded, it will interfere with progress like our overloaded trucking system this summer."

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



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Especially to our Comfort Team and Armstrong Air dealers, we appreciate your partnership and we look forward to helping you achieve the goals you have set for yourself for the year ahead!



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## Heat the Town

### *Tacca Greater Austin Provides the Gift of Warmth*



Every winter residents in the area go through the winter and cold temperatures without adequate heat and many with units that need repairs or parts that they cannot afford. In an unprecedented year when so many are spending their days indoor, Texas Air Conditioning Contractors Association of Greater Austin has partnered with area suppliers to host Heat the Town to assist those

who need a safe way to stay warm.

On November 9-20, 2020, TACCA GA contractors conducted inspections on furnaces and repaired units to over 25 homes and on November 23, 2020 TACCA GA replaced three full HVAC units at no cost to three local families. The TACCA GA contractors that participated and donated their time last month

include: Fox Services, Stans Heating and Air, McCullough Heating and Air Conditioning, Trusted Heating and Cooling and ABC Home and Commercial. The partnering suppliers for this project were: Lennox Ind, American Standard, Aces Supply, Ferguson Supply, Daikin Goodman and JB Warranties.

*\*Note: One of the families/individuals that*

*received a full replacement unit is a Vietnam War veteran and is currently receiving chemotherapy cancer treatment. Mr. Ramirez has lived in South Austin for many years and has been without a functional unit since 1985. He had been surviving the cold temperatures and hot summers with a space heater and a window fan, in which he had recently upgraded to a window a/c unit.*

## Johnson Controls Opens State-of-the-Art HVAC Training Facility in OKC

- The new commercial and residential HVAC training center offers extensive remote learning opportunities and socially distanced in-person, hands-on classes
- The facility offers a state-of-the-art virtual reality HVAC training program
- Classes include all facets of how to succeed in the industry, including working through difficult situations such as disruptions related to COVID-19

**Milwaukee** — Johnson Controls, the global leader for smart and sustainable buildings and the architect of OpenBlue connected solutions, has opened its new, state-of-the-art Ducted Systems Academy in Oklahoma City, OK, offering world-class commercial and residential HVAC training. The first-of-its-kind 30,000 square-foot training facility features two large classrooms and two extensive training labs, offering remote and hands-on classes, including virtual reality training.

The virtual reality training places students in real-life field conditions, such as on a roof servicing a large commercial rooftop unit, or in a residential home installing a gas furnace or air conditioning system. This simulates real-life experiences without having to be in close physical contact with the instructor.

“It’s estimated that by 2028, 4.6 million manufacturing jobs will be left unfilled, with more than half due to retirements,” said Scott Nelmark, director, ducted systems learning & development, Johnson Controls. “In order to help fill this gap, Johnson Controls remains dedicated to training the next generation of the HVAC workforce, which the Ducted Systems Academy will help fuel through cutting-edge training.”

At the Academy, training is provided for technical, sales, leadership and professional



development disciplines. Participants learn best practices and tools for success in the HVAC industry, including how to:

- Partner with customers and understand their needs to best position products and services to win their business
- Properly select and apply Ducted Systems products
- Efficiently install, set up and service Ducted Systems equipment from 1.5 to 150 tons of capacity
- Manage their schedule and their team of employees
- Work through difficult situations, such as disruptions related to COVID-19

Due to COVID-19 restrictions, Johnson Controls increased the number of remote courses

offered and launched LabStreaming courses. During these live virtual classes attended by hundreds of customers each session, distance learners are provided instruction as if they were present in the lab. For technical courses, procedures are demonstrated on live residential and commercial equipment, with participants able to ask questions and engage with the instructor in real-time.

“I have never seen competitors’ equipment unless it was installed already in a home. Being able to stack them up side-by-side and compare the pros and cons made me feel much better about the competition that’s out there,” said Shannon Easton, comfort specialist, B. Carlson Heating Cooling and Plumbing, when discussing a Ducted Systems Academy equipment course.

“I believe in Johnson Controls and this course solidified it for me. I would recommend this to any salesperson in the industry.”

In-person classes, which are limited to nine students each, are also provided in the two large training labs and classrooms, where masks and social distancing are required. The training labs feature all residential and commercial equipment that is manufactured at Johnson Controls facilities in Norman, OK, and Wichita, KS, for YORK®, Luxaire®, Coleman®, Champion®, TempMaster® and Fraser-Johnston®. For residential, this includes all gas furnaces, air handlers, heat pumps, air conditioning systems and packaged equipment. The commercial systems used in the training center range from smaller 3-6 ton packaged rooftop units to the newly expanded 25-80 ton Premier platform.

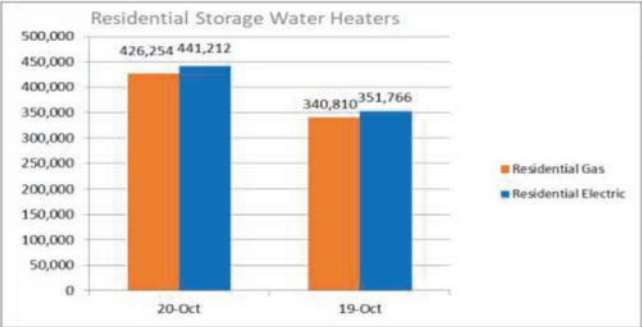
All equipment is fully functional for hands-on training. This is a unique industry differentiator, that allows learners to conduct product start-ups, practice diagnostic procedures and become comfortable with all facets of product operation in a safe, controlled environment. To learn more about the Ducted Systems Academy, courses provided and the instructors, please visit [www.ductedsystemsacademy.com](http://www.ductedsystemsacademy.com).



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

## Residential Storage Water Heaters

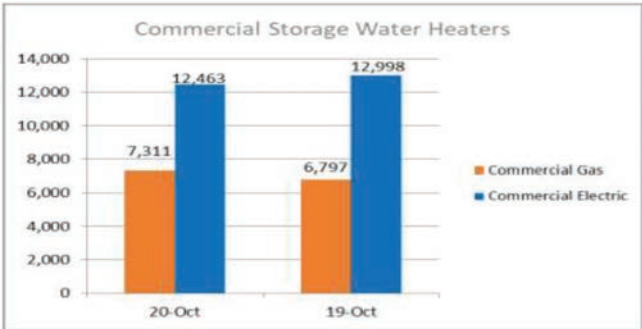
U.S. shipments of residential gas storage water heaters for October 2020 increased 25.1 percent, to 426,254 units, up from 340,810 units shipped in October 2019. Residential electric storage water heater shipments increased 25.4 percent in October 2020 to 441,212 units, up from 351,766 units shipped in October 2019.



Year-to-date U.S. shipments of residential gas storage water heaters increased 4.8 percent, to 3,803,921 compared to 3,628,973 shipped during that same period in 2019. Residential electric storage water heater shipments increased 10.6 percent year-to-date, to 3,843,669 units, compared to 3,476,367 shipped during the same period in 2019.

## Commercial Storage Water Heaters

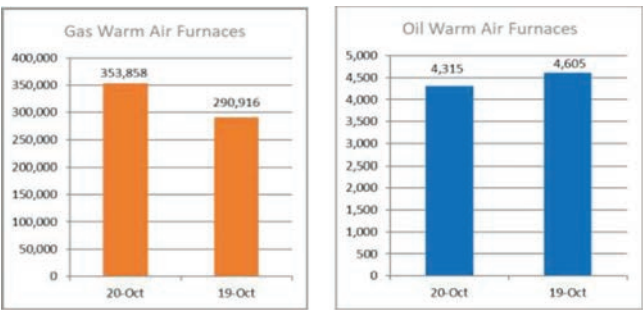
Commercial gas storage water heater shipments increased 7.6 percent in October 2020, to 7,311 units, up from 6,797 units shipped in October 2019. Commercial electric storage water heater shipments decreased 4.1 percent in October 2020, to 12,463 units, down from 12,998 units shipped in October 2019.



Year-to-date U.S. shipments of commercial gas storage water heaters decreased 12.3 percent, to 65,896 units, compared with 75,156 units shipped during the same period in 2019. Year-to-date commercial electric storage water heater shipments decreased 8.2 percent, to 117,183 units, down from 127,588 units shipped during the same period in 2019.

## Warm Air Furnaces

U.S. shipments of gas warm air furnaces for October 2020 increased 21.6 percent, to 353,858 units, up from 290,916 units shipped in October 2019. Oil warm air furnace shipments decreased 6.3 percent, to 4,315 units in October 2020, down from 4,605 units shipped in October 2019.



Year-to-date U.S. shipments of gas warm air furnaces decreased 6.5 percent, to 2,683,667 units, compared with 2,869,603 units shipped during the same period in 2019. Year-to-date U.S. shipments of oil warm air furnaces decreased 14.1 percent, to 27,083 units, compared with 31,541 units shipped during the same period in 2019.

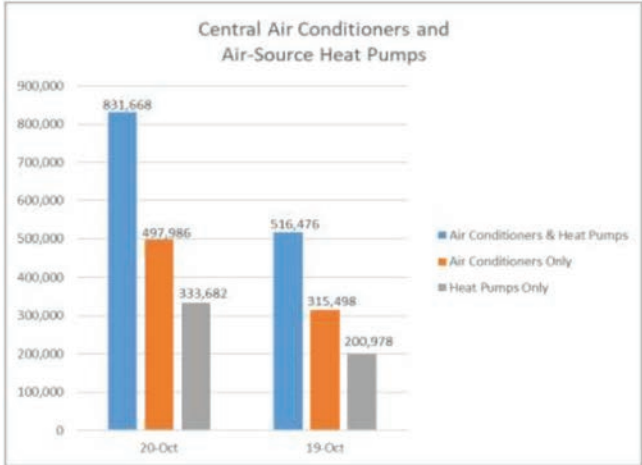
## U.S. Manufacturers' Shipments of Central Air Conditioners and Air-Source Heat Pumps

Month			YTD		
Size Description (000) BTUH	Total	% Change from 2019	Size Description (000) BTUH	Total	% Change from 2019
Under 16.5	40,991	+90.9	Under 16.5	307,215	+16.6
16.5-21.9	77,634	+55.8	16.5-21.9	740,765	+14.8
22-26.9	151,315	+57.9	22-26.9	1,611,489	+11.1
27-32.9	121,607	+64.0	27-32.9	1,318,476	+11.4
33-38.9	178,033	+71.6	33-38.9	1,754,359	+10.1
39-43.9	64,473	+65.1	39-43.9	628,123	+8.3
44-53.9	97,729	+67.4	44-53.9	908,458	+7.5
54-64.9	76,651	+54.0	54-64.9	678,600	+0.7
65-96.9	7,937	-4.5	65-96.9	78,931	-16.4
97-134.9	6,409	+0.2	97-134.9	58,745	-18.6
135-184.9	3,998	-13.5	135-184.9	39,706	-18.4
185-249.9	1,887	-12.0	185-249.9	17,767	-18.7
250-319.9	1,794	+36.7	250-319.9	14,491	+4.2
320-379.9	262	-26.6	320-379.9	3,337	-3.8
380-539.9	380	+1.3	380-539.9	3,473	-7.6
540-639.9	230	-12.5	540-639.9	2,673	-0.1
640-799.9	104	-27.3	640 & Over	1,174	-12.5
800.0-899.9	55	-26.7	800.0-899.9	696	+0.7
900.0-999.9	53	-10.2	900.0-999.9	744	+13.1
1,000.0-1,199.9	52	+23.8	1,000.0-1,199.9	519	+16.4
1,200.0 & Over	74	-36.8	1,200.0 & Over	880	-25.5
TOTAL	831,668	+61.0	TOTAL	8,170,621	+8.9

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 can 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 public other than that published. AHRI does not conduct any market forecasting and is not qualified to discuss market trends. BTUHs of 64.9 and below are for residential units; 65.0 and above for commercial. For previous monthly shipment releases and historical data, please see <http://www.ahrinet.org/statistics>.

## Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 831,668 units in October 2020, up 61 percent from 516,476 units shipped in October 2019. U.S. shipments of air conditioners increased 57.8 percent, to 497,986 units, up from 315,498 units shipped in October 2019. U.S. shipments of air-source heat pumps increased 66 percent, to 333,682 units, up from 200,978 units shipped in October 2019.



Year-to-date combined shipments of central air conditioners and air-source heat pumps increased 8.9 percent, to 8,170,621 units, up from 7,500,825 units shipped during the same period in 2019. Year-to-date shipments of central air conditioners increased 9.5 percent, to 5,242,370 units, up from 4,788,093 units shipped during the same period in 2019. The year-to-date total for heat pump shipments increased 7.9 percent, to 2,928,251, up from 2,712,732 units shipped during the same period in 2019.

Year-to-Date	Oct 20 YTD	Oct 19 YTD	%CHG.
Air Conditioners & Heat Pumps Combined Total	8,170,621	7,500,825	+8.9
Air Conditioners Only	5,242,370	4,788,093	+9.5
Heat Pumps Only	2,928,251	2,712,732	+7.9

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The Ion™ System Control puts you in command of premium comfort by unlocking the full potential of your Comfortmaker® communicating variable-speed home comfort system. The Ion System Control combines advanced touchscreen performance with the convenience of remote access via Wi-Fi®. Add an Ion Zoning System\* to control your comfort room-by-room throughout your home. It's never been simpler or more convenient to enjoy maximum performance and energy savings.

\*Ion Zoning System is only available with Comfortmaker® communicating, modulating gas furnaces and communicating, variable-speed fan coils when connected to the Ion System Control. Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.

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**NO HASSLE  
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**10 Year Parts  
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Timely registration required.  
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details and restrictions.



Your local MORSCO HVAC Supply has the parts and service you need to get the job done. Our fully-stocked locations and knowledgeable staff get you in and out and back on the job. Count on MORSCO HVAC Supply for the supplies you need when you need them.

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[www.morscohvacsupply.com](http://www.morscohvacsupply.com)





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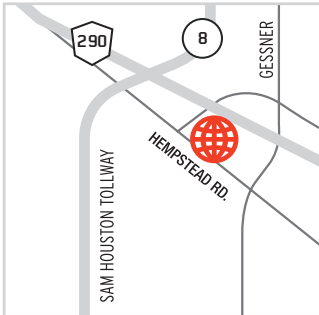


**INSO YORK DEALERS ALSO RECEIVE**

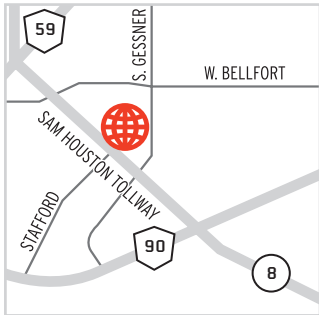
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| + Advertising & Lead Generation | + FREE Hands-On Training                 | + Dedicated Sales Team    |



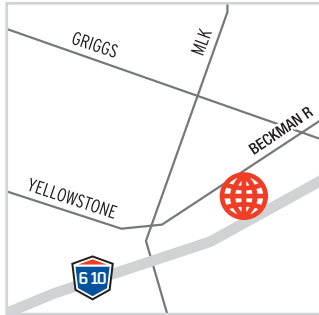
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Fax: (713) 868-3045

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Phone: (713) 645-0085  
Fax: (713) 645-7498

#### HOUSTON

8304 Westpark, 77063  
Phone: (713) 952-4601  
Fax: (713) 952-0865

#### HOUSTON

15631 Blue Ash, #160, 77090  
Phone: (281) 872-5200  
Fax: (281) 872-4848

#### HOUSTON

6630 Roxburgh Dr Ste #175, 77041  
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Fax: (713) 466-7530

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Fax: (713) 803-6250

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Fax: (281) 988-9533

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**Texas Air Conditioning  
Contractors Association**

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

[www.tacca.org](http://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!

**Beyer Air Conditioning  
and Heating – San Antonio**

**iO HVAC Controls**

**Rankin Group**

**VoiceLink Communications**

The Texas Air Conditioning Contractors Association (TACCA) is a member organization that strives to ensure strong, successful, and profitable contractors. There are many reasons to join TACCA, but here are a couple of benefits I think are worth highlighting.

**High-quality training and continuing education.** According to a recent member survey, 95-percent of respondents ranked our CE as a valuable member benefit. Every member company can send its licensed contractors to TACCA in-person classroom CE for free. This is a \$159 value per licensee and a member benefit that is often overlooked. The current curriculum covers managing humidity, Manual J and sizing expectations, a business component, and the mandatory hour for laws and rules. The next course scheduled to begin in April will cover building science (a follow-up to the current class) and the newly adopted 2018 UMC, IMC, and IFGC.

**Communication.** At the start of COVID, when information was rapidly evolving, TACCA put out regular communications to educate members about the progressing rules and regulations. You can find all the updates at [www.tacca.org](http://www.tacca.org). Our newsletter is a source of relevant industry news and information each month. The member survey told us which topics are of most interest, and we will be making emerging trends and technologies, technical knowledge, news about the industry and members, and legislative/regulatory news a priority.

**Advocacy.** Over the past 20-plus years, TACCA has enjoyed many successes at the Texas State Capitol and state agencies, working on behalf of the HVAC/R contractors and industry in Texas. Along the way TACCA worked through the Appropriations process to increase the number of investigators dedicated to the Air Conditioning and Refrigeration program at the Texas Department of Licensing and Regulation (TDLR), and successfully fought off a proposed rule that would have required air conditioning units sold in Texas to be treated with a substance that was supposed to turn carbon dioxide to oxygen. In recent legislative sessions, plumbers and electricians have succeeded in prohibiting municipalities from charging registration fees, and in 2021 TACCA is working to eliminate these fees for HVAC/R contractors as well.

**NEW! TACCA Healthcare Initiative.** Members told us one benefit they would like to see is access to health insurance. We have a brand-new recommended vendor offering 10-40% savings on healthcare for members and their employees. It's not too late to get a quote and see what your savings could be.

**SAVE ON AVERAGE 10-40%**



**Get a Quote Today!**

- ♦ Up to five plans to choose from
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[www.tacca.org/healthplans](http://www.tacca.org/healthplans)



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Contact Janet Jennings  
[healthplans@tacca.org](mailto:healthplans@tacca.org)

**NEWS from TDLR**

**Q:** What is all this about emergency license extensions?

**A:** On November 23, 2020, the Texas Commission of Licensing and Regulation passed an emergency rule related to the COVID-19 pandemic. Under this rule, all TDLR licensees with a renewable license that expired between August 1, 2020 and January 31, 2021 are considered to hold an emergency license valid for up to 120 days after their license expiration date.

This extra time is to allow those who are waiting for their license to be renewed by TDLR to continue working with a valid license as TDLR navigates workflow challenges brought on by COVID-19. Current license expiration dates will not change, and any late fees accrued will not be waived. All licensees should still renew their licenses in accordance with their regular expiration dates. Visit [tdlr.texas.gov](http://tdlr.texas.gov) for more information.

**NOTE:** TDLR is facing an unprecedented challenge with processing paper renewals and applications. TDLR Strongly encourages everyone who can renew online to do so.

**TACCA Training Opportunities for 2021**

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 consistently receive high ratings from our course attendees. Visit our website for the full 2021 class schedule. [www.tacca.org/CE](http://www.tacca.org/CE)

**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](http://www.tacca.org) or call 800/998-HVAC (4822) to learn more about TACCA membership, register for a class or sign up to receive news and information.



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#### FIND RUUD EQUIPMENT AT THESE LOCATIONS:

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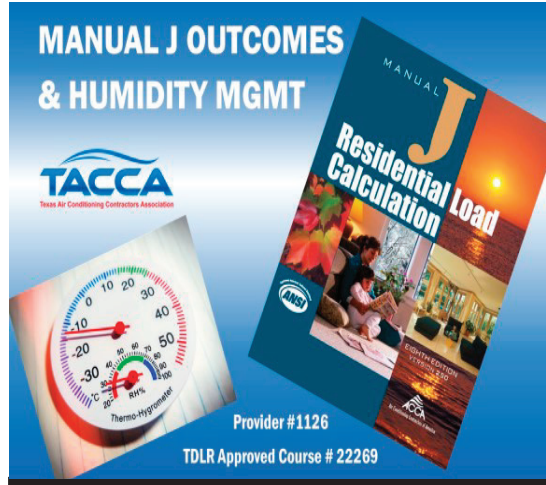
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Quality TDLR-  
Approved CE  
for ACR License  
Renewal

TDLR Provider #1126

This 8-hour course was developed around top requested topics from class participants.

*TACCA has established Health Protocols for classes that must be followed for the health and safety of our instructors/participants.*

FREE in-person or virtual classes for TACCA Members!

- Jan 16, 2021—Houston
- Jan 16—Hurst
- Jan 16—Waco
- Jan 23—Austin
- Jan 23—San Antonio
- Feb 6—Abilene
- Feb 20—Houston
- Feb 20—Lubbock
- Feb 27—Hurst
- Mar 13—Austin
- Mar 13—Corpus
- Apr 10—Denton
- Apr 24—Burleson
- Apr 24—Harlingen

Online Rates

TACCA  
Members  
Now \$45 ~~\$49~~

Industry  
Partners \$59

Manual J Outcomes & Humidity Mgmt #22269

Expectations from Manual J

- ◆ Envelope, sensible and latent loads
- ◆ Overhangs and windows
- ◆ Insulation

Managing Humidity

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

Tools for Successful Business

TDLR laws and rules (required one hour)

NOTE: This course covers Manual J theory, not calculations



REGISTER AT  
WWW.TACCA.ORG



2020 Virtual HARDI Summit Highlights

**Columbus, Ohio**— Heating, Air-conditioning & Refrigeration Distributors International (HARDI) wrapped up their first ever virtual year end Summit on Wednesday, December 9th.

The new virtual format welcomed 349 wholesaler attendees from 127 member companies for a grand total of 695 attendees from 270 member companies present at the virtual event. The Products and Solutions Showcase sold out with 30 vendors.

Popular speakers included Kevin O’Leary, who not only discussed how he has pivoted operations since the COVID-19 pandemic, but answered many live questions from HARDI members, tailoring his presentation to the HVACR industry. Another crowd favorite was Jim Donald, who emphasized the importance of building relationships not only with your customers but also your employees, in order to build healthy teams and organizations going into 2021.

Continuing from last year, HARDI presented the research from the second annual State of the Channel report. Sessions that branched out of the State of the Channel included The Voice of Suppliers: 2020 and the Critical Role of Inventory, The Voice of Contractors: 2020 and the Future of Sales and Service Expectations, and COVID-19 & the Small Distributor: Staying Competitive in Uncertain Times.

Presenters Senthil Gunasekaran and Pradip Krishnadevarajan returned to explore the challenges facing small distributors and offered insights on how they plan to respond in the coming year. The pair continues their partnership with HARDI by introducing two new certification programs for 2021: Inventory Management and Pricing Management.

Next year’s Annual Conference is expected to take place in-person at Palm Desert, California at the JW Marriott Desert Springs, December 4-7, 2021.

HARDI Presents 2020 State of the Channel Research Findings

**Columbus, Ohio**— Heating, Air-conditioning & Refrigeration Distributors International (HARDI) presented its second annual State of the Channel research at the 2020 virtual HARDI Summit.

The State of the Channel began in 2019 with HARDI’s mission: Making wholesale distributors the channel of choice for HVACR manufacturers and contractors. To understand this, HARDI needed a way to know they were accomplishing this goal. Through the State of the Channel research, HARDI established the benchmarks and methodologies necessary to track the size of the wholesale channel over time.

2020 presented a unique set of challenges as a consequence of an anomalous year. As part of HARDI’s 2020 industry research – the findings of which are now available for pre-order on HARDI’s website – the HARDI Market Intelligence team has identified the 3 most pertinent lessons for the industry and the ones they hope their members carry into the new year.

Product availability remains wholesale distribution’s #1 value proposition.

26% of contractors completing the HARDI survey in 2020 stated that the effects of COVID-19 – primarily the shortage of HVACR equipment – led them to purchase from a different distributor or channel. Fortunately, most contractors were understanding of the challenges distributors and their suppliers were facing in keeping sufficient levels of product in stock, and 58% said that wholesale distribution outperformed all other channels in the area of product availability.

Effective inventory and supply chain management are critical to the future of distribution.

Mismatched supply and demand created widespread product shortages, and on average distributor revenues were clipped by 5% because of their inability to meet demand. Better demand forecasting, higher levels of safety stock, and greater communication between contractors, distributors, and manufacturers might have reduced some of the pain the industry has experienced.

Demand is (mostly) inelastic.

While people tend to cut back on their spending when the economy sours, they still spend on the products they view as a necessity (like heating and cooling equipment). This is not to say that economic factors don’t matter – they clearly do, as the pain the industry felt during the Great Recession and currently in the commercial sector makes plain. But, relative to other industries, demand for HVACR products is inelastic – a point worth remembering in the years to come.

The State of the Channel is one part of a broader transition for HARDI, who expanded their Benchmarking Pillar into the Market Intelligence Pillar in early 2020. The program will continue to grow and develop through 2021 and beyond.





# ASHRAE CELEBRATING 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](http://www.ashrae.org/news).

## 2021 ASHRAE Virtual Winter Conference Registration Is Open

**Atlanta** – Registration is now open for the 2021 ASHRAE Virtual Winter Conference, February 9-11, 2021. The convenient online format of the conference will allow for global participation with a group of the world's leading presenters delivering timely and useful industry content.

"ASHRAE's Virtual Winter Conference will include three-days packed with learning and live discussions from top experts," said 2020-21 ASHRAE President Charles E. Gulledge III, P.E. "This is the perfect platform and opportunity

for built environment professionals to take advantage of the Society's strong technical content. The conference will provide us the opportunity to amplify ASHRAE's important research and resources to address the challenges of the times we're living in."

The conference will feature nearly 98 live and on-demand sessions with updates from Society leaders and virtual networking events. Technical sessions will address building performance, COVID-19, energy conservation, refrigerants, ethics, equipment and standards. Conference registration is now open at [ashrae.org/2021winter](http://ashrae.org/2021winter).

During the weeks leading up to the conference, ASHRAE will also conduct virtual business, committee and technical meetings that are typically held during onsite at the Winter Conference.

The cost to attend the virtual conference is \$249 for ASHRAE members (\$479 for non-members, which includes an ASHRAE membership for one year). For additional pricing, please visit [ashrae.org/2021winter](http://ashrae.org/2021winter).

Registration includes:

- Tuesday, February 9 – Thursday, February 11 – Live Event
- More than 35 technical sessions presented live, including sessions scheduled for live participation from attendees in different time zones across the globe.
- Leadership Moments providing updates from Society leaders.
- Keynote presentation hosted by Women in ASHRAE.
- Live 30-minute forum sessions for interactive participation.
- Opportunities to interact with fellow attendees in 30-minute round table discussions and meet-ups.
- Recognition of more than 150 award recipients of ASHRAE's most prestigious society awards.
- Conference proceedings. Download the technical papers, conference papers and extended abstracts.

### Post-Conference

- 26 live Q&A chat sessions for on-demand paper session for the opportunity to chat with speakers scheduled on Friday, February 12.
- All sessions presented live will be recorded and available on-demand until August 11, 2022.
- Over 80 additional on-demand sessions accessible on your terms for 18 months.

The technical program is comprised of eight tracks, exploring occupant comfort, energy systems use and examining how to improve HVAC efficiency on a global scale.

"Engineers and designers are being tasked to take closer looks at buildings and their systems to provide comfort to the occupants while also finding ways to reduce the impact on the environment and energy use," said Maggie Moninski, chair of the 2021 ASHRAE Virtual Winter Conference. "The 2021 Winter Conference attendees will be given a great opportunity to learn from some of the leaders of the industry with a focus on the foundations of the HVAC&R industry along with specialty topics like *International Design* and the *Future of HVAC Work*."

ASHRAE President Charles E. Gulledge III, P.E. will provide an update on the 2020-21 Society theme, *The ASHRAE Digital Lighthouse and Industry 4.0*." Members will be recognized for the industry and Society accomplishments. Major contributors to ASHRAE's Building campaign, RP campaign and scholarship donors will also be recognized.

Professional development hours can be earned for all on-demand sessions and more than 35 live sessions upon successfully completing a short quiz. Registration includes access to all the technical content on-demand for 18 months. Company packages are also available.

To learn more and to register, visit [ashrae.org/2021winter](http://ashrae.org/2021winter).



WE ARE GRATEFUL FOR THE SUPPORT ALL OF OUR LOYAL MEMBERS AND ASSOCIATES FOR THEIR DEDICATION TO TACCA GREATER SAN ANTONIO DURING WHAT HAS BEEN A CHALLENGING YEAR FOR EVERYONE. WE WISH EVERYONE A NEW YEAR FILLED WITH HEALTH, HAPPINESS AND PROSPERITY!

happy new year

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CALENDAR OF EVENTS

			JANUARY 2021 TRAINING CALENDAR			
For info call Juan Villela at 210-829-1934 Ext. 155 - or email to: <a href="mailto:juan.villela@johnstonesupply.com">juan.villela@johnstonesupply.com</a>						
Broadway - 9311 Broadway Suite 200 / Alamo Downs - 6900 Alamo Downs Ste. 140						
DATE	DAY	TIME	LOCATION	CLASS	CLASS CODE	Price
4-Jan	M	9:00am - 11:00am	Webinar	Goodman/Liberty Inverter HP Installation & Commissioning	605-162	\$45
5-Jan	Tu	1:00pm - 3:30pm	Broadway	Certified Carbon Monoxide Inspector Training & Exam ( Day 1 of 3 )	605-104	\$295
6-Jan	W	9:00am - 11:00am	Webinar	Goodman/Liberty Inverter HP Service & Troubleshooting	605-165	\$45
7-Jan	Th	8:30am - 4:30pm	Broadway	TDLR 8 hr. CE for State License Renewal - Upcoming Industry Changes	605-115	\$135
12-Jan	Tu	1:00pm - 3:30pm	Broadway	Certified Carbon Monoxide Inspector Training & Exam ( Day 2 of 3 )		incl
13-Jan	W	5:00pm - 7:30pm	Webinar	Goodman/Liberty ComfortBridge Equipment & Coolcloud App	605-159	\$45
14-Jan	Th	1:30pm - 3:30pm	Webinar	Friedrich Advantage Dealer Program	605-105	FREE
18-Jan	M	9:00am - 11:00am	Webinar	Goodman/Liberty 80% Gas Furnace Installation & Commissioning	605-164	\$45
19-Jan	Tu	1:00pm - 3:30pm	Broadway	Certified Carbon Monoxide Inspector Training & Exam ( Day 3 of 3 )		incl
20-Jan	W	9:00am - 4:00pm	Broadway	ESCO EPA Sec. 608 Certification Review & Exam	605-101	\$175
20-Jan	W	1:30pm - 4:00pm	Broadway	ESCO EPA Sec. 608 Certification Exam Only	605-102	\$95
25-Jan	M	9:00am - 11:00am	Webinar	Goodman/Liberty 80% Gas Furnace Service & Troubleshooting	605-165	\$45
27-Jan	W	9:00am - 11:00am	Webinar	Goodman/Liberty 90% Gas Furnace Installation & Commissionin	605-164	\$45
29-Jan	F	2:00pm - 3:30pm	Webinar	Goodman/Liberty Bluetooth Shared Data Loader Training	605-105	FREE
<b>UNTIL FURTHER NOTICE:</b> 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 <b>10</b> persons.						
ALL ATTENDEES WILL BE REQUIRED TO WEAR MASKS AT ALL TIMES DURING TRAINING.						
<b>NOTE:</b> When you register for a Webinar, you will be sent a link to access the Training Webinar.						

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Boost Sales in the Offseason While Increasing Profits



**MEPO of Oklahoma, Inc.**

**Mechanical - Electrical - Plumbing  
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**MEPO  
OKLAHOMA**

**Due to the on going issues with the spread of the virus We have Postponed the Jan 23rd Annual Event till May 15th**

**We have also Canceled the January Lunch Meetings**

**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.  
\*\*\*\*\*

If you would like to join MEPO the Association in Oklahoma that addresses Business Development, Codes and Licensing issues that effect your lively-hood  
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\*\*\*\*\*

Bill Kite, Executive Director  
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# Focus

## CASTILLO TRAINING

•TDLR 8 HR CE CLASSES•

Please call the office for available classes.

*Stay Home and be Safe.*

TDLR No. 1362 Class No. 22872

•Load Calculation Workshop•

TBA

•Compressor Workshop•

TBA

• LICENSE PREP CLASSES • call for dates

•EPA Exams• 1<sup>st</sup> Friday of the month

•NATE Exams•

Phone: (210) 828-0234

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Always use with time delay relay to prevent short cycling.

Put disc side on copper line and secure with tape or wire tie.

**2. FREE:** Excerpt page from my book (*A/C Made Simple and Practical*): **MJEZ** (Manual J EZ) form to quickly get a rough estimate of heat load. Send your email address and I'll email it to you.

**3. FREE:** How to make your own HURRICANE PIPE STANDS and how they are far superior to anything holding condensing lines on a roof presently. My invention. Send your email address and I'll email it to you.

**4. FREE:** From my book: Wiring diagram that will show you EXACTLY how to wire most common simple unit's control wiring and high voltage wiring. Send your email address and I'll email it to you.

**5. FreonLock™ (FL1) "THINKING OUTSIDE THE CAP".** Goes OVER the existing cap. For MAXIMUM reduction of liability. **THESE ARE SUPER HIGH QUALITY.**



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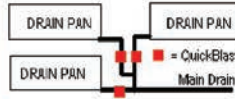
If you want locks that will actually **STOP someone from getting into the system**, get ours. If you are just trying to meet minimum code guidelines, get the cheap plastic ones that can be easily ripped off or opened with a common tool (Allen wrench, etc.). Lawyers will love those when litigating.

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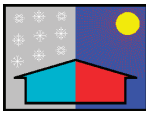


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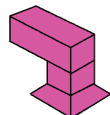
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