



CAROLINA EDITION
HVAC
& REFRIGERATION



Reporting for Heating, Air Conditioning, IAQ and Refrigeration Professionals

**Dealers Supply Awards
 Third of Three Carolina
 52" TV Giveaways**



(L-R) Donnie Cooper, Dealers Supply Charlotte Branch Manager; Marty Robbins, Owner M & R Heating and A/C, and Ray Newman, Dealers Supply Sales Representative.

Dealers Supply Company began 2010 with a pleasant surprise for one of their customers. Larry Sprinkle, Regional Sales Manager, Donnie Cooper, Charlotte Branch

Manager, and Ray Newman, Sales Representative met for lunch with Marty Robbins, owner of M&R Heating and A/C, Pfafftown, North Carolina
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**Off the Record
 John Fanning**

After listening to the news this morning I am continually amazed at how messed up our country is in, from all areas of life. If you listen to our liberal media you would think everything is getting better each day. They would lead us to believe that President Obama has everything under control. The economy is improving, unemployment is on the decline and the stock market is beginning to return to it normal position. Well, for my money, or lack
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**Cregger Company
 Selects Goodman Brand HVAC
 For Distribution**



With 28 branches across several states, 31-year-old Cregger Company expands a commitment to its air conditioning and heating business

The Cregger Company, a 31-year-old firm with its roots in plumbing fixtures and a history of double digit growth, is poised to grow its heating, ventilation and air conditioning business, inking a deal to become a distributor for Goodman® brand HVAC products. The pact between a strong, regional distributor and one of the nation's largest manufacturers of heating and air
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**Top 100 Contractor Proves Technical & Marketing
 Training is Key to HVAC Sealants**

S.C. Based Brothers Air, Heat & Plumbing Retains Customers by Offering Sealant vs. Replacement to Recession-Squeezed Customers

PERMIT STD
 U.S. Patent # 6,816,316
 Macon, GA
 Permit No. 596

When Brothers Air, Heat & Plumbing, one of the nation's top 100 HVAC contractors, made the corporate decision to start marketing and using HVAC sealants, its approach was truly unique.

While many contractors are still hesitant to venture into

refrigerant sealants, which appeared on the HVAC scene in 2003, Brothers trained all 28 of its service techs not only in proper application techniques, but also how to market sealants to customers with leaking HVAC equipment.

Now with the recession in full swing and a great potential to lose customers that can't afford replacing leaking equipment, Brothers policy of using sealants positions them to not only retain customers and good will, but add to profitability.
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Bobby Nasekos (r) with Brothers Air, Heat and Plumbing field-trains Rodney Sullivan

**McCall's Supply, Inc. & RUUD
 Team up to Sponsor a First
 Class Dealer Meeting**



(L-R) Deborah Mertens, Airemate Supply, J.W. Moffett, Creative Marketing, and Connie McCall-Baxley, McCall's Supply, announce drawing winners at McCall's Dealer Meeting in Myrtle Beach

McCall's Supply, Inc. and RUUD hosted a Dealer Meeting @ the Marriott Resort & Spa at Grand Dunes. The 3 day event was attended by over 400 people and included a Vendor Trade Show, FAB Session, Ron Collier Presentation, a round of golf, and an evening banquet with a surprise event. Friday evening's vendor show included products and information from over 25 vendors. "Without the dedication & commitment of our "partners", the success of this weekend would not have been possible", says Hugh McCall-Director of Purchasing. "The RUUD Team led by Bill Haynesworth- VP & General
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McCall's Supply, Inc. & RUUD Team

Manager and Randy Roberts – Regional Manager did a fantastic job in walking the dealers through the features and benefits (FAB) of the RUUD line”, says Carla McCall-VP and CFO.

Saturday morning's presentation by Dr. Ron Collier of The Collier Consulting Group was an exciting and informative session. The Collier Consulting Group provides HVAC, Plumbing, and Electrical contractors the strategies necessary to run a successful company. Ron told the group “We know the problems that contractors face day in and day out. And we know that you didn't go into business for yourself to work long hours with little to show for it. If you are ready to make more money, have more time for your family, and spend more time doing the things you love, you've come to the right place. We can teach you how to price correctly, manage more effectively, and make bigger profits - all while improving your customer service”. “In today's challenging times, this type of training is paramount and vital to the success of every business person” says Rick Sanders – Corporate Sales Manager McCall's Supply, Inc.

The Legends Country Club was the home of the golf tournament and an afternoon of excitement & “challenges” for over 70 golfers. “Despite the rain, we had an awesome time and, for the most part, had an 'honest' round of golf” states Timothy Baxley-Purchasing Agent for McCall's, with his co-worker & “witness”, Major Doolittle Stone supporting his claim.

The Saturday evening banquet was held in the large Atlantic Room, where the RUUD Racecar was unveiled. Kevin Harvick, recently selected as NASCAR Nationwide Series Driver of the Decade, was the keynote speaker. “It was such a surprise for the all guests who were on hand to witness the unveiling of the car that Kevin Harvick will race in Darlington on May 7, 2010, and to meet Kevin” says Roger Spires-McCall's Brand Manager. In an unexpected presentation, Ed Raniszkeski, Director Corporate Marketing for Rheem, and Kevin Harvick, presented Dairen Jacobs-President & CEO of McCall's Supply, Inc., with a full size autographed picture of the RUUD Car. “Our partnership with RUUD demonstrates that we are committed to having a “winning” team...on & off the track”, stated Mr. Jacobs.

“This weekend exemplifies the core values that my Grandfather, Grandmother, Uncle, & Dad built our company on and that every member of T.E.A.M. MCCALL works so vigorously towards protecting & building upon...offering name brand products that you have come to trust, superb service that is second to none, and doing everything with excellence” says Constance Mc. Call - Baxley, VP of Administrations, Mc Call's Supply, Inc..

The Corporate Management Team (CMT) of McCall's Supply, Inc. would like to publically extend our heartfelt appreciation for an awesome weekend to our vendors, The RUUD Team, T.E.A.M. MCCALL and to our most valued asset...our customers. ■

