October 2011 Volume 21 Number 10



Corporate Office: Insider Newspapers, Inc. · 5051 Hwy 162 So · Covington, GA 30016

### **United Refrigeration Celebrates Daytona Grand Opening**



Rich Siegenthaler, Eric Weeks, Tom Gray & Russ Barnthouse of United Refrigeration

United Refrigeration celebrated the Grand Opening of their Daytona Branch on September 15 with an open house featuring a mini-trade

show. Representatives from more than a dozen companies exhibited their latest products and shared information with

continued on page 3A

### Daikin AC 2011 Sales **Meeting Reveals Aggressive Training, Sales Goals**

The Daikin AC (Americas), Inc 4th Annual Sales Meeting, held September 14 - 16 at the Eden Roc Hotel in Miami Beach, revealed the aggressive sales and training goals planned by the company to the distributors in attendance. The meeting, themed "Daikin



Daikin AC (Americas) President Akinori "Andy" Atarashi welcomes the distributors

on the Move", was kicked off by an opening session, dinner and tradeshow on Wednesday evening. Thursday's schedule was filled with workshop sessions covering topics including "Product Marketing: Tools to advance you and your contractors" commercial and residential solutions, technical service and "Daikin University: developing Daikin Heroes". A lively. continued on page 13A



From the Inside by Walter Arnett

The times are changing. Our lives are, in many cases, being affected by these changes whether we realize it or not. Lately, the economy is one of the major reasons for the loss of jobs, but technical changes are also creating some of our problems. And this has nothing to do with politics or any unwanted wars in a foreign country. It is simply a sign of progress.

In the late 1940's and early 1950's when central heating and air conditioning, particularly in homes, was just beginning, there was no licensing required. State government and the HVAC industry quickly wised up to the fact that the safety of the public had to be addressed.

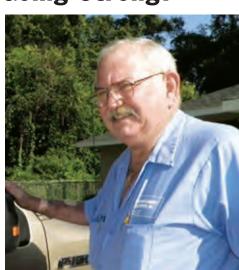
continued on page 3A

### Sam Neese, Jr. **52 Years in the Industry** and Going Strong!

Sam Neese, Jr. will celebrate his 74th birthday in November of 2011 with no thoughts of retiring from the industry that has been a large part of his life for the last 52 years. He still looks forward to the challenges working in the field presents and approaches each job with the same enthusiasm he showed when he first started.

When Sam completed his tour of duty in the Army in

the early 1960s, he had every intention of following his stepfather into the plumbing trade and joined a union in South Florida to begin his apprentice-



Sam Neese plans on working as long as he is able to

ship training. It didn't take long for him to realize that plumbing wasn't challenging enough for him so he changed his course continued on page 3A

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### **Goodman Distribution Hosts Clermont Grand Opening**



Goodman representatives help with the event: Bill Esler, Mario Castro, Sandy Eldredge, Paul Martin, Chris Parish, Mark Walsh, Jeff Revlett, Steve Lukens, Jim Veitch

Goodman Distribution hosted a Grand Opening celebration for their Clermont Branch on September 8, treating local contractors to a BBQ lunch

catered by the Four Rivers Smokehouse and a mini-trade show. Representatives from Florida Reps, J Nichols and Associates, Target Sales and

Crown Products were on hand fielding questions and demonstrating their products. Many items featured Grand Opening continued on page 8C



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Advertising and editorial deadlines are the 15th of each month preceding the date of issue.

### **Advertising Rates Available on Request**

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Ave. etc.) This helps us get the newspaper to you.)

### From the Inside

continued from page 1A -

That is when certification and licensing began, state by state, in some form.

To begin with, sizing the equipment for a job was fairly simple. Many times, the load for an average residence was calculated by using a factor times the cubic contents of the building and adjusting the result to cover unusual conditions. When licensing came in as a requirement for installing contractors, we had to study and learn more about this new trade of the HVAC field. This was a major change in many lives and not everyone accepted the responsibility. These were the beginners of the unlicensed group in our industry that still today are unwanted. They are still illegal and dangerous to anyone that uses their services.

The invention of computers has caused more major changes than anything else for us. It seems that every day a new software program is being perfected and produced for us to have to buy and learn, making our jobs both easier as well as more complicated. Sometimes I feel I have passed the age of learning and remembering and have now reached the age of forgetting. I am glad I don't have to become a computer expert to make a living in any job. I haven't mastered the calculator or cell phone, yet.

continued from page 1A -

### United Refrigeration

the visiting contractors. Lunch and beverages were served during the event and those in attendance participated in a raffle drawing, received door prizes and had the opportunity to save money with one-day special pricing on select items.

Located at 920 Jimmy Ann Drive, #104 & 105, the Daytona Branch occupies 10,000 square feet, including 3,000 square feet of showroom. This latest opening brings to 26 the total number of branches United Refrigeration operates in Florida.

Branch Manager Eric Weeks and Sales Representative Tom Gray serve contractors from Palm Coast to the north and Oak Hill to the south. "We thank everyone for making our Grand Opening a great success" Eric stated. "We appreciate the support that area contractors have given us since we opened this summer and look forward to serving this market for many years to come."

Contact Eric and Tom by calling 386-274-4100 or emailing branch434@uri.com.

See page 4A for photos. ■

In a way, the unemployment problems we are experiencing are partially caused by the progress changes of high tech knowledge and the people most affected by them are having to learn new jobs from the ground up. One of the best and easiest ways to accomplish this in our industry is through the trade schools and apprenticeship programs. These are conducted by certified instructors with the proper equipment for training. For good information about HVAC/R schooling, contact your local contractors association office. If they don't have their own apprenticeship program available for you, they know where the nearest one is.

Changes are evergoing and will continue to create problems in your job. Learn to live with them and do what is necessary to make them work in your behalf rather than fighting them. You will be much happier and certainly more profitable.

We'll talk again next month.■

continued from page 1A -

### Sam Neese, Jr.

of instruction to air conditioning. Sam learned so quickly and applied his knowledge so well in the field that he was earning foreman's pay from his mechanical contractor sponsor before he completed his journeyman's training.

Soon after completing his HVAC training Sam earned his Florida master mechanical license, passing the exam on

his first attempt. Through the 1970s he worked for several air conditioning companies in southeast Florida, beginning with residential installs and moving on to commercial jobs. Always eager to learn, he enjoyed the opportunities to work on different types of equipment and applications. In 1975, seeking a better environment for raising a family, Sam moved to Okeechobee, Florida while continuing to work in Broward County.

Several years later, he started his own company in Okeechobee, initially doing residential installation and service jobs from his home. The business prospered, allowing him to hire employees and expand the scope of the company to commercial work as well. Then, in 1982, the economic downturn forced him to close his doors and he went back to work for another company.

In 1986 Sam joined Richard Flanders Enterprises, Inc., a test and balance company based in Coral Springs, Florida and is working with them today. As supervisor for projects he is still involved with troubleshooting and problem-solving, areas of the trade that have always appealed to him. His knowledge, confidence and patience endear him to the people he works with and his customers.

Sam attributes his longevity to liking what he does. "As long as you enjoy your occupation and are able to work, keep doing it," he said. He also stressed the impor-



Sam testing and balancing a system

tance of training in the HVAC trade, stating "We are in a fast-changing industry and it's invaluable that you keep up with the times, take advantage of all the classes put on by manufacturers, distributors and associations."

Sam has one son, Bud Neese, who is following in his father's footsteps. "I admire Bud and am proud of how he has raised his family and built his business," Sam said.

Bud earned his AC contractor's license at the age of 24 and opened Quality Air Conditioning and Heating of Okeechobee in 1984. He credits his father with instilling the values that have helped guide his business over the past 27 years. "Dad taught me the value of hard work and it wasn't unusual for me to put in 70+ hour weeks," Bud stated. "There was no time to be lazy. I learned some hard lessons when he was forced to close his business and find a lot of similarities to what we've been going through economically over the past two to three years." Bud expressed concern over what may happen in the next few years but is confident that his business will survive and grow going forward. "It's hard to put into words everything I have gained from having a father that is in the same trade and speaks the same language – it's been invaluable," Bud concluded.

Contact Sam by calling Quality Air Conditioning and Heating of Okeechobee at

863-467-1545. ■

Page 4A Florida HVAC Insider October 2011



Aaron Alfaro of Sporlan, Dennis Goltara & Max Price with Steve Sloan of Sporlan



Brian Lewis of Emerson & Joey Diaz of Master Craft



Dave Grayson of United Refrigeration &



Mitch Cole of Cole's New Smyrna Sheet Metal & Jody Long of Nu-Calgon



Mike Glenn, Shawn Tinsley & Jason Cyphers of Johnson Controls



Michael Cupp of Cain Sales & James Stevenson of Market Refrigeration

### United Refrigeration Celebrates Daytona Grand Opening



Bill Mathews of Mathews Clg & Htg with Dennis Marston of Danfoss



Will Allen of Trenton Refrigeration & Larry Olson of United Refrigeration



Rich Siegenthaler of United Refrigeration & Rich Watson of Tecumseh









Adam Anthony of Biozone Scientific & Debbie Owings of United Refrigeration



Tending The Virginia Control of the Control of the

Gil Ledoux of PED Associates with Tom Gray of United Refrigeration

### **CE Florida Offers Cutting-edge Technology Selling Solution**

The advent of the Tablet mobile PC has opened up a new world for HVAC sales. To this point, the marketing and proposal development of HVAC systems in consumer's homes had to be done the old fashioned way, with paper and pencil. Professionalism ranged from a standardized, pre-printed proposal form to the back of a business card.

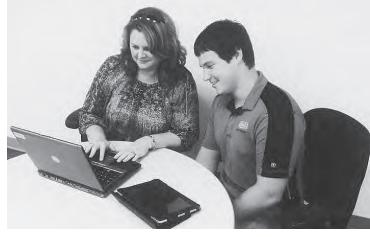
But now, CE Florida, in collaboration with Enterprise Selling Solutions, is offering a technology solution that will allow Carrier and Bryant dealers to offer a simple, powerful and professional proposal to homeowners in real time.

The solution, CEProposals, allows dealers to create professional, four option proposals in minutes right in the customer's home on a laptop or tablet PC. All of the pricing and system templates are pre-loaded and dealers set their margins and installation rates so each proposal is accurate. As an added benefit, the system automatically tracks closing rates and sales mix so the sales manager can identify training opportunities and market trends.

CEProposals is very simple to implement and even easier to use. Jessie Barrack, Director of Marketing for CE Florida states, "When we started the process of finding a technology solution for our customers, we knew the biggest barrier would be implementation. With CEProposals, we were able to eliminate that barrier by pre-loading all of the Carrier and Bryant systems, parts and supplies, accessories, and pricing. This takes the work off the dealer and makes the product usable right away. We have found that the learning curve is only a few hours, not weeks like many of the other products on the market. This eliminates the labor intensive nature of price changes since all the dealers prices are loaded automatically.

Bobi Rogers with Bruce Rogers Air Conditioning & Heating, Inc. understands this..."Back about six years ago we spent \$8 thousand for a proposal system plus another \$7 thousand in an ESA over the next couple of years, that ended up being so complicated and lengthy in the process that we never could get the knack of using it.'

As simple as it is to use, it is even simpler to implement. CEProposals is also extremely powerful. Once a proposal is created in a customer's home, the proposal can then be printed or



emailed to the homeowner. If the customer does not make a decision that day, the system will automatically follow up with four separate emails to the homeowner. If they do choose a system that day, the software will send an email to the contractor's office so that the work can begin. It will also send an email to the contractor principle with a financial breakdown of the job to allow management visibility to how the job was sold and also to the profitability of the job. The system can also handle manufacturer rebates, utility rebates, dealer created promotions, financing, and other considerations.

The icing on the cake is that the system is web based, so there is no software to purchase or continually update. CE Florida manages the software and the dealer pays only a small subscription fee with no major up front investments

'We are extremely excited about the potential CEProposals has as a game changer for our Carrier and Bryant partners. We understand that we don't sell anything until our dealers do and we truly believe that this program will help set them apart from the competition, simplify their sales process and provide more control over it, and help close more sales", says Jessie Barrack. At least one of their customers, Paige Simpson with Simpson Mechanical, Inc. agrees... "I was excited to hear that Carrier had an online proposal process in the works - but the buildup did not prepare me for the

actual product! We are extremely excited about putting CEProposals to use in our business. The streamlined process and use of technology allows our salespeople to spend more time doing what matters - selling! There is no doubt that we will be able to see a substantial ROI in a short period of time.

For a full demo of CEProposals, please contact your local CE Florida account manager or visit http://florida. carrierenterprise.com for contact information for your

local office.

CE Florida is a joint venture between Watsco and Carrier Corporation. They are the proud distributor of the Carrier, Bryant and Payne brands of HVAC equipment and one of the leading distributors of parts, supplies, and HVAC accessories. CE Florida is based in Orlando, FL.

**Enterprise Selling Solutions** is a premier supplier of HVAC technology support systems and is based in Jacksonville,

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# **INSIDER** CALENDAR

### Attention Readers!

If your Company or Association is planning a Meeting, Open House, Training School, or Social Function, the HVAC *Insider* will gladly publish the information FREE. E-mail or Fax to: Florida HVAC Insider Director Peter Montana peter@hvacinsidernews.com • 813-818-0271

Contact Lisa Tamargo at 813-210-4949, lisa.tamargo@acca-fl.org or visit www.acca-fl.org

### ACCA/BB - Tallahassee

Second Tuesday of each month

### ACCA/CF - Orlando "FRACCA Chapter"

3rd Thursday of every month at 11:30 a.m. Call Executive Director Londra Meade (407-260-2206) or visit www.accacf.org. for details.

### BACCA - Melbourne

2<sup>nd</sup> Tuesday of every month except December. Times & locations vary. Call 321-433-5293 for information.

### FRACCA - Florida

Contact Jessie Cappiello at 727-576-3225, jcappiello@fracca.org or visit www.fracca.org

### GACCA - Gainesville "FRACCA Chapter'

3rd Thursday of every month @ BANCF Office- 2217 NW 66 Court Gainesville, FL. Contact Bob McCollum 352-374-4988 or visit www.mygacca.com for information.

### MACCA Manatee - Sarasota "FRACCA Chapter"

First Thursday of each month, 6:00pm Holiday Inn, Lakewood Ranch, 6231 Lake Osprey Dr., Sarasota. Contact Jessie Cappiello at 727-576-3225 or 877-MACCA-99

### MCACCA - Marion County "FRACCA Chapter"

Last Tuesday of the month

Contact Candy Hoffman: 352-245-1139 ext 113

### NFACCA - Jacksonville "FRACCA Chapter" Third Tuesday of each month, 11:45am,

For location contact Judi Siebel

904-783-3155 or mail@NFACCA.com

### PBACCA - West Palm

First Thursday every other month (June, Aug, Oct, Dec), 6:00pm, Crowne Plaza Hotel,

1601 Belvedere Rd.WPB. Contact: Pam Ripple 561-585-3880...pripple@pbacca.org

### RACCA - Tampa Bay "FRACCA Chapter"

Second Thursday of each month, 12pm at RACCA headquarters in Tampa: 813-870-2607

### SFACA "FRACCA Chapter"

Bi-Monthly meetings in Dade & Broward Counties. Visit <a href="www.sfaca.org">www.sfaca.org</a> for details.

### SWACCA - SW Florida "FRACCA Chapter"

First Tuesday of the month

Contact Jessie Cappiello at 727-576-3225

### **TRACCA - Fort Pierce**

September through May

3rd Tuesday at the Amvets Post, Ft. Pierce

Danielle Lewis 772-323-5730

### VACCA Volusia - Flagier

6:30pm First Tuesday of month except June, July, August, Red Lobster. 2625 International Speedway Blvd., Daytone Beach, Call:

Tom McGuire 386-767-3900 - www.vaccafl.org

### **ASHRAE - West Coast Tampa**

Third Tuesday of each month, Main Meeting 6:30pm -- 8:30pm; Columbia Restaurant, 2117 East 7th Ave., Ybor City, FL. Jason Proctor 813-917-1648

### **ASHRAE - Space Coast**

Third Wednesday of each month, 6pm at Gregory's Steak & Seafood Grille, 900 N Atlantic Ave., Cocoa Beach, Kevin Messer: 407-615-9197

### ASHRAE - Gulfstream

Second Thursday of each month, 6:30pm, Call 561-309-9162 for information, or E-mail to kmstrukd@attbi.com

### ASHRAE - Jacksonville:

Second Tuesday of each month, 11:30am, River City Brewing Co-JaxSouthbank: 904-519-5128 Mike Cunniff

### **ASHRAE - Southwest Florida**

Second Wednesday of month Social Hour 5:45-6:45 Dinner & Meeting 6:45-8:30

Pelican Preserve, Magnolia Room, Fort Myers Contact: Stacey Perkins 239-275-9420 x 4

### **ASHRAE - Central Florida**

First Thursday of month - 6pm, Dubsdread Banquet Hall, Orlando, Contact Todd Moore 407-551-1124

### ASME - WestCoast

Third Wednesday of each month, 6pm: 813-734-5546

### **RSES - Central Florida**

Second Thursday of each month, 7:30 pm, at the Trane Co, in Maitland: 407-422-0427

### **RSES - Southwest Florida**

Third Wednesday of each month. Various locations. Contact Mike Barry 239-694-8994

### **RSES - Sunshine City**

6pm First Thursday of month except June, July, August. Contact Merle Lippert: 727-442-1808

### **RSES - Tallahassee**

First Thursday of each month, 7pm, Lively Vo-Tech, Building F: 904-878-9535

### **RSES - Tampa Bay**

Third Thursday of each month (except June & August), 6:00pm, Erwin Technical Center. Room 106, contact Cappa Reina: 813-477-3931

### **NAWIC - Greater Fort Lauderdale**

First Wednesday of each month, 6pm Holiday Inn, Hermine Brown: 305 587 7627

### **INSIDER Events CALENDAR**

Date: October 18 - 21, 2011

Contracting Week 2011 Event:

Nashville, TN Location:

Location:

Contact:

Event:

Location:

Sponsor:

Contact:

Air Conditioning Contractors of Sponsor:

America (ACCĂ)

Contact: ACCA: www.acca.org

November 9 & 10, 2011 Date: Event:

South Florida Building & Facility

Maintenance Show

Ft. Lauderdale/Broward County Convention Center, Ft. Lauderdale, FL

Sponsor: Various companies

Gene Petre: 321-784-5111. Contact: info@maintenanceshows.com

Date: October 29, 2011

TCAA 1st Annual Fall Festival Event: Location: Ft. Myers, FL

Sponsor:

Tri-County Apprenticeship Academy

(TCAA)

. Jill Hagen, TCAA: JHagen@tcaafl.com,

239-225-0995

### Date: November 4, 2011

ACCA-CF Annual BBQ Bear Lake Park, Apopka, FL

Air Conditioning Contractors Association of Central Florida (ACCA-CF)

Londra Meade, ACCA-CF: Lmeade@accacf.org, 407-260-2206

November 9 & 10, 2011 Date:

South Florida Building & Facility Event: Maintenance Show

Location: Ft. Lauderdale/Broward County

Convention Center, Ft. Lauderdale, FL

Sponsor: Various companies

Gene Petre: 321-784-5111, Contact: info@maintenanceshows.com

Date: November 14, 2011 Event:

MCASF Golf Tournament Location: Weston Hills CC, Weston, FL Mechanical Contractors Association of Sponsor:

South Florida (MCASF) Contact: Julie Dietrich, MCASF:

j.dietrich@mcasf.org, 305-651-7570

January 21 - 25, 2012 Date:

ASHRAE 2012 Winter Conference Event:

Location: Chicago, IL

American Society of Heating, Refrigerating Sponsor:

& Air-Conditioning Engineers (ASHRAE)

ASHRAE: www.ashrae.org/chicago Contact:

January 23 – 25, 2012 Date:

Event: 64th International Air-Conditioning, Heating, Refrigeration (AHR) Expo

Location: Chicago, IL

Sponsor: ASHRAE & AHRI Contact: AHR Expo: www.ahrexpo.com

### **Daikin Announces Central Florida Training Schedule**

Daikin is again offering training classes to be held this fall in Central Florida, with two new locations and 6 additional opportunities for contractors to attend. Daikin instructor Jeff Bledsoe will be teaching the one day sessions: VRV Class - VRV install and commissioning; and R/A Class - Mini Split installation and commissioning. These classes are the pre-requisites to attending the advanced troubleshooting and servicing classes conducted at Daikin's factory classrooms. Classes start at 8:30 am and conclude at 4:30 pm. Certificates will be issued at the conclusion of the class.

"Course curriculum includes all the basic knowledge to properly install Daikin equipment, pressure test, vacuum requirements, piping lengths and sizing. Installation of fan coils, some basic servicing issues that can be encountered, including wiring and voltages," Jeff stated. "We are bringing these initial classes to the market place to help the local contractors cut down on time away from the job."

The schedule is as follows:

Nov 8th Orlando: Florida Cooling Supply, 3122 Shader Rd # F 407-296-7727 R/A Class Nov 10th Clearwater: Florida Cooling Supply, 1954 Carroll St 727-449-1230 VRV Class Nov 17th Gainesville: Best Western, 4200 N.W. 97th Blvd 352-331-7107 VRV Class Dec 6th Orlando: Florida Cooling Supply, 3122 Shader Rd # F 407-296-7727 VRV Class Dec 8<sup>th</sup> Clearwater: Florida Cooling Supply, 1954 Carroll St 727-449-1230 **R/A Class** Dec 15<sup>th</sup> Gainesville: Best Western, 4200 N.W. 97<sup>th</sup> Blvd 352-331-7107 **R/A Class** 

Registration is available under the training tab at the Daikin website: www.daikinac.com. ■

October 2011

Florida HVAC Insider

### Page 7A

# Johnson Controls Launches Redesigned York Consumer Website

# Customers can easily find and share relevant product information

Johnson Controls, the global leader in delivering solutions that increase energy efficiency in buildings, announces the launch of a newly redesigned consumer website for its York® brand of heating, ventilation and air-conditioning (HVAC) equipment. Available at www. york.com, the new site provides consumers with the content they need to make informed purchasing decisions and realize the full potential of their home comfort systems.

The goal of the website is to reinforce the information that York dealers provide to their customers. Refreshed content is based on in-depth research and analysis, including interviews with homeowners, which show that most people engage with the website after speaking with a York dealer. As a result, content on the redesigned site continues to support the York dealer, while providing consumers with very specific information about York equipment and services.

Since many homeowners choose equipment based on word of mouth, the new York website includes links to its Facebook, Twitter and YouTube channels, enabling users to share information and comments easily with friends and family and request feedback or recommendations. In addition, a mobile version of the website will launch in October, along with changes and updates to the current site, including an energy savings calculator.

Research for the York site revealed that users who explore HVAC websites are interested in product information first. As a result, the new website features short product descriptions, with options to download more technical information. In addition, each product listing includes a graphical representation of the product's energy efficiency and comfort ratings. Those products that meet the energy efficiency requirements of ENERGY STAR® are clearly identified with the ENERGY STAR logo.

Homeowner interviews also indicate that purchasing heating and cooling equipment is often a collaborative process between spouses. So, the new site provides customers with the option of sharing product information by easily printing out the webpage, saving it as a PDF or bookmarking the site.

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Visitors to the site will appreciate a number of other new features, including:

- Getting Started: things to consider when installing or replacing an HVAC system, the energy savings and improvements to indoor air quality associated with a new system, selecting a dealer and frequently asked questions about HVAC equipment.
- Promotions and Savings: tax credit information and financing options.
- Why Buy York: a history of York and descriptions of those elements that contribute to York's quality story, including energy efficiency, award-winning products, knowledgeable service, Certified Comfort Experts™, warranties and extended protection plans.
- York Owners: warranty registration, a troubleshooting guide and maintenance tips.

To experience the new York consumer website, visit www.york.com.  $\blacksquare$ 







T / S Series

P / R SD Series

### Thru-The-Wall THDC Series R410A Condensing Units Available from 1-1/2 to 2-1/2 Ton

### STANDARD FEATURES

- · High Efficiency Scroll Compressor
- · Advanced Coil Design
- Powder Coated Cabinet
- · Powder Coated CNC Punched Safety Screen
- · Over Sized Direct Drive Blower
- · Two Screw Blower Slide Out

### LX SERIES DESIGN

- · High / Low Pressure Switches
- · Low Ambient Speed Control (Down To 20°)
- · Heavy Duty Compressor Sound Blanket
- · Vibration Eliminators (Liquid & Suction)
- · 4 lbs. Acoustical ArmaFlex Lined Cabinet
- · Non Corrosive Hardware

Part#	Blower Discharge	Wide	High	Deep	SEER	вти
THDC-18PG	Side	36	19	18-1/2	12	18,800
THDC-18RG SD	Side	29-1/2	23	18-1/2	12	18,800
THDC-18SG	Тор	26	28-5/8	18-1/2	12	18,800
THDC-18TG	Тор	23-3/4	32	18-1/2	12	18,800
THDC-24PG	Side	36	19	18-1/2	12	23,900
THDC-24RG SD	Side	29-1/2	23	18-1/2	12	24,300
THDC-24SG	Тор	26	28-5/8	18-1/2	12	24,300
THDC-24TG	Тор	23-3/4	32	18-1/2	12	24,300
THDC-30PG	Side	36	19	18-1/2	12	27,700
THDC-30RG SD	Side	29-1/2	23	18-1/2	12	30,000
THDC-30SG	Тор	26	28-5/8	18-1/2	12	30,000
THDC-30TG	Тор	23-3/4	32	18-1/2	12	30,000



ALL UNITS MEET 2010 DOE STANDARDS / ARI 210/240 CONDITIONS

AeroSys THDC series units are compatible with most indoor air handlers. All specifications are subject to change without notice,



Florida HVAC Insider October 2011

### South West Florida Rheem Team Partners with the Edison Restaurant

Contributed by Cindy Metzler, Rheem Team Account Manager



SW Florda Rheem Team members in front of the Edison Restaurant

The South West Florida Rheem Team is a group of top Rheem HVAC contractors who work together to contribute to their local/ global community. The group was created more than 10 years ago with six contractors. Today the Team has grown to 12 contractors in the Ft. Myers area. As the membership has grown, so has its commitment to serve the local community.

The group meets each month at the Edison Restaurant to discuss community outreach and marketing initiatives. The Edison manager Daniel Kearns mentioned at the Team's April meeting that they were hoping to cool the outside patio during the hot summer months. Due to the long-standing relationship with the Edison, and its stat-



Eugene Baker of AC Medic 911; Lorraine & Gary Wright of Gulf Shore Cooling; Dave Auger of CJs Heating & Air; Greg Borek of B&B Cool Air & John **Grindle Rheem District Sales Manager** 



Bill Swenson; George Amirez; Mark Rambo & Matt **Phillips of Gemaire** 



21785 230 V, 60 Hz, Low Profile, 22' Lift, 3/8 Check Valve, Safety Switch 21786 115 V, 60 Hz, 16' Lift, 3/8 Check Valve, Safety Switch, Medium Reservoir

115 V, 60 Hz, Low Profile, 22' Lift, 3/8 Check Valve, Safety Switch

21784

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www.marsm-a.com

ure as a community landmark, the Rheem Team was happy to help! The SW Florida Rheem Team came up with the concept of creating 'portable AC units' that could be 'rolled' out during extreme weather to cool off the patio. Within a month, the units were donated — free of charge — to the Edison and quickly working to cool off the outside deck and patio.



**Gemaire Territory Manager** Mark Rambo with Dave Auger Jr., Dave & Christy Auger of CJ's Heating & Air & Eugene Baker of AC Medic 911

"Now the patrons can enjoy the beautiful golf course view without sweltering in the heat,' said Greg Borek, B&B Cool Air owner. In exchange for the donation of the AC units, the SW Florida Rheem Team and the Edison will work together on cross-marketing initiatives and event branding. "This is an ongoing partnership that's a win-win for the Edison and each of the 12 HVAC businesses that comprise our SW FL Rheem Team." They are now in discussions about 'heating' the patio during the

continued on page 10A

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# The Future of America

Oh boy...was I worn out, I couldn't even make it up on my bed

### **Micro Control Systems Donates Versatile Training Board to Lee County Tech Center**

Brian W. Walterick, President, Micro Control Systems (MCS), recently donated a very versatile training board to the Air Conditioning Program at Lee County High Tech Center Central (HTC) to assist in providing a higher quality of education for the students. The MCS training board can easily be configured to most applications from chillers and air handlers to direct exchange units, making it a valuable asset to student achievement.

We now have not only enhanced the DDC Control portion of the class but are able to illustrate the Sequence of Operation of many different systems allowing students a better understanding of it all works" stated HTC HVACR Instructor Bruce Jones.



Dave Wahl, Instructor HTC, Brett Lai, Technician MCS, Brian Walterick, President MCS, Bruce Jones, Instructor HTC

# FERGUSON® Heating & Cooling

TO BRING THE BIGGEST THING IN AIR HANDLERS TO A TIGHT SPACE NEAR YOU



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- 2-series models up to 3 ton easily fit over water heaters and have front-mounted returns for installation between studs

- 2-series models from 1.5 to 5 ton are 3-way convertible right out of the box.
- · All other models are 4-way convertible right out of the box.
- All-aluminum recyclable coil is more durable than standard copper-and-aluminum coils and is not susceptible to formicary corrosion.
- · Double-walled, refrigeratorstyle cabinet eliminates the need for exposed insulation, providing cleaner air and eliminates condensation buildup.

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7380 Phillips Highway Jacksonville, FL 32256 (904) 296-4853

2502 81st Place East Sarasota, FL 34243 (941) 355-2796

205-B Kelsey Lane Tampa, FL 33619 (813) 626-5111

5422 West Crenshaw Street Tampa, FL 33634 (813) 885-6944

MCS currently has two of their employees serving on HTC Advisory Committees ensuring that the focus of those programs remains in line with that of the industry they support.

Founded in 1994, Micro Control Systems, a Ft. Myers, FL based company designs and manufactures microprocessor based controllers for the hostile environment of the HVACR industry. Their product line also includes a wide variety of peripheral devices to complement their controllers including temperature, pressure, humidity and current sensors, as well as custom support software for Windowsbased pc's that allow the user to monitor and interact with the controller from anywhere in the world.

For information on Lee County High Tech Center Central visit www.voc.leeschools.net. Find out more about Micro Control Systems at their website: www. mcscontrols.com. ■

continued from page 8A -

### **South West Florida Rheem Team**

winter months.

In addition to the Edison donation, the SW FL Rheem Team partnered with the Calusa Nature Center and donated AC units to support their new state-of-the-art projector for the planetarium. 2011 was also the first year the Team held the title sponsorship role for the Rotary South Scholar Athlete scholarship fund of \$10,000 its 7th annual sponsorship.

The SW Florida Rheem Team continues to identify grass-roots initiatives. In 2012 the group plans to donate one AC unit per month to a local family in need! Each member promotes a high quality product in Rheem, and follows that same foundation as business owners by providing first-class service and standards to customers.

For more information on the SW Florida Rheem Team, please visit: www. swflrheemteam.com.■



# NEWS from FRACCA







and Affiliated Chapters



The Florida Refrigeration and Air Conditioning Contractors Association is comprised of over 350 HVAC contractors and HVAC affiliated firms in eight chapters across the State of Florida. FRACCA was established in 2001 by a group of dedicated leaders in the HVACR industry and is a statewide not-for-profit association. FRACCA works to promote the interests of industry professionals through legislative action and educational program development. For more information about FRACCA, contact the FRACCA office at 727-576-3225, by email at mail@fracca.org, or visit them online at www.fracca.org.

### From the Desk of the **FRACCA President**

**Bryan** 





### Wish You Were a Handyman?

Have you ever thought about being a handyman in lieu of being a contractor? When you think about it, it doesn't sound bad. You don't have to have a license, so you don't have to worry about permits. If you don't have a permit, you don't have to worry about codes or dealing with our local building departments. This is sounding good, and it gets better. You don't have to have insurance either! I'm talking about no workers compensation and no liability. NO taxes. You don't have to be concerned about paying unemployment taxes (told you it got better). With all these benefits of being a handyman, why in the world would anyone want to be a contractor? In our world as contractors, we do have to deal with all of the above. The handyman has become a state wide and construction wide concern. The handyman, to me and others, is unlicensed

Currently, FRACCA and other trade associations throughout the state are discussing ways to deal with this issue. A few ideas have been to educate condo associations, apartment complex owners/managers, and even building departments on what the handyman can actually do under the Handyman Exemption. FRACCA welcomes your thoughts on this issue.

In closing, if you are not a member of one of our eight local chapters, you can go to www.fracca.org and get involved. You can't afford not

For more information about FRAC-CA and our chapters, visit us online www.fracca.org or call the FRACCA office at 727-576-3225. Thoughts and comments can be sent to Bryan Lingerfelt, FRACCA President at blingerfelt@jpgriffin.com or to mail@ fracca.org. 🛞

### CAM's CORNER

**Monthly** Legislative **Update** 

### **Why Workers Compensation Rates are Increasing**

After about eight years of decline, workers' compensation rates are on the rise. Do you wonder why? There are a few reasons - maybe more than

As you know, in 2003, FRACCA fought long and hard to get some changes to the workers' comp law, because the system had drifted too far to the point of making claimant lawyers rich at employers' expense. We won that fight, and we have enjoyed great results for six or seven years. It's hard to say for sure, but that may be the life span of the reforms.

According to the National Council on Compensation Insurance (NCCI - the workers' comp rating and data collection entity), claim frequency has increased, and significantly so in 2009. This is after it had declined for several years after the 2003 reforms. This may have something to do with high unemployment levels

In addition, the workers' compensation system has been, for a few years now, struggling with a fast growing problem created by doctors filling claimant prescriptions directly from their offices. This deserves a little more explanation.

Usually, doctors write a prescription, and the patient fills it at a pharmacy. For this, the workers' comp system has a fee schedule, and pharmacies cannot charge more than what is allowed by the schedule. But in some cases, prescriptions are filled in a doctor's office. This is perfectly legal, but there is no fee schedule to limit what the doctors can charge for performing the same function usually done by a pharmacy. This is a loophole.

As a result, statistics show that the charges for workers' comp prescriptions filled in doctor offices are much higher. Some charges are 300 to 670% higher than what a pharmacy is allowed to charge. The only reason for this is because there is a loophole that allows greed to set the price.

Two years ago, employers succeeded in passing legislation to limit what a doctor's office can charge to fill these prescriptions to what is allowed for pharmacies on the fee schedule. The bill passed, doctors lobbied hard for Governor Crist to veto the bill, and he did just that.

It appears that much of the attention brought to the legislation to close this loophole has given many more doctors the bright idea to get in on this scam. This means that the number of doctors who are doing this has increased to the point where now about 50% of all

workers' comp drug costs come from prescriptions filled in doctor offices. Shame, shame, shame. Two years ago, this loophole added more than 2.5% to the

overall workers' compensation rates, and that percentage is growing as more doctors jump on the gravy train.

These are "cost drivers" in the system, and there are many more that affect rates at levels employers do not usually see in simply paying premiums and dealing with injuries. For those providing goods or services in workers' comp, this is good money because it is a required coverage, and we, the employers, have to pay but have little say.

Before the reforms, the moneymakers were lawyers, and now they are the doctors. Others looking to profit include hospitals, physical therapists, chiropractors, massage therapists, and many more. From what I have learned over the last 20 years, there is no shortage of effort to try to get more money out of workers' compen-

But it is not time yet to do another overall reform. Since 2003, we have enjoyed an overall rate decrease of 64.7%, and this year's overall proposed increase is 8.9%. It is not good, but it is also not a crisis.

What is needed right now is focused effort to stop blatant abuses one at a time. The issue of doctors filling prescriptions needs to be addressed at the legislative level, but others, such as misclassification of payroll (common in the construction industry), can still be fixed best by enforcement of existing laws.

If you have any questions, thoughts or comments about this article, please contact Cam Fentriss, the lobbyist for the Florida Refrigeration and Air Conditioning Contractors Association (FRACCA). She can be reached by e-mail at afentriss@aol.com, by telephone at 850-222-2772, or by fax at 850-894-0502 or contact the FRACCA office at 727-576-3225 or mail@fracca.org. ®

### **Unico, Inc Fires Up Fall Heating Promotion**

Cash-Back Incentive Program for HVAC Contractors

Unico, Inc, a leading manufacturer of small-duct, high-velocity central heating and air conditioning systems, introduced today a cash-back incentive to HVAC contractors who install The Unico System to heat residential homes this fall. The promotion runs until the end of the year and includes a wide range of Unico products that qualify for the cash-back offer.

"If homeowners can enjoy the benefits of a Unico System in their home, why shouldn't the contractors who install those systems benefit as well?" said Randy Niederer, Director of Marketing, Unico. "This incentive program for our contractors really is a win-win situation—for the contractors and for homeowners."

For contractors, participating in the program is easy--just purchase and install any piece of equipment that qualifies for the incentive, and Unico will send a check directly to you. The more equipment In addition, Unico will you install, the more money you receive. provide a five-year warranty on parts only for all qualifying equipment at no additional cost, as long as the equipment is registered in Unico's warranty database.

There is also a dedicated webpage, which lists all the items available for the incentive as well as the rules and regulations for the promotion. Visit http://www.unicosystem.com/2011heatpromo.

The Unico System is a small-duct, high-velocity central heating and air conditioning system manufactured by Unico Inc. Ideal for custom & new home construction, historic preservation and commercial applications, The Unico System takes less than one-fourth the space of a traditional HVAC system and can deliver up to 12 tons of air conditioning in the same space as a 3-ton traditional system. Quieter and less visible than other systems, The Unico System provides superior indoor comfort that is energy-efficient and environmentally friendly. For more information, visit www.unicosystem.com.



### SFACA Features Area Inspectors at Monthly Meeting



SFACA President Oscar Calleja

The South Florida Airconditioning Contractors Association (SFACA) featured a panel of local inspectors at their September 7 general membership meeting. Representatives from Ft. Lauderdale, Cooper City/Parkland, Miami Beach, Homestead and Dade County summarized their positions and discussed the issues most often encountered while performing their duties. Two common themes were the importance of clear communications and each jurisdiction's efforts at becoming more customerfriendly.





Laurence Coronato, Paul Mynatt, Kevin Flannery, Gus Fernandez & Alberto Barcia of CE Florida

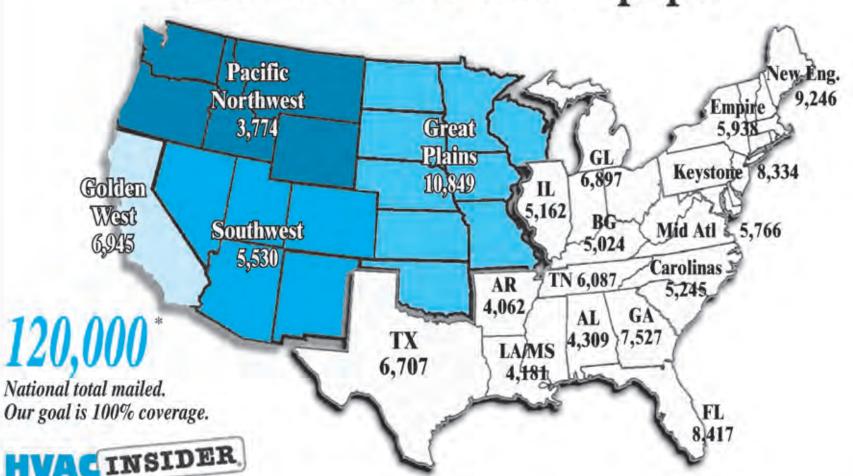


The Inspector panel: Alex Hernandez (Ft. Lauderdale), Scott Weisel (Cooper City/& Parkland), Pete Quintella (Miami Beach), George Sarigo (Homestead) & Amador Barzaga (Miami Dade County)



Skip Farinhas of GMC AC with Joe Childress of Tropic Supply

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\* Circulation for the National edition including all monthly editions, US Postal receipts as of September 2011.

continued from page 1A ———

### Daikin AC 2011

informal poolside reception and buffet dinner rounded out Thursday's agenda. The workshops continued on Friday morning, and an Awards luncheon concluded the business portions of the spirited meeting. Friday afternoon, distributors chose between golf and deep sea fishing to unwind from the event's activities.

Daikin AC (Americas), Inc President Akinori "Andy" Atarashi welcomed the attendees on Friday evening, announcing that the Daikin Group had achieved the distinction of being number one in global HVAC sales (excluding refrigeration) in 2010 by reaching the \$10.8 billion mark. Mr. Atarashi also reviewed the rapid growth history of Daikin AC (Americas) from its establishment here in the U.S. A second stage of growth set by the global "Fusion 15" initiative will propel Daikin AC to a position of leadership in the North American Ductless and Unitary market. To achieve that growth, Daikin AC has undergone some restructuring, establishing a new senior management team and new sales organization, fine-tuned the customer service division, established a new Product Marketing Division and enhanced their technical service support. Among the key new hires are Doug Widenmann, Senior Vice President, Sales and Dave Lucas, Vice President, Distribution Sales. The Product Marketing Division is an integration of the existing marketing and product engineering teams into one to maximize support for new product launches, new dealer programs and provide more competitive product information and tools. Technical service enhancements include stronger call center support, dramatic spare parts supply and operation improvements, an extended warranty launch and expansion of Daikin University courses, including web training, for distributors and contractors.

Mr. Atarashi introduced Senior Vice President of Sales Doug Widenmann, who brings 26 years of relevant industry experience including positions with York International/Johnson Controls, Rheem Manufacturing and the Trane Company to his new position. Mr. Widenmann stressed the importance of working together to achieve success. "It's not just about selling boxes, we have to meet the needs of our distributors, who have to meet the needs of their customers," he stated. "It's about process and execution and involves understanding what is communicated, commitment, accountability and hard work.'

Dave Lucas, Vice President for Distribution Sales, presented Daikin AC's distribution development plans, beginning with an overview of the current HVAC market in the United States and the state of VRV/VRF acceptance in the market. "There is an \$11 billion AHRI market in this country which has reached a mature state," Mr. Lucas said. "Conventional system manufacturers have passed the point of introducing innovative changes to their products and are relying on increases in efficiency and add-on products such as controls to differentiate themselves. Meanwhile, VRV/VRF technology has reshaped every market it is in and is beginning to make inroads here. In the next 3 to 5 years, 45% of the AHRI market will shift to VRV/VRF systems. That market has been primarily driven by engineers and applied systems (30%), light commercial/home dealer sales (40%) and spec to semi-custom homes (30%)." Daikin is pursuing opportunities through the following sales channels: applied systems representatives, plumbing/hydronic systems representatives, wholesale distributors and national accounts. In the distribution chain, Mr. Lucas identified two types whose specific needs have to be met: 1) Full service distributors that focus on mechanicals and residential dealers; with an emphasis on dealer plans and programs; and 2) Supply houses whose base is HVAC service contractors, maintenance departments, institutional/industrial and military facilities.

In order to meet the Fusion 15 goals, Daikin AC is emphasizing training and the development of "Daikin Champions" at the distributor level. While classroom and web-based training is available for contractors, Daikin AC recognizes that many contractors will need local assistance in learning sales, installation and service techniques for their products. Daikin Champions will be the best connection to Daikin AC's capabilities, acting as local experts in applying the technology, selling the products and overseeing local strategies for dealer development, promotions and advertising. "Successful distributors will be those that embrace the Daikin Champions concept," Mr. Lucas concluded.

Friday's Awards Luncheon featured Mr. Atarashi and Mr. Widenmann recognizing distributors for their accomplishments in three categories: Best Sales Increase Award for the greatest percentage increase in overall sales from 2009 to 2010, Lion Award for outstanding longevity 5 year recognition and the Pinnacle Award to the distributor with the best combination of market share leadership, best sales increase, high dealer sales and outstanding technical support, loyalty and making an investment in the future.

The winners were:

Best Sales Increase: Mar-Hy Distributors of the Pacific Northwest; Comfort Connections of Ontario; EMCO Cor-

continued on page 7B



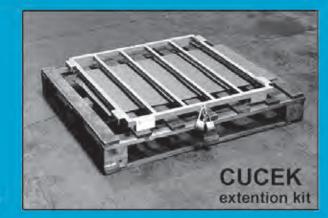
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### **CC Dickson Company Jacksonville Hosts Vacuum Pump Service Day**

The CC Dickson Company branch located at 1004 Rosselle Street in Jacksonville hosted a refrigerant vacuum pump service day on September 28. Bob

Johnson of J/B and Keith Holland of Leone Green and Associates were on hand to tune up unit brought in by area contractors. ■



Keith Holland of Leone Green & Associates, Bob Johnson of J/B & John Spinda of JRT Custom Climates



Samantha Brock of CC Dickson, Louis Serrano of Rivermont Properties & Bob Johnson of J/B



Louis , Serrano of Rivermont Properties, Chuck Brown & Raymond Caval of RE Caval Htg & Air with 50-year old RobinAire vacuum pump

# North Florida HVAC Supply Inc. Treats Customers to a Cookout

North Florida HVAC Supply Inc. treated their customers to a hamburger/bratwurst/hot dog cookout on September 28. Contractors had the opportunity to meet with Nathan Adams of Emerson, Chris Thompson of Southmark Metal and Channing Ritchie and Freddie DeRocco of Rapid Recovery. Rapid Recovery showcased their mobile refrigerant recovery vehicles at the event, emptying cylinders for those in attendance.

Located at 7380 Philips Highway, Suite 404, Jacksonville, North Florida HVAC Supply can be reached by calling 904-866-5800. ■



Wendell Prevatt (2<sup>nd</sup> from r.) of N Florida HVAC Supply with Tammy Parrot, Richard Mills, Ken Rench & Al Fouz of Abaco Air Inc.



Front: Chris Thompson of Southmark Metal, Wendell Prevatt, Rob & Bob Sanders of N Florida HVAC Supply; Rear: Nathan Adams of Emerson, Channing Ritchie & Freddie DeRocco of Rapid Recovery



Nathan Adams of Emerson & Danny Towers of Weather Engineers



Don Case of Madden Aire with Freddie DeRocco & Channing Ritchie of Rapid Recovery



Bobby Rawls of Bowman Htg & AC with Dustin Wickham of N Florida HVAC Supply





Joe Garrity, Jeremy Pedaline & Mike Dryden of N Florida HVAC Supply



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Trane has R-22 solutions for you.

This tough economy requires flexible options; Trane has a solution for you. While it's always best to properly match heating and air conditioning equipment by installing the indoor and outdoor equipment together, sometimes converting an existing R-22 system to R-410a isn't possible. That's why we still carry dry R-22 units! These units are intended as replacements for existing R-22 systems. And because these units are shipped without refrigerant, they are in compliance with EPA and DOE regulations.

Here are just a few of the benefits of using a dry R-22 unit:

### **Simpler Installation**

Dry R-22 units are a good alternative to converting a system to R-410a. In many cases, the existing lineset or equipment isn't accessible.

### **More Cost Effective**

Using a dry R-22 unit is a more cost effective approach. Why make an expensive repair if the outdoor unit can be replaced?

### **Ample R-22 Supplies**

There are still many R-22 units and supplies available at fair prices.

We offer a wide selection of models for every application!

For information on how to get R-22 units, please call your local Trane Dealer Sales Office:

Gulf Coast Trane:

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South Florida Trane:

1-954-421-7133

**North Central Florida Trane:** 

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# **Introducing the High Efficiency Condo** Replacement Watersource Heat Pump.





### **Key Features of the New Versatec Ultra**

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- 21.5" footprint for up to 3.5 ton replacements. Fits between 24" door jambs!
- Energy efficient qualifies for FPL utility rebates on all sizes
- Industry leading manufacturer 5-year complete unit parts warranty
- **Powder coat painted cabinet**
- Cleanable foil faced cabinet insulation
- Engineered composite condensate drain pan
- **Electronic condensate overflow protection**
- Toolless lift out 1" filter rails for ease of service and installation
- Removable blower inlet ring for serviceability

Florida Air is pleased to offer our customers a significant improvement in commercial water source heat pumps. The new Versatec Ultra features ultra-high efficiency with industry leading standard options in a compact cabinet. And because it comes to us from WaterFurnace, it provides all of these innovative features with the high quality you've come to expect.

### **Product Specifications**

Compressor - Scroll or rotary single speed available.

**Blower Motor –** PSC blower motors provide high efficiency while allowing quiet operation and a wide range of airflow selections. Blower inlet is oriented 90 degrees from the air coil to reduce sound transmission and improved efficiency.

Blower Inlet Rings - Allow for easy motor and blower removal without disconnecting from the unit duct work.

**Blower Housing** – Housing is oriented with the service technician in mind, making accessibility easy.

Filter - 1" MERV 4 disposable filter with "lift out" filter rails for ease of installation (no tools).

Cabinet - Heavy gauge, environmentally responsible galvanized steel for maximum corrosion resistance. Compact cabinet fits easily within a 24" door jamb while the small footprint makes for easy retrofit applications

Cleanable - Foil-faced insulation and corrosion-resistant composite condensate drain pan for improved indoor air quality.

**ThermaShield™** – Proprietary coating applied to water-to-refrigerant heat exchanger that protects against condensation in extended range applications (below 50°F).

### **Factory installed options**

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### **Microprocess or Unitary Controller**

- Electronic condensate overflow protection
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- · Emergency shutdown relay
- Unit safeties

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- Orlando 2500 sq.ft. Show 110,000 sq.ft. Parts Store & Warehouse
- Miami 5,000 sq.ft. Showroom and 107,000 sq.ft. Parts Store & Warehouse
- Tampa 7,000 sq.ft. Showroom and 45.000 sq.ft. Parts Store & Warehouse













DAYTONA BEACH FORT LAUDERDALE FORT MYERS 239/332-1115 GAINESVILLE Toll Free 877/271-1054 321/723-0339

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# ACCA FLORIDA FOCUS

### From Ken's Pen

ACCA-FL Board Member - Ken Bodwell

I read a great article last month about pointing fingers... it's never my fault. I love this... Have you ever played the blame game? Of course you have and it started when you were very young. When your mom asks you who started the fight between you and your sister. The answer, of course, was "She started it!" The teacher asks why you don't have your homework done. The obvious answer is "My dog ate it!"

So here we are approaching the end of another year. It was a hot summer so there are no excuses for not having a great year. At the very least, you should have been buried with service calls. If you were not then why didn't the alarm go off sooner? As the manager or business owner, it's easy to point fingers but the fact of the matter is that the buck stops with you.

Starting in August of every year, I beg you to do a business plan for next year. So if your phone did not ring off the hook this year, it's not the economy, it's you. We tend to blame other people for the mistakes we make but who can you point to for not looking forward? It's easy to blame the tech, or the salesman or dispatch but I'd bet the problem lies within management. When the phone did ring, did you maximize margin or blame it on the technician? These are a few of the excuses that appeared in the article that I can hear you saying right now.

The tech didn't have the right parts on his truck. That damn tech never restocks his truck after he uses the part or he probably didn't write on his work order so we could replenish. Easy to blame the tech but if a system isn't in place to insure accountability, shame on you.

Here's another great excuse for poor margin. The tech <u>doesn't have the knowledge</u> to fix the problem the first time. The dispatcher should **have known better**. Gotta love it... How about training the techs and while you are at it: how about a guide for the dispatcher showing skill levels of every technician with an indication of what kind of units they are trained on. If you really want to go the extra mile: how about a basics class for the dispatcher teaching them about the equipment and parts. Do you think they know the difference between a contactor and a disconnect?

Sounds like a management

I can go on and on but I think you get my point. It's the company ownership and management that controls sales and profit. Much of what we often blame the tech for is really our problem. The blame game has been around a long time. However, companies that really want to grow and prosper will take a close look at themselves. They will be honest and willing to change for the betterment of the company. Next time you are tempted to blame someone else for a problem you just might want to take a good look at yourself first, before pointing that

I've pointed out some great excuses but let me suggest a starting place. If you evaluate your service departments and consider how you can maximize the profits, you need to first look at your dispatch function. A properly functioning ser-



vice department is like a well lubed wagon wheel. It keeps on rolling through a difficult environment. Each spoke on the wheel represents a technician or a function within the service organization. At the center of this wheel is a hub that connects every spoke. That hub is your dispatcher. To maximize vour profitability on every service call the dispatcher must: 1) Send the right technician 2) With the right tools 3) With the right skills 4) With the right parts 5) At the right time... That is your success formula.

If you lose a spoke the wheel keeps turning but if the hub breaks the wheel collapses. I believe at the center of every successful service department is the dispatcher. Why wouldn't you reinforce that hub (dispatcher) by providing the training and the information to accomplish the five steps of a successful "dispatch"? The service support function is the administrative

tasking required to successfully complete a service transaction. There is no secret that technicians don't like paperwork. They like to fix things. It's the service support function including dispatch of a service department to provide the administrative tools necessary for a technician to succeed. But it is management's responsibility to identify the

needs of the technicians and establish the procedures and training of the service support group to insure that they understand that the five steps of a successful dispatch must be accomplished to insure maximum profit margins.

If you skip one step it comes off the bottom line and management is to blame!

# 2009 IRS Data Reveals Nearly \$9B in Expenditures When Claiming Residential HVAC Tax Credits

Contributed by Charlie McCrudden, Air Conditioning Contractors of America Vice President for Government Relations

The 2009 Estimated Data Line Counts for Individual Income Tax Returns has been released and for those who enjoy discussions of tax policy, the Estimated Data Line Counts provide a wealth of information about every single line on every individual tax form.

Using the Estimated Data Line Counts, we can get a better picture of how homeowners used the "25C" \$1,500 residential energy tax credits in 2009.

For each and every tax form filed, from the 1040EZ used by most tax payers to the Form 5695 used by taxpayers claiming the residential energy tax credits, the Estimated Data Line Counts reveal the "Number of Returns Filed For Selected Lines" and the "Amounts of Selected Lines Filed (in thousands of dollars).

So we can figure out not only how many taxpayers claimed the residential energy tax credits, but how many claimed a credit for the purchase of a qualified central air conditioner, heat pump, or hot water heater; a qualified furnace or hot water boiler, or an advanced main air circulating fan

In 2009, 6,753,885 households filed Form 5695 to claim a credit against their tax liability for installing some type of energy efficient appliance or retrofit measure in their primary home. Of that total amount, 976,380 households claimed for purchasing and installing a qualified central air conditioner, heat pump, and hot water heater. These three appliance categories are called "energy efficient building property" in IRS parlance, and when aggregated for a filed return, taxpayers reported \$3,968,715,000 in expenditures for these types of improvements. A taxpayer was allowed to claim 30% of the installed costs, up to \$1,500 in tax credits. Part of Form 5695 is a worksheet the taxpayer uses to figure out how much they are able to claim. The

first step is to figure out the cost of the qualified installation (including labor costs for HVAC) and then calculate the credit amount.

We now know that 1,290,640 taxpayers claimed tax credits for "qualified natural gas, propane, or oil furnace or hot water boilers" and re ported total expenditures of \$4,310,456,000. And 221,274 taxpayers claimed some credit for an advanced main air circulating fan, with an aggregate expenditure amount of \$694,422,000. When you tally it all up, homeowner spent \$8,973,593,000 in expenditures on qualified HVAC installations in 2009 in order to qualify for the tax credit.

For all retrofit measures and appliances that qualified for the tax credit, including energy efficient windows and door, insulation, and roofing materials, American taxpayers claimed \$5.17 billion in tax credits on \$25.1 billion in expenditures. This is a significant number especially when you consider that it only represents what was filed. What's missing is the work performed for a taxpayer who ended up not being able to use the tax credit because it turned out they weren't eliaible.

The National Association of Home Builders estimates every \$100,000 in remodeling expenditures generates 1.11 full-time jobs. Unfortunately it's impossible to calculate how much of the \$5.17 billion in claims was for HVAC work. or any appliance. Because a taxpayer was only able to claim 30% of the costs, up to \$1,500, individual claims could vary anywhere between \$1 and \$1,500. An expenditure of \$5,000 in qualified installations by a homeowner would automatically trigger the \$1,500 maximum claim. But if a homeowner only installed \$1,000 worth of qualified windows then the maximum they could claim would be \$300. So we can't assume all taxpayers were able to claim \$1,500, and the data is not broken down

this way. 🙈

# Contractors: Beware of Inappropriate Load Calculation Software

Manual J® is the ANSI-approved national standard for determining residential load calculations for HVACR systems, and is required by many building codes and regulations. It is produced by the Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals.

Given the complexities of modern construction, contractors and design professionals are encouraged to use software for accurate system design. However, not all load calculation software is created equal.

ACCA is reminding contractors that only those software programs that have been approved and licensed by ACCA as "Powered by Manual J  $\mbox{\ensuremath{\mathbb{R}}}$ " can be considered in compliance with codes and regulations requiring the use of Manual J  $\mbox{\ensuremath{\mathbb{R}}}$ .

As of today, the only software programs that meet the requirements for Manual J ® load calculations are:

RHVAC Residential Load Calculation from Elite Software Right – J from Wrightsoft

AccuLoads from ADTEK Software Company

Florida Solar Energy Center's EnergyGauge

Any other software program, online service or mobile application cannot be considered to be compliant with the Manual J ® standard and should not be used where Manual J ® is required. Use of non-authorized software may pose a liability for the contractor that installs the system.

For more information on Manual J®, the ACCA system design process, and load calculation software, visit https://www.acca.org/industry/system-design.

Software providers interested in applying for validation and licensing of their product should contact Glenn Hourahan at glenn.hourahan@acca.org.

Manual J ® is a registered federal trademark of the Air Conditioning Contractors of America.

The Air Conditioning Contractors of America (ACCA) is a non-profit association serving more than 60,000 professionals and 4,000 businesses in the HVACR community, who work together to promote professional contracting, energy efficiency, and healthy, comfortable indoor environments for all Americans. For more information, visit www.acca.org.

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# FREE COMFORTNET™ CONTROL!\*

WITH EACH PURCHASE OF ANY QUALIFYING AMANA® BRAND SYSTEM.

All Amana® brand gas furnaces feature the stainless-steel, dual diameter, tubular heat exchanger. The same one that has cycled over 2.3 million times in our test facility — and it's still going strong!

With a ComfortNet communicating control system, installing a high efficiency system is easy — perhaps easier — than a standard efficiency system. The outdoor unit connects with just two wires, the control system auto-configures all compatible components, and it constantly monitors the operational performance and efficiency of the entire system. Plus, it conveniently displays maintenance messages and fault codes.



\*Offer valid on any qualifying Amana brand air conditioning or heat pump system. Air conditioner system is defined as central air conditioner, furnace and indoor coil or air conditioner and air handler. Heat pump system is defined as heat pump and air handler, or furnace and indoor coil. Equipment must be installed in a single-family, owner-occupied residential home. See your local distributor for complete list of qualifying equipment. Participating distributors only. Not all distributors may honor this offer. Void where prohibited by law. Offer expires 12/31/11. Amana is a trademark of Maytag Corporation or its related companies and used under license to Goodman Company, L.P. All rights reserved.



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# Insider Product Preview

**Lennox** is **Proud to Introduce The** Newest **Addition to The Cooling Product** Line-Up, **The 7 Series Single Zone Mini-Splits!** 





The 7 Series Mini-Splits continue the Lennox heritage of innovation

Lennox mini-splits give you the ability to provide a localized heating or cooling solution to your customer's comfort needs. Because of their flexible design, the 7 Series mini-splits are a great solution when a traditional ducted system would be too costly or difficult to install. With efficiency levels of up to 22 SEER and super quiet operation, the 7 Series Mini-Splits continue the Lennox heritage of innovation.

### New BTU900 **High Efficiency** Kit

**Economical Residential Combustion Analyzer** 

> The NEW BTU900 High Efficiency Economical Residential Combustion Analyzer is the most advanced unit to meet the

growing needs for Boiler & Burner Set-Ups, Servicing, & Maintenance. Now available are field replaceable sensors for easy diagnostics and replacements to eliminate "down-time" and costly repair charges. This unit is available in 2 or 3 gas options, upgradeable to NOx and comes with memory & software.

E Instruments International www.E-Inst.com ■

### Features / Benefits

- Sleek wall mount indoor design blends with any décor.
- Easy installation requires NO ductwork or thermostat wire for quick and
- Flexible installation options solve comfort issues that traditional units sometimes can't.
- Inverter compressor technology delivers precise, efficient, and quiet comfort.
- Easy operation with remote control.
- Low sound operation down to 63 dbA outdoors and 36 dbA indoors means your customers won't ever hear it, enhancing their level of comfort.
- Outstanding energy savings with up to 22 SEER and 10.2 HSPF.
- **Energy Star ratings.**
- One easy order catalog number guarantees a matched system.
- Peace of mind with 5 year warranty\*\*.

Lennox 7 Series Single Mini-Splits can be purchased through all local Florida Lennox PartsPlus™ stores. Go to www.lennoxpartsplus. com for a complete listing of stores.

Lennox PartsPlus currently has over 75 stores open across the U.S. and Canada. Lennox PartsPlus is convenient and easy to shop, providing a quick return to the job site with everything required to complete the project. The Lennox PartsPlus concept emphasizes a contractor-friendly approach to meeting the area's need for universal service and replacement parts, supplies, convenience items, tools, Lennox equipment and OEM

\*\*See warranty certificate and warranty statement for details.



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# Insider Product Preview

# Honeywell Chosen by Consumers as the Overall Best Brand of Programmable Thermostats in the United States

Honeywell's Programmable Thermostats Edge Out Competing Products in Features, Rates Favorably on Other Factors

On the basis of Frost & Sullivan's independent research, 2011 U.S. Smart Appliances—A Customer Perspective on Demand-Response, Honeywell emerged as the "Overall Best Brand of Programmable Thermostats" in the United States.

In Frost & Sullivan's survey of 1,013 U.S. homeowners, 646 owned programmable thermostats and rated various brands on several specific points. Homeowners using Honeywell programmable thermostats rate their thermostats higher than users of any other major brand. "Honeywell users appreciate the features offered by its brand - 33 percent cite that having the 'best features' is their main reason for using Honeywell, compared to nine percent among users of other brands stating the same," said Christina Alfaro Research Analyst with Frost & Sullivan's Customer Research Team. "Supporting Honeywell's overall best rating is that it rated well for other factors too, such as ease-ofuse, energy efficiency, and cost savings.

Honeywell conducts extensive—and on-going—customer research to ensure the products they develop are simpleto-install and are easy-to-use.

For instance, their Prestige™ programmable thermostat incorporates a patented, interview-based interface that walks a homeowner through the setup process by asking a series of questions, such as "what time does the first person wake-up in the morning?" or "what time do you go to sleep at night?" The answers help the thermostat program itself - no owner's manual is needed. The graphic user interface displays information in an easy-to-understand format, the on-board user's manual provides definitions and directions for each display screen and can be customized to display in English, French or

Some Honeywell programmable thermostats also have the ability to wirelessly communicate to accessory devices using the company's RedLINK™ technology, the first wireless protocol developed exclusively for the HVAC industry. The thermostat can be used with an outdoor sensor that sends a signal to the thermostat to display outdoor temperature and humidity on the home screen. This makes it simple for the homeowner to get access to that information.

Finally, Honeywell thermostats are among the few thermostats that have been qualified under the National Electrical Manufacturer Association's (NEMA) new ENERGY AWARE™ program. When properly installed and used as directed, Honeywell estimates that homeowner's can cut annual heating and cooling cost up to 33 percent – or by \$200 each year – depending on geographic location.

"Honeywell thermostats are designed for consumers – by consumers – who are looking for the ultimate in comfort control," said John Tyhacz, vice president and general manager for Honeywell's home comfort and energy systems business. "They are easy-to-use and help homeowners make better decisions about their energy use."

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry. ■

# Maytag Launches New Single-Stage 95% Afue Furnace

### Single-stage, fixed-speed model qualifies for U.S. tax credit



You can depend on Maytag® for new furnace innovation. The brand just released a new 95% AFUE furnace model that qualifies for the federal tax credit. The Maytag® M120 MGC2SD/M is a single-stage, fixed-speed model and available in up-

flow/horizontal and downflow configurations. Capacity ranges from 38,000-120,000 Btuh.

Advantages of the new furnace include an insulated blower compartment for quiet operation, innovative SmartStart® technology for longer igniter life, diagnostic troubleshooting lights for easy of servicing, and a low-boy height to accommodate tight spaces and higher-SEER coils.

The Maytag® MGC2SD/M includes a 12-year all-parts warranty and 1-year Dependability Promise to replace the unit if the heat exchanger fails (product registration required).

For more information on Maytag® gas furnaces, contractors and distributors should visit www.maytagh-vac.com.

For more information about NORDYNE and its product offerings, please visit www. nordyne.com. ■

# Waterfurnace Introduces Hydronic Services A Complete Geothermal Hydronic System Solution

New Offering Includes Budgetary Quoting, Design Services, System Components And Technical Support

# The Qwik Mini Duct Temperature Sensor

Tasseron Sensors and Controls in Williamsport Pennsylvania is proud to introduce the Qwik Mini Duct Temperature Sensor.

The Qwik Mini recently won honorable mention in the 2011 Dealer Design Awards in the Ventilation category.

The Qwik Mini is not only the smallest duct temperature sensor on the market, but it installs faster than any other similar sensor. With its patented Qwik Connect technology, installing the Qwik Mini is a snap, literally. Simply install your wires into the spring loaded clips, snap on the toolless cover, and your done. In testing against other similar products that utilize wire nuts, the Qwik Mini saves 2 to 3 minutes per sensor. That saves the contractor time and money. If you save just 2 minutes per sensor by using the Qwik Mini on a job utilizing just 50 sensors, that saves you 100 minutes or almost 2 hours of labor on that job.

The Qwik Mini comes with a standard 5 year warranty, and comes in a variety of NTC thermistors, and RTD's. It comes in probe lengths ranging from 4" to 18". The Qwik Mini, and all of the Qwik Series products can be seen at www.tasseronusa.com and is stocked in Williamsport Pennsylvania.

For more information or for a catalog please contact Kevin Pool, the National Sales Manager at 570-601-1971 or at kpool@ tasseronusa.com.■

WaterFurnace Renewable Energy, a leading manufacturer of residential and commercial geothermal and water source heat pumps, introduces WaterFurnace Hydronic Services, a complete geothermal hydronic system solution available to WaterFurnace dealers.

"This unique-to-the-industry turnkey comfort solution brings together the benefits of geothermal heating and cooling and radiant floor heating in a single package," said Michael Albertson, senior vice president of sales and marketing at WaterFurnace. "It simplifies the selling process for WaterFurnace dealers and differentiates them from their competition."

WaterFurnace Hydronic Services provides dealers with a professional package that includes initial quotes, system design, system components, documentation and technical support and training during and after the sale. As

a result, dealers spend less time designing the system and ordering components from multiple suppliers and more time engaged in value added sales and marketing activities that impact their bottom line.

WaterFurnace Hydronic Services offers dealers other features that contribute to improved profitability and increased selling opportunities, including:

- Quoting/estimating support that ensures a quick response, allowing dealers to take the opportunity "off the street" and making it less likely that homeowners will take their business to a competitor.
- Differentiation by equipping dealers with a solution that their competition does not offer.
- A simplified process that enables dealers to take on the more complex hydronic projects, creating a new revenue stream in the process.
- · A variety of hydronic system options for customized solutions. Radiant system

packages for slab, overfloor and underfloor applications can integrate with hydronic fan coil units (for forced air cooling), heat recovery ventilators (for fresh air exchange), HEPA filtration and solar thermal systems (for domestic hot water

- heating and space heating).

   A comprehensive training program that increases the dealer's comfort zone.
- A single point of contact, not only for the design of the system and all system components, but also for support during and after the installation.

Hydronic Services also equips the dealer with an offering with special appeal to homeowners. "The program gives homeowners peace of mind, knowing that their system is backed by the expertise of WaterFurnace," said Albertson. "At the same time, they are assured a customized solution that meets their specific home comfort needs.

Visit www.waterfurnace. com/dealers/hydronic-servic-

October 2011



### Construction Law and Your Business

Contributed by Trent Cotney

Second in a series of articles discussing Florida construction law and how it affects contractors in the state.

### How to Defeat Pay When Paid Clauses - Part 1 of 2 -

One of the justifications often used by a prime contractor to avoid paying a subcontractor is a contingent payment or "pay when paid" clause contained in the subcontract. This clause usually states that the prime contractor has no obligation or duty to pay the subcontractor until payment is received by the prime contractor from the owner. Upon first glance, many subcontractors believe that this provision prevents them from obtaining payment. However, in Florida, there are at least three ways to beat pay when paid clauses.

The first part of this article will discuss the magic language needed for pay when

paid clause to be enforceable. The second part of the article will focus on the effect of incorporation of other payment provisions and the waiver of the pay when paid clause by the course of conduct between the parties on a construction project.

Not all states allow contingent payment clauses. For example, New York has banned such provisions. However, in the State of Florida, a prime contractor can use a pay when paid clause to avoid paying a subcontractor if it is specifically worded. The pay when paid clause must make it absolutely clear that payment to the subcontractor is conditioned upon

receipt of payment by the prime contractor from the owner. If it does not unequivocally state that the promised receipt of payment is a condition precedent, then courts will find the provision ambiguous and hold that payment must be received within a reasonable time period.

In Peacock Construction Company, Inc. v. Modern Air Conditions, Inc., 353 So.2d 840, the Florida Supreme Court looked at the issue of pay when paid clauses and their validity. The Court reviewed a contract provision which provided that the subcontract would be paid: "within 30 days after the completion of the work included in this sub-contract, written acceptance by the Architect and full payment by the Owner." The Court held that this provision was ambiguous because it can be construed as pay within a reasonable time or that payment was contingent upon the prime contractor's receipt of payment from the owner. Because of the ambiguity, the Court held that the payment clause required payment within a reasonable time regardless of whether the prime contractor received payment.

The Court held that because this provision was a risk-shifting provision, the clause must contain specific language in order for it to be enforceable. The clause must expressly state that payment to the sub-

contractor is conditioned upon receipt of payment by the prime contractor from the owner. The Court also noted the public policy reason of holding pay when paid clauses to a higher standard. Often, subcontractors are smaller than their prime contractor counterparts and cannot afford to bear the risk of owner non-payment.

Similarly, the Court in DEC Electric, Inc. v. Raphael Construction Corp., 538 So.2d 963 (Fla. 4th DCA 1989); aff'd 558 So.2d 427 (Fla. 1990) noted the history of pay when paid cases and stated that clauses that contain "contingency" or "conditioned" were upheld and clauses that contained "unless" or "until" were found ambiguous and payment was required within a reasonable time period.

The Court in Bentley Construction Development & Engineering, Inc. v. All Phase Electric & Maintenance, Inc., 562 So.2d 800 followed the previous decisions and stated in the concurring opinion that "established precedent now seems to require this type of contract to contain a statement that payment by the owner is a 'condition precedent,' a statement that payment is 'contingent upon payment to the contractor,' or some comparable emphatic statement before the clause will be deemed sufficiently clear to permit judicial enforcement."

Accordingly, subcontractors can defeat a pay when paid clause by arguing that the pay when paid clause does not contain the magic language in order for it to be enforceable in Florida.

Next month's article will discuss some other ways to defeat pay when paid clauses based on the course of conduct between the parties and incorporation of other documents.

If you have any questions about this topic or any other topic, please feel free to contact the author at 813-229-3333 or tcotney@glennrasmussen.

Author's note: The information contained in this article is for general educational information only. This information does not constitute legal advice, is not intended to constitute legal advice, nor should it be relied upon as legal advice for your specific factual pattern or situation.

Trenton Cotney, a shareholder attorney at Glenn Rasmussen Fogarty & Hooker, P.A., in Tampa, Florida prepared this article. Trent is Florida Bar Certified in Construction Law, a Florida Supreme Court Certified Circuit and Appellate Mediator, Qualified Florida Court-Appointed Arbitrator, Director and General Counsel of Florida Roofing, Sheet Metal and Air Conditioning Association (FRSA) and a member of Associated Builders and Contractors (ABC).

# Daikin AC (Americas) On The Move

story continued from page 13A

poration of Canada; East Coast Metal Distributors LLC serving Virginia, the Carolinas, Georgia and East Tennessee; Johnstone Supply Puget Sound Group; Baker Distributing Company with over 200 Service Centers throughout the U.S. and Geary Pacific Supply.

Lion Award: F.W. Webb Company serving New England and NY; the Wallwork Group of New Jersey and NY and Coastline Distribution of Florida. The Pinnacle Award was presented to EMCO Corporation, one of Canada's largest integrated distributors of products for plumbing and heating, waterworks, industrial, oilfield supply and HVAC contractors.



Bayne Davis (c.) accepts the Best Sales Increase Award on behalf of Baker Distributing Company from Akinori "Andy" Atarashi (l.) & Doug Widenmann (r.) of Daikin AC









The Pinnacle Award winning EMCO Corporation team with Akinori "Andy" Atarashi (I.) & Doug Widenmann (r.) of Daikin AC



Daikin AC (Americas) Vice President for Distribution Sales Dave Lucas



Daikin AC (Americas) Senior Vice President of Sales Doug Widenmann



Akinori "Andy" Atarashi (I.) & Doug Widenmann (r.) of Daikin AC with Wyatt Swartz, Dave Sheffield & Volph LaFortune representing Lion Award winner Coastline Distribution



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# IT'S ALL ABOUT CHOICES! GOOD/BETTER/BEST -- Upgrades



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- 2-speed condenser fan motors
- Comfort Alert™ UltraTech™ diagnostics
- High performance compressor sound shield
- FVM air handler with ECM variable speed blower motor & TXV

### Indoor Air Quality Management System:

Includes programmable thermostat with temperature & humidity control; high efficiency filtration; whole-house dehumidifier & UV lights



### BETTER

SoftSound SX2500 (CXH5) High Efficiency 15 SEER Heat Pumps

- 1 ½ to 5 ton capacities
- Copeland Scroll™ compressors
- 2-speed condenser fan motors
- Comfort Alert™ UltraTech™ diagnostics
- Compressor sound jacket
- FXM air handler with X-13 blower motor & TXV



### GOOD:

SoftSound SX2300 (C4H3) High Efficiency 13 SEER Heat Pumps

- 1 ⅓ to 5 ton capacities
- Copeland Scroll™ compressors
- 2-speed condenser fan motors
- Comfort Alert™ UltraTech™ diagnostics
- Compressor sound jacket
- FEM air handler with X-13 blower motor & piston metering device

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Three long-life filters scrub the air: 1) a carbon pre-filter removes odors, lint, hair and larger particles while protecting the HEPA filter; 2) the HEPA media filter is 99.97% efficient at removing particles

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The Goodman/Amana DMH900 whole-house air cleaning system

carbon/potassium permanganate final filter removes organic compounds and light

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the unit's versatility for installation - duct-mounted, collarmounted or free-standing; a motor which delivers 250 cfm of airflow and a 5-year limited parts warranty.

"The feature that sets the DMH900 apart from other PCO units is that it is a bypass system and doesn't add static pressure to the HVAC system," states Goodman Distribution Central Region Parts, Supplies and Accessories Manager Steve Lukens. "The DMH900 provides your customers with clean air twentyfour hours a day, seven days a week, even when the air conditioning isn't running".

For more information, contact your Goodman Distribution representative or visit

and CO2. Other important features are

www.goodmanmfg.com.

### down to 0.3 micron and 3) the

### gasses. Two non-ozone producing UVC lights and the Cin-Quartz® PCO system decompose organic materials into

### **MovinCool Extends Rebate Offer** for Ceiling-**Mount Air Conditioners**

MovinCool® announced that it has extended the deadline of the rebate offer for its CM25 and CMW30 self-contained, - continued on page 3C



Air Conditioning & Heat-

A whole-house bypass air cleaning system featuring **HEPA** filtration, UVC lights & CinQuartz® **Photo-Catalytic Oxidation (PCO)** technology all-in-one!!!!





- Intake (Back) 74 RTS
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- 5. Two UVC germicidal lights enclosed in an anodized UV reflector to intensify UV rays
- 6. UVC light & CinQuartz® PCO filter decompose organic materials into basic molecules such as H2O & CO2
- 7. Carbon/potassium permanganate final filter removes

### Drive revenue into your business – offer the DMH900

### **30 Convenient Goodman Distribution Locations to Serve You**

ecanto 352.527.0400 **Boynton Beach** 561.732.3400 813.740.0409 Tampa-East North Miami 305.621.5758 Doral/Miami 305.594.1104 Kendall/Miami 305.969.3162 954.984.4848 Pompano Beach West Palm Beach 561.616.9466 **Ft Myers** 239.332.0166 Orlando 407.296.4499

Clermont Tampa-West **Jacksonville** Melbourne **Tallahassee** St. Augustine Sarasota Ft Pierce **Naples** Clearwater

407.656.0066 813.249.6062 904.355.4520 321.725.6407 850.576.5155 904.824.9664 941.355.9770 772.465.2233 239.643.7387 727.573.2772

352.620.2727 **Holly Hill** 386.252.2979 954.581.9203 Hollywood **New Port Richey** 727.817.0858 **Panama City** 850.522.8300 863.965.8411 Winter Haven 352.377.2455 Gainesville 407.846.2444 Kissimmee North Port 941 429 5008 Sanford 407.688.2191



Jamie Cumming & Bill Connelly of Coastline with Dave Lucas & Mike Cornillaud of Daikin



Jannette Cravens, Elizabeth Kilonsky & Melinda Robinson of Daikin



Volph LaFortune of Coastline, Jeff Bledsoe of Daikin & Dave Sheffield of Coastline



Jeff Bledsoe (c.) of Daikin with Neil Cole, Jeff Wallace, Bayne Davis & Charlie Shaw of Baker Distributing Company



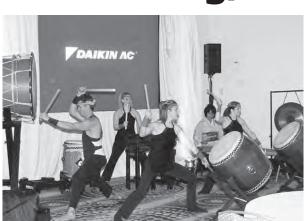
Don Hedick/Brunswick Winnair, Mike Cornillaud of Daikin, Allen Leverett/Waycross Winnair & Richard Harsany/Tallahassee Winnair



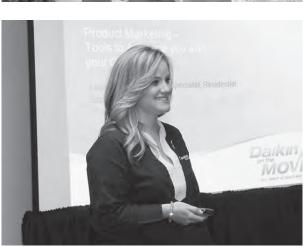
Mike Hayzlett, Supply Chain Mgr, Kim Do, Product Specialist, Cy Mireles, Assistant Mgr/Applications & Janette Cravens of Daikin

# Daikin AC 2011 Sales Meeting RevealsAggressive Training, Sales Goals









Lauren Linton presented the Product Marketing seminar



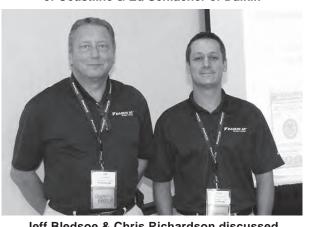
Chuck McBirney, Jaime Cumming & Wyatt Swartz of Coastline & Ed Schlacher of Daikin



Residential Solutions were presented by Kim Do & Marc Bellanger



Dominic Kolandayan discussed Energy Efficiency on the Move



Jeff Bledsoe & Chris Richardson discussed Commercial Solutions



Technical Service was covered by Jeff Goldman & Tom Pivovar

### **MovinCool Extends Rebate**

ceiling-mount air conditioners to December 31, 2011. With this offer, customers (excluding resellers) who purchase a CM25 or CMW30 ceiling-mount air conditioner now through December 31, 2011, are eligible to receive a \$300 prepaid gift card from a major credit-card company. More information about the rebate offer is available at www.movincool. com/rebate.

The air-cooled CM25 and water-cooled CMW30 feature a compact size yet high sensible cooling capacities. The units are specifically designed to fit into the drop ceiling above server rooms, IT equipment closets, small offices and other applications with high heat loads and limited floor space. Built-in flanges and mounting brackets allow quick, low-cost installation using standard, off-the-shelf hardware. Like all MovinCool air conditioners, the CM25 and CMW30 have a self-contained design that eliminates the need for an outside condensing unit, thus reducing installation and maintenance costs.

In addition, a variablespeed inverter compressor and inverter fan motors give the CM25 and CMW30 high



energy efficiency ratings.

"Keeping spaces with dense heat loads cool with traditional air conditioners can be challenging," said Fran Labun, vice president, Sales Groups. "Our self-contained, ceiling-mount units are an ideal solution, and our rebate offer makes them even more cost effective."

For more information about MovinCool self-contained, ceiling-mount air conditioners, visit www.movincool. com/ceiling-mount-air-conditioners.

MovinCool, the world's largest manufacturer of spot air conditioners, is a brand of DENSO Corporation, which has pioneered the concept of workspace spot cooling since the 1980s. MovinCool offers a wide range of portable and ceiling-mount air conditioning systems for many different applications, such as emergency, backup and supplemental cooling, as well as moisture removal. For more information, visit www.

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electric, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 35 countries and regions (including Japan) and employs approximately 120,000 people. Consolidated global sales for the fiscal year ending March 31, 2011, totaled US\$37.7 billion. Last fiscal year, DENSO spent 9.1 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges.

In the Americas, DENSO employs more than 16,000 people with consolidated sales totaling US\$6.4 billion for the fiscal year ending March 31, 2011. ■

### In Memoriam

### **Mark Thompson**



It is with great sadness that we communicate the passing of an industry friend and colleague, Mark Thompson on Wednesday, Sept. 29, 2011. Mark, 48, of Fort Smith, AR was recently appointed regional sales manager for Mestek's Beacon Morris and Sterling HVAC product lines.

Mark began his career with Rheem and spent the last 18 years with Allied Commercial prior to coming to work for Mestek, Inc.

Mark's leadership skills and kind disposition had an immediate effect on everyone he met and quickly gained him the utmost respect from all those who had the pleasure of meeting him.

The love and admiration for Mark is evident by the impact he made on those he touched both personally and professionally

Mark served on the board of Marvin Altman Fitness Center, was an avid fan and alumni of Oklahoma State University and a member of First United Methodist

Our deepest sympathies and condolences go out to all of Mark's family and friends.

He is survived by his loving companion, Patricia Ragsdale and her daughter, Trish Ragsdale of Fort Smith; one brother, John Thompson and his wife Christi of Heavener, Okla.; and six nieces and nephews, Leslie, Cory, Garison, Gunnar and Gracyn and Nicholas.

Memorials may be made to OSU Foundation, 102 Athletic Center, Stillwater, OK 74078, Attn: William Mark Thompson Fund Posse Acct. 23437

Online tributes can be made at www.ockerputmanfuneralhome.com.

# Is Corrosion Eating Away At You?

### Luvata Insitu® ES2

Spray-Applied Corrosion-Resistant Coil and Cabinet Coating

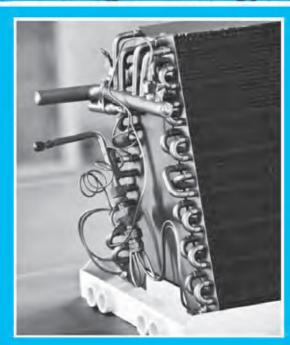
Protect your HVAC and Refrigeration systems from the devastating effects of corrosion.

**Luvata Spray Applied Coatings** for Sea Coastal Corrosion Resistant Protection

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To learn more please contact: Malia Powers 813-220-5508 malia.powers@luvata.com

# Edd Helms Group Announces Dan Sunday as New Electric General Manager

Edd Helms Group, Inc. (OTC Stock Symbol EDHD. PK) announces the appointment of Daniel Sunday as General Manager of its electrical subsidiary Edd Helms Electric, LLC. With 34 years of electrical industry experience including 22 years in management, Dan Sunday will be responsible for the electrical contracting subsidiary including estimating, sales, project management, daily operations, and work-

Dan joins a Company with a long history of success and many high profile clients. In 2006 the Museum of Art | Fort Lauderdale announced that it selected Edd Helms Air Conditioning & Electric, one of South Florida's top mechanical and electrical contracting firms, to perform the

force and field activities.

air conditioning improvements needed to host the King Tut exhibition, Tutankhamun and the Golden Age of the Pharaohs. According to Irvin Lippman, the

Museum's Executive Director, "Edd Helms Air Conditioning & Electric provided the Museum with the best team capabilities for this critical project. They have been a business landmark in the South Florida community for 30 years, and they have demonstrated their ability for our Museum to continue its exhibitions and daily operations during these improvements."

The addition of Dan Sunday

to the Edd Helms Management Team will free current Edd Helms Group President Wade Helms to continue building client relationships

and business development for Edd Helms Electric, Edd Helms Air Conditioning, and Edd Helms Marine Air Conditioning.

With 34 years of electrical industry experience, Daniel R. Sunday has seen his share of mergers and acquisitions.

Dan joins Edd Helms Electric from Nagelbush where he served as Vice President of Electrical Operations since 2008. Nagelbush was acquired in July 2011 by Tutor Perini, just six months after Tutor Perini acquired Fisk Electric in January 2011. Dan Sunday worked his way up the ranks after starting his electrical apprenticeship in 1977 with IBEW Local 8 in Toledo, Ohio.

"Dan's extensive experi-

ence with healthcare, commercial, and manufacturing facilities makes Dan Sunday a great addition to the Edd Helms team" said Wade Helms, President.

"When this opportunity with Edd Helms Electric came up, I knew it was the right environment for me and my customers, particularly with their mechanical division, Edd Helms is a proven single-source MEP provider for facility construction and maintenance needs" said Dan Sunday.

Dan prefers a locally owned business to national contractors such as Fisk, Dynaelectric (2006-2008), Patrick Power (2003-2006), and Encompass (1995-2003). Prior to joining Edd Helms, Dan says "I most enjoyed the pride and feeling of working for Romanoff Electric, a family owned business in Toledo, Ohio. Sadly, Romanoff was acquired in 1998 by Encompass and I have been searching for those good

continued on page 5C

### Soler & Palau USA Launches New Belt Driven Utility Vent Sets – Model CM



Soler & Palau USA announces the launch of the new CM Belt Driven Utility Vent Sets. This line is available in a full range of sizes (10 through 36) providing airflow performance from 500 CFM to over 25,000 CFM with static pressure capabilities up to 5 in. w.g. This single inlet backward inclined, CW or CCW orientation, utility fan provides substantial benefits for pressure flow, low power consumption and low noise level, ideal for commercial and industrial applications. Typical applications include either supply or exhaust service for ducted systems in schools, theaters, gymnasiums, manufacturing plants, hotels, office buildings, restaurant hoods, and many other general ventilation applications.

Model CM is solidly built, the housing joints are welded intervals and the backward inclined wheel is constructed of steel blades protected with a polyester powder coat finish. The entire unit is constructed of steel with corrosion resistant epoxy powder coating.

Model CM sizes 12-36 are AMCA Licensed for Air and Sound, and the entire line (10-36) is cULus 705 or 762 listed. As well, the CM Line is cULus 793 listed for smoke control systems, designed to withstand inlet temperatures of 500°F for 4 hours and 1000°F for 45 minutes.

The CM line is offered on S&P's Quickship program for 10 day shipment from stock.

About Soler & Palau USA

Soler & Palau USA operations are based in Jackson-ville, Florida. This strategic location allows the shipment of products throughout the North America market. The Jackson-ville facilities have more than 160,000 square feet of operational space and a comprehensive range of products which permits the overnight delivery of many popular model sizes

to anywhere in the US and

Canada. ■



407-399-0539

View video at www.ac-guard.com

### ONE SIZE FITS MOST APPLICATIONS

**Daniel Sunday** 

Perfect for Commercial and Residential Units



- 3-way adjustable from 34hX30wX30d to 59hX51wX51d !!!
- Installs in 20 minutes !!!



- Ships flat for easy storage !!!
- Attractive appearance !!!

Up to \$230 in manufacturer rebates available
-- NOW --

Find AC Guard at Goodman Distribution, CE Florida/Totaline, Tropic Supply, Refricenter, Baker Distributing, Gemaire Distributors & Victor Distributing locations near you

Sarasota.

continued from page 4C -

### **Edd Helms Group**

feelings ever since."

Edd Helms Group, founded in 1975, is based in Miami Florida with annual revenues in the \$22M-\$25M range. The Company, its subsidiaries, and 135 full time employees provide Electrical, Mechanical, Air Conditioning, Building Controls, Tradeshows & Events, and Marine Air Con-

ditioning services to commercial and residential customers in the South Florida market. The Edd Helms Companies are members of the National Electrical Contractors Association (NECA), the Mechanical Contractors Association of America (MCAA), the Mechanical Service Contractors Association of America (MSCA), and the Air Conditioning Contractors of America (ACCA). Visit the Co. at www. eddhelms.com.

When they need you, how will they find you?

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813-417-6792



**Badger Bob's Wins** 

**MACCA Golf Tournament** 

for Third Time

The Badger Bob's team won the MACCA Golf Tournament

for the third time on September 24. Victor Distributing placed

second at the event, held at the Misty Creek Country Club in

The 1st Place Badger Bob's team



Victor Distributing finished second



Another good turnout



Did the Aqua Plumbing & AC team really finish last or did they have too many onions at lunch?



For more information on Intellidyne or becoming a Certified Contractor, call (866)-216-0777

or visit www.intellidynellc.com



# **GROW YOUR BUSINESS WITH** OUR ENERGY-EFFICIENCY REBATES.

### HELP YOUR CUSTOMERS SAVE ENERGY AND MONEY.

Tell your customers about great rebates for energy-efficient HVAC products and upgrades for Progress Energy business customers. They'll save money plus lower their energy bills. And that means more satisfied customers – and a stronger business – for you. More details and rebates at progress-energy.com.

### **AVAILABLE HVAC REBATES INCLUDE:**

UPGRADE	ANNUAL ENERGY SAVINGS	REBATES*
Demand Control Ventilation (DCV)	Up to 20% of ventilation costs	Earn up to \$50/ton incentive with all electric equipment
HVAC RTU Recommissioning	Up to 20% of heating and cooling costs	Earn \$15 per ton per rooftop unit
High-Efficiency HVAC Chillers/Unitary >65,000 Btu/h	Up to 25% of cooling costs	Earn up to \$150 per kW reduced with new unit

\*Other requirements may apply.

**To qualify for rebates, Progress Energy customers must start** with a free Business Energy Check. Call 1.877.372.8477.



Will Be The Largest Show's 82-Year History



Over 1,700 companies have already reserved more than 414,500 square feet of exhibit space for the 2012 AHR Expo in Chicago January 23-25, making it the largest HVACR exposition of all-time. With several weeks remaining before the Show opens at McCormick Place, the 2012 event has already surpassed the previous all-time record of 410,415 square feet set at the 2006 exposition in Chicago.

"We are very pleased about achieving this new all-time record, especially as this is our company's 100th Anniversary," said Clay Stevens, President of International Exposition Company, which produces and manages the AHR Expo. "Historically, the number of attendees tends to increase proportionately with the increase in square footage." Stevens attributes much of this growth to more companies introducing new energy efficient equipment, as well as the anticipation that their customers will need to replace out-dated equipment that they have been nursing through an uncertain economy.

### - Calendar Notice -

2012 AHR EXPO Monday, January 23 - Wednesday, January 25 McCormick Place Chicago, Illinois www.ahrexbo.com

### WHAT:

### 2012 AHR EXPO® (International Air-Conditioning, Heating, Refrigerating Exposition)

- The world's largest trade show exclusively for the heating, ventilation, air conditioning and
- The HVACR professional's leading resource for thousands of new products, new ideas and new services
- More than 100 Seminars and Educational Sessions
- Special Show Features:
  - **Building Automation and Control Showcase**
  - AHR EXPO Innovation Awards Presentation
  - Software Center
  - New Product Technology Theater Presentations
  - ASHRAE Winter Conference held concurrently

### WHO:

Exhibitors and attendees from around the world and every segment of the HVACR industry

Nearly 2,000 exhibiting companies from every segment of the HVACR industry

Monday, January 23, 2012 10:00 AM - 6:00 PM 10:00 AM - 6:00 PM Tuesday, January 24, 2012 Wednesday, January 25, 2012 10:00 AM - 4:00 PM

McCormick Place, Chicago, Illinois - North & South Halls

American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) and the Air-Conditioning, Heating and Refrigeration Institute (AHRI)

HONORARY SPONSOR: The Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)

### 34 ENDORSING ASSOCIATIONS:

- AABC (Associated Air Balance Council)
- ABMA (American Boiler Manufacturers Association)
- AMCA (Air Movement and Control Association International)
- AFE (Association for Facilities Engineering)
- BI (BACnet International)
- BPI (Building Performance Institute)
- CABA (Continental Automated Buildings Association)
- CTA (Climate Talk Alliance)
- CTI (Cooling Technology Institute)
- GreenMech (Green Mechanical Council) GWAC (GridWise® Architecture Council) HARDI (Heating, Airconditioning & Refrigeration Distributors International)
- HVI (Home Ventilation Institute)
- IAPMO (International Association of Plumbing and Mechanical Officials)
- IAQA (Indoor Air Quality Association)
- IIAR (International Institute of Ammonia Refrigeration)
- LMA (LonMark Americas)
- MCAA (Mechanical Contractors Association of America)
- MSCA (Mechanical Service Contractors of America)
- NADCA (National Air Duct Cleaners Association)
- NAFA (National Air Filtration Association)
- NATE (North American Technician Excellence, Inc.)
- NEBB (National Environmental Balancing Bureau)
- PHCC (Plumbing-Heating-Cooling Contractors National Association) RPA (Radiant Panel Association)
- REHVA (Federation of European Heating and Air-conditioning Associations)
- RETA (Refrigerating Engineers & Technicians Association)
- RSES (Refrigeration Service Engineers Society)
- SICCA (Shanghai Indoor Contamination Control Industry Association)
- SMACNA (Sheet Metal and Air Conditioning Contractors' National Association)
- SPIDA (Spiral Duct Manufacturers Association)
- TABB (Testing, Adjusting and Balancing Bureau)
- USGBC (U.S. Green Building Council) ZigBee<sup>™</sup> Alliance

### The AHR EXPO is produced and managed by:

International Exposition Company 15 Franklin Street Westport, CT 06880 Telephone: 203-221-9232 Fax: 203-221-9260

info@ahrexpo.com



### **Enterprise Fleet Management Helps Businesses Drive Down Fuel Costs** With New Fuel Site Mobile App for Smart Phones

Businesses with mediumsize fleets can immediately begin saving as much as 10- to 15-cents per gallon just by instructing their drivers to download and utilize a new fuel site locator mobile application. Available free of charge to all Enterprise Fleet Management/Wright Express customers, there are no sign-up and no enrollment requirements to begin finding the lowest priced fuel in any area, any place in the United States.

According to Enterprise

Fleet Management, a fullservice fleet management company for businesses with medium-size fleets, the mobile fuel site locator is quick and easy. After going to the designated website and entering the search area, information includes a list of the top five lowest priced fuel locations in the area, the price per gallon for each fuel location as of the date and time indicated, and the estimated driving distance to each location, including the ability to plot it on a map.

The fuel site locator mobile app is the latest enhancement to Enterprise Fleet Management's Fuel Management Program, which provides each driver in a company's fleet with a personal ID number that is immediately recorded electronically at the point of purchase. With this program, drivers carry a single card and still have access to more fueling locations than any individual retailer's card. Because the fuel card program provides detailed information about each

driver and the vehicle in one easy-to-read monthly report, as well as exception reports that help pinpoint unauthorized purchases, businesses are better able to control fuel costs while giving their drivers maximum convenience.

### **About Enterprise Fleet** <u>Management</u>

A full-service fleet management business for companies with medium-size fleets, Enterprise Fleet Management supplies most makes and models of cars, light- and medium-duty

trucks and service vehicles across the United States. Enterprise Fleet Management is owned by the Taylor Family of St. Louis, who, through regional subsidiaries, also own and operate Enterprise Rent-A-Car's extensive network of more than 6,000 neighborhood and airport branch offices, all located within 15 miles of 90 percent of the U.S. popula-

With 58 fully-staffed offices nationwide, Enterprise Fleet continued on page 9C

continued from page 1A -

### **Goodman Distribution Hosts Clermont Grand Opening**

special pricing in honor of the event.

Opened over the July 4 weekend, the new location brings to 30 the total number of Goodman Distribution branches operating in Florida. Branch Manager Chris Parish is assisted by Sandy Eldredge and Mario Castro in running the

Located at 100 Countyline Court, Suite 1, Winter Garden, the branch is convenient to Lake County, West Orange County, Davenport and Leesburg and

provides delivery service throughout the market area. Occupying 18,000 square feet of space in a brand new building, the facility features 2,000 square feet of showroom, plenty of parking and several loading docks and street level access for easy transferring of products.

'We're very excited about this location and having the opportunity to serve the contractors in this area, Chris stated.

Contact the store by calling 407-656-0066. ■



Michael Tarris (c.) of J Nichols & Associates with Brian McLees & David Gardiner of Air Works



Robert Martin, Airbender Htg & Clg, Jeff Dorsey of Apple AC & Htg with Tom Crossland of Target Sales



Lee Colvin & Steve Heulsman of Florida Reps with

Scott Angione & Mike Jenkins of Apple AC with Sandy Eldredge of Goodman



Kurt Dunihue & Bob Davis of Davis Air with Blair **Carter of Crown Products** 



Chris Parish of Goodman with Steve Hilson of Orange Air & Heat







ctober 2011 Florida HVAC Insider Page 9C

### A Motivational/Informational Thought from AdServices

# Marketing in a Down Economy: Stop Waiting and Start Winning

As much as we'd like to think otherwise, the average homeowner doesn't spend much time thinking about their HVAC contractor. Then comes the day when the air conditioner or heater doesn't do what it's supposed to. Who will they call?

At times like these, the marketing concept of Top Of Mind Awareness, or TOMA, becomes supremely important. The idea is that when your prospect has a need, he or she remembers your name. It's that simple. The hard part is developing TOMA among potential customers in the first place. That's the result of a long-range marketing program, using sound principles.

Building Top Of Mind Awareness can start with elements as grass roots as your trucks. Ten vans in your parking lot are sleeping giants. Consider letting your techs take them home once or twice a week. Other grass roots elements include leave-behind materials such as brochures, presentation folders, your web site, and of course, advertising.

Does your advertising follow an annual plan, using well designed creative, strong messaging, bold consumer offers, a consistent brand image, and a clear call to action? Or is it a haphazard mix of whatever struck your fancy at the time, using an ad the local newspaper whipped up for free?

continued from page 8C

### **Enterprise**

Management has been recognized with the Automotive Service Excellence (ASE) "Blue Seal of Excellence" award for 14 consecutive years, an industry record. In addition to winning the 2009 American Business Award for **Environmental Responsibility** Program of the Year, Enterprise Fleet Management supports a comprehensive set of environmental initiatives that includes helping customers purchase verifiable greenhouse gas emission offsets by pledging o match a portion of each customer's greenhouse gas offset purchases up to a total match of \$1 million. For more information about Enterprise Fleet Management's environmental stewardship and long-term commitment to the sustainability of the fleet management business, visit http://drivingfutures. com/fleetmanagement. For more information about Enterprise Fleet Management, visit www.efleets.com or call toll free 1-877-23-FLEET. ■



Contributed by Steve Fales, President, AdServices, Inc

There's also the question of finding the best place to advertise. We'll discuss that in more detail next month. Basically, it's about first generating leads, then keeping in touch with your customers.

Staying in contact is essential to creating TOMA, and to your survival. As we at AdServices like to say, "They aren't really your customers unless you are touching them regularly. They are just

someone to whom you once sold something."

You don't want to be that dealer who just installed something for someone one time and has since been forgotten. It's much better to be on the other end of the call when service, repair or replacement is needed. Make sure your phone number is the one being dialed by branding your dealership throughout the year with newsletters, direct mail, e-blasts, or a multitude of other marketing options.

The holiday season is a great time to remind customers that you're there and how much you appreciate them. You could go to the local de-

partment store and purchase stock greeting cards. But better yet, make a real impression by sending a holiday card designed specifically for the HVAC industry and customized with your dealer logo and message.

For more information on TOMA and the personalized holiday card program, contact AdServices Inc. at 800-963-1914 or visit their website at www.adservices.net.

Steve Fales is President of AdServices, a full service advertising and marketing firm located in south Florida. Serving the HVAC industry since 1998, AdServices has helped many contractors develop top of mind awareness. ■



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PARTS
WARRANTY

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Goodman

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Winter Garden

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5 Year Compressor and 5 Year Parts Warranty

**PRODUCT OVERVIEW** 

\* 3-20 TON, 13 SEER/11.5 EER MULTI-POSITION GAS ELECTRIC & AIR CONDITIONING

\* 3-15 TON, 13 SEER/11.5 ER, 7.7 HSPF MULTI-POSITION HEAT PUMP

\* ALUMINIZED STEEL TUBULAR HEAT EXCHANGER \* DIRECT DRIVE AND BELT DRIVE OPTIONS

SINGLE POINT ENTRY \* 24V TERMINAL STRIP \* 24V FUSED CIRCUIT PROTECTION

· CONTACTOR WITH LUGS · BOTTOM UTILITY ENTRY · FULL PERIMETER RAIL

STANDARD 2" FILTERS - FILTER DRIER - SLOPED DRAIN PAN - COMMON CHASSIS

FACTORY AND FIELD INSTALLED ACCESSORIES



"Goodman Light Commercial Packaged Units provide quality heating and cooling at today's high-efficiency levels with outstanding warranties. For more information on Goodman brand light commercial packaged units and warranty coverage, visit www.goodmanmfg.com. Goodman

Air Conditioning & Heating

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Lecanto 352.527.0400 **Boynton Beach** 561.732.3400 Tampa-East 813.740.0409 North Miami 305.621.5758 Doral/Miami 305.594.1104 305.969.3162 Kendall/Miami Pompano Beach 954.984.4848 West Palm Beach 561.616.9466 239.332.0166 Ft Myers 407.296.4499 Orlando

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Jacksonville
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St. Augustine
Sarasota
Ft Pierce
Naples
Clearwater

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Ocala 352.620.2727 **Holly Hill** 386.252.2979 Hollywood 954.581.9203 New Port Richey 727.817.0858 Panama City 850.522.8300 Winter Haven 863.965.8411 Gainesville 352.377.2455 **Kissimmee** 407.846.2444 **North Port** 941.429.5008 407.688.2191 Sanford

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KINECT for XBOX 360°

compliments of







**Every Fujitsu purchase in October** or November 2011 gives you 1 chance to win...

# The more you buy, the better your chances!

Minimum one winner per R.E Michel sales region. Not applicable in AZ, CA, MN or NM.



### R.E. MICHEL COMPANY INC.

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Lakeland

863-666-5980

Sanford

407-328-7575

386-822-7816

DeLand

Leesburg 352-323-1490

Sarasota 941-366-2110 Fort Walton Beach

850-243-7430

Ocala

352-351-2574

Tampa

813-247-2300

Tampa West 813-901-5400

A Family Business Since 1935 · Customers First... Coast to Coast

October 2011

Florida HVAC Insider

### **East Tampa RE Michel Company and Nu-Calgon Host Counter Day**

The RE Michel Company branch located at 8920 Sabal Industrial Boulevard in Tampa teamed with Nu-Calgon to host a counter day on September 22. Contractors were treated to lunch and had the opportunity to discuss the products offered by Nu-Calgon with representative Zac Myers. ■



Joelly Farramola of Florida Air Services with Zac Myers of Nu-Calgon



Dave Zimmerman of Zimmerman's AC with Craig Cooler

# E Job Service for our Read

### **SERVICE TECHNICIAN**

(090711)

Moving to Florida? We need qualified Help. A/C tech & Sheet metal. Power Air Conditioning, INC, Sarasota, Florida Lic #CACO29387 Please call 941-915-0905 or bobcpower@verizon.net

### Commercial Service <u>Technicians & Installers</u> Needed (061511)

Mecon Inc. is a Florida based corporation established in 1974. We are seeking top-notch commercial technicians & installers to join our team inthe Clearwater/Tampa Bay area. Must have 5 years minimum experience & a

valid Florida driver's license. Compensation includes top hourly/overtime payhospitalization & dental care,

401K plan & a company vehicle. FAX resumes to (727)-573-3525, attention Ron Smith or e-mail resumes to rsmith@meconinc.com EOE / DFW

### HVAC/APPL SERVICE TECH WANTED (101111)

Volusia County HVAC & Major Appliance Company seeks clean cut tech/installer with a great personality for full-time position! Experience in gas equipment repair & HVAC installation a plus. We are a great company with great rewards and incentives for our employees.

Requirements: Clean, valid driver's license, EPA Universal Card, minimum 4 yrs experience in HVAC & major appliance repair, clean background, must know Volusia County. Contact Henry Fehrmann, Murphey Appl & AC, New Smyrna Beach: 386-428-6421. Check out our website for more information: http://murpheyappliance. brandsource.com/default.

aspx

### Seeking Employment (080311)

in Greater Tampa Bay Area

BA Degree in Business Management, 30 yrs HVAC/R sales & management experience. Excellent customer service & people skills, proficient in Excel, AS400, Eclipse 1 & 2. Contractor & distributor inquiries welcomed.

Call 727 514-3450

### Commercial Controls

Expert (070611)

Victor Distributing is looking for help in our fasted growing segment. We are looking for a person with advanced knowledge in computers and a passion for DDC controls. The position entails assisting contractor in the field with trouble shooting and job design. For full details please send resume to Dave White at Victor Distributing Co. dwhite@victordist.com

### Commercial HVAC Sales Position Available (061511)

Mecon Inc a Florida based Corporation located in Clearwater, Florida is seeking an experienced outside HVAC Sales person to expand our service, and maintenance departments. Mecon Inc is an EOE/ Drug Free Work Place employer. Please forward your resume to Ron Śmith

rsmith@meconinc.com or fax resume to (727) 573-3525

### **Technical Service Manager**

- Florida - (070611)
Carrier Corporation the world leader in HVAC products and services has an opening for a Technical Service Manager in the Central Florida Region. This position has responsibilities for providing technical field support for residential and light commercial HVAC and related products marketed and sold through wholesale distributors in the state of Florida.

- Primary Responsibilities
   Providing troubleshooting assistance to dealers and distributors via phone, electronic communication, and job site visits in assigned territory
- Supporting the problem resolution group and other internal customers in gathering and providing data relevant to solving technical issues
- Supporting and implementing corporate policies and objectives including ethics, ACE program, and other quality initiatives
   Reviewing and analyzing warranty data to identify above average warranty
- claims patterns in order to drive quality improvements, warranty ppm reductions, and warranty spend reductions.

   Recruiting, and developing quality distributor technical support staff
- Developing training materials to present at technical meetings, and distributor/dealer events

Tracking and reporting monthly expenses

 Negotiating and processing all open disputed distributor warranty claims on a regular basis as established with distribution **Education Requirements** 

BA/BS with 8+ years service experience (technical degree preferred)......

Or.....

AS/Technical School Certificate in HVAC and 10+ years service experience

Experience

Five plus years experience troubleshooting all aspects of residential and light commercial HVAC systems

Proven experience demonstrating excellent conflict resolution, negotiation, and problem solving skills in high pressure and challenging environments Three plus years experience in a quality improvement position working with warranty data/systems

Three plus years experience in a position requiring technical presentations Proficient with Microsoft Office products (Word, Excel, PowerPoint, and Outlook)

Has proven examples demonstrating strong written and verbal communication skills

Willing to travel frequently and sometimes on short notices in support customers needs

Additional comments:

The territory covered by this position is the state of Florida. The ideal candidate will already reside or be willing to relocate centrally in this territory. Qualified candidates will need to be a highly motivated self starter, and willing to work in a fast paced and challenging environment.

**Apply Now** 

Qualified and interested candidates should e-mail their resume to Mark.

### **Commercial Controls** Expert (070611)

wanted for an opportunity in Sunny Florida!!! Victor Distributing is looking for help in our fasted growing segment. We are looking for a person with advanced knowledge in computers and passion for DDC controls. The position entails assisting contractor in the field with trouble shooting and job design. For full details please send resume to Dave White at Victor Distributing Co. dwhite@victordist.com

### Florida HVAC Insider Job Bulletin

A universal problem all businesses share is finding and keeping good employees. Successful companies are rarely built by a single individual. Team effort is often greater than the sum of its individuals. Realizing the need to attract competent help, the HVAC Insider will print a monthly JOB BULLETIN. We will publish your "HELP WANTED" and your "JOB WANTED" ads

Please FAX your ads as indicated on the form. We will run your ad 3-4 months or until you contact us and let us know otherwise.

For more information call Peter Montana (813) 417-6792

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Company
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