



## Transtar AC Supply Grand Re-Opening



Pictures on page 20.

## TACCA Greater Austin Clay Shoot and Crawfish Boil



Pictures on page B10.

## CE South Texas Customer Appreciation Crawfish Boil



Pictures on page B4.

## 31st Annual Ray Dangler Memorial Scholarship Golf Tournament



Pictures on page B8.

## Another Successful HARDI Congressional Fly-In Brings HVACR Voices to Washington, DC

**Columbus, OH** – The Heating, Air-conditioning & Refrigeration Distributors International (HARDI) hosted a successful Congressional Fly-in event in Washington, DC, from May 21-22, 2024. The event witnessed a remarkable turnout as HARDI member companies with locations in 34 states converged on Capitol Hill to participate in 137 congressional meetings to advocate for the HVACR industry.

HARDI's Congressional Fly-in is meant to educate and influence elected officials about the impact of policy on the HVACR industry. HARDI members engaged in 39 Senate meetings and 98 House meetings, emphasizing the significance of legislative action to propel the sector forward.

A highlight of the event was the address by Representative Debbie Lesko (AZ-8), who not only spoke to the attendees but also received the Champion of Small Business Award for her unwavering support and dedication to promoting small business interests. Representative Lesko is the sponsor of the SMART Energy Efficiency Standards Act (H.R. 4378).

Key issues discussed during HARDI's Congressional Fly-in event included advocating for tax certainty through initiatives like the



Main Street Tax Certainty Act (H.R. 4721, S. 1706) and the TCJA Permanency Act (H.R. 976/S. 1226). The group also reviewed the outcomes and importance of HARDI's lawsuit against the Environmental Protection Agency, which successfully stopped the agency's overreach in regulating the industry.

Additionally, the event brought focus on the need for Congressional oversight of regulations, with the U.S. Senate passing a Joint Resolution of Congressional Disapproval for DOE's Energy Conservation Standards for Consumer Furnaces (S. J. Res. 58) with bipartisan votes during the Congressional Fly-in.

HARDI members also rallied around

issues such as the HFC Phasedown, a critical component of the American Innovation and Manufacturing Act, showcasing their commitment to environmental sustainability and innovation within the HVACR sector.

"We are thrilled with the success of this year's Congressional Fly-in event," remarked Alex Ayers, VP of Government Affairs of HARDI. "The level of engagement and support from our members underscores the importance of advocating for policies that foster growth, innovation, and sustainability within the HVACR industry. We are grateful to all the representatives and senators who took the time to meet with us and discuss these crucial issues."

## Rudy Trevino



With heavy heart and great sadness Insko has announced the passing of long-time owner Rudy Trevino.

After graduating from the University of Texas with a Bachelor of Science degree, Rudy began his career with Insko Distributing (International) in January of 1961.

He worked in all positions of the

company, from warehouse to executive, where he served as President for over 25 years. Most recently he served as Chairman of the Board for the last 5 years.

Rudy is widely recognized in the HVAC industry as an exceptional leader with a compassionate heart. Committed to Insko, it's customers, manufacturers and employees, Rudy consistently showed kindness and empathy to all. His smile and appreciation

for hard work were constants. Rudy served as a leader, mentor, and exemplar of integrity. He treated everyone like family, offering support and guidance both professionally and personally.

Rudy's presence and welcoming demeanor, synonymous with Insko's culture, will be dearly missed. The timeless legacy of Rudy continues to shape Insko's culture, guiding principles, and mission every day.

## TACCA Greater Houston Clay Shoot and Crawfish Boil



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## Robert Madden Grand Opening in Austin TX



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## Century HVAC Distributing Vendor Days



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## HVAC RepCo Receives Sales Appreciation Award from SpacePak



Memphis, TN -HVAC RepCo was presented the “SpacePak 2023 Sales Appreciation Award” from Jim Bashford, Mestek, Inc.’s National Sales and Training Manager for SpacePak.

“Congratulations to HVAC RepCo,” said Bashford. “We extend our gratitude for the exceptional work carried out by their team throughout the past year. It is with great pleasure that I present this award as a token of appreciation for HVAC RepCo’s remarkable accomplishments.”

“We are proud to partner with SpacePak and Mestek, Inc., and appreciate the support we receive from their high-caliber team,” said Tom McCrory, President of HVAC RepCo. “My team is proud to represent SpacePak’s made-in-the USA small duct high-velocity central heating and cooling systems, Solstice inverter-driven air-to-water heat

pumps and high-performance hydronic solutions,” added McCrory. “Earning this recognition is backed by our belief in the quality of the best-in-class SpacePak products, and reflects the hard work and dedication of everyone on my team. We eagerly anticipate continued growth and success through collaboration with SpacePak.

### About HVAC RepCo

HVAC RepCo is an independent rep agency for manufacturers of heating, ventilation, air-conditioning (HVAC), refrigeration, controls, sheet metal, equipment, parts, accessories, and tools. The experienced team at HVAC RepCo is uniquely positioned to professionally represent the premier manufacturers in the HVACR industry. HVAC RepCo represents SpacePak in AL, AR, FL, GA, LA, MS, OK, TN & TX. Visit [www.hvacrepco.com](http://www.hvacrepco.com)

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| G95-181   | 7065       | LP/NG     | 22.0/19.5 | 240   | 92/81     | 25    | 29     | 48    | 466        |
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| G36-612               | 7230       | Maint. Kit 7181      |
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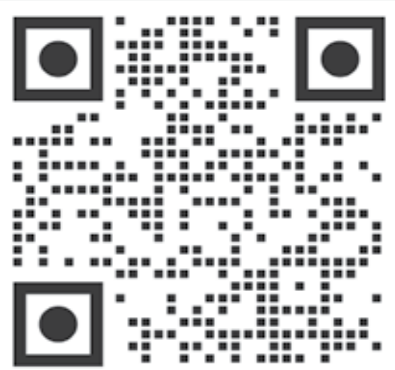
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## The TACCA ACR Licensed Prep Class Returns with the Launch of TACCA University

**Round Rock, Texas** - The Texas Air Conditioning Contractors Association – TACCA is pleased to announce the return of its highly anticipated ACR Licensed Prep Class, coinciding with the launch of TACCA University.

Scheduled for June 22 and 23, 2024, in Round Rock, TX, the upcoming ACR Licensed Prep Class promises to deliver unparalleled instruction under the guidance of esteemed educator Wayne Young. Not only will participants benefit from two days of intensive learning, but the course will also serve as a Train-the-Trainer opportunity, laying the groundwork for future TACCA University ACR Licensed Prep classes.

Registration is now open for this exclusive event. For inquiries or further information about TACCA's premier HVAC/R association and its offerings, please contact us via email at [services@tacca.org](mailto:services@tacca.org) or call our toll-free number at 800-998-HVAC (4822).

## Johnson Controls Launches Expanded Line of 90-150 Ton Commercial Rooftop Units

- New 90-150-ton YORK® Sun™ Premier commercial rooftop units drive sustainability, reduce operational costs and streamline maintenance.
- With class-leading efficiency, it surpasses DOE requirements and CEE highest tier ratings.

**Milwaukee** – Johnson Controls, the global leader for smart, healthy and sustainable buildings, announced the expansion of the award-winning YORK® Sun™ Premier commercial rooftop unit (RTU) portfolio with new 90–150-ton units. Designed for office buildings, hospitals and schools, the Premier RTUs, reduces carbon emissions and drives sustainability while reducing operational and maintenance costs.

With a full portfolio ranging from 25-150 tons, the Premier RTUs exceed the Department of Energy (DOE) 2023 energy efficiency standards, and most available tonnages meet the stringent Consortium for Energy Efficiency (CEE) 2024 highest tier ratings. Offered in standard efficiency, high capacity or high efficiency, YORK® Sun™ Premier units can provide up to 31% greater efficiency at part-load than is required, depending on the standard.

“The expanded Premier line has been redesigned to deliver superior performance, efficiency and long-term value to customers,” said Sophia Bellos, vice president of product

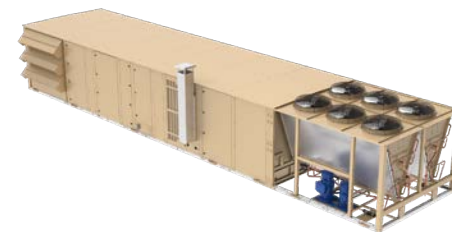
development, Ducted Systems, Johnson Controls. “Now available from 25 to 150 tons, this wide tonnage range allows Johnson Controls to provide contractors with unmatched flexibility to meet the needs of a wide variety of applications.”

Available in two tiers of efficiency per tonnage, YORK® Sun™ Premier RTUs meet both stringent Department of Energy (DOE) 2023 energy efficiency standards and the Consortium for Energy Efficiency (CEE) highest tier ratings. They combine variable-speed compressor options, variable-speed drive fan options and low-GWP R-454B refrigerant with advanced airflow and heat transfer technologies to deliver a highly optimized system.

The feature-rich Premier systems maximize design flexibility by offering the broadest array of airflow features, including various airflow paths and duct configuration capabilities, meeting the needs across a variety of applications and building construction constraints. Features including airflow measurement stations,

dirty filter gauges, filter pressure transducers and suction, liquid and discharge shutoff valves reduce time on the roof. At the same time, built-in redundancy of refrigeration circuits and variable frequency drives and twinning algorithms enhance reliability and uptime. They are Smart Equipment enabled to seamlessly connect to building automation systems such as Verasys™.

The 90–150-ton Premier RTUs are available from YORK®, Johnson Controls® and TempMaster® and are backed by a one-year parts warranty along with either a six- or one-year earned labor warranty (versus the industry-standard 30-day warranty). To learn more, visit: [www.york.com/commercial-equipment/packaged-split-dx/packaged-rooftop-units/2550tpremier\\_ds/york-sun-premier-rooftop-units](http://www.york.com/commercial-equipment/packaged-split-dx/packaged-rooftop-units/2550tpremier_ds/york-sun-premier-rooftop-units)



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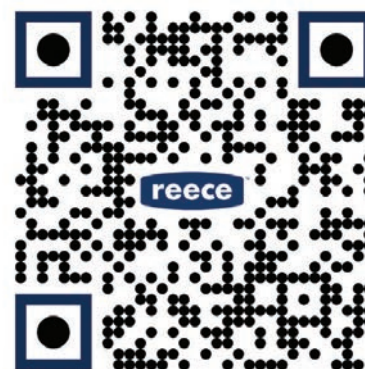
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## NTEA Releases Spring 2024 U.S. Commercial Vehicle Market Report

**Farmington Hills, Mich.** — NTEA – The Work Truck Association™ released the fourth edition of the U.S. Commercial Vehicle Market Report – Powered by Commercial Truck Trader, NTEA and S&P Global Mobility. This semi-annual industry report, which was launched in 2022, delves into the details, data and trends around the commercial vehicle life cycle — from chassis sales to truck registration to later stages when used vehicles re-enter the sales market.

“The rate of commercial vehicle industry technology advancements is nearly unmatched in history,” said Kevin Koester, NTEA managing director. “As this continued development shifts market dynamics, it’s important to maintain a focus on data. The spring 2024 U.S. Commercial Vehicle Market Report seeks to provide both data and insight into drivers and impacts of these dynamics. NTEA is pleased to share the latest edition of this resource to help the industry move forward.”

“The insights from the 2024 U.S. Commercial Vehicle Market Report will equip dealers with unique data to enhance their business decisions, enabling them to strategize more effectively and make informed choices,” says Charles Bowles, director of OEM & strategic initiatives at Trader Interactive, parent company of Commercial Truck Trader. “Understanding the industry is powerful, which is why we are excited for the continued collaboration with

NTEA and S&P Global Mobility on this report.”

“Fueled by a resurgence of rental and leasing industry registrations along with fleets continuing to adopt alternative fuel vehicles, 2023 was a year of positive growth for the commercial vehicle industry,” said Mark Hazel, associate director, commercial vehicle reporting, at S&P Global Mobility. “We look forward to sharing further insights with NTEA and Commercial Truck Trader.”

This fourth edition of the U.S. Commercial Vehicle Market Report leverages multiple complex datasets to provide a landscape of opportunities, trends and challenges in today’s work truck market.

Topics covered include:

- How recent chassis shortages have impacted inventory levels
- Purchasing trends and forecasts by vehicle class
- Fleet reactions to supply shortages and resulting effects on demand
- Proliferation of electric commercial vehicles
- Inventory age trends

### Learn more

The spring 2024 U.S. Commercial Vehicle Market Report is available free to the industry. Visit [ntea.com/cvmarketreport](http://ntea.com/cvmarketreport), or contact NTEA at [info@ntea.com](mailto:info@ntea.com) or 800-441-6832, for additional details and report access.

## Remembering a Trailblazer: Celebrating the Legacy of Coburn Supply Company HVAC Pioneer, Ken Babin



**Beaumont, Texas** — Coburn Supply Company remembers longtime employee Kenneth “Ken” John Babin, Jr. Ken passed away Wednesday, April 24, 2024, surrounded by his loving family, including his wife of almost 49 years, Beverly, daughter Daina, and son Dustin. He was 72 years old.

Ken started his career with Coburn’s in 1982 and revolutionized how Coburn Supply Company sold air conditioning parts and equipment. Through his determination and optimistic demeanor, he helped to grow relationships in the HVAC industry and build

this service line into what it is today. Coburn’s President, Patrick Maloney, told the company, “Ken’s enthusiasm for growing the HVAC division was unmatched. In his years at Coburn Supply, many of us learned about the industry from him, including myself. He will be missed.”

Even after retiring in 2018 and a remarkable 36 years with Coburn’s, Ken remained dedicated to his colleagues. In memory of Ken, the family has requested contributions to Coburn Cares. This organization plays a crucial role in supporting Coburn Supply employees during times of natural disasters and other life hardships.

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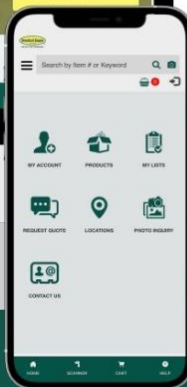
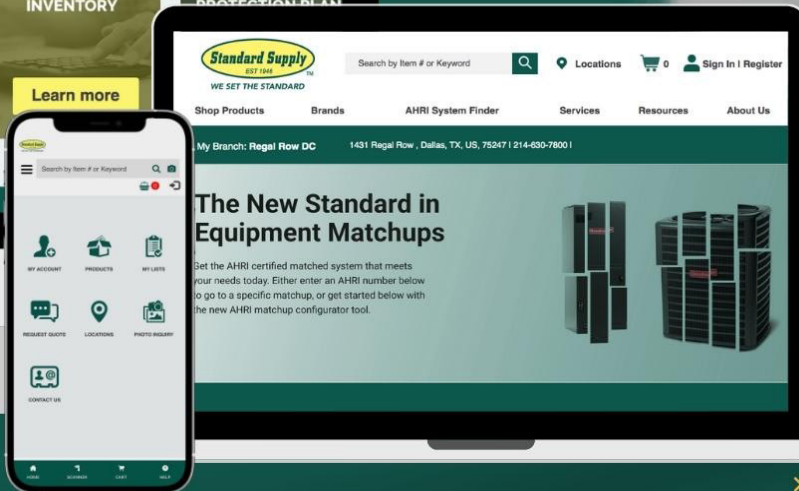
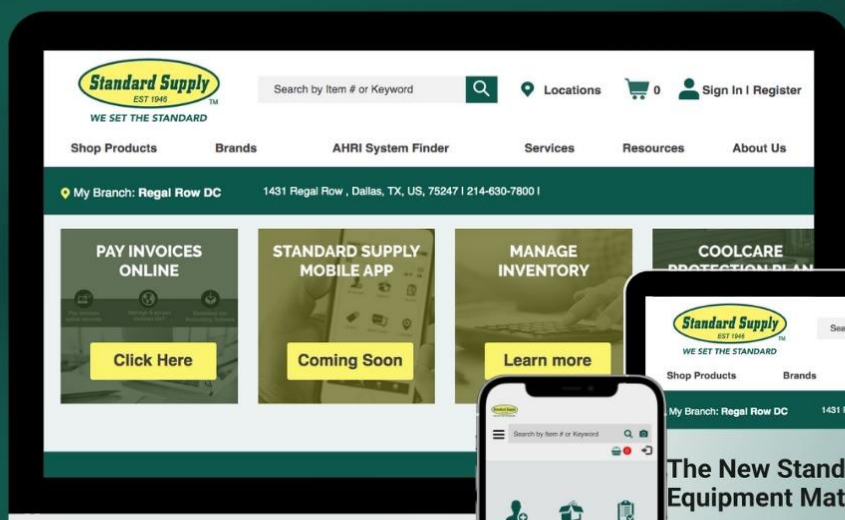


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## Product News

### NAVAC Launches Comprehensive Training Program for HVAC Technicians

*Named My NAVAC University, company's new training initiative is designed to educate and empower next generation of industry technicians.*

Lyndhurst, NJ – NAVAC has launched a comprehensive training program, named My NAVAC University. Designed to train the next generation of HVAC technicians, NAVAC's new training initiative aims to equip technicians with knowledge and skills that transcend beyond mere tool proficiency.

As the HVAC industry faces a growing skills gap, NAVAC remains steadfast in its mission to support technicians and bridge this divide through its comprehensive training programs. By prioritizing education and skill development, NAVAC is empowering technicians to elevate their expertise and enhance quality workmanship.

Key features of NAVAC's training program include:

- **Accredited Courses:** NAVAC offers NATE credits for its Evacuation and Recovery classes, ensuring technicians receive recognized certifications for their expertise.

- **Energy Service Company (ESCO) Integration:** ESCO is integrated into the A2L/Low GWP course, offering technicians the opportunity to earn ESCO training certificates.

- **Expert Trainers:** The program is proctored by NAVAC's National Training Manager, Jesse Stewart, and Director of Customer Experience, Andrew

Greaves. Both trainers have a wealth of field experience and are previous recipients of the prestigious "40 Under 40" award in the HVAC industry. Both trainers have lengthy firsthand experience in the field, ensuring a deep understanding of technicians' daily challenges and needs.

- **Comprehensive Curriculum:** The curriculum covers a wide range of topics including Recovery, Evacuation and A2L/Low GWP Refrigerant competence. Additionally, an upcoming tubing Masterclass session will be offered to focus on installation best practices, design considerations and more.

### Marketing Fitness

Every time I go to the gym I see people using weights that are clearly too heavy for them. There is pain in their faces as they struggle to lift the extra weight.

I wondered if that type of strain was required to build muscle tone and if I was missing out by using lighter weights. My trainer reassured me working with lighter weights would help me to perfect the motion and do more repetitions. As a result, I will build muscle as well, or better than the people who struggle with oversize weights without the risk of injury.

#### Find the Right Weight for Your Marketing

This discovery led to a marketing lesson. Too often, business owners blow their entire budget on one large campaign. A better strategy is to run a series of smaller campaigns which provide an

opportunity to test different messages, timing and creative approaches.

With this approach your brand strength, and the systems to convert leads to prospects, will build slowly over time.

#### Mix it Up

If you do the same 6 exercises every day, you will build strength in some muscles and not others. Also, you may actually strain some of your muscles from overuse. A better tactic is to rotate through a series, cycling through a much larger collection of activities, eventually using all your muscles.

Again, that approach will work with your marketing. Instead of spending all your energy on Facebook, mix in some direct mail, or even paid digital search ads. The variety will help you reach the largest



Lorraine Ball

*Digital marketing strategist, Lorraine Ball has spent 30 years working with small business owners. She has collected the best of her training, tools and resources in the Digital Toolbox (www.digitaltoolbox.club) She is also the host of More Than a Few Words, a marketing podcast, available wherever you listen to podcasts.*

possible audience.

Once you have your marketing muscle you are ready to lift the bigger campaign to grow your business.



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# Not Just Smart, Venstar Smart.



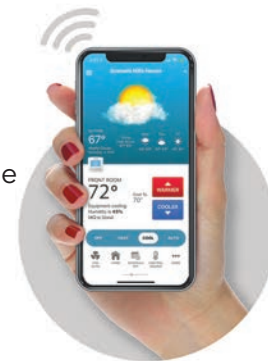
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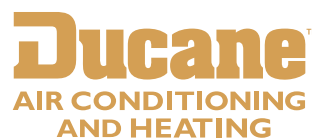
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## Don't be Railroaded by the Past

Railroads quite literally built America. At their peak, they dominated the transportation industry, moving the vast majority of goods and people across the United States. With such a solid foothold and commanding control of the transportation industry, how did American railroads nearly disappear by the 1970's? By the early 1960's rail passenger travel declined by over 80% compared to 1945, and by the mid '60's, fewer than 5% of Americans used trains as their preferred mode of transportation. By 1978, the railroads' share of freight haulage dropped to well below 40% as merchandise rapidly shifted to trucks and airplanes. A trend that happened right under the noses of railroad executives and company shareholders.

In hindsight, the cause of the railroads' demise is abundantly clear: They did not understand or fully embrace the changes and evolution in transportation infrastructure and technology, nor did they see themselves as logistics solutions providers. Instead, the railroads held on to the belief that they were purely in the business of moving goods and people by rail. Compounding the problem was a resistance to adopting business systems and process innovations, which may very well have sustained their presence and profitability. Enter

the Federal Highway Act of 1956, trucking companies, and airlines and the rest is history.

Contrary to the plight of America's railroads, IBM represents a case study in how a major organization can pivot their strategy and business model to ensure sustainability and strong growth in a rapidly changing competitive environment. IBM's initial success was the result of innovation in mainframe computing and eventually personal computers (PCs). However, if they stayed on that track, they would surely have suffered a similar fate to the railroads. Instead, IBM understood that computing hardware was quickly commoditizing, so they shifted to providing IT-based consulting and business solutions.

At their inception, both the railroad companies and IBM were indeed breakthrough innovators. However, the railroads got caught in "identity stagnation" and only began to truly innovate again when their hands were forced by a series of large bankruptcies, fumbled mergers and acquisitions, and federal government intervention. IBM on the other hand did not rest on their laurels. They consciously re-defined themselves as an IT solutions provider rather than a PC or hardware-only manufacturer. IBM, like most businesses, had their ups and

downs, but they fortunately never came to the hairy edge of insolvency before being forced to innovate and change.

So how does this all translate to the HVAC industry? It should serve as a warning shot to some and a strong motivation and reinforcement to others. If we are honest with ourselves, the HVAC industry has not changed considerably since Willis Carrier first commercialized air conditioning in 1906. With the exception of perhaps large commercial air conditioning and transportation refrigeration, the HVAC industry still very much reflects the early years of IBM...an industry primarily focused on manufacturing and selling hardware. Solution selling is beginning to be discussed in the context of residential and light commercial applications, but only superficially and not by the majority. It will be incumbent upon the entire HVAC industry to steer itself in the direction of IBM's growth revival and not in the direction of the decline and subsequent struggle of America's railroads.

The next chapter for HVAC manufacturers, distributors and dealers must be about embracing change while developing and delivering integrated solutions that meet the evolving needs of end users. As happened during the golden age of railroads, the HVAC

business environment is changing under the noses of the industry: Increasing demands and opportunities for decarbonization, greater energy efficiency, cost reductions, air quality and purification, and advances in home and building integration and automation. These will all continue to grow in importance and if the HVAC industry does not recognize and address them, the opportunity may be seized by an adjacent or altogether unforeseen business sector.

For HVAC manufacturers, continued success will involve focusing a large percentage of their resources on R&D and potentially M&A to augment product innovation with the development and delivery of integrated solutions to end users. Most HVAC manufacturers understand this reality and have already begun a transition, but changing course is often like turning a battleship. Similarly, successful HVAC dealerships will begin thinking of themselves as solution and service providers rather than simply installers of furnaces, air handlers, ductwork, line sets, and condensing units. In simplistic terms, the winners will follow IBM's model, while the less successful will go down the well-worn tracks of America's railroads.

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## Thermostat Recycling Corp. Announces 13th Annual Contest: 'Banish Mercury Off the Planet'

**Washington, D.C** — Thermostat Recycling Corporation (TRC) is launching its 13th annual Banish Mercury Off the Planet competition (BMOP). This prestigious contest applauds the efforts of wholesalers within Heating Air-Conditioning Refrigeration Distributors International (HARDI) who lead in collecting mercury-containing thermostats.

HARDI stands as the largest and most influential trade association representing HVACR distributors across the United States.

"We have enormous appreciation and praise for our partners at HARDI for their steadfast commitment to collecting

mercury-containing thermostats," said Danielle Myers, Executive Director, TRC. "Their unwavering dedication and resilience are pivotal in advancing our shared mission of fostering a cleaner environment, thermostat by thermostat."

The BMOP competition officially begins May 1 and runs through Oct. 31. HARDI members are automatically enrolled upon returning thermostats collected through TRC's designated bins, strategically placed in HARDI wholesale member branches nationwide. With branches in every state, HARDI members offer convenient drop off points for HVACR contractors, enabling easy disposal of these thermostats.

The Banish Mercury Off the Planet contest, previously known as the Big Man on Planet until 2018, acknowledges winners across three distinct categories:

- Distributor recycling the highest poundage of mercury overall.
- Distributor with the highest average pounds of mercury per branch location.
- Distributor demonstrating the highest participation rate (for distributors with over 10 locations).

TRC will publicly recognize the winners of each category at HARDI's annual conference, scheduled for December 7 to 10, 2024, in Atlanta, Georgia.

Previous winners of the contest are:

2023: Johnstone Supply, Refrigeration Sales Corp. and Sigler Wholesale Distributors.

2022: Johnstone Supply, Progress Supply and Allied Refrigeration.

2021: Johnstone Supply, Famous Supply and Geary Pacific.

2020: Johnstone Supply, APCO Inc. and Allied Refrigeration.

2019: Johnstone Supply, Dubuque Supply and Johnson Supply.

2018: Johnstone Supply, Meier Supply Co., and Johnson Supply.

2017: Johnstone Supply, Tower Equipment, Johnson Supply.

2016: Johnstone Supply, Gustave Larson, Auer Steel.

2015: Auer Steel, Johnson Supply, US Air Conditioning Distributors, and Johnstone Supply.

2014: Corken Steel Products, Crescent Parts & Equipment, and Johnstone Supply.

2013: Johnstone Supply.

2012: Johnson Supply.



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### RAILROADS con't.

A last thought, particularly for HVAC dealerships is that innovating your business requires innovating your business systems and processes, innovating your organization, innovating your sales strategy, and innovating your partnerships with distributors and manufacturers. Before making any major shifts, ask yourself some fundamental questions...Do you have a robust business software platform? Are you leveraging e-commerce and electronic inventory management? Do you have CRM and fleet tracking systems? Is your organization structured and trained to sell and deliver integrated solutions to customers? Are you working with the right manufacturing and distribution partners? To achieve success with any strategic shift, the entire business must be aligned, capable, and ready.

So, embrace the innovations and changes we all see unfolding under our noses. Leverage them as opportunities to differentiate, separate, accelerate, and succeed. Keep one eye on your day-to-day operations but keep the other keenly focused on the horizon. Most importantly, don't be railroaded by the past.

#### About the Author

*Paul M. Berman, President & CEO of Commerce Health Business Consulting, holds an MS in Experimental Psychology from the State University of New York and an MS in Business Management from Rensselaer Polytechnic Institute (RPI). Before starting his consultancy, Paul worked in leadership roles at Carrier Corporation, Johnson & Johnson, and Stryker. He specializes in providing business and marketing consulting to HVAC manufacturers, distributors, dealerships, and companies in the consumer goods and healthcare sectors.*

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## It's On My Heart: Great Information That Can Help

Just got back from a trip to California for a PHCC meeting, was in Savannah GA last month for an ACCA meeting. I had a table at each event, got to talk to a lot of companies in the two days. Here are my observations.

First of all, in both cases, the investment to attend the event was manageable, hundreds of dollars, not thousands of dollars. Since there are PHCC and ACCA groups all across the nation, you can drive to one of these in most cases, a short airplane ride at worst. What did you get for your money? A trade show with exhibitors that showcase the latest in technology, systems and software to help build your business. You get a chance to ask questions, have dialogue with the reps that are there to help you with business improving tips and tools. A great question to ask them is: How are you going to

help my business?

In both of these events there was a session on AI, it is coming to a company near you weather you are ready or not. My advice is to see how you could use it, but proceed carefully, there are multiple sources and applications vary greatly.

In the PHCC sessions, the keynote did a great talk on branding and what strategies have worked for others, how your brand can help with retaining employees as well as attracting them. Branding is one of the great mysteries of life, no one has it figured out completely, so more information is a good thing.

In the CAAG (Conditioned Air Association of GA) conference, we heard from a financial group the difference between Protective and Reactive Taxes, how to Recruit, Retain and Reward Employees and how to

Transform Your Business from a business broker, among many other sessions.

In both events we had plenty of open time with Meet and Greet, happy hours, social mixers, lots of time to chat with other people who do what you do, share struggles and successes. People who come to these events sometimes think that they don't want to share their "secret Sauce", the honest truth is that the only secret sauce is: Hard Work! In most cases we come to an event like this and go home and employees ask, how was the conference? We sometimes say, well, the food was great. What happens at some companies that are growing and getting engaged, when the key team members come back from a conference, employees hide, they are sure changes are coming.

The other benefit to

being involved with these associations is that they are in your corner, helping your business by promoting legislation that will help, not hurt our industry. They have influence and a voice in the political arena that you cannot get by yourself. That is probably reason enough to be involved, not to mention the training, both technical and operational they provide.

Most of us are busy running the business, maybe too busy to keep up with legislation from both the state and federal level. That is what these associations do, they have your back, keeping you informed as to the latest changes coming our way. And changes are coming. At the PHCC event we just attended, the hotel we stayed at was putting in 46 heat pump water heaters, one of the members in attendance at the meeting was doing



**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.

Jim Hinshaw, Vice President, Vertical Markets, HVAC for Service Nation. Jim works with hvac and plumbing companies of all sizes, Service Nation has members from 2 man shops to several hundred. We

help our members improve sales and profits offering employees a career path and strong financials, enabling owners to work on the business instead of in the business.

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Jim can be reached at [jhinshaw@servicenation.com](mailto:jhinshaw@servicenation.com) or cell: 602-369-8097.

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 work. There were some excellent credits coming from the federal and state level, as well as incentives from the local utility. The local PHCC chapter helped them sort thru

the maze of paperwork to get the project put together so that everyone would benefit, the contractor, the hotel, the state and the local utility.

**SEE HINSHAW PG.18**

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## Daikin Applied Announces Plans for New Energy-Efficient Manufacturing Facility to Support Sustainable Data Center Growth in North America

*The new facility will expand the company's custom HVAC manufacturing capabilities to support the growing demand for sustainable data centers and HVAC cooling solutions*

**Minneapolis** – Daikin Applied, a leading global commercial and industrial HVAC manufacturer, announced plans for the construction of a new energy-efficient manufacturing facility in Tijuana, Mexico. In partnership with its subsidiary Alliance Air Products, the San Diego-based leader in custom air-handling equipment design and manufacturing, Daikin Applied is expanding its manufacturing capabilities to support sustainable data center growth across North America.

The new 460,000 square-foot facility will expand on Daikin Applied and Alliance Air's established presence in Tijuana, Mexico. The facility is being built to manufacture custom HVAC and computer room air handler (CRAH) equipment and solutions specifically for data centers. It is designed for maximum efficiency to meet Daikin Applied's sustainability goals and will support the growth of air handler unit sales in North America.

This expanded facility allows the company to better serve customers in the west and southwest United States and Mexico with a single supplier for end-to-end HVAC solutions.

"This is a critical moment for the HVAC industry not just to increase capacity for data center solutions, but to help data centers increase efficiency and sustainability in their energy use and cooling situations," said Yu Nishiwaki, Chief Operating Officer for Daikin Applied Americas. "This manufacturing expansion underscores our commitment to help our customers identify sustainability

opportunities and achieve, or even surpass, their decarbonization design goals."

The new \$121 million facility is expected to support over 1,000 production jobs and over 1,150 total new permanent jobs in the northwest region of Mexico. Construction of the facility is expected to be complete by Spring 2025 with production ramping up in June 2025.

Prioritizing high value industries and talent development, a coalition of Baja California's economic leaders traveled to Japan to meet with Daikin Industries. Baja State Governor Marina del Pilar Ávila Olmeda welcomes this investment as it aligns with her goals for the state: "Baja California emphasizes foreign investment attraction with innovation and well-paid jobs."

Luis Plascencia, president and general manager of Alliance Air Products expanded, "We've successfully operated in Tijuana for 20 years and have 986 employees who are exceptionally talented in the design and production of highly customized air handlers. We look forward to building on that success, and bolstering our partnership with the Baja California government and local Tijuana leaders to make this new facility a reality."

To learn more about the full range of Daikin Applied solutions, and to find a local sales representative, visit [www.daikinapplied.com](http://www.daikinapplied.com). Also, follow Daikin Applied on LinkedIn for the latest on commercial HVAC equipment, services and trends. Visit [www.allianceairproducts.com](http://www.allianceairproducts.com) to learn more about Alliance Air Products, and its equipment and services.

### HINSHAW con't

Also, at that meeting there were HVAC and Plumber Roundtables that had some great conversations about the challenges and opportunities facing the industry today. How to find, recruit, train, pay and retain good employees. The sessions gave the audience an idea of the innovative solutions some have used to improve their business, as well as the ideas that did not work so well.

There were sessions on how to navigate

the changes in Osha guidelines as well as the state codes that affect our industry, what you can or can't do today in how you work with employees.

We at Service Nation are proud to be involved with both PHCC and ACCA, helping to support them as they support their members and our respective industries. Check into your local chapter, the benefits are many and you will get a great ROI on that investment.





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## Transtar AC Supply Grand Re-Opening

*Transtar AC Supply held a Grand re-opening for their store on Gulf Freeway. The store is in the same location, but has been remodeled and updated for greater efficiency. The event featured homemade gumbo, a vendor fair and door prizes.*



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# HVAC Excellence Conference Showcases Cutting-Edge Technological Advancements



The National HVACR Education Conference, hosted by HVAC Excellence, recently concluded with resounding success, drawing over 1,000 HVACR educators, trainers, and industry professionals. These industry leaders attended to stay at the forefront of technological innovation, keen on learning about the latest advancements transforming the HVACR industry.

Taking place from March 24-27th, attendees were immersed in what felt like a boot camp experience, over 100 hands-on sessions, lectures, exhibitions, and round table discussions. The conference highlighted the pivotal role of technology in shaping the future of HVACR education and practice. Here are some standout stories that underscored the conference's focus on cutting-edge advancements:

### Partnerships Powering Education

A central theme revolved around the potency of partnerships in propelling HVACR education forward. Despite being competitors, prominent manufacturers and industry stakeholders united to exchange knowledge on new equipment, controls, refrigerants, and regulatory updates. Daikin Comfort Technologies garnered special recognition for their significant contribution to HVACR education, with fifty (50) team members demonstrating how collaboration cultivates innovation and excellence in training programs.

### Tech-driven Partnerships

Government leaders, associations, manufacturers, and subject matter experts delved into innovative solutions and forged strategic partnerships that are propelling groundbreaking advancements in HVACR education. Manufacturers unveiled state-of-the-art equipment, controls, and refrigerants entering the industry, while regulatory agencies and associations explored integrating emerging technologies to tackle regulatory challenges and enhance operational efficiency.

### Tech Showcases

The expo hall was abuzz with excitement as forward-thinking companies revealed the latest technological innovations in HVACR. Attendees had the chance to interact with key figures in manufacturing and education, representing leading manufacturers, associations, publishers, and industry groups. These exhibitors showcased firsthand advancements in equipment, training resources, tools, test instruments, educational trainers, curriculum, and resources essential for shaping the next generation of HVACR professionals. From smart controls to energy-efficient systems, the expo featured a diverse array of cutting-edge technologies set to revolutionize industry.

### Tech-focused Sessions

Lectures and hands-on sessions zeroed in on blending technological advancements with effective teaching strategies. The event provided a platform for members of Chemours, Daikin, Fujitsu, Heatcraft, Honeywell, Hussmann, Kysor Warren, LG, Midea, Trane, and other leading manufacturers to collaborate, ensuring our educational programs stay current. Topics spanned from new equipment and refrigerants to cutting-edge controls and optimizing energy performance. The seamless collaboration between Department of Energy representatives,

who drive regulatory changes, and manufacturers developing new equipment to meet those standards, facilitated a comprehensive understanding of the industry's trajectory.

### Credentialing

While the conference has ended, attendees now can take two educator credentialing exams FREE OF CHARGE. Attendees were emailed details on how to take these exams with through a remove proctoring service, or approved testing center.

### Podcasting

Whether you attended the National HVACR Education Conference or not, there are additional opportunities to listen and learn from the array of podcast recording during the event. These podcasts will be released throughout the year and are available on the HVACR Learning Network. In addition, many of the presenters will be featured on future webcast.

### Looking Forward

Looking ahead, preparations for the 2025 National HVACR Education Conference are underway, scheduled for March 17-19, 2025, with the exhibitor hall already filling up. Attendees can anticipate further insights, collaborations, and advancements propelling the HVACR industry forward.

*For more information visit [escogroup.org](http://escogroup.org).*

### About HVAC Excellence

*Established in 1994, HVAC Excellence is a standards organization dedicated to improving the quality of education in the HVACR industry. To fulfil these goals, they offer standards, programmatic accreditation, progressive levels of certifications, the HVACR Education Resource Network, and professional development through the National HVACR Education Conference.*



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## Lennox Calls for Community Members to Nominate Local Heroes for Feel The Love Program

Residents of the U.S. and Canada can nominate individuals for heating or cooling equipment and installation, free of charge, through the Feel The Love Program, sponsored by the LII Lennox Foundation.

**Richardson, Texas** – Celebrating 15 years of giving back to deserving homeowners, the annual Lennox Feel The Love program continues its partnership with residential dealers across the U.S. and Canada to donate and install heating and cooling (HVAC) units for community heroes. Nominations are open until August 31, and deserving individuals can be nominated on [FeelTheLove.com](http://FeelTheLove.com). The program is sponsored this year by the LII Lennox Foundation.

Nominees have included educators, veterans, first responders, healthcare professionals, families facing financial challenges, elderly residents in outdated homes and individuals impacted by

natural disasters.

“The Feel The Love program provides participating Lennox dealers and local community members an opportunity to come together to support those in need of heating and cooling equipment,” said Gary Bedard, EVP & President, Lennox Home Comfort Solutions. “The impact of this program and the number of lives changed is truly inspiring, and we look forward to ensuring even more of our communities Feel The Love this year.”

Established in 2023 by Lennox, the LII Lennox Foundation further expands the company’s charitable actions through impactful programs like Feel the

Love, strong partnerships with organizations such as Operation Warm, and an emphasis on employee volunteerism. Through these initiatives, the LII Lennox Foundation is committed to improving the communities where Lennox employees work and live.

The Feel The Love program is supported by the collaborative efforts of the LII Lennox Foundation and the generous network of Lennox dealers across North America. Since its launch in 2009, Feel The Love has installed over 2,300 heating and cooling systems for homeowners in need and over \$12.6 million in donated materials.

“I can’t thank you guys

enough... I can breathe, I’m relieved, I don’t have to worry,” said Danielle Staffeldt, wife and mother of six children and former recipient of the Lennox Feel The Love program through new HVAC equipment in the home. “It’s such a powerful thing to be able to give to people and know that people care about complete strangers. It just means so much. I’m so grateful.”

During Feel The Love Installation Week, October 5-12, 2024, selected recipients will receive brand-new heating or cooling equipment. For updates on the 2024 Feel The Love program, follow [@LennoxFeelTheLove](https://www.facebook.com/LennoxFeelTheLove) on Facebook.

## Carrier Recognized as Best Air Conditioner Brand by USA Today

**Indianapolis**—Building on two years of being U.S. News & World Report’s Best HVAC Company, Carrier’s industry leadership and innovative solutions continue to be recognized, most recently having been named the “Best Air Conditioner Brand” by USA Today. Carrier is a part of Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions.

“Homeowners are always top of mind when we’re designing, engineering and manufacturing our award-winning HVAC systems,” said Nick Arch, Vice President and General Manager, Residential HVAC Solutions, Carrier. “From developing more reliable and efficient units to making them fully connected, we know a comfortable home is a happy home. Third-party

endorsements such as this reinforce our commitment to customer satisfaction.”

Reviewers at USA Today mentioned how Carrier’s focus on quiet operation, energy efficiency and home-connectivity controls, when paired with smart-home technology, create a top-of-the-line seamless AC system.

Other lists Carrier has been named to include:

- Forbes HOME list for “Best Reliability” and “Best Smart Home Compatibility”
- Modernize: #1 Air Conditioner Brand and Best for High Efficiency Cooling
- Consumer: Best HVAC Brands and Largest Air Conditioner Manufacturer

To learn more about Carrier’s innovative home heating and cooling solutions visit <https://www.carrier.com/residential/en/us/>.

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# The spotlight



Oatey Co. Promotes Matt Foraker to Senior Vice President, Wholesale



Glasfloss Industries Promotes New VP of Manufacturing Brian Mcgarity



Glasfloss Industries Promotes New Director of Inventory, Logistics and Distribution Greg Gardner



Fujitsu Welcomes Darin Barnes as Director of Residential Sales South



Fujitsu Welcomes Matt Coley as Director of Residential Sales North



Fujitsu General America has promoted Shawn Hill to Director of Business Development

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Texas Air Conditioning Contractors Association

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## CE South Texas Grillin' and Chilln'

*CE South Texas held a hamburger and hot dog cook out at their Austin location on Friday April 26th. The event was free to contractors and took place over the lunch hour 11-2.*



## Product News

### Allied Air Enterprises Announces Newly Designed Website for MagicPak® HVAC Systems

**West Columbia, SC**— Allied Air Enterprises is pleased to announce the MagicPak® brand's completely redesigned and responsive website. The new site's improved layout and streamlined navigation make product details and resources easier for building professionals to find.

"We're proud to launch the new MagicPak site to enhance our customers' experience from start to finish during their HVAC specification journey," said Ken Forsythe, Senior Marketing Manager - Specified Products, Allied Air Enterprises. "The new site allows the many benefits of MagicPak to shine through as a space-saving solution that helps reduce complexity for multifamily developments."

MagicPak All-in-One® systems are backed by 60 years of proven performance in developments throughout the U.S. and Canada. The brand is designed for developers, architects, and contractors as a through-the-wall HVAC solution for multifamily dwellings with exceptional performance and reliability, while opening up space at the ground level or on the roof. The system combines heating and cooling within a small, interior closet that can blend into any environment, freeing up more usable square footage that can be used for value-added amenity spaces without increasing the building footprint.

The new MagicPak website features a before-and-after visualizer that shows the profound impact that MagicPak systems deliver



for projects when compared to conventional split systems. In addition, focused customer pages elevate the most relevant benefits of MagicPak All-In-One systems for easy browsing and selection.

For help with purchasing and support, a direct contact form makes it faster and easier for building professionals to reach a MagicPak representative, while the enhanced "where to buy" functionality now includes zip code, proximity filtering and an interactive map to locate nearby distributors. Additional product resources, including a new featured projects page and reorganized specification section make it easy to find important product details.

Explore the new website at [www.magicpak.com](http://www.magicpak.com). For Allied Air Enterprises' complete line of heating and cooling solutions, please visit [www.alliedair.com](http://www.alliedair.com).

## Midea America Collaborates with Warner Bros-Discovery on Mini-Documentary "Project Homestead" to Enhance the Lives of Alaskan Residents in Need

*The Mini-Doc Showcases Midea's Cold-Climate Heat Pump System and the Transformation of a Residential Facility in Alaska*



**Louisville, Ky.** – Midea America, in collaboration with Warner Bros. Discovery, is proud to present "Project Homestead," an inspirational mini-documentary showcasing the transformative renovation of Willow Ranch. Willow Ranch is a residential facility near Willow, Alaska operated by Hope Community Resources, the foremost provider of support services to adults with intellectual and developmental disabilities, traumatic brain injuries, mental health challenges and complex medical conditions in Alaska. Project Homestead highlights the installation of various Midea home appliances and its innovative, energy-efficient, cold-climate heat pump system, which will provide a warm haven for a deserving household for years to come.

To watch the mini-documentary, please follow: [www.youtube.com/watch?v=2nOxwGOLpIs](https://www.youtube.com/watch?v=2nOxwGOLpIs)

#### An Inside Look into Project Homestead

In this heartwarming film, viewers will witness the transformation of a house on the Willow Ranch property, home to four residents supported by Hope Community Resources. The collaborative efforts of Midea, Warner Bros. Discovery, Hope Community Resources, local contractors and volunteers provided a life-changing, all-expense-paid home renovation. Willow, Alaska, with its extreme climate, serves as the perfect backdrop for this project, underlining the importance of warm, energy-efficient living environments. Midea was thrilled to be involved in this project to showcase its desire to make energy-efficient heat pump technology more accessible across all communities.

Hosted by Jeff Thorman, seasoned general contractor and the face of Home RenoVision DIY, the film explores how home renovation can positively impact the lives of people in need.

"I am thoroughly impressed with the exceptional performance of Midea's cold-climate heat pump system, especially in the challenging harsh winter conditions of Alaska," expressed Jeff Thorman. "Having been in the home renovation industry for 25 years, I have a deep appreciation for innovative technologies that not only provide essential comforts but do so in an energy-efficient and cost-effective manner. Midea's system is a testament to what modern engineering can achieve

– delivering reliable heating even in extreme cold, which is a game-changer for regions like Alaska."

#### Midea's Heat Pump System

Midea's cold-climate heat pump system can deliver efficient heating and cooling in all American climates, even northern regions during harsh winters. While heat pumps historically have a reputation for underperforming in temperatures below 40 degrees Fahrenheit, in recent lab testing sanctioned by the U.S. Department of Energy as part of its Cold Climate Heat Pump Technology Challenge, Midea's cold-climate heat pump system achieved 118% of rated capacity heating output at -15 degrees Fahrenheit – debunking the myth that heat pumps only work in mild climates and proving that heat pumps are the HVAC systems of the future, everywhere. This also comes at a time of extreme demand for cost-effective and energy-efficient options, with the supply and transportation costs of fossil fuel in Alaska continuing to rise.

"Midea is at the forefront of heat pump innovation, designing contractor and user-friendly systems that are making this modern technology accessible for all," said David Rames, Senior Product Manager, Midea America Corp. "Our commitment to innovation and diverse solutions reflects our dedication to making a positive impact on everyone who needs high performing, highly efficient comfort solutions. The efficacy of our heat pump system in Alaska – especially for residents in need – is the ultimate proof and something in which we take immense pride."

Production units of Midea's forthcoming cold-climate heat pump system are slated to be available in the summer of 2024.

#### Additional Midea Appliances

Beyond the Midea cold-climate heat pump system, the renovation also featured the installation of other Midea home products and technologies intended to enhance the comfort and well-being of the residents: a refrigerator, air fryer and oven. Midea's SmartHome application and technology will also allow Hope Community Resources to control and monitor operation remotely and provide useful information regarding usage, condition and energy consumption.

For more information, please visit [midea.com/us](http://midea.com/us).

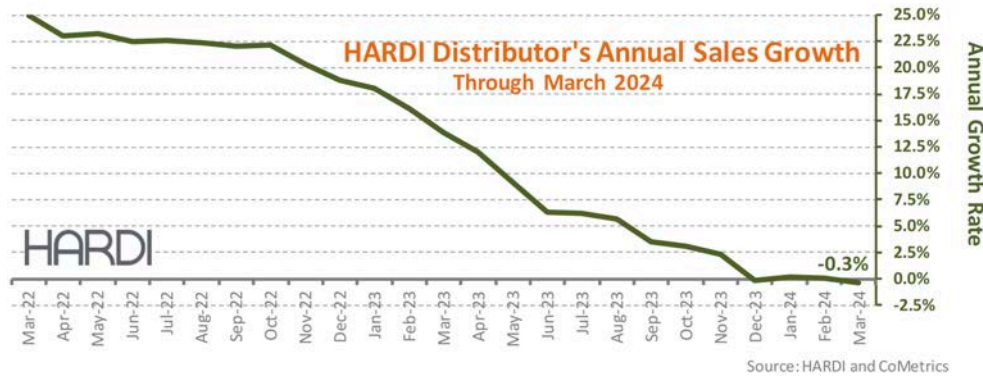


# HARDI

## HARDI Distributors Report 8.7% Revenue Decline in March

**Columbus, Ohio** – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing sales by HARDI distributors declined by 8.7% during March 2024.

The annual sales growth for the 12 months through March 2024 is a decline of 0.3%.



“There were two important factors behind the sales thud at the end of heating season,” said HARDI Macroeconomic & Residential Market Analyst Brian Loftus. “Heating degree days during March of 2024 were off by 16% from the prior year which may have trimmed sales year-to-year, but the main reason for the decline is March of 2023 had two more billing days. We estimate sales were about flat with the same number of billing days.”

The Days Sales Outstanding, a measure of how quickly customers pay their bills, was near 41 days during March as it was during March of 2023. “41 this month was comparable to March of 2022 and better than March of 2021 and 2022,” said Loftus. “There has been a lot of market headwinds during the past twelve to eighteen months, but not enough to compromise dealer’s bill paying ability.”

“The annual sales growth has been flat during the past four months, but we expect that to improve,” said Loftus. “The number of home listings is finally starting to improve, and the pace of existing home sales has steadied. Single-unit permits are increasing, and the Fed’s next move will be a rate cut. It looks like the cycle is turning.”

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

### ABOUT HARDI

*HARDI (Heating, Air-conditioning and Refrigeration Distributors International) is the single voice of wholesale distribution within the HVACR industry. HARDI members market, distribute, and support heating, air-conditioning, and refrigeration equipment, parts and supplies. HARDI Distributor members serve installation and service/replacement contractors in residential and commercial markets, as well as commercial/industrial and institutional maintenance staffs. HARDI proudly represents more than 460 distributor members representing more than 5,000 branch locations, and close to 500 supplier, manufacturer representative and service vendor members.*



The Texas Department of Licensing and Regulation proposes changes to the rules at 16 TAC, Chapter 75, Air Conditioning and Refrigeration. For information on the proposed rule changes and how you can submit public comments, please see the documents below:

The proposed rule changes: • Implement a new law that adds a second pathway to an air conditioning and refrigeration technician certification. The law formerly allowed a person to qualify to take the exam only if they had completed 24 months of air conditioning and refrigeration work. • Make a person aged 18 or older eligible to take the exam if they successfully complete a career and technology education program at a public or private high school or college. • Require the Department to review and approve the educational programs to ensure they meet the standards in the law to prepare the students for the exam and licensing. • Provide a waiver of the license renewal fee and some of the continuing education requirements for instructors who teach in the educational programs.

The Department will accept comments on the proposed rule changes until **June 3, 2024**.

The next Air Conditioning and Refrigeration Contractors Advisory Board meeting is scheduled for **Monday, June 10, 2024**. The meeting will be held at Texas State Technical College System, 3801 Campus Dr., Waco, TX, 76705, and will be broadcast live on TDLR’s YouTube Channel. When the agenda and staff reports are available, they will be posted online.



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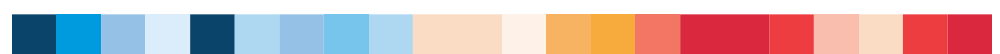
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# CE South Texas Customer Appreciation Crawfish Boil

*CE South Texas held a crawfish boil at their Port Northwest location in Houston on Friday May 3. The event included a vendor fair and door prizes and award winning crawfish.*





# Robert Madden Grand Opening

*Robert Madden Industries held a Grand Opening for their new store in South Austin on May 1 from 11-2. The event had a vendor fair, food truck taco lunch and door prizes. The new location is at 5900 E Ben White Blvd, A-110, Austin TX 78744.*





# 31st Annual Ray Dingler Memorial Scholarship Golf Tournament

*The 31st Annual Ray Dingler Memorial Scholarship Golf Tournament was held at Gray Plantation Golf Course in Lake Charles Louisiana on Tuesday May 14th. The annual tournament raises funds for the McNeese State University Scholarship Fund.*

*Ray Dingler was the founder of Solar Supply in Lake Charles.*



*Longest Drive*



*Closest to the Pin*



*1st Place Net Score*



*1st Place Gross Score*



*2nd Place Gross Score*



*3rd Place Gross Score*



*3rd Place Net Score*









## TACCA Greater Austin Clay Shoot and Crawfish Boil



*Highest Score*



*1st Place Robert Madden Ind*



*2nd Place Aces Supply*



*3rd Place Stan's Heating Air Plumbing*



### Ecoer Partners with Star AC Supply to Distribute High-Efficiency HVAC Equipment in DFW Area

**Dulles, Virginia** – Ecoer, a leading manufacturer of high-quality HVAC equipment, announces a new distribution partnership with Star AC Supply, a prominent HVAC distributor in the Dallas/Fort Worth area. Star AC Supply LLC is a wholesale distributor of heating and air conditioning equipment, replacement parts, and installation supplies servicing air conditioning contractors in North Texas. This partnership aims to enhance the availability of Ecoer’s innovative HVAC solutions to a broader customer base in the region.

Starting June, Star AC Supply will stock Ecoer’s inverter-driven heat pumps and warranty parts across its five locations. This partnership expands Star AC Supply’s product portfolio and allows them to offer DFW contractors superior solutions for homeowners.

Key benefits of the partnership include:

- Availability of Ecoer TDi Pro Series heat pumps at all Star AC Supply locations.
- Live product demonstrations and training sessions for contractors.
- Contractor support for pricing, availability, and training information.

“Partnering with Star AC Supply

allows us to offer Ecoer’s high-efficiency inverter systems to DFW contractors and homeowners,” said Joshua McAffry, Ecoer’s Technical Training Manager.

**About Ecoer**

*Ecoer manufactures high-efficiency heating and cooling solutions, primarily heat pumps, that qualify for federal tax incentives and local utility rebates. Ecoer offers an industry-leading warranty with 10-year parts and labor when registered with their IoT Gateway.*

**About Star AC Supply**

*Centrally located in the Dallas-Ft Worth area with stores in Arlington, Azle, Cleburne, Forney, and Granbury, Star AC Supply’s mission is to provide all customers with quality products and services the first time, every time, and provide all employees with opportunity and job satisfaction in a community of mutual respect and care, one for another.*

*The motto of Trust-Reliability-Integrity is one Star AC Supply does not take lightly. In every transaction, customers can rest assured the company adheres to this motto. Trying Star AC Supply will confirm their commitment to these values.*

### RectorSeal Welcomes Scott Kay as Senior Vice President, Marketing and Technology

**Houston, TX**– RectorSeal, a leading manufacturer of quality HVAC/R and plumbing tools and accessories, has announced that Scott Kay has joined the company as Senior Vice President, Marketing and Technology. Mr. Kay brings 30 years of experience in the building products market to RectorSeal.

Mr. Kay will oversee marketing for all RectorSeal products and solutions in his new role. He will also lead efforts to achieve RectorSeal’s goal of establishing holistic solutions with the company’s HVAC/R, electrical, and plumbing distributor networks in North America through technology and value-added services.

“Scott has deep experience building products, especially in HVAC/R products and sales channels,” said Jeff Underwood, President of RectorSeal. “He has a demonstrated record of success with high-performance teams, and I am pleased he will lead our outstanding marketing and technology teams.”

Before joining RectorSeal, Mr.



Kay was President at Westhill, a digital solutions company focused on the property and casualty insurance industry. During his tenure, he developed a differentiated contractor network covering the continental U.S., which became the largest in the industry. Mr. Kay also served as President of Modern Marketing Concepts, a leading marketing and inside sales firm.

“RectorSeal is a great company. I’m excited to join this dynamic, forward-thinking organization,” said Kay. “I also look forward to working with many friends and colleagues in the industry currently supporting RectorSeal.”



# TACCA Greater Houston Clay Shoot and Crawfish Boil

TACCA Greater Houston held their Annual Clay Shoot and Crawfish Boil at Premier Shooting Range in Sealy TX on Friday May 10th. The event had a shooting competition, crawfish boil lunch, winner's prizes and raffle prizes.



Highest Score Eli English



1st Place Century AC Supply



2nd Place Lennox Team 1



3rd Place Aces AC Supply Team 1



## June 2024 MEMBER MEETING

**WEDNESDAY**  
June 19

**TIME**

11:30 AM - 1:00 PM

**LOCATION**

**OLD SAN FRANCISCO  
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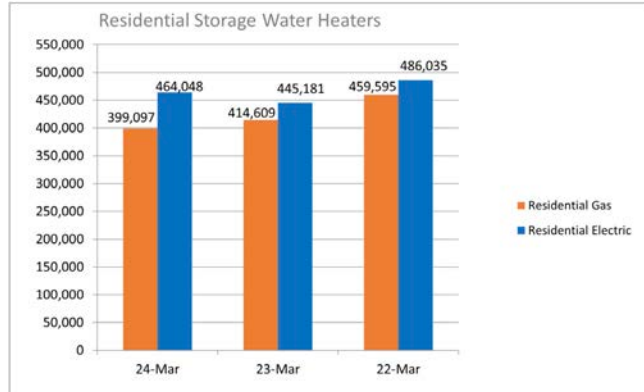
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# AHRI Releases March 2024 U.S. Heating and Cooling Equipment Shipment Data

## Residential Storage Water Heaters

U.S. shipments of residential gas storage water heaters for March 2024 decreased 3.7 percent, to 399,097 units, down from 414,609 units shipped in March 2023. Residential electric storage water heater shipments increased 4.2 percent in March 2024 to 464,048 units, up from 445,181 units shipped in March 2023.

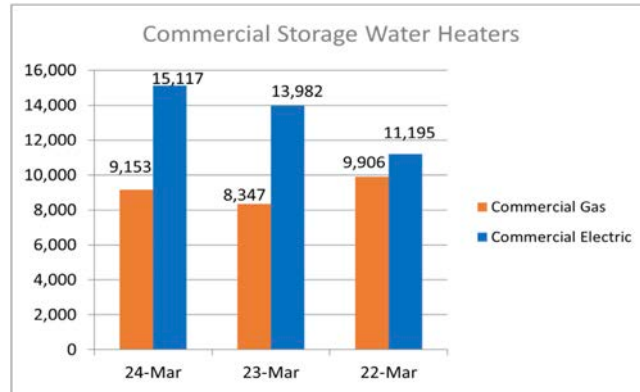


Year-to-date U.S. shipments of residential gas storage water heaters decreased 0.1 percent, to 1,143,650, compared to 1,144,989 shipped during that same period in 2023. Residential electric storage water heater shipments increased 5.6 percent year-to-date, to 1,335,688 units, compared to 1,264,410 shipped during the same period in 2023.

| Year-to-Date                 | Mar 24 YTD | Mar 23 YTD | % CHG. (From 2023-2024) | Mar 22 YTD |
|------------------------------|------------|------------|-------------------------|------------|
| Residential Storage Gas      | 1,143,650  | 1,144,989  | -0.1                    | 1,198,888  |
| Residential Storage Electric | 1,335,688  | 1,264,410  | +5.6                    | 1,289,452  |

## Commercial Storage Water Heaters

Commercial gas storage water heater shipments increased 9.7 percent in March 2024, to 9,153 units, up from 8,347 units shipped in March 2023. Commercial electric storage water heater shipments increased 8.1 percent in March 2024, to 15,117, up from 13,982 units shipped in March 2023.

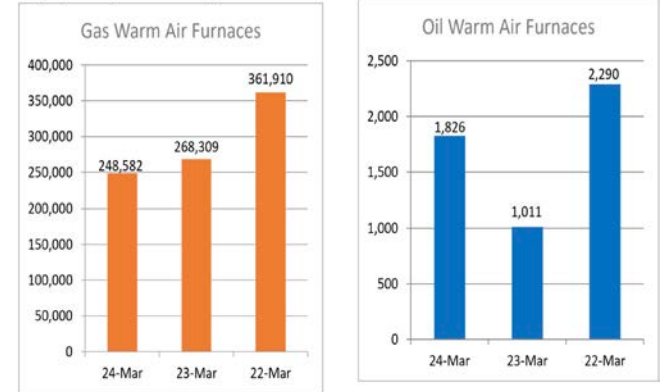


Year-to-date U.S. shipments of commercial gas storage water heaters increased 7.6 percent, to 24,524 units, compared with 22,794 units shipped during the same period in 2023. Year-to-date commercial electric storage water heater shipments increased 7.9 percent, to 40,764 units, up from 37,773 units shipped during the same period in 2023.

| Year-to-Date                | Mar 24 YTD | Mar 23 YTD | % CHG. (From 2023-2024) | Mar 22 YTD |
|-----------------------------|------------|------------|-------------------------|------------|
| Commercial Storage Gas      | 24,524     | 22,794     | +7.6                    | 21,351     |
| Commercial Storage Electric | 40,764     | 37,773     | +7.9                    | 24,983     |

## Warm Air Furnaces

U.S. shipments of gas warm air furnaces for March 2024 decreased 7.4 percent, to 248,582 units, down from 268,309 units shipped in March 2023. Oil warm air furnace shipments increased 80.6 percent, to 1,826 units in March 2024, up from 1,011 units shipped in March 2023.

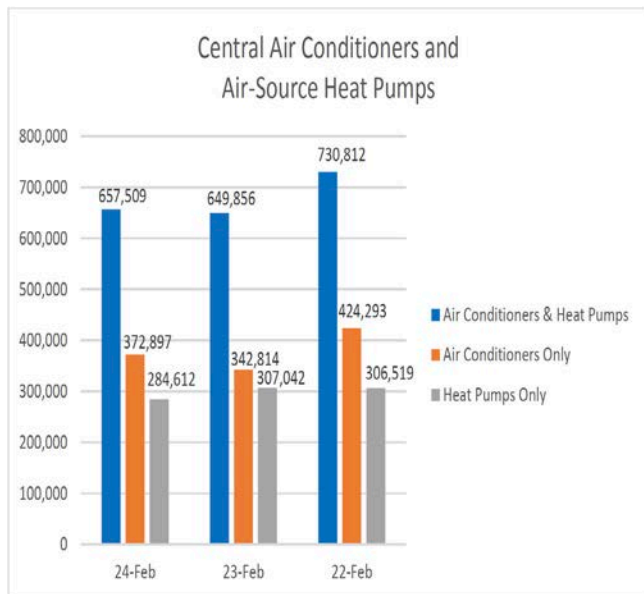


Year-to-date U.S. shipments of gas warm air furnaces decreased 10.2 percent, to 679,629 units, compared with 756,609 units shipped during the same period in 2023. Year-to-date U.S. shipments of oil warm air furnaces increased 34.5 percent, to 6,890 units, compared with 5,124 units shipped during the same period in 2023.

| Year-to-Date          | Mar 24 YTD | Mar 23 YTD | % CHG. (From 2023-2024) | Mar 22 YTD |
|-----------------------|------------|------------|-------------------------|------------|
| Gas Warm Air Furnaces | 679,629    | 756,609    | -10.2                   | 964,540    |
| Oil Warm Air Furnaces | 6,890      | 5,124      | +34.5                   | 8,029      |

## Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 838,626 units in March 2024, down 4.5 percent from 877,912 units shipped in March 2023. U.S. shipments of air conditioners decreased 5.2 percent, to 470,653 units, down from 496,539 units shipped in March 2023. U.S. shipments of air-source heat pumps decreased 3.5 percent, to 367,973 units, down from 381,373 shipped in March 2023.



Year-to-date combined shipments of central air conditioners and air-source heat pumps decreased 7.6 percent, to 1,975,509, down from 2,136,924 units shipped during the same period in 2023. Year-to-date shipments of central air conditioners decreased 6.4 percent, to 1,091,585 units, down from 1,166,808 units shipped during the same period in 2023. The year-to-date total for heat pump shipments decreased 8.9 percent, to 883,924, down from 970,116 units shipped during the same period in 2023.

| Year-to-Date                                 | Mar 24 YTD | Mar 23 YTD | % CHG. (From 2023-2024) | Mar 22 YTD |
|--|------------|------------|-------------------------|------------|
| Air Conditioners & Heat Pumps Combined Total | 1,975,509  | 2,136,924  | -7.6                    | 2,434,073  |
| Air Conditioners Only                        | 1,091,585  | 1,166,808  | -6.4                    | 1,439,381  |
| Heat Pumps Only                              | 883,924    | 970,116    | -8.9                    | 994,692    |

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

| Size Description (000) BTUH | Month          |                    |                |
|-----------------------------|----------------|--------------------|----------------|
|                             | 2024 Total     | % Change from 2023 | 2022 Total     |
| Under 16.5                  | 35,043         | -3.4               | 42,770         |
| 16.5-21.9                   | 100,585        | -11.7              | 89,989         |
| 22-26.9                     | 183,204        | +7.3               | 189,963        |
| 27-32.9                     | 133,978        | -2.3               | 147,369        |
| 33-38.9                     | 163,166        | -4.7               | 200,863        |
| 39-43.9                     | 52,956         | -3.5               | 71,514         |
| 44-53.9                     | 79,809         | -14.4              | 101,526        |
| 54-64.9                     | 63,277         | -16.9              | 78,319         |
| 65-96.9                     | 8,814          | -7.3               | 7,952          |
| 97-134.9                    | 7,523          | +12.6              | 6,599          |
| 135-184.9                   | 5,012          | +12.7              | 4,150          |
| 185-249.9                   | 2,404          | +61.2              | 1,896          |
| 250-319.9                   | 1,528          | +48.5              | 1,715          |
| 320-379.9                   | 339            | +34.0              | 307            |
| 380-539.9                   | 401            | +27.7              | 302            |
| 540-639.9                   | 232            | -20.5              | 307            |
| 640-799.9                   | 123            | +17.1              | 128            |
| 800.0-899.9                 | 53             | +8.2               | 63             |
| 900.0-999.9                 | 70             | +18.6              | 75             |
| 1,000.0-1,199.9             | 24             | -44.2              | 55             |
| 1,200.0 & Over              | 85             | -19.8              | 121            |
| <b>TOTAL</b>                | <b>838,626</b> | <b>-4.5</b>        | <b>945,983</b> |

| Size Description (000) BTUH | YTD              |                    |                  |
|-----------------------------|------------------|--------------------|------------------|
|                             | 2024 Total       | % Change from 2023 | 2022 Total       |
| Under 16.5                  | 79,623           | -5.1               | 110,520          |
| 16.5-21.9                   | 230,345          | -14.6              | 239,719          |
| 22-26.9                     | 422,008          | +1.1               | 470,462          |
| 27-32.9                     | 307,315          | -7.3               | 378,738          |
| 33-38.9                     | 384,830          | -9.1               | 516,224          |
| 39-43.9                     | 127,701          | -5.8               | 184,680          |
| 44-53.9                     | 191,617          | -14.5              | 285,556          |
| 54-64.9                     | 158,210          | -16.9              | 204,402          |
| 65-96.9                     | 24,301           | +6.2               | 22,025           |
| 97-134.9                    | 21,053           | +29.1              | 17,647           |
| 135-184.9                   | 13,332           | +19.3              | 11,339           |
| 185-249.9                   | 6,055            | +62.0              | 5,016            |
| 250-319.9                   | 4,551            | +60.2              | 4,394            |
| 320-379.9                   | 1,007            | +51.2              | 743              |
| 380-539.9                   | 1,119            | +40.1              | 802              |
| 540-639.9                   | 778              | +10.7              | 739              |
| 640 & Over                  | 348              | +36.5              | 303              |
| 800.0-899.9                 | 171              | +12.5              | 164              |
| 900.0-999.9                 | 191              | +16.5              | 184              |
| 1,000.0-1,199.9             | 115              | +5.5               | 106              |
| 1,200.0 & Over              | 239              | -9.1               | 310              |
| <b>TOTAL</b>                | <b>1,975,509</b> | <b>-7.6</b>        | <b>2,434,073</b> |

### Notes and FAQs

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>.

- How do my colleagues subscribe to the report?** Go to <http://www.ahrinet.org/statistics> and click on *Subscribe*.
- Does this data represent shipments to the United States only or are shipments outside of the United States included?** This data represents shipments to customers in the United States only.
- Do you provide U.S. data by state?** That data is not available publicly.
- Is historical data available in Excel?** It is available monthly reflecting exactly the data presented in the monthly public release.
- Is data available in a different format?** The only format available is provided on the website.
- Does the December YTD data equal full calendar year?** Yes, it does.
- Can I purchase additional industry data from AHRI?** No, AHRI statistical data is not for sale.
- Does AHRI provide information for academic research purposes?** AHRI is not authorized by our members to provide information other than what is listed on our website.
- How much of the industry does the data represent?** Although we cannot get into specifics about how much of the industry the data represents, in general, AHRI is one of the largest trade associations in the nation, representing more than 300 heating, water heating, ventilation, air conditioning and commercial refrigeration manufacturers within the global HVACR industry. AHRI's 300+ member companies account for more than 90 percent of the residential and commercial air conditioning, space heating, water heating, and commercial refrigeration equipment manufactured and sold in North America.
- Is it accurate to use the number for year-to-date U.S. shipments as a measure of sales?** AHRI reports track shipments, which are defined as when a unit transfers ownership. While some people use the terms shipments and sales interchangeably, they may not be the same.



# New ServiceTitan Survey Data Reveals Commercial Contractors Remain Resilient Despite Economic Headwinds

**Los Angeles** – ServiceTitan, a leading software platform built to power the trades, today released its second annual Commercial Service Report, highlighting current trends and market sentiment for the commercial industry in 2024. The report surveyed over 1,000 commercial contractors across various trades and found that in the face of economic challenges, contractors remain resilient and are doubling down on sales and marketing while adopting new technology to help drive customer and business growth.

Commercial contractors are essential to building and maintaining our critical infrastructure across North America - they keep our businesses, schools, hospitals and more up and running at all times,” said Alex Kablanian, General Manager of Commercial & Construction at ServiceTitan. “These contractors have displayed incredible resiliency, navigating formidable economic challenges in recent years. Adopting new technology has played a significant role in empowering them to accelerate and achieve profitable

growth in their industry. The commercial contractors who are harnessing the power of software and innovation now have the tools they need to reach new heights and greater potential than ever before.”

ServiceTitan’s findings provide a unique perspective on the industry’s performance while highlighting key developments shaping the path forward.

### Contractors focus on new growth in 2024

Despite market uncertainties and macroeconomic challenges, 39% of commercial contractors expressed optimism for 2024 – a 17% increase compared to last year’s study, when only 22% of contractors had a positive outlook for 2023.

While commercial contractors remained resilient despite economic challenges in recent years, a significant majority of contractors’ revenue (71%) either decreased or stayed the same in 2023. In light of this, two-thirds (67%) of commercial contractors are focused on growing revenue in 2024, followed by improving cash flow (30%), optimizing processes (33%), and retaining customers (26%).

### Supply chain disruptions expected to persist

For most contractors, ongoing supply chain challenges make sourcing parts (53%) and equipment (34%) difficult. The report also highlights how the effects of supply chain disruptions extend to project timelines—only 14% of commercial contractors delivered more than 90% of their projects on time. Material lead time also increased for 52% of commercial contractors; in comparison, equipment lead time increased for 62% of commercial contractors.

In assessing how contractors navigate these challenges, the results indicate that nearly two-thirds of contractors (63%) keep inventory on hand, and roughly a third of businesses (37%) order supplies as needed. Further assessment of supply chain management reveals that 50% of commercial contractors order directly from the supply house, with the rest split evenly between vendor and manufacturer purchases.

### Amid labor shortages, contractors increase technician salaries

Labor shortages (53%) and overhead costs (50%) are cited as the primary risks to achieving contractors’ 2024 goals, with economic recession (49%), increase in material prices (35%), and access to working capital (26%) rounding out the top five risks.

Just as ongoing labor shortages make it challenging for contracting businesses to find skilled workers, the shortage of talent and the increased cost of living make salaries a determining factor in attracting and retaining technicians. In response to these trends, 73% of respondents still plan to increase technician salaries this year.

### Software adoption accelerates

Current trends and market sentiment point toward software as a leading solution to streamline commercial contractor operations and improve efficiencies without increasing overhead. In fact, the average commercial trade business uses 4-6 software providers, with a high adoption rate (70%) of Field Service Management software. Correspondingly, a significant 43% of businesses plan to increase their investment

in sales and marketing activities in 2024.

With technology becoming increasingly essential for contracting businesses, it is key to take full advantage of the capabilities and innovate accordingly. Based on the survey, there is room for improvement—while 30% of survey respondents identified improved cash flow as their top goal, 20% of contractors still take more than a week to send invoices, and 33% of customer payments are more than one week late.

To review the full findings and key takeaways, download ServiceTitan’s Commercial Markets Report here.

### About the research

This research was conducted by Thrive Analytics on behalf of ServiceTitan, polling more than 1,000 commercial service contractors representing a variety of geographical regions, business growth stages, and revenue levels. This research is for informational purposes only and ServiceTitan provides no assurances (express or implied) with respect to the accuracy of the survey data.

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## Bosch Home Comfort Launches Two New Series of Water Source Heat Pumps Designed for Seamless Installation

*New series includes residential and commercial options for greater efficiency, sustainability*

**Watertown, Mass.,** – Bosch Home Comfort, a leading source of high-quality heating, cooling and hot water systems, continues its commitment to high-quality green living with the addition of its latest HVAC solutions: Bosch CL and RL Series Water Source Heat Pumps (WSHP). The new CL and RL Series heat pumps feature a low global warming potential (GWP) refrigerant in accordance with the forthcoming AIM Act, which will go in effect in January 2025.

“We have always had a mindset of solving tomorrow’s challenges today with innovation and comfort at the forefront,” said Ian McIver, product manager at Bosch Home Comfort. “What we have solved for with our Bosch CL and RL Series heat pumps is a need for an HVAC unit design where high-quality and efficiency meet accessibility. Not only will these products make the jobs of techs and installers more seamless, but they will also offer them a deeper product portfolio to meet their customers’ needs and wants.”

Driven by industry-leading heat pump technology, the release of Bosch Home Comfort’s CL and RL Series WSHP reinforces the company’s reputation as a leading

manufacturer of highly efficient, electric solution heat pumps across residential and commercial markets.

### **Adaptability Meets Serviceability with Bosch CL Series Heat Pumps**

The single-stage unit Bosch CL Series was designed to fit most commercial replacement projects given its compact cabinet design and its quiet operations to eliminate unwanted noise. The CL Series has a swinging electrical box, a slide out blower on the vertical units, and designated compartments for high and low voltage components. Together, these features not only improve safety conditions for technicians and installers, but also streamline routine services and repairs by offering greater accessibility to the unit’s compressor, air coils and other internal components.

The CL Series is available in vertical or horizontal units with sizes ranging from ½ to 6 tons.

### **Bosch RL Series a One-Stop-Shop for Retrofits and New Construction**

The Bosch RL Series builds off the company’s legacy of unrivaled HVAC technologies in a smaller design that’s easier to service and ideal for any home HVAC

upgrade or new construction project. Similar to the commercial model, the Bosch RL Series is equipped with a swinging and divided electrical box for faster and safer maintenance, as well as a slide out blower on the vertical units. Additionally, each RL Series is made with Permanent Split Capacitor Motors (PSC), which use the latest stator technology at a lower cost and a Unit Protection Module (UPM) that interfaces directly with homeowners’ thermostats to provide time delays and protect the unit against freezing of the water coil and evaporated coil.

The Bosch RL Series is available in vertical and horizontal sizes and has a one-year parts limited warranty and a five-year compressor limited warranty.

### **Features**

Whether for residential or commercial uses, Bosch CL and RL Series come equipped with additional features including:

- Meets or exceeds ASHRAE’s 90.1 efficiency standard
- Low GWP compliant with R454B refrigerant
- Quiet operation
- Water coil and air coil freeze protection

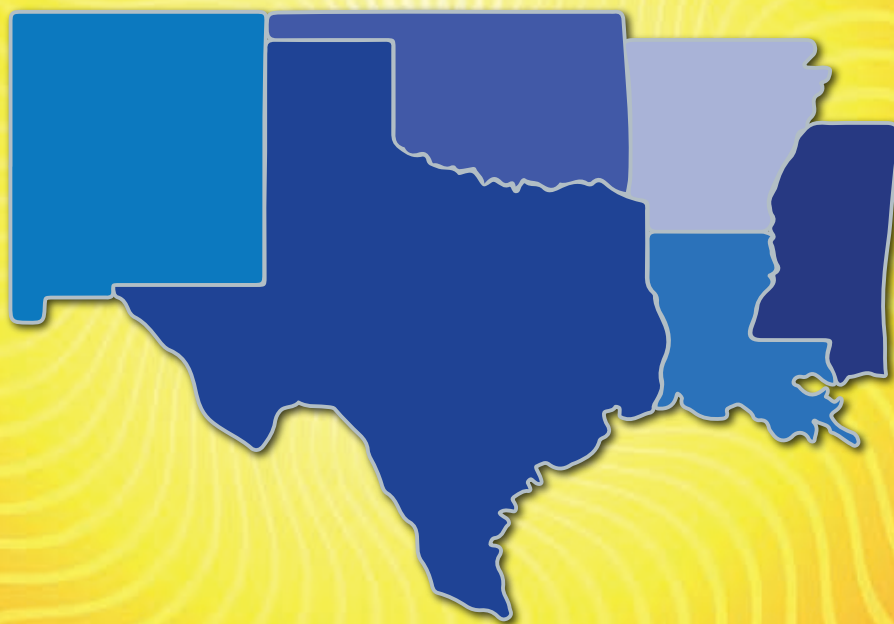
- Brownout protection
- Copper or Cupro-nickel water coil
- Standard filter drier
- Connection between refrigerant gauges

and temperature probes

*For more information about Bosch Home Comfort and its product portfolio, or to join the Home Comfort PRO HVAC technician and installer benefits program, visit <https://www.bosch-homecomfort.com/us/en/residential/home/>.*



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## Product News

### Samsung and Lennox Announce Establishment of Joint Venture for Ductless and Variable Refrigerant Flow HVAC Systems

*New Joint Venture to Provide Outstanding Heating and Cooling Solutions to Customers in the U.S. and Canada*

**Ridgefield Park, New Jersey** – Samsung Electronics Co., Ltd. announced that it has agreed to form a joint venture with Lennox (NYSE: LII), a leading provider of innovative climate solutions in the HVACR industry, to sell ductless HVAC systems in the United States and Canada.

As product requirements for ducted and ductless systems move together, the synergies of having both offerings for customers are becoming greater. The joint venture brings together Samsung, a trusted global brand with 40 years of innovative HVAC technology, and Lennox, a North American HVAC original equipment manufacturer (OEM) and direct distribution leader, in a partnership that will provide outstanding heating and cooling solutions to customers.

Samsung will own 50.1% of the joint venture, Samsung Lennox HVAC North America, and Lennox will own the remaining 49.9%.

The joint venture will be distributing Samsung ductless products in the United States and Canada as well as “Lennox powered by Samsung”-branded products for Lennox, which will be sold through Lennox stores and direct-to-dealer network. The joint venture will continue to supply Samsung branded products to the existing Samsung HVAC distributors and representatives in the United States and Canada.

### Hitachi Air Conditioning Launches its First Cold-Climate VRF Heat Pump in North America

**Irving, Texas** – Johnson Controls-Hitachi Air Conditioning announced the launch of its first cold-climate variable refrigerant flow (VRF) heat pump available in North America. The high-efficiency air365 Max with HeatForce is a top-flow VRF heating and cooling system that delivers seamless comfort, best-in-class energy efficiency and easy installation and maintenance for professionals, architects and commercial building owners looking to reduce operational costs and carbon footprint.

The air365 Max with HeatForce can operate at 100 percent heating capacity with outdoor temperatures as low as -13 F and at 90 percent heating capacity down to -22 F. This makes the end-to-end heating and cooling solution ideal for commercial buildings in North America – especially cold-climate regions.

“Buildings account for nearly 40 percent of global greenhouse gas emissions — 75 percent of which result from daily operations, including heating and cooling. Johnson Controls-Hitachi is committed to delivering advanced, sustainable technology as part of our vast product portfolio that allows contractors and building owners to decarbonize building operations,” said Manuel de la Fuente, vice president and general manager, Johnson Controls-Hitachi Air Conditioning, North America. “Solutions that offer highly efficient operation year-round, like the air365 Max with HeatForce, offer designers, installers, commercial building owners and investors new ways to adopt low-carbon heating and cooling systems without sacrificing performance and comfort.”

This best-in-class energy efficiency performance is made possible by SmoothDrive 2.0 which allows the system to control compressor rotation speed with precision of 0.1 Hz per step, significantly increasing energy efficiency at partial load. The ability to directly control the capacity, even at low loads, helps increase

efficiency up to 39 percent under part-load conditions, and decreases running costs, leading to lowered CO2 emissions. SmoothDrive 2.0 also enables air365 Max to operate at stable and precise temperatures, which provides greater seamless comfort for building occupants.

Installation of air365 Max VRF systems is simplified for contractors with airCloud Tap, an app designed to help HVAC professionals install, read, and change Hitachi equipment settings, and read detailed diagnostics data with ease on mobile devices. With the app, installers have access to more than 200 setting parameters to optimize the equipment functions and operations. This contactless, near-field communication technology allows installers to configure the equipment and customize settings 30-50 percent faster, saving time and maintenance costs.

Available with heat pump and heat recovery modes up to 24 tons, the air365 Max with HeatForce produces an Energy Efficiency Ratio (EER) of up to 12, as well as a Coefficient of Performance (COP) of up to 4.2 without the use of a backup auxiliary heat source. The wider outdoor unit operating temperature range and increased heating and cooling capacity is made possible with Hitachi’s innovative vapor injection compressor technology. Further, the systems are equipped with intelligent frost detection, which allows for longer time periods between defrost cycles ensuring seamless comfort while heating.

For more information on the air365 Max and other sustainable, contractor-friendly solutions in the Hitachi portfolio, please visit: [www.hitachiaircon.com](http://www.hitachiaircon.com)



## CALENDAR OF EVENTS

### MEPO OF OKLAHOMA, INC.

We are 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.

#### OK City Monthly Meeting

June 12, 2024 11:30 pm -1:00pm

Charleston’s Restaurant, 2000 S Meridian Ave, Oklahoma City, OK 73108, USA

#### Tulsa Lunch Meeting

June 13, 2024 11:30 am - 1:00 pm

Stone Mill BBQ and Steakhouse, 2000 W Reno St, Broken Arrow, OK 74012, USA

#### OUBCC Mtgs

June 18, 2024 1:30 pm - 2:30 pm

#### Heat Pump Mtg

June 27, 2024 6:00 pm - 7:00 pm

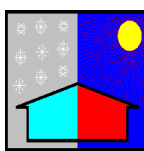
Please RSVP with your and Guests Names text 918-282-7864

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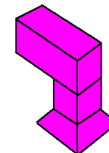
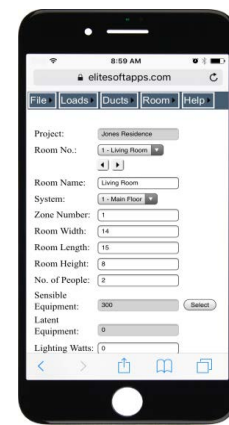
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