



# Air Conditioning TODAY



FEBRUARY 2025

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## HARDI 2024 Annual Conference “Navigate” Sets New Records and Inspires HVACR Professionals

**Columbus, OH** – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) concluded 2024 with its largest Annual Conference to date. Held December 7–10 in Atlanta, GA, the event welcomed over 2,030 attendees, including more than 550 wholesaler representatives from 181 companies, 65 Solution Center providers, 45 unique member sponsors, and a sold-out Booth Program featuring 230 suppliers and manufacturers.

“Atlanta capped off a historic year for HARDI, with record attendance reflecting our growth in distributor and total membership,” said Talbot Gee, HARDI CEO. “This success stems from the unwavering focus of our Board, volunteers, and team on our mission. Our industry thrives when competitors come together, united in delivering greater value to their customers and expanding distribution’s share of HVACR sales.

“Manufacturers are in for another challenging year of transition, so HARDI distributors must prepare for anything and everything 2025 might throw at them. The energy and engagement in Atlanta makes me think we’re on the right track. The strong commitment we’ve already seen to the 2025 Congressional Fly-In and our professional certifications underscores the proactive mindset our members are bringing into the year ahead.”



The conference opened with a keynote from Ross Bernstein, award-winning speaker and best-selling author of nearly 50 sports books. Bernstein’s presentation set the tone for the event by emphasizing leadership and relationship building. Dr. Anirban Basu delivered his signature witty, quick-fire perspective on complex economic topics, while Pamela Burnum closed the event with an empowering session on effective communication techniques for leadership success.

“Each year, we refine our programming to address critical industry changes, from regulatory shifts to emerging trends and business innovations,” said Allison Greene, HARDI Marketing Director. “With input from our member-driven HARDI Councils, we design a program that focuses on what matters most to HVACR professionals. Our keynote speakers were handpicked to energize and spark the kind of curiosity that drives personal and organizational breakthroughs. The result was a lineup of sessions and discussions that left attendees buzzing with ideas and armed with actionable takeaways.”

The conference featured 29 breakout sessions, including presentations from HARDI’s Market Intelligence team on data-driven strategies for business development and benchmarking. Four Regional Forecast sessions offered in-depth analyses of economic and regulatory trends unique to each region.

### Awards and Recognitions

At the conference, HARDI honored individuals and member organizations whose unique achievements exemplify the association’s mission and make exceptional contributions to the HVACR wholesale industry:

- **Voice of Distributor Award:** Jeff Underwood, RectorSeal
- **Market Intelligence Pillar Award:** CFM Equipment
- **Talent Pillar Award:** Rheem Air Distribution
- **Advocacy Pillar Awards:**
  - Christian Baca, Rheem Northeast Distribution
  - Michael Meier, Meier Supply
- **LATAM Distributor Award:** APR Supply Co.

### • LATAM Strategic Sponsor Awards: NAVAC, Inc. and DiversiTech Corporation Celebrating Emerging Leaders

Fifteen participants graduated from HARDI’s Emerging Leaders program, a three-year initiative equipping future HVACR executives with essential leadership skills.

“The Talent Development team was honored to celebrate our Emerging Leaders graduates,” said Stella Gary-Keane, Vice President of Talent Development. “These individuals demonstrated exceptional determination, innovation, and growth in leadership. We can’t wait to see the impact they will continue to make in the industry.”

### Looking Ahead

The 2025 Annual Conference will be held December 8–11 at the Wynn Las Vegas in Las Vegas, NV. The new Monday through Thursday format reflects feedback from HARDI members and demonstrates the association’s commitment to continually improving the conference experience.

## Century AC Supply RUUD Dealer Meeting



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# Berkeys Plumbing, A/C, & Electrical Recognized Among Top Workplaces in DFW 2024

## Satisfied Employees Celebrate 50 Years of Service Excellence in Dallas/Fort Worth

**Southlake, Texas** - Berkeys Plumbing, A/C, & Electrical, the Texas-based home service leader, was proudly named among the esteemed Top Workplaces in Dallas-Fort Worth for 2024 by The Dallas Morning News and Medium Giant. The honor is predicated on an extensive employee survey that celebrates excellence in areas such as company leadership, compensation, training, workplace flexibility, diversity, and more.

“At Berkeys Plumbing, A/C, & Electrical, we are proud to be among the esteemed group of 2024 Top Workplaces D-FW winners,” said Bubba Thurman, President at Berkeys. “It’s amazing to work alongside people who make Berkeys a Top Place to Work every day. The satisfaction of our employees is a pillar for why we have been trusted by our customers and community for 50 years and counting.”

Since 1975, Berkeys has remained committed to providing top-tier plumbing, HVAC, and electrical services in North Texas. “I am deeply grateful for the dedication, hard work, and level of care from our employees that have enabled us to thrive and excel in this industry for five decades. This anniversary milestone reflects the trust and loyalty of thousands of valued customers and the dedication of the Berkeys outstanding team, past and present,” said Thurman.

In 2024, the 16th year for the Top Workplaces awards in D-FW, a record-breaking number of nearly 6,900 deserving companies were nominated and more than 127,000 employees were surveyed.

“Anyone in Human Resources will tell you that employees are any company’s greatest asset, said Dana Thomas, Director of HR, IT & Employee Services at Berkeys. “This award reflects that their dedication and hard work met with appreciation has positively imAs Berkeys celebrates this significant milestone, the company reaffirms its dedication to the principles that have defined its success. “We are excited to continue serving our customers with the same expertise and passion for excellence that has brought us to this point,” Thurman added. We know that our legacy of service excellence, accolades, and accreditation reinforces Berkeys’ position as a reliable choice for homeowners for many years to come.”

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## Product News

# New Copeland Mobile AI Feature Enhances Troubleshooting, Education and Productivity

*Scout AI chatbot provides personalized information on the Copeland Mobile app, helping to empower contractors and wholesalers via easy access to HVACR resources*

**St. Louis** – Copeland, a global leader of sustainable climate solutions, has launched a new release of its award-winning app, Copeland Mobile. This update now includes Scout AI chatbot, designed with artificial intelligence to drive innovation and enhance efficiency. By harnessing the power of AI, Copeland is improving product performance, optimizing operations, and delivering insights that support smarter decision-making. This represents another milestone in Copeland's commitment to the future of the HVACR industry with AI-driven solutions.

As the HVACR industry transitions to low-global warming potential (GWP) and natural refrigerants to support the global energy transition, contractors and wholesalers need modern tools to overcome operational challenges such as using physical manuals, PDFs and product bulletins as well as calls to technical support when installing or repairing systems. HVACR contractors are also faced with configuring and repairing equipment in environments with limited space, unpredictable weather and demanding timelines. Every detail matters during installation and repair to avoid costly errors or callbacks.

Recognizing these needs and responding to user feedback, Copeland has launched a new release of the Copeland Mobile app, featuring Scout AI chatbot technology to provide virtual support to the vast majority of the almost 50,000 regular



users of the app. Scout AI provides the familiarity of using a search engine, but, unlike general web searches, the results are technical information powered by Copeland's reliable online product information and more. This enables technicians, wholesalers and original equipment manufacturers (OEMs) faster access to more accurate and helpful information.

"We're harnessing the power of digital transformation and AI to revolutionize how our customers interact with our products and solutions," said Lisa Beasley, vice president of information technology for Copeland. "By delivering intelligent, intuitive access to critical information and tools, we're empowering users to work more efficiently, solve problems faster, and drive success with precision and confidence."

Scout AI will supply users with easy access to documents, videos, product and warranty information, and other resources. It will help users troubleshoot in real time and receive specifications for numerous Copeland products while on a jobsite. Scout is self-learning, enhancing access to information and streamlining interactions to help technicians complete tasks more efficiently and accurately.

The Copeland Mobile app also features a scanning tool that reads Copeland product nameplates, delivering specifications, diagnostic support, detailed service and maintenance documentation, and recommendations for replacement components. The scanning tool also works with competitor's nameplates to provide cross-reference information for Copeland compressor drop-in replacements.

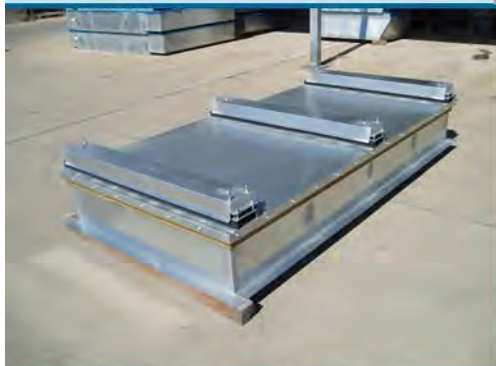
The Copeland Mobile home screen has also been revamped with shortcuts to easily access features like: Videos and Tutorials, Where to Buy, Cross Reference and more. In addition, Copeland's Application Engineering and Fault Finder apps will be integrated this summer to provide a one-stop shop for troubleshooting.

The updated Copeland Mobile app with Scout AI is now available in the United States, Canada and Latin America and provides support in English, Spanish, Portuguese, French and Chinese. For more information, visit [copeland.com/copelandmobile](http://copeland.com/copelandmobile).

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## Kristian Strand succeeds Jürgen Fischer as President, Danfoss Climate Solutions



**Nordborg, Denmark** – Danfoss announced that Kristian Strand has been named President of Danfoss Climate Solutions. He succeeds Jürgen Fischer who, after 16 years with Danfoss, has decided to retire.

Strand, who is currently serving as Divisional President, Commercial Compressors in Danfoss Climate Solutions, will join the Danfoss Group Executive Team and take over as President of Danfoss Climate Solutions as of April 1, 2025. Prior to his current role, Strand served as Divisional President, Refrigeration & Air Conditioning Controls, in Danfoss Climate Solutions. He has played a crucial role in the Climate Solutions Leadership Team, driving segment strategy and performance.

“I’m honored to succeed Jürgen and to lead this exceptional team. I’m humbled by the responsibility and excited to build on the strong foundation Jürgen has established,” Strand said. “I look forward to working together with the Danfoss Climate Solutions team to continue driving the business forward.”

Jürgen Fischer retires as President, Danfoss Climate Solutions.

Kristian Strand succeeds Jürgen Fischer as President, Danfoss Climate Solutions.

“I’m very proud to announce that Kristian will join the Danfoss Group Executive Team and is taking over the responsibilities as President of Danfoss Climate Solutions. He

will ensure continuity and together with the Danfoss Climate Solutions team and our customers take the business to the next level,” said Kim Fausing, Danfoss President & CEO. “Kristian brings a wealth of experience and strong business results from his previous roles and shares our ambition and passion for the climate solutions business. I would like to thank Jürgen for his dedication, strong leadership, and great contribution to Danfoss and Danfoss Climate Solutions over these past 16 years. We wish Jürgen all the best for the future and Kristian every success in his new role.”

Fischer joined Danfoss in 2008 as Vice President for Industrial Automation. Since then, he has held various executive leadership roles within Cooling and in January 2020 formed the Climate Solutions Segment. Under his leadership, Danfoss Climate Solutions has transformed to build a large and leading global position in energy-efficient cooling and heating solutions for industrial applications, buildings, infrastructure, and the entire food and cold chain – a very strong and resilient business which remains core to Danfoss.

“I’m proud to pass on a business, which is performing stronger and positioned better than ever before – and happy that Danfoss Climate Solutions will be in good and safe hands with Kristian,” Fischer said. “I have considered my decision to retire for a while and I’m now looking forward to starting a new chapter being able to pursue active board roles. Danfoss is an incredible company with a very strong business purpose, clear long-term strategy, and a culture I deeply value. Our focus on decarbonizing with our customers, customer satisfaction, and people development is impressive.”

## Sussman Electric Boilers Unveils Zero-Emission EWx Series Electric Hot Water Boiler

*Compact Design, Superior Energy Efficiency, and Full Compatibility with Decarbonization Goals*

**Towaco, NJ** – Sussman Electric Boilers, a trusted brand under Diversified Heat Transfer, Inc. (DHT), proudly announces the launch of the EWx Series Electric Hot Water Boiler. This cutting-edge solution sets a new standard for sustainable heating in commercial and industrial HVAC applications by delivering zero emissions and significantly reducing carbon footprints.

Designed with versatility and innovation in mind, the EWx Series boasts an ultra-compact design, enabling all models to fit seamlessly through a standard 36-inch-wide doorway. With 32 different models ranging from 270 kW to 1200 kW, the EWx Series is perfect for retrofitting aging systems or transitioning to fully electric hydronic designs, meeting the growing global demand for decarbonized solutions.

“We are thrilled to introduce the EWx Series to the market,” said Neil Pilaar, Vice President of Sales at Sussman Electric Boilers. “This innovative boiler underscores our commitment to delivering energy-efficient, sustainable solutions that empower our customers to meet their decarbonization objectives.”

SEE SUSSMAN PG.18

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# Deadline for AWS Scholarship Approaches, 2025 Applications Due March 1

**North Bethesda, Md.** – For all welding students who want to focus on education and training rather than the burden of paying for school, ESAB reminds students that the deadline to apply for AWS 2025 Foundation national, district, and section scholarships is March 1. The American Welding Society (AWS) awards more than \$2.5 million in scholarships each year, including 12 scholarships in the amount of \$5,000 each made possible through ESAB’s Future Fabricators program and its collaboration with the AWS Foundation.

The scholarships support students working towards welding certifications, associate, and baccalaureate welding degrees. AWS’s website highlights the four steps required for the application process:

1. Register for a profile. Use an email address you will still be able to access in 18 months.
2. Create an academic profile, which includes your personal statement and career objectives.
- 3 Find out which scholarships you are eligible for based on your academic profile and geographic location, then click to apply.
4. Provide references and any required documentation to complete your applications.

“The cost of college can be stressful, but helpful companies such as ESAB make it possible for students to focus on their education and achieve their goals,” says ESAB Scholarship winner Madison Yingling, Pennsylvania College of Technology. “After four years of school, I plan to join a company as a weld engineer, which would not be possible

without support like I have received from ESAB.”

ESAB developed its Future Fabricators Program for aspiring welders and fabricators to provide tools, equipment, scholarships, training and educational materials to technical and trade education programs from high schools to four-year

welding engineering programs across North America. To read more inspiring stories from previous scholarship winners and to learn more about ESAB’s support for welding education, visit ESAB’s Future Fabricators web page. To apply for scholarships, visit the AWS 2025 Foundation.

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# Stop Overworking - Start Building Success by Working Smarter

As a business owner, it's easy to fall into the trap of thinking that success is only achievable through long hours and endless hustle. But here's the thing: grinding away at your business 24/7 isn't just exhausting—it's counterproductive. Success doesn't come from burning yourself out; it comes from working smarter, not harder.

And the key to working smarter? It's all about mindset and systems.

## The Myth of Endless Hustle

We've all heard it before: "You have to work harder to get ahead." But if you're spending all your time buried in tasks, you're never giving yourself the chance to actually grow your business. Instead, you're stuck in the day-to-day, wearing all the

hats, and wondering why you can't seem to get any real momentum.

Here's a reality check: **working harder isn't the solution**—it's just a quick road to burnout.

When you're constantly in the trenches, focused on every little detail, you're not leaving any space for the big-picture thinking that drives real progress. You're simply treading water. To build a successful business, you need to take a step back, shift your mindset, and start focusing on strategies that let you work on your business—not just in it.

## Build a System of Support

You've probably heard the saying, "It takes a village." Well, that applies to businesses too. The most

successful business owners know they can't do it all.

**They build a community of advisors, mentors, and a solid team** around them. They delegate, they outsource, and they trust others to carry the load.

If you're still wearing every hat in your business, it's time to start building your support system. You don't have to go it alone. Whether it's hiring an assistant, finding a coach, or joining a mastermind group, surrounding yourself with people who can provide expertise, support, and accountability is a game-changer.

When you bring in others to help, it allows you to step into the role of a true business owner—the visionary, the strategist. You can focus on growth and

innovation instead of being bogged down in the day-to-day grind.

## Systems of Accelerating Habits

Once you've shifted your mindset and built your support network, the next step is creating **systems of accelerating habits**. These are the routines and processes that keep your business moving forward, even when you're not in the office. It's about working on the business, not getting lost in the weeds of working in it.

What systems can you put in place that will free up your time and make your business more efficient? Maybe it's automating parts of your workflow, creating standard operating procedures (SOPs) for repetitive tasks, or using

project management tools to keep everything organized.

The goal is to set your business up so that it runs smoothly without you having to micromanage every detail.

When your systems are strong, your business can thrive whether you're in the office or enjoying a well-deserved vacation.

## Embrace a New Way of Working

At the end of the day, success doesn't come from working more hours or wearing more hats. It comes from aligning your actions with your vision, building a supportive community, and creating systems that accelerate your progress.

So, stop thinking you have to do it all yourself. Take a step back, re-evaluate how you're working, and



**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.*

start focusing on the bigger picture. You'll find that when you work smarter, not harder, success becomes easier—and a lot more enjoyable.



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## Johnson Controls to Showcase Innovative Building Technology Solutions and Celebrate Milestone Anniversaries at 2025 AHR Expo

- Booth 2101 will highlight innovative commercial and residential HVAC, data center, controls and software solutions that add value at every stage of a building's lifecycle
- Visitors will learn how the latest cold-climate heat pumps and purpose-built, low-GWP cooling solutions deliver long-term peace of mind and help companies meet evolving sustainability goals
- The company will celebrate 140th anniversary of Johnson Controls and the 150th anniversary of the iconic YORK® brand

**Milwaukee** — Johnson Controls, the global leader in smart, healthy and sustainable buildings, will showcase its comprehensive portfolio of innovative HVAC and building technologies at the 2025 AHR Expo (Booth 2101) from Feb. 10-12 in Orlando, Florida, while celebrating the company's 140th anniversary and the 150th anniversary of its iconic YORK® brand. The company's booth will demonstrate how its strategic partnerships with distributors, contractors and business owners – combined with industry-leading technologies and services – deliver optimal outcomes across every stage of a building's lifecycle.

“From state-of-the-art building automation systems to advanced cold-climate heat pumps, attendees will see how these innovations drive performance and efficiency for our customers,” said Lei Schlitz, vice president and president, Global Products, Johnson Controls. “For 140 years, Johnson Controls has met and exceeded the demands of even the most complex environments. Today, our real-world expertise, proven solutions and cutting-edge technology empower our customers to achieve their goals of enhancing operational efficiency,

improving occupant comfort and well-being and reducing environmental impact.”

### Meeting evolving efficiency goals and maximizing building performance

As expectations for built environments continue to evolve, distributors, contractors and building owners are looking for solutions that help drive efficiency and meet decarbonization targets while delivering enhanced experiences for occupants and driving long-term value.

- The newest iteration of the industry-leading building automation system, **Metasys 14.0**, is designed to elevate a commercial building's overall performance and sustainability while enhancing occupant comfort, health and safety. It builds on the proven Metasys platform with revolutionary new features that offer an improved user experience; enhanced network efficiency, flexibility and security; simplified administration and improved energy management. Another innovation in the HVAC/R controls portfolio is the NSW 8000 Sensors. These sensors are designed to enhance real-time energy tracking,

occupancy-based sensing, and indoor air quality monitoring, optimizing HVAC, lighting, and ventilation systems to deliver up to 30% energy savings while enabling predictive maintenance and performance benchmarking.

- The next-generation **YORK® YMAE Air-to-Water Inverter Scroll Modular Heat Pump** is a high-efficiency, future-ready HVAC decarbonization solution for commercial and institutional buildings that want to minimize their environmental impact. The modular YORK® YMAE is available in 2-pipe and 4-pipe configurations and can be configured with as many as 32 modules in a single control array, making it highly flexible to serve a wide range of applications. Variable-speed, inverter scroll compressors with enhanced vapor injection (EVI) technology efficiently widens the YMAE operating map, allowing it to provide water temperatures up to 130 degrees F (55 degrees C) at low ambient conditions of 0 F (-18 C).

- Amplifying the performance and efficiency of HVAC and other building systems, the **OpenBlue Enterprise Manager** suite of digital solutions, inclusive of FM:Systems solutions, now features significantly expanded AI capabilities.



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**Delivering reliable comfort and peace of mind for cold climates**

Residential and light commercial heat pump adoption is rising, driven by new regulations, incentives like the Inflation Reduction Act and up to 40% energy savings compared to older, low SEER systems. Booth 2101 will feature the latest Johnson Controls residential and light commercial heat pump technologies.

- The cold climate-compatible **YORK® HH8 Side-Discharge Heat Pump** features variable-speed technology and can deliver approximately 70% heating capacity at 0 F. This sustainable residential solution has been optimized for use with low global warming potential (GWP) refrigerant R-454B and qualifies for the Energy Efficient Home Improvement Credit (25C).

- From Johnson Controls-Hitachi Air Conditioning, the new **airCore 700 with HeatForce** is an ENERGY STAR® certified cold-climate heat pump for light commercial

and residential applications. With HeatForce technology, it offers 100% heating capacity at 5 F and 70% heating capacity or greater at -13 F, meeting most cold region climate rebate and incentive requirements.

**Simplifying compliance**

In response to the American Innovation and Manufacturing (AIM) Act, Johnson Controls is helping industry professionals adapt to the low-GWP refrigerant transition with innovative, A2L-ready technologies, including refrigerant detection systems (RDS) for leak detection, mitigation and regulatory compliance.

- Available within the company’s Ducted Systems Solutions App, the new **Refrigerant Detection System (RDS) Calculator** is a first-of-its-kind tool. After entering details about a job, such as refrigerant volume, supply air discharge height and total area being conditioned, the calculator provides contractors with an immediate report confirming if an RDS is required for A2L equipment. This ensures an installation is compliant with current regulations without requiring contractors to complete complicated calculations.

- The new, plug-and-play **PENN® System 550** is a user-friendly modular electronic control solution that fulfills




temperature, humidity and/or pressure control needs. It’s the first of its kind to include A2L refrigerant leak sensing and mitigation functionality and optional two-way cloud connectivity, providing a complete solution to meet A2L refrigerant regulations.

“With a long history of innovation, Johnson Controls has helped shape the evolution of buildings while leading the way to the future. We’re engineering ground-breaking technologies that drive efficiency and help

meet both the decarbonization goals of today and the sustainability targets of tomorrow,” said Schlitz. “Johnson Controls empowers companies to continually enhance value by optimizing utilization, improving occupant comfort and health, protecting people and assets, driving efficiency gains, enhancing productivity and increasing long-term savings. That is the true power of partnership.”

To learn more, visit Johnson Controls at the AHR Expo in booth 2101.



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## It's On My Heart: A Planning Workshop

I recently had the privilege of sitting in on a powerful planning workshop led by John and Vicki LaPlant. If you're in the trades, you likely know them—they've been shaping our industry with financial training for nearly five decades. Beyond their business expertise, they're also the driving force behind the Joseph Groh Foundation, a nonprofit dedicated to assisting those in the trades who've faced life-altering injuries. Whether it's installing wheelchair-accessible showers, completing critical home repairs, or equipping a van, the foundation steps in to provide much-needed support.

At the recent Service Nation Expo, several events were auctioned to benefit the Joseph Groh Foundation. Tom Peregrino and I

offered a couple of days of consulting, and John and Vicki organized a *Success Planning Workshop*. The workshop brought together ten companies, each invested in their growth, traveling to Dallas at their own expense. The proceeds—\$7,500—went directly to the foundation. John and Vicki donated their time, and Tom and I joined to witness the process firsthand.

One of the highlights for me was working with John and Gretchen Wilcox, owners of Sureway Heating, Cooling, and Plumbing. They brought me in to do sales training and to look at maintenance agreements. They've recently rebranded from John Wilcox Heating, Cooling, and Plumbing to Sureway—a massive undertaking involving over 200 tasks, from van wraps to coffee mugs. The results are nothing short of spectacular.

The workshop was hosted at Ron Strelke's Force Home Services in Denton, TX, and participants came from across the country—from the Midwest to the East Coast. What made it exceptional was the effort attendees invested in preparation.

### A Deep Dive Into Financials

Participants gathered detailed financials from 2024, breaking down gross margins by business unit—service and replacements—while analyzing costs for equipment, materials, labor, and commissions. Each company shared their strategies for going to market, whether through selling techs or comfort advisors, and explained their compensation structures.

One newer member shared that he personally handled all sales. When Vicki asked if he included his sales

commissions in the financials, he confirmed that he had—following her prior advice. Throughout the session, John, Vicki, and financial experts Buford and Kim Martin challenged participants with probing questions.

Interestingly, a recurring trend emerged: many businesses had strong performance through August, followed by a downturn—until the week after the election, when calls surged. Several companies reported their best December ever, despite the holiday season.

### Planning for Growth

Each company presented its goals and budgets for 2025, facing tough but constructive questions. Ambitious growth targets—some as high as 50%—prompted detailed discussions:

- **Hiring Plans:** Where will new employees come from?



**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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- SEE HINSHAW pg17**

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**HINSHAW con't**

Participants shared insights on targeting specific neighborhoods with aging systems, using direct mail, video content, social media, and referral programs. Everyone came prepared with PowerPoint presentations and handouts showcasing their 2024 results and 2025 plans.

**A Challenging but Rewarding Experience**

Standing in front of 20 industry peers to present your financials and plans is no small feat. The room demanded specifics, not generalities. For some, it was an emotional experience—especially when following companies reporting 50% growth.

Yet, every participant agreed the workshop was worth the effort. It uncovered areas of weakness, highlighted strengths, and sparked actionable ideas.

While this event supported the Joseph Groh Foundation, similar sessions are a regular part of our industry, especially in the fourth quarter. We've hosted them at member locations, sometimes incorporating facility tours, and at our main office.

I'm grateful I had the opportunity to attend this workshop. It deepened my understanding of the process, and I know the companies involved walked away with valuable insights.

Until next time,  
Jim

**Palm Beach Gardens** - Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions, announced the launch of its Carrier TechVantage Initiative. This transformational initiative involves hiring 1,000 service technicians in the United States and providing additional training to over 100,000 Carrier and Carrier partner HVAC technicians within five years. By addressing the growing demand for technical expertise in the commercial HVAC sector, which is driven by rapid growth in datacenters, industrial facilities, and large-scale infrastructure projects, Carrier is setting a new benchmark for workforce innovation in the U.S.

As global energy demands rise and buildings grow increasingly complex, Carrier is taking bold steps to ensure the HVAC industry evolves alongside these changes. The TechVantage Initiative underscores Carrier's role as a leader in shaping a smarter, more resilient, and sustainable future.

"The demand for skilled service technicians in the U.S. has never been

# Carrier Unveils TechVantage Initiative and Major Investment in its U.S. Workforce

*Aims to Strengthen Highly Skilled U.S. Workforce with 1,000 Hires and Training for 100,000 Technicians*

greater, and Carrier is uniquely positioned to lead this transformation," said David Gitlin, Chairman & CEO of Carrier. "Through the Carrier TechVantage Initiative, we're addressing critical workforce gaps and setting a new standard for excellence in HVAC service. By investing in a world-class training program in the U.S., we are shaping the future of technician development and creating an initiative designed to attract, develop, and empower the very best talent. This effort ensures faster, smarter, and more reliable service, delivering a superior and differentiated customer experience while keeping our customers at the center of everything we do."

**Commitment to U.S. Competitiveness and Job Creation**

As the largest U.S.-headquartered company in its industry, Carrier is strengthening U.S. competitiveness through workforce innovation and initiatives like TechVantage. This effort not only creates high-quality jobs but also positions Carrier as a driving force behind the HVAC industry's

evolution. To meet these growing demands, Carrier is expanding its U.S. workforce and enhancing technical capabilities through targeted investments in training and development, including:

**Carrier University:** Since its opening in 2024, our premier ~\$4 million training facility in Charlotte, N.C., has delivered nearly 22,000 hours of in-person, state-of-the-art education and hands-on training for commercial HVAC technicians.

**Indianapolis Training Center:** Since its opening in 2023, our \$2 million facility offering advanced training, delivered over 15,000 hours to support the development of residential HVAC technicians within both Carrier and its channel partners and dealers.

**Apprenticeship Programs:** Structured pathways for emerging talent to gain mentorship and practical experience, building the next generation of HVAC experts.

**Future Collaborative Partnerships:** Strategic alliances with vocational and technical institutions to prepare technicians for cutting-edge HVAC solutions.



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## Housing Starts End 2024 on an Up Note

Fueled by solid demand, single-family construction moved higher in December despite several headwinds facing the industry, including high mortgage rates, elevated financing costs for builders and a lack of buildable lots.

Overall housing starts increased 15.8% in December to a seasonally adjusted annual rate of 1.50 million units, according to a report from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. This is the highest rate since February 2024.

The December reading of 1.50 million starts is the number of housing units builders would begin if development kept this pace for the next 12 months. Within this overall number, single-family starts increased 3.3% to a 1.05 million seasonally adjusted annual rate. The multifamily sector, which includes apartment buildings and condos, increased 61.5% to a 449,000 pace.

Total housing starts for 2024 were 1.36 million, a 3.9% decline from the 1.42 million total from 2023. Single-family starts in 2024 totaled 1.01 million, up 6.5% from the previous year. Multifamily starts ended the year down 25% from 2023.

“Single-family home building increased 6.5% for 2024, as builders added more supply in a market continuing to face a housing affordability crisis due to elevated mortgage interest rates and higher construction costs,” said Carl Harris, chairman of the National Association of Home Builders (NAHB) and a custom home builder from Wichita, Kan. “Nonetheless, the industry expects to see a slight gain for single-family home building in 2025 because of a persistent housing shortage and ongoing solid economic conditions.”

“While December was a solid month for apartment starts,

the sector ended 2024 down 25% in terms of total starts,” said NAHB Chief Economist Robert Dietz. “In December, and on a three-month moving average basis, there were 1.7 apartments completing construction for every one apartment starting construction. Multifamily construction will stabilize later in 2025 as more deals pencil out, with the industry supported by a low national unemployment rate.”

Looking at regional housing starts data for 2024, combined single-family and multifamily starts were 9.1% higher in the Northeast, 0.1% lower in the Midwest, 5.2% lower in the South and 7.7% lower in the West.

Overall permits decreased 0.7% to a 1.48-million-unit annualized rate in December and were down 3.1% compared to December 2023. Single-family permits increased 1.6% to a 992,000-unit rate but were down 2.5% in December compared to the previous year. Multifamily permits decreased 5.0% to a 491,000 pace.

Looking at regional permit data for 2024, permits were 1.5% higher in the Northeast, 3.5% higher in the Midwest, 3.1% lower in the South and 6.6% lower in the West.

Total permits for 2024 were 1.47 million, a 2.6% decline from the 1.51 million total from 2023. Single-family permits in 2024 totaled 981,000 up 6.6% from the previous year, a positive sign for 2025.

The number of single-family homes under construction was down 5.3% from a year ago, at 641,000 homes. The number of apartments under construction was down 21% from a year ago, at 790,000. The count of apartments under construction peaked in July 2023 at 1.02 million and has been trending lower since that time.

## SUSSMAN con't

Jake Goldberg, President and CEO of DHT, emphasized the company's dedication to innovation, saying, “This launch is a testament to the exceptional work of our engineering team and the broader organization. By bringing the EWx Series to market, we reaffirm our mission to provide industry-leading electric boilers and water heaters that align with the HVAC industry's sustainability goals.”

### Key Features of the EWx Series:

- **Zero-Emission Design:** Provides a sustainable alternative to fossil fuel-powered boilers, supporting decarbonization efforts.
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- **Safety and Performance:** Standard 5kA SCCR (with optional 100kASCCR models), maximum operating temperature of 230°F, and ASME maximum pressure of 150 PSI.
- **Easy Installation:** Designed for flexibility, ideal for both retrofits and new installations.

### Why Choose the EWx Series?

As the HVAC industry pivots toward greener, more energy-efficient solutions, the EWx Series sets a benchmark for performance and sustainability. Its innovative design meets the demands of modern facilities while reducing environmental impact, making it an invaluable asset for businesses striving to achieve decarbonization targets.

For more information about the EWx Series and how it can benefit your operations, visit [SussmanBoilers.com/EWx-Electric-Hot-Water-Boilers](https://SussmanBoilers.com/EWx-Electric-Hot-Water-Boilers).

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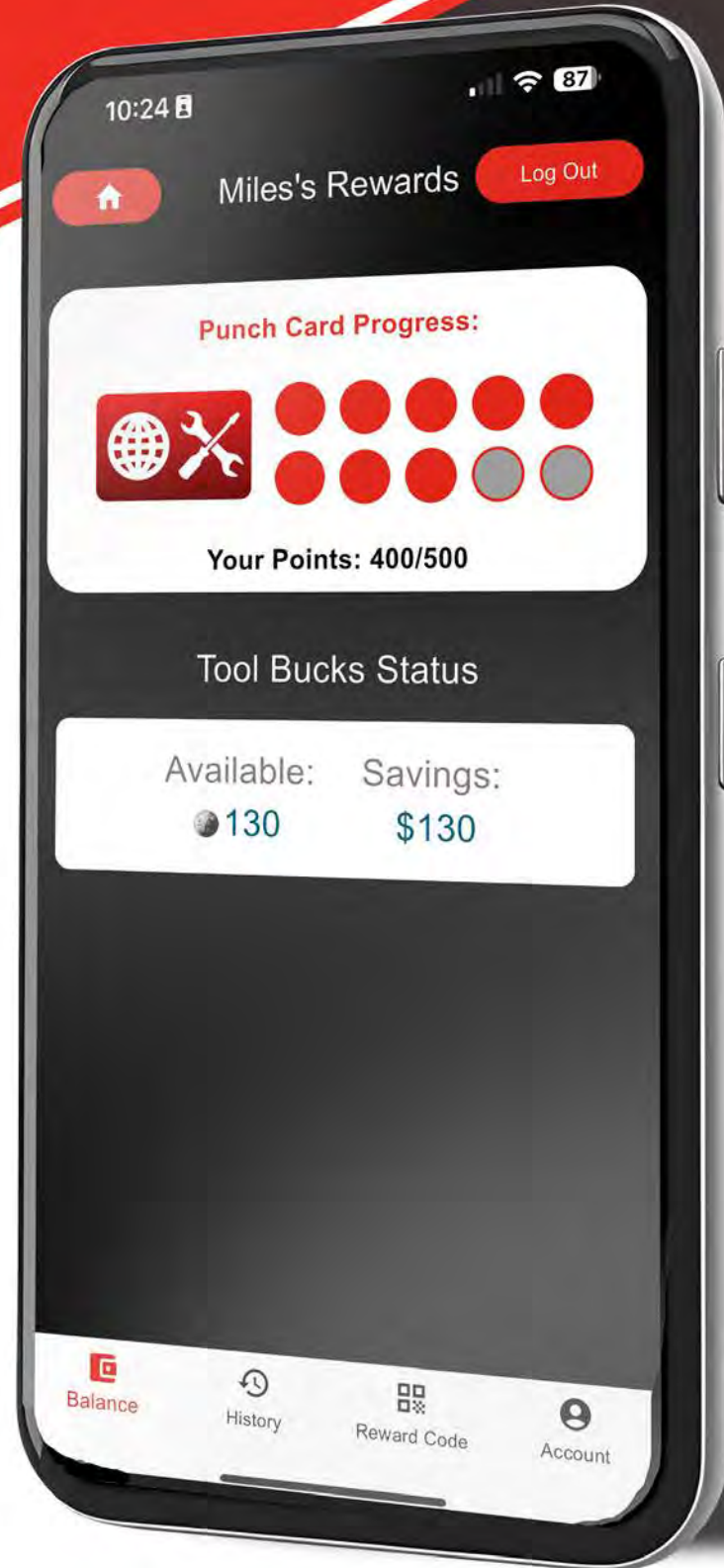
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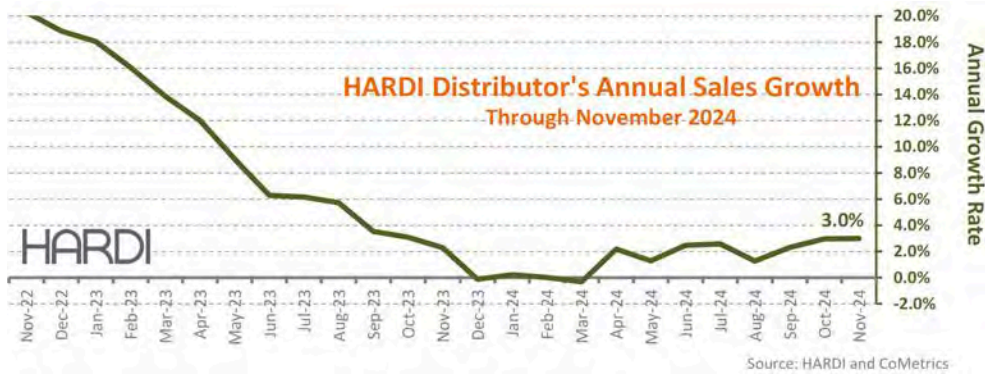
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# HARDI

## HARDI Distributors Report 1.1% Revenue Decline in November

Columbus, Ohio – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing sales by HARDI distributors declined by 1.1% during November 2024.

The annual sales growth for the 12 months through November 2024 is an increase of 3.0%.



“A sales decline could indicate a pause to our annual sales growth rate recovery, but not in this case,” said HARDI Macroeconomic & Residential Market Analyst Brian Loftus. “November 2024 had one less selling day than November last year. We estimate the sales growth would have been 3.9% with the same number of billing days.”

The monthly sales survey also calculates distributor’s Days Sales Outstanding, a measure of how quickly customers pay their bills. “The brisk DSO pace of this summer continues into heating season,” said Loftus. “The post-Covid DSO for November was 43 days the past few years, but less than 40 during November this year.”

“During the past year we have seen inventories decline, and the sales-to-inventory ratio increase, as distributor’s confidence in the supply chain recovered,” said Loftus. “Inventories have been increasing to prepare for the equipment transition. It looks like the supply chain is back to normal.”

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 staff. HARDI proudly represents more than 420 distributor members and their 5,000 + branch locations, and close to 500 suppliers, manufacturer representatives and service vendors.

## Century AC Supply RUUD Dealer Meeting

Century AC Supply held their RUUD Dealer Meeting at the Hilton Houston Westchase on Thursday January 23rd. The meeting had lunch, industry trends, new developments and updates from RUUD, and Pro Partner program highlights. The event was very well attended.



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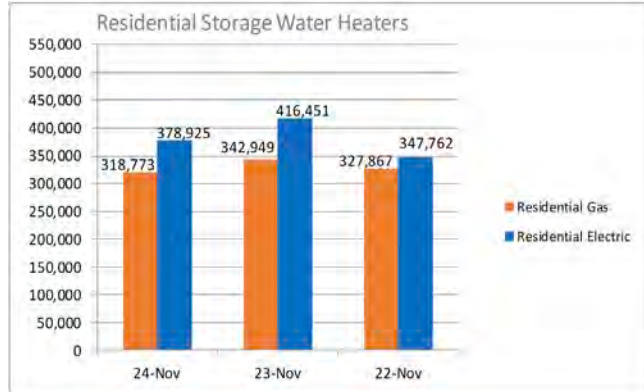
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# AHRI Releases November 2024 U.S. Heating and Cooling Equipment Shipment Data

## Residential Storage Water Heaters

U.S. shipments of residential gas storage water heaters for November 2024 changed -7.0 percent, to 318,773 units, compared to 342,949 units shipped in November 2023. Residential electric storage water heater shipments changed -9.0 percent in November 2024 to 378,925 units, compared to 416,451 units shipped in November 2023.

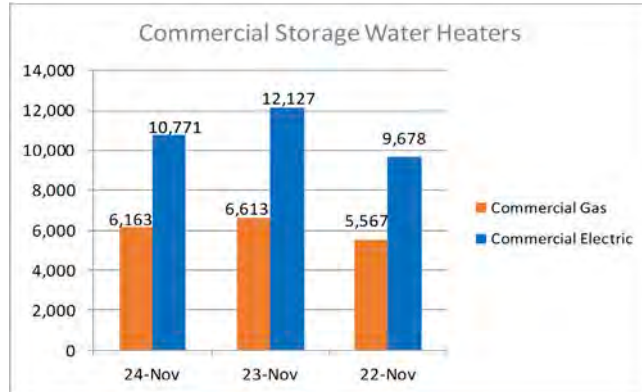


Year-to-date U.S. shipments of residential gas storage water heaters changed -2.6 percent, to 3,826,273, compared to 3,928,809 shipped during that same period in 2023. Residential electric storage water heater shipments changed +4.0 percent year-to-date, to 4,661,489 units, compared to 4,481,495 shipped during the same period in 2023.

Year-to-Date	Nov 24 YTD	Nov 23 YTD	% CHG. (From 2023-2024)	Nov 22 YTD
Residential Storage Gas	3,826,273	3,928,809	-2.6	3,760,811
Residential Storage Electric	4,661,489	4,481,495	+4.0	4,162,758

## Commercial Storage Water Heaters

Commercial gas storage water heater shipments changed -6.8 percent in November 2024, to 6,163 units, compared to 6,613 units shipped in November 2023. Commercial electric storage water heater shipments changed -11.2 percent in November 2024, to 10,771, compared to 12,127 units shipped in November 2023.

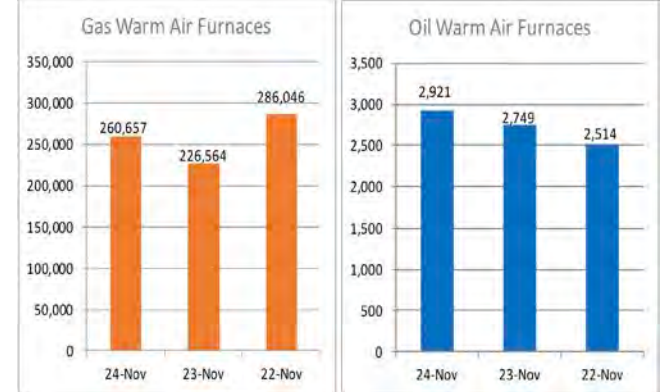


Year-to-date U.S. shipments of commercial gas storage water heaters changed -3.9 percent, to 76,677 units, compared to 79,753 units shipped during the same period in 2023. Year-to-date commercial electric storage water heater shipments changed +4.3 percent, to 140,315 units, compared to 134,550 units shipped during the same period in 2023.

Year-to-Date	Nov 24 YTD	Nov 23 YTD	% CHG. (From 2023-2024)	Nov 22 YTD
Commercial Storage Gas	76,677	79,753	-3.9	76,480
Commercial Storage Electric	140,315	134,550	+4.3	109,012

## Warm Air Furnaces

U.S. shipments of gas warm air furnaces for November 2024 changed +15.0 percent, to 260,657 units, compared to 226,564 units shipped in November 2023. Oil warm air furnace shipments changed +6.3 percent, to 2,921 units in November 2024, compared to 2,749 units shipped in November 2023.



Year-to-date U.S. shipments of gas warm air furnaces changed +3.5 percent, to 2,853,618 units, compared to 2,756,793 units shipped during the same period in 2023. Year-to-date U.S. shipments of oil warm air furnaces changed +35.3 percent, to 26,949 units, compared to 19,922 units shipped during the same period in 2023.

Year-to-Date	Nov 24 YTD	Nov 23 YTD	% CHG. (From 2023-2024)	Nov 22 YTD
Gas Warm Air Furnaces	2,853,618	2,756,793	+3.5	3,623,646
Oil Warm Air Furnaces	26,949	19,922	+35.3	26,182

## Central Air Conditioners and Air-Source Heat Pumps

U.S. shipments of central air conditioners and air-source heat pumps totaled 707,436 units in November 2024, changed +55.2 percent compared to 455,860 units shipped in November 2023. U.S. shipments of air conditioners changed +56.5 percent, to 391,531 units, compared to 250,170 units shipped in November 2023. U.S. shipments of air-source heat pumps changed +53.6 percent, to 315,905 units, compared to 205,690 shipped in November 2023.



Year-to-date combined shipments of central air conditioners and air-source heat pumps changed +11.5 percent, to 9,162,444, compared to 8,221,085 units shipped during the same period in 2023. Year-to-date shipments of central air conditioners changed +9.7 percent, to 5,265,430 units, compared to 4,801,500 units shipped during the same period in 2023. The year-to-date total for heat pump shipments changed +14.0 percent, to 3,897,014, compared to 3,419,585 units shipped during the same period in 2023.

Year-to-Date	Nov 24 YTD	Nov 23 YTD	% CHG. (From 2023-2024)	Nov 22 YTD
Air Conditioners & Heat Pumps Combined Total	9,162,444	8,221,085	+11.5	9,771,853
Air Conditioners Only	5,265,430	4,801,500	+9.7	5,734,381
Heat Pumps Only	3,897,014	3,419,585	+14.0	4,037,472

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

Size Description (000) BTUH	Month			YTD		
	2024 Total	% Change from 2023	2022 Total	2024 Total	% Change from 2023	2022 Total
Under 16.5	30,858	+76.3	28,486	368,877	+19.8	407,648
16.5-21.9	92,830	+73.7	85,794	1,097,997	+11.8	1,002,924
22-26.9	171,249	+94.2	150,310	1,981,494	+23.6	1,959,553
27-32.9	103,843	+52.7	98,517	1,414,110	+14.9	1,488,666
33-38.9	134,298	+52.7	125,829	1,782,401	+10.0	2,047,511
39-43.9	38,291	+21.1	44,551	599,332	+5.5	715,022
44-53.9	62,055	+39.8	75,299	896,862	-0.6	1,061,601
54-64.9	50,966	+33.3	64,817	724,381	-1.1	830,185
65-96.9	8,208	-15.7	7,740	99,253	-2.0	91,292
97-134.9	6,224	-13.2	6,011	83,857	+6.9	72,262
135-184.9	4,313	-12.0	4,990	55,300	+14.8	45,350
185-249.9	1,788	-0.6	2,207	24,875	+30.3	20,913
250-319.9	1,328	-18.0	1,436	17,929	+22.7	15,895
320-379.9	297	-12.4	274	4,039	+20.5	3,114
380-539.9	293	-11.7	369	4,173	+23.5	3,434
540-639.9	233	-22.6	202	3,233	+20.1	2,770
640-799.9	108	+20.0	113	1,458	+28.8	1,117
800.0-899.9	47	-17.5	33	600	+11.7	564
900.0-999.9	52	+10.6	56	793	+27.7	730
1,000.0-1,199.9	30	-23.1	27	456	+20.6	380
1,200.0 & Over	105	+19.3	83	1,024	+7.6	922
<b>TOTAL</b>	<b>707,436</b>	<b>+55.2</b>	<b>697,144</b>	<b>9,162,444</b>	<b>+11.5</b>	<b>9,771,853</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.





## ASHRAE Learning Institute Offers Free Publication with Online Course Registration

**Atlanta**—ASHRAE is offering a new benefit to enhance the value of its online instructor-led courses through the ASHRAE Learning Institute (ALI).

Starting with its 2025 online course schedule, ALI is offering a free recommended ASHRAE publication with each online course registration. The goal of the free bonus publication is to reinforce the course material and support deeper understanding of the subject matter.

“This benefit underscores our dedication to providing a comprehensive learning experience by pairing expert instruction with a complimentary publication,” said 2024-25 ASHRAE President M. Dennis Knight, P.E., BEMP, Fellow Life Member. “Together, these resources not only enhance knowledge retention but also empower professionals to apply their skills effectively in advancing their careers and the industry.”

Participants will receive a link, which will be available for 30 days, to download the publication.

The free publication aims to attract a broad audience, including those who may have hesitated to enroll in an ALI course in the past. By providing a tangible resource alongside expert instruction, ASHRAE demonstrates its dedication to empowering professionals across all experience levels.

Registrants should note that no substitutions or hard copies of the publication are available as part of this offer.

For the schedule of online instructor-led course offerings through ALI, visit [ashrae.org/onlinecourses](http://ashrae.org/onlinecourses).

## 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

February 12, 2025 11:30 pm -1:00pm

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

#### Tulsa Lunch Meeting

No Schedule

#### OUBCC Mtgs

February 18, 2025 1:30 pm - 2:30 pm

#### Heat Pump Mtg

February 27, 2025 6:00 pm - 7:00 pm

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

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## Construction Sector Adds 8,000 Jobs in December as Industry Employment and Wage Gains Outpace Growth Rates for the Overall Economy in 2024

Association Survey Finds Most Contractors Expect to Increase Headcount in 2025 amid Optimism about Expanding Opportunities for Nearly All Project Types But are Worried about Workforce and Tariffs

Construction sector employment increased by 8,000 positions in December as the industry's headcount and wages in 2024 both rose faster than in the broader economy, according to an analysis of new government data the Associated General Contractors of America released today. Association officials noted that most contractors are optimistic about demand for projects and expect to continue adding employees in 2025 according to a new survey the association released this week.

"While construction job gains have slowed lately, the industry is still adding workers at a stronger clip than the broader economy," said Ken Simonson, the association's chief economist. "Construction employment should grow faster in 2025, assuming contractors can find enough qualified workers to meet demand."

Construction employment in December totaled 8,316,000, seasonally adjusted, an increase of 8,000 from November. Headcount climbed by 196,000 jobs or 2.4 percent during

2024 as a whole, well above the 1.4 percent gain in total nonfarm employment. In 2024, employment at nonresidential contractors increased by 3.0 percent or 145,300, while residential construction employment rose by 1.5 percent or 51,000 jobs.

The average hourly wage for production and nonsupervisory employees in construction rose by 4.2 percent in 2024 to \$36.44 in December. The year-over-year increase exceeded the 3.8 percent gain in the overall private sector, while the industry's average wage in December topped the private-sector average by 19.0 percent.

The 2025 Construction Hiring and Business Outlook Survey, which the association conducted with Sage and released on January 8, found that 69 percent of the 1100 responding contractors expect to add to their headcount in 2025. Further, on balance they expect opportunities to expand compared to 2024 for 15 out of 17 project types included in the survey.

The most widespread optimism focused on data center construction. Contractors were broadly upbeat as well about the prospects for water and sewer construction, power projects, transportation facilities,

manufacturing plants, healthcare, and bridge and highway work. The only categories for which expectations of shrinking demand slightly outweighed rising demand were private office and retail construction.

The survey results indicate, however, that contractors remain deeply concerned about workforce issues, unnecessary permitting complexity, opaque procurement waiver processes and the potential impact of threatened tariffs on materials prices. Association officials said they are urging the incoming Trump administration to make sure any new tariffs do not impact the cost of materials needed for vital infrastructure and economic development projects. They also urged Washington officials to invest in construction education and training programs and expand lawful opportunities for people to enter the country and work in construction.

"Construction activity is the physical proxy for economic growth," said Jeffrey D. Shoaf, the association's chief executive officer. "If contractors don't have the workers they need, can't work efficiently or can't afford the materials required, construction – and as a result economic activity – will take longer and cost more than it does today."

## Apex Sales Partners with Allstyle Coils



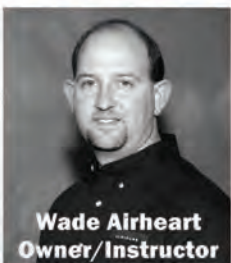
Pete Jennings, Mike LeProhon, Robert Mills and Micah Pack of the Apex Sales Group are very excited to announce their new partnership with the Allstyle Coil Company in Houston Texas. Apex will serve as the Allstyle Sales Representatives for Texas and Oklahoma.

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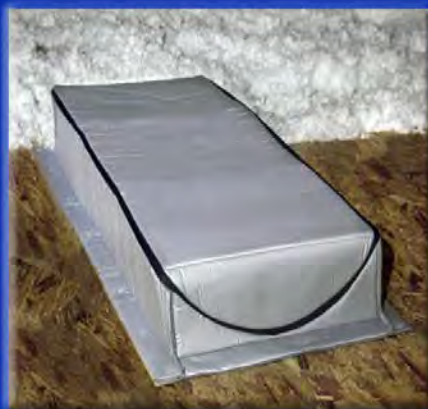
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