

Service World Expo

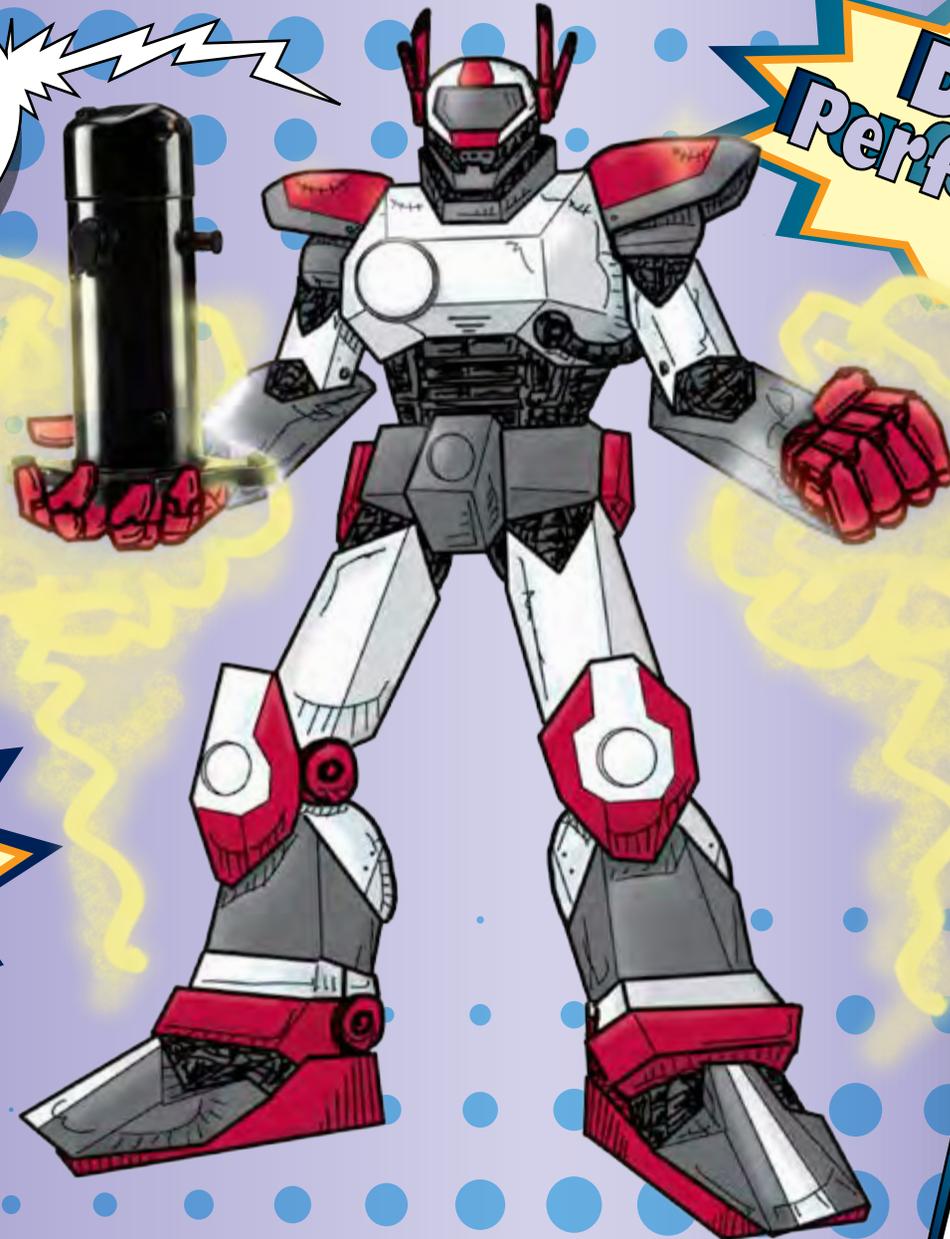
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Contents

Chapter 1 Service World Expo Draws a Full House..... 5

Chapter 2 Butch Welsch: the Man, the Legend 15

Chapter 3 Larry Taylor Honored as one of HVACR’s Legends 20

Chapter 4 Karl Zellmer Achieves Legendary Status..... 25

Chapter 5 Detect Lies Before They Impact Your Bottom Line..... 32

Chapter 6 Success is Attainable, Regardless How Severe the Setback..... 36

Chapter 7 Online Marketing Can Help the Bottom Line 41



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Service World Expo Draws a Full House

by Herb Woerpel of *The NEWS* Staff 

LAS VEGAS — In a world of ordinary mortals, more than 1,000 dedicated tradespeople descended upon Las Vegas from all over the world to obtain the intellect, indomitable will, and super hero prowess necessary to grant them near invincibility in the HVACR, plumbing, and electrical trades.

These contracting super powers were disseminated at the second-annual Service World Expo, Sept. 7-8 at the Mandalay Bay Resort and Casino.

Service World Expo is recognized as a new, innovative industry convention designed to transcend the traditional trade show experience.

The multifaceted seminar designed to provide superior business services to residential HVAC, plumbing, and

electrical contractors — presented by Service Nation Inc. and BNP Media, parent company of *The NEWS* — set out to do something new. More than the same old show in the same old city with the same old attendees, Service World Expo pioneered its own path via face-to-face networking, intimate training sessions, exclusive evening receptions, interactive trade show exhibits, and much more.

“Over and over, the consistent feedback we heard from exhibitors was about the quality of the attendees,” said Liz Patrick, vice president of strategic alliances, Service Roundtable. “The contractors who attended Service World Expo were there because they wanted to learn, grow, and gain exposure to cutting-edge products and services. They know this show is the only place that delivers all that and makes it fun.”

SUPER SPEAKERS

While the conference showcased its super powers, no super hero stood taller than J.R. Martinez.

Martinez was deployed to Iraq as a 19-year-old private with the U.S. Army in March 2003. One month later, the Humvee he was driving ran over a roadside bomb. He endured severe burns to more than 34 percent of his body and remained in rehab for 34 months.

His recovery was difficult, but, day-by-day he fought to overcome his injuries. Nearly three years later, he emerged from the medical facility and entered a world that he would never see, nor would ever look at him, the same.

“Once I learned how bad my scars were, found out how I looked, and came to grips with how I was going to look for the rest of my life, I fell into a deep, dark hole,” Martinez said. “I was depressed, angry, and blamed everybody.”

His mother insisted that something good would come from this and persisted that her son remain positive. Building on that conversation, Martinez started his life over. He

Leadership Award:



Steve Miles (center) is presented with the Leadership Award.

began speaking with others in the hospital, recognizing the positive impact his story had on his peers. One speaking engagement became a dozen, and, before he knew it, Martinez was proudly sharing his story with anyone who would listen.

Then, a friend encouraged him to audition for “All My Children.” He got the gig and a three-month contract extended to three years. His success on the daytime soap opera earned him an invite to participate on the hit show “Dancing With the Stars,” which he went on to win.

Martinez has since enrolled at Fordham University

and continues to wow audiences worldwide with his motivational, uplifting message.

“I’ve run into a lot of roadblocks and adversity, but I want to look at every single box I’ve been in previously and say, ‘I pushed myself and I made it,’” Martinez said. “You are all here at Service World Expo for a reason. You want to grow, push yourself, and network. Continue thinking outside the box. You’re here because you’ve been successful. But you’ve decided to take the next step outside of your comfort zone and challenge yourself. You’re the only one able to fulfill your dreams. Other people can’t do it for you. It’s up to you.”

Martinez was one of four keynote speakers, including Daniel Lemin, author of the best-selling book, “Manipulated;” Traci Brown, body language expert; and Ryan Estis, CEO, Ryan Estis and Associates.

BIONIC BREAKOUTS

Service World Expo offered attendees more than 20 breakout sessions.

In his session, “Recruiting and Leading ‘Sales Super-

Superwomen:



Amy Davis (left), vice president, Budget Heating, Cooling, Plumbing, St. Peters, Missouri, receives the Service World Expo Woman of the Year Award from last year’s recipient, Angie Snow (right), vice president, Western Heating and Air Conditioning, Orem, Utah.

hero’ Millennials,” Kenny Chapman, owner, The Blue Collar Success Group, told attendees that millennials are reshaping the way we do business.

“Like it or not, as company leaders, we need to do our best to recognize how to recruit, retain, and understand the needs of millennials,” he said. “Getting inside the millennial mindset is crucial, now more than ever, as we are faced with the challenge of simultaneously training multiple generations to be effective salespeople.”

Tab Hunter, owner, The Surfin’ Plumber, led a session

titled, “The Five Blockers of Service Management Success: How to Destroy Obstacles to Accelerate Growth.”

“Every owner knows the importance of effective service management in their company,” he said. “Why is it then that so many companies are inefficient, sacrificing customer service, and struggling with double-digit turnover year after year?”

In addition to Chapman and Hunter, other speakers included Michael Souders, vice president, sales, Winsupply Inc.; Travis Carter, vice president, sales, Scorpion; Dave Squires, owner, Online-Access Inc.; Ruth King, president, HVAC Channel TV; and more.

HEROIC HONORS

Service World Expo heaped praise upon a number of attendees via several awards ceremonies.

Karl Zellmer, vice president of air conditioning sales for Emerson Commercial and Residential Solutions; Butch Welsch, president, Welsch Heating & Cooling Co., St. Louis; and Larry Taylor, industry consultant and former owner

Colossal Consulting:



Tom Piscitelli (left), owner, TRUST Training and Coaching, South Colby, Washington, received the Consultant of the Year Award from Mike Murphy (right), publisher of *The NEWS*.

of AirRite Air Conditioning Co. Inc., Fort Worth, Texas, were honored as Legends of HVACR by *The NEWS*.

Steve Miles, vice president and CEO, Jerry Kelly Heating and Air Conditioning, St. Louis, received the 2017 Ron Smith Leadership Award; Amy Davis, vice president and director of operations, Budget Heating, Cooling & Plumbing, St. Peters, Missouri, earned the Woman of the Year Award; and Tom Piscitelli, owner, TRUST Training and Coaching, South Colby, Washington, received the Consultant of the Year Award.

TRIUMPHANT TURNOUT



More than 1,000 attendees participated in this year's event, and the feedback was overwhelmingly positive.

"This show has been awesome," said Joe Burfeind, operations manager, Comfort Matters Heating & Cooling, Maple Grove, Minnesota. "I loved the variety of sessions. The content has been great."

Corey Hickmann, owner, Comfort Matters, said he cherished the opportunity to meet with his peers.

"The trade show floor wasn't pushy at all and felt very comfortable," he said. "I enjoyed the social aspect, and these interactions weren't all fun and games as we talked business as well. It was nice to get to talk to other contractors. Overall, this was a great event."

Hickmann said all contractors should consider attending next year.

"This event was so valuable, I'd even recommend our competitors attend," he said. "I know I'll absolutely be back next year."

Scott Spangler, owner, Air Flow Technologies, Yukon, Oklahoma, attended last year's show and said this year's

Speakers:



Service World Expo attendees listen to a keynote speaker.

event far exceeded last year's offering.

"It's bigger and better this year," he said. "There sure was a lot of information to take in. It's great to share fellowship with all the other contractors here — to hear the trials and tribulations that they've been through. Learning how they overcame these issues is great education for us."

Teresa Dew, owner, Dew's Comfort Systems, North Myrtle Beach, South Carolina, hasn't attended many trade shows but said Service World Expo will likely become a fixture for her and her business.

"We just joined Service Nation Alliance in March,"

she said. “I went to Boot Camp and they encouraged us to come here,” she said. “I’m glad they did because this has been a very good show. My favorite speaker was Traci Brown. Her message resonated with me and really helped me understand the science of people.”

EXCEEDING EXPECTATIONS

“Last year’s event exceeded our expectations, and this year did again,” said Jen Anesi, chief editor, *Plumbing & Mechanical*. “There were not only more people, but the engagement was off the charts. Instead of wandering around or skipping out of sessions, which sometimes happens at trade shows, Service World Expo attendees packed not just the keynote presentations but also the breakout sessions, which covered a range of topics from improving sales techniques to managing millennial employees, improving search engine optimization, diversifying one’s business, and so much more.

“Nobody can succeed as an island,” Anesi continued. “Service Roundtable knows this; the best-of-the-best contractors know this. In all the profiles I’ve written about

successful industry leaders over the years, the most common refrain — aside from ‘treat your employees and customers like they’re your family’ — is that networking with and learning from others in your field is absolutely crucial. This event offers both, and in a great location.”

Mike Murphy, publisher, *The NEWS*, said the energy and involvement of the attendees and exhibitors was inspiring.

“Hearing the conversations and witnessing the ideas being generated at the Service World Expo reminds me how fortunate we are to be a part of such a great industry,” he said. “We are already working on the program for next year at Caesars Palace. This just keeps getting better, and all the professionals who attended are the reason for the event’s growth and success.”

While the bar has been set high, Murphy is confident the event will continue to exceed expectations in 2018.

“The 2018 event will continue to deliver the new information that contractors must have in order to remain competitive in their respective fields of HVAC, plumbing, and electrical. Be there or be left behind.”

For more information on 2018 Service World Expo, visit www.serviceworldexpo.com. 

Standing Room Only:



Service World Expo's breakout sessions were chock full of attendees.

Social Service:



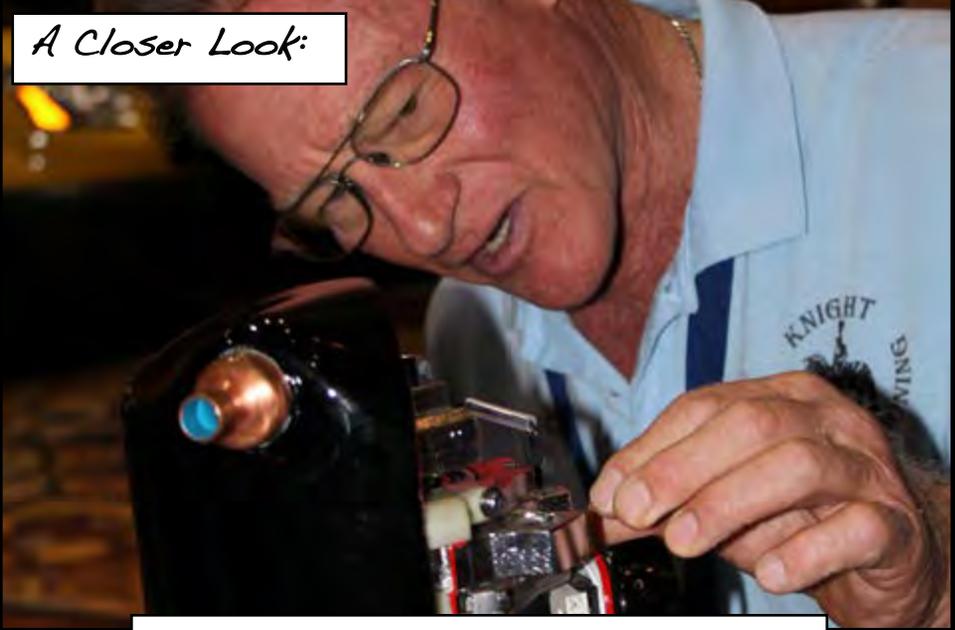
Keynote speaker Daniel Lemin, served up a message centering on "Chatternomics, Fire Up Your Fans and Catapult Your Business."

Mighty Morphin:



The Red Power Ranger made a quick stop on the trade show floor.

A Closer Look:



Chuck Knight, owner, Knight Air Conditioning Inc., Phoenix, gets up close and personal with a ZPS51K6E compressor.

Roughing It:



Gerry Spanger (left), president and CEO, Marketair Inc., describes the ins and outs of a RoughinBox with Dean Albright (right), lead technician, Albright's Mechanical Services Inc., Essex, Maryland.

Spin the Wheel:



Lori Knight, vice president, Knight Plumbing, Franklin, Wisconsin, spins ServiceTitan's wheel of prizes.

Cartoon You:



Angie Snow (right), vice president, Western Heating and Air Conditioning, Orem, Utah, gets her caricature drawn on the trade show floor.

Polly Want A Cracker?:



Madeleine Franco, founder and president, SNPERRS, shows off one of her organization's many tropical birds.



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Butch Welsch: the Man, the Legend

He has dedicated 54 years of his life to the industry

by Amy Al-Katib of *The NEWS* Staff 

LAS VEGAS — If you're reading this article right now, then it's safe to assume you've heard of George "Butch" Welsch. Aside from being a regular contributor to *The NEWS*, Welsch is president of St. Louis-based Welsch Heating & Cooling Co., and the man... well, he's a legend.

Welsch was recognized at the 2017 Service World Expo as the first of this year's three inaugural Legends of HVACR Award winners.

A LEGENDARY CAREER

Welsch has worked in the HVACR industry for 54 years — but it shouldn't be too surprising because, like Welsch said, "To be a legend, you must be old.

"I am fourth generation [owner of the company]," he

said. "My dad's grandfather started the company in 1895. Welsch Heating & Cooling Co. is the oldest heating and air conditioning company in the St. Louis area and is celebrating its 122nd year in 2017. In an industry where company life expectancy is around four years, that alone is an amazing accomplishment."

As the oldest son of a dad in the HVAC/sheet metal business, it was sort of expected for Welsch to go into the family business.

"I don't believe I ever really gave much thought to any other occupation," he said.

So, during summer breaks in high school, he started working for the business. As he looks back, it appears as though he was given tasks that would test his dedication to the job.

“At that time, we assembled our own 6-inch round dampers with a bearing on one end and a handle on the other,” he said. “My first job was to make 3,000 of those dampers. Whew! Three-thousand was and is a big number, but I got them done.”

Who knows where Welsch would be today had he given up halfway to 3,000. He didn’t give up though — he passed the dedication test and went on to excel in his career, influencing and effecting positive change throughout the industry.

“I established my long-term goal regarding the heating and air conditioning industry,” said Welsch. “At that time, I didn’t want to tell anyone that I was a furnace man because the reputation of furnace men was at the absolute bottom. Unfortunately, we had two companies here in the St. Louis area that would go door-to-door, especially in poor areas or where the residents were elderly. When they arrived at the door, they would offer to do a free check of the individual’s furnace. If there wasn’t something wrong with the furnace when they arrived, there would be before they left. At that time, they offered to repair the furnace for an exorbitant amount and often would scare the homeowner by saying if they didn’t make the repair, the results



Contractor Butch Welsch receives his Legends of the HVACR Award from NEWS editorial director Kyle Gargaro.

could be dangerous and even fatal. Because of complaints from individuals who had been cheated by these schemes, furnace contractors were No. 1 on the Better Business Bureau's [BBB's] complaint list. My goal was to do whatever I could to make our business one that I could be proud to say I was a part of. It took a number of years, but now heating and air conditioning contractors are not even in the top 10 on the BBB complaint list. I obviously didn't do it myself, but I believe I have been influential in helping make it happen."

Influential seems like a gross understatement. In the late 1960s, Welsch became involved in the local chapter of NESCA — now known as ACCA. He served on the board of directors and in several officer positions, including president of the local chapter in 1972.

Also in the 1960s, Welsch became involved with the local chapter of Sheet Metal and Air Conditioning Contractors' National Association (SMACNA) by serving on several committees.

"I have served in all local officer positions, including serving as local president for an unprecedented three-year term," he said. For the last 40 years, he has served on the Welfare/Pension Trusts and the local Labor Committee.

His first year of involvement with SMACNA on the national level occurred in 1972 when he served on the National Residential Committee, the Convention and Trade Show Committee, the board of directors, and more.

Then came the highlight of his career — "I had the pleasure and distinction of serving as national president of SMACNA during the year of 1988-1989," he said. "During that year we [Welsch and his wife] made 67 trips in the 52 weeks."

One of his most memorable moments from this time was the opportunity to attend the inauguration of President George H.W. Bush and to visit the White House on two occasions.

A DECORATED MANTLE

"In 1995, our company received the Southern Illinois University at Edwardsville Family Business of the Year Award," said Welsch. "In 1996 our company was honored by the Better Business Bureau in St. Louis with its Customer Satisfaction Award (now known as the Torch Awards); in 2010, our company received the Maryland Heights Century Award for outstanding contributions to the area for over 100 years; in 2012, I received the St.

Louis Port Authority's Management Person of the Year Award; and in 2013, I was honored by the St. Louis Council of Construction Employers (CCE) as their Management Person of the Year”

His lists of activities in which he was either involved in, honored at, or both could exceed the word count of this article. Fifty-four years is a long time, but it's the way they were spent that makes them legendary.

While Welsch's career accomplishments are enough to overfill most contracting business owners' agendas, he still made it a priority to honor his roles as a husband, father, grandfather, neighbor, and tennis player.

Welsch, like everyone else, is a regular person; he's an active member of his country club, serving as chairman for the LPGA Tour event as well announcing swim meets for 39 years.

“I will be attending my 70th Indianapolis 500 mile race in a row,” he said. “The Speedway ticket office tells me that I am the longest consecutive ticket holder in their records. For us, this is a family event.”

Welsch has no plans of retiring ... ever. And, as if he isn't already busy enough, he continues to take on new responsibilities.

“My plans for the future are relatively simple,” he said. “My wife and I have a time share unit in Longboat Key, Florida, where we stay two times a year for three weeks each stay. A little over a year ago, I was elected to the board of directors of the time share association, and I am spending some time involved in that even while in St. Louis. I plan to continue working as long as my mind and body will allow me to do so.”

Welsch said he feels fortunate that he's been involved in enough programs and events both in the industry and in his personal life to keep things fresh and exciting.

“I never felt like my life got stale,” he said. “I am extremely proud to be considered a legend of the HVACR industry,” he said. “When I think of all of the people who I have read, heard speak, and respected in this industry through all of these years, to be considered a ‘legend’ makes me very humble.” ■

HVAC Legend Butch Welsch





Larry Taylor Honored as One of HVACR's Legends

by Herb Woerpel of *The NEWS* Staff 

LAS VEGAS — To NBA fans, the name Larry Legend is synonymous with Larry Bird.

And, now, the HVACR industry has its own rendition of Larry Legend in Larry Taylor.

Taylor, whose career in the industry exceeds five decades, was honored as an inaugural Legends of HVACR Award winner during the 2017 Service World Expo, Sept. 7-8 at Mandalay Bay Resort and Casino in Las Vegas.

“I’m very sentimental about all the awards I’ve received, and I’m absolutely honored to receive this award,” Taylor said. “This is an amazing industry. This world would not be what it is today without air conditioning and refrigeration. I’m just a contractor who’s tried to do his part on

behalf of the industry. I’m humbled and honored to win this award.”

A TRUE INDUSTRY VETERAN

Taylor was raised on a 700-acre farm in Oklahoma where his family raised livestock, such as pigs, horses, and cows. After watching his father slave for hours and spend season after season literally praying for rain, he vowed to find a career that wasn’t dependent on the weather.

“I started school at Oklahoma State Technology Institute, which ended up being quite a process,” Taylor said, reminiscing on his life’s journey. “I took a couple of semesters off and dropped out over the summers. Then, I

had to go to boot camp and then to Vietnam. That two-year program took me seven years to get through, but I stayed with it and made it through.”

In 1965, his professional HVAC career began with Cole’s Year Around Air Conditioning. A few years later, in 1971, Taylor began working with TDService, a division of Texas Distributors, as a service technician. His work ethic and knowledge helped him work his way up the ranks. After serving as the company’s service supervisor and service manager, he was promoted to the position of vice president and manager of TDService’s Fort Worth location in 1984. Three years later, in 1987, he assumed the position of vice president, operations manager, at the company.

HOME-PERFORMANCE PIONEER

Aiming to take his career in another direction, Taylor purchased AirRite Air Conditioning Co. Inc. in 1990.

From day one, the company’s mission was to provide superior service to its customers. As Taylor entrenched himself further and further into his role of business owner, he acknowledged that something was missing.

In 1991, while attending a Lennox Focus on the Future



Industry veteran Larry Taylor receives his Legends of the HVACR Award from *NEWS* editorial director Kyle Gargaro.

meeting, he discovered his missing link in home-performance contracting.

“I bought my first blower door in 1991 from Retrotec before it became the Comfort Institute,” Taylor said. “In

the early days, it was tough, but we eventually grew a very large portion of our business based on home-performance contracting. It was an out-of-the-box approach and was different from what anyone else was doing. We certainly weren't changing out two boxes a day like some companies were. We'd be lucky to change out one box in two days back then, but it set us apart."

Through home-performance contracting, Taylor and AirRite began tapping new streams of revenue in duct sealing, attic insulation, blower door tests, ventilation, and more, which allowed the company to grow exponentially. In a 10-year span, from 1991 to 2001, Taylor acquired three companies, H&G Mechanical, CloudAire Air Conditioning Co. Inc., and GISCO Air Conditioning Co. Inc.

In 2002, he parlayed his passion for home-performance by starting a new company, HERS (Home Energy Rating System) Raters of Texas LLC.

Fifteen years later, Taylor's enthusiasm for home-performance contracting hasn't wavered.

"I'm more excited about whole-house contracting today than I was back then," Taylor said. "I've heard people talking about it in the hallways here at Service World Expo, and people still come up to me asking about it all

the time. As the equipment continues to gain efficiency and manufacturers put more intelligence into whole-house air delivery and filtration, static pressure, and air changes, these concepts will be forced upon contractors.

"Additionally, our country is getting sicker," Taylor continued. "That itself will drive a need for a better indoor environment. When that happens, the smart contractors, of which there are many, will adapt and have no choice but to get involved in this market."

A DECORATED LEADER

While multiplying the size and capital of his businesses and essentially establishing the craft of home-performance contracting would likely be enough to fill most HVACR contractors' agendas, Taylor found time to do much, much more on behalf of the industry.

Taylor was elected ACCA chairman in 2001, which is among the greatest moments of his storybook career.

"What a year to be the chairman of ACCA, with 9/11," Taylor said. "What an honor to serve during that time and help the industry and country transition through that tragedy."

Other career highlights include earning ACCA's highest

individual honor, the Spirit of Independence Award, in 2002, and being named ACCA's Residential Contractor of the Year in 2012.

“Receiving these awards was a total surprise,” Taylor said. “They came out of the blue. It is a dream come true to receive these awards — overwhelming. I’m so grateful and keep asking, ‘Why me?’ I feel I’m no different than any other hard-working guy.”

Additionally, Taylor carved out enough time to become a founding member of Service Nation Alliance and Comfort Institute, serve as an ACCA board member, serve on Emerson's advisory council, and much more.

In 2012, after 47 active years in the industry, Taylor finally took his foot off the accelerator and sold AirRite to Crawford Services.

PURSUE WITH PASSION

While he doesn't carry the title of owner anymore, Taylor remains active in the industry as an advisor, coach, and consultant.

One piece of advice he has for young techs is to never stop learning or be creative.

“Always be the inquisitive kid you were when you were

five or six,” he said. “Look for what else you can do. Always think outside the box. Some say I didn't think outside the box, I lived outside the box. Stay focused, build on your passion, and do it with honesty and integrity. Life is too short not to do what you want. Have a good time and enjoy yourself every step of the way.”

Taylor said, above all else, it's a person's passion that sets him or her apart.

“Without passion, there is frustration, confusion, low morale, inconsistency, and, ultimately, failure,” he said. “If you don't love what you do, stop doing it, and go and find whatever that something is.”

While Taylor's unsure exactly where he's at in his career, he's certainly not ready to call it quits just yet.

“I'm referring to my situation as a change in direction,” Taylor joked. “I can't quite get away from this industry because it's in my blood. I'm just trying to stay connected and help build bridges for those interested in careers in this industry.

“Every time I get to thinking I'm just about done with HVAC, something like this Legends award pops up,” Taylor continued. “Perhaps you guys have stirred up some new feelings that indicate my ride isn't over quite yet.” 

HVAC Legend Larry Taylor





Karl Zellmer Achieves Legendary Status

by Kyle Gargaro of *The NEWS* Staff 

LAS VEGAS — Karl Zellmer has seen a lot in his 36-year HVACR career. The vice president of air conditioning sales for Emerson Commercial and Residential Solutions has seen technology change, the unitary market become incrementally larger, and even the movement of Americans to the West and Southwest in greater numbers. He has helped lead the industry from recip to scroll, through refrigerant and SEER regulations, and in numerous changes to building and residential controls. Today, in addition to helping Emerson champion modulation technologies, compressor electronics, and helping contractors sell the concept of comfort, Zellmer is receiving numerous honors, including the inaugural Legends of

HVACR Award, which was presented to him at the 2017 Service World Expo.

QUITE A CAREER

At the beginning of his career, Zellmer worked for Ford Motor Co. in Cincinnati. When the industry took a downturn, a couple of his colleagues came to Copeland Corp.

“They told me about this interesting company in Sidney, Ohio,” Zellmer said. “I interviewed, and in 1981, I got hired for a purchasing position.”

While he admittedly did not know much about the HVACR business, he has always been mechanically

oriented and is a self-described gear head.

“As a kid in Texas, I knew I liked air conditioning,” Zellmer joked. “But I got into the technology and learned from our good engineers. After being around it for a while, you get to the point where you are comfortable enough with it that many of my customers think I am an engineer even though I started in finance. Of course, I’m guessing I’m one of the few finance guys who rebuilt two car engines.”

Soon after joining Emerson, Zellmer began moving up the corporate ladder. He held many positions, including pricing manager, product marketing, field sales, plant manager, director of marketing, and director of sales.

“I continued to get additional responsibilities,” Zellmer said. “I don’t mind working hard if you are winning. It is fun to win.”

When you ask Zellmer about his greatest accomplishments in the industry, two items immediately come to mind. The first is the mentoring he has done for employees at Emerson. In fact, during his 20-year tenure as vice president of air conditioning sales for Emerson, Zellmer has developed several future Emerson leaders, including at least seven people who became vice presidents under



Industry veteran Karl Zellmer receives his Legends of the HVACR Award from *NEWS* editorial director Kyle Gargaro.

his tutelage. Zellmer often claims to have a team that has 500-600 years of compressor experience.

The second item, and perhaps the one Zellmer is most known for, is being the product marketing manager when the company launched the scroll compressor. Zellmer often talks about the Copeland Scroll compressors installed worldwide as his “millions of children.” And one long-standing piece of company lore is that Emerson’s compressor nomenclature, which starts with Z, stands for Zellmer.

“We’ve had some stops and starts, but it has become an industry standard,” Zellmer said. “Now we have made about 150 million scroll compressors and continue to evolve the technology.”

Zellmer also likes to look at charts of Emerson sales and jokingly points out how the company’s growth aligns perfectly with his tenure in the business. Long-time colleagues shared stories from times when budgets were tight and Zellmer would encourage sales teams to take customers to Mexican restaurants where you can get “a lot of chips and chimichangas for the money.”

Several coworkers fondly remembered rides in Karl’s oversized passenger van that he called the team bus.

“We would all pile in and ride to meetings,” Zellmer



Zellmer has presented to thousands of contractors at industry events like ASHRAE, AHR Expo, and many others, including Emerson’s E360 forums, HVACCon Air podcasts, and company webinars.

said. “It was really a team-building experience, even when it broke down on the way home from a customer visit.”

Zellmer is highly respected throughout the HVACR industry.

“He is a stalwart supporter of contractors,” said Paul Stalknecht, president and CEO, ACCA. “Karl listens for issues from contractors and then leads Emerson to help contractors.”

The key to Zellmer’s industry success is rooted in his investment in relationships and preparation. He is always

prepared for meetings.

Although he likes to humbly say he has a “face for radio,” Zellmer has presented to thousands of contractors at industry events like ASHRAE, AHR Expo, and many others, including Emerson’s E360 forums, HVAC on Air podcasts, and company webinars. His presentations, always well attended, are peppered with his candid assessment of the industry and his colloquialisms, in equal measure.

Zellmer was the face and voice of Emerson’s 2005 Get SEERious campaign aimed at helping contractors and homeowners make the transition to the 13-SEER minimum efficiency rating. The campaign earned national media coverage, including a spot on the “Today Show,” and helped educate contractors with its resource materials and regular surveys on preparedness.

Today, Zellmer sees a much different industry than the one he walked into some years ago. He said the biggest obstacle the industry currently faces comes from Washington, District of Columbia.

“I think there are a lot of upcoming regulations facing us in commercial and residential,” Zellmer said. “All have an impact on the cost and value proposition to the

customer — some of which do not make sense. The efficiency level becomes a burden on the industry and can shrink it. At some point the homeowner decides they can’t afford it and they just fix it.” ■

HVAC Legend Karl Zellmer





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Detect Lies Before They Impact Your Bottom Line

Traci Brown sheds light on the fires that have been burning right in front of our eyes

by Amy Al-Katib of *The NEWS* Staff 

LAS VEGAS — Traci Brown, body language expert, really heated up the room during her Service World Expo keynote speech, “Liar, Liar, Pants on Fire.”

While studying body language isn’t something we necessarily equate with HVAC contracting, after taking the stage, Brown immediately set the scene, informing the audience that if they are not paying attention to details and picking up on lies — big or small — then they are paying for those lies with their bottom lines. All it takes is a little effort, and contractors can make better hiring decisions and better sales pitches, resolve customer service issues

more easily, and identify and eradicate theft in the workplace.

To show the audience just how much it’s missing out on, Brown had attendees conduct an experiment. Each audience member partnered with another. With eyes closed, she asked onlookers to recall everything they could remember about a particular buddy — what he or she was wearing, how the individual was sitting, what he or she was holding, how the person’s hair was styled, etc. Not only was it shocking to see how much detail was missed, the scarier part about this exercise was the things a person

thought he or she remembered as clear as day but were wrong about.

This occurs because we're not paying attention to other people, as Brown pointed out; we're paying attention to ourselves.

"People are screaming at you all the time — what they're going to do, what's on their mind — and they're telling you their thoughts," she said. "But the question is, are you going to pay attention or not?"

During the time Brown asked the audience members to close their eyes, she changed something about herself. As a "bonus question," she asked if anyone in the audience could identify what had changed. The answers ran the gamut — "Your hair," "Your necklace," "You're sparkly," "Shoes!" Only one person out of hundreds got it right; Brown now had a card in her hand. She gave that card away as a prize to the observer — it was a \$5 gift card to Starbucks. Although the monetary value on this "transaction" was on a much smaller scale than an HVAC business runs, Brown said it best when she passed along the advice she received from her bike racing coach several years ago — "You either pay attention, or you pay with pain."



Traci Brown, body language expert, really heated up the room during her Service World Expo keynote speech, "Liar, Liar, Pants on Fire."

Brown went on to point out that people lie every day in a number of different ways: fabrication, exaggeration, omission, minimization, deceptive denial, and the newest form of lying — alternative facts. It's important to be able to determine whether or not someone is lying and what that lie entails. Oftentimes, lies are little, they're intended to smooth things over. Telling someone the pot roast she just cooked was delicious when, in fact, you were feeding it to the dog does not make you a criminal or a liability. But, not paying attention can be very expensive, according to Brown. So how do you decipher the lies from the truth?

"The body can't lie," said Brown. "Words can lie, the body can't lie. When the body language and the words don't match, it's called a hot spot, and it can indicate a lie."

Brown used a couple easily detectable examples of this to begin. The audience could all agree that in our culture, moving the head up and down indicates yes, and moving it side to side indicates no. "I would never do that," she said, nodding her head yes. And when she said, "You can ask me anything," her body said, "No, you can't."

In the same fashion as Bill Clinton, Brown confidently nodded her head yes as she stated, "I did not have sexual relations with that woman!"



Brown pointed out that people lie every day in a number of different ways: fabrication, exaggeration, omission, minimization, deceptive denial, and the newest form of lying — alternative facts.

To make it a little more challenging for the audience, giving them an opportunity to sharpen their skills, Brown came prepared with a few video examples. She would show the video first, allowing audience members to identify the hot spots, and then she would replay it, pointing them out

and describing what they mean. Her footage ranged from the bachelor to Lance Armstrong to Tom Brady to Burke Ramsey, JonBenet Ramsey's brother.

The examples got more difficult to decipher as she went on. "Lie detection is not always cut and dry," she said. "Ideally what you want to do in a longer conversation is look for four or five hot spots."

These signs could be different for everyone. There are studies that show certain behaviors that may be true for the average person, but they aren't true for everyone. For example, looking up and to the left signifies the individual is remembering a visual while looking up and to the right would mean they are fabricating that visual.

"One of the things that you really want to work to do is baseline people," said Brown. "You want to look for a significant departure from normal."

Practice makes perfect, so it only made sense that she gave us an opportunity to try this for ourselves. Once again, the audience partnered up. Brown instructed each group to tell two truths (for baselining purposes) and one lie (for body language detection). Audience members had a chance to share both the lie they detected and the hot spot that revealed it.

Remember that everyone is going to lie to you — customers and employees. Some of those lies are innocent but some of them affect your business in a negative way. Turnover, theft, missed sales opportunities, and unhappy customers can be very expensive and time-consuming.

"You'll be able to pick out whose pants are on fire if you pay attention," said Brown. "You have to believe the body language first and take the words with a grain of salt always."

The best advice she ever got is the best advice she has to give. She said it several times throughout her speech, and Brown urged the audience that if they only take one thing away from her entire 60-minute presentation, it should be this — "You either pay attention, or you pay with pain."

When people look away from up or down or to the side, when they rub their lips together, when they nod yes but say no — their bodies are telling you something that their words aren't saying.

Are you seeing these traits in your team members or customers?

To learn more about how and when to listen, visit <http://bodylanguagetrainer.com>. 



Success is Attainable, Regardless How Severe the Setback

J.R. Martinez wows Service World Expo crowd
with heroic tales of triumph over adversity

by Herb Woerpel of *The NEWS* Staff 

LAS VEGAS — The morning of April 5, 2003, seemed like any other morning for private Jose Rene (J.R.) Martinez.

The 19-year-old soldier awoke in Iraq at 4 a.m., where he had been deployed as a member of the 2nd Battalion, 502nd Infantry Regiment of the 101st Airborne Division just two months prior. And, much like any other day, Martinez set out to complete his daily infantry mission, which consisted of clearing routes and providing external and perimeter security.

After dropping off a group of people in Karbala, Iraq, his team was given new orders via a radio command to

secure a pathway that had yet to be secured.

Martinez's truck commander tossed him the keys and told him it was his turn to drive.

Previously relegated to nighttime driving, Martinez embraced the moment. He perched one hand on the wheel, cranked the window halfway down, and tilted his Kevlar helmet to the side an extra inch or two.

Martinez and three other passengers, Justin Hart, Joshua Hopkins, and Ernest Clayton, followed closely behind the Humvee occupied by his sergeant, Chris Valdez, and other soldiers, including Terrence O'Shea.

Martinez's Humvee was commanded to the front of

the line, so he hit the accelerator and pushed to the pole position.

In the back of the truck, one of his peers cracked a joke. Martinez turned his head to reply and laugh. Thinking of a response, he turned his head back toward the road and —

BOOM!

The Humvee's front left tire hit a roadside bomb.

The blast rattled Martinez's skull. He glanced back. The three others were gone. He was alone, trapped.

Flames engulfed the vehicle. Bullets burst in every direction as the heat triggered the vehicle's stored artillery.

Martinez breathed deeply, gasping for air. Rather than inhaling oxygen, he filled his lungs with the thick black smoke that blanketed the air.

Martinez watched as the skin on his hands melted away.

His eyes grew heavy. He fought to keep them open, knowing that if they were to shut, he'd likely never open them again. His life was quickly coming to an end.

Then, after what seemed like an eternity, two of his comrades yanked him out, where he laid charred until medics could arrive.



After winning "Dancing with the Stars," Martinez wrote a book, "Full of Heart: My Story of Survival, Strength, and Spirit," which earned recognition as a *New York Times* bestseller.

Martinez was air lifted to a hospital in Iraq where he was placed into a medically induced coma. He was then flown to Landstuhl, Germany, where he underwent emergency surgery. Three days later, he was transported back to San Antonio, where he would spend the next 34 months rehabbing burns that covered 34 percent of his body.

A NEW IDENTITY

Martinez knew, from that day forward, he'd never be the same person.

After emerging from his medically induced coma, Martinez didn't even recognize himself.

"I stared at the person in the mirror, trying to figure out who it was because the person looking back at me wasn't me. I wasn't the same person," said Martinez as he addressed the 2017 Service World Expo audience. "The identity I'd spent 19 years creating was taken from me. The person looking back at me was brand new."

Early in his recovery, Martinez couldn't walk, sit up, feed himself, bathe himself, or even change the channel on the remote.

"Once I learned how bad my scars were and found out how I looked and how I was going to look for the rest of



Early in his recovery, Martinez couldn't walk, sit up, feed himself, bathe himself, or even change the channel on the remote.

my life, I fell into a deep, dark hole,” Martinez said. “I was depressed, angry, and blamed everybody.”

A conversation with his mother helped reverse his outlook on life.

“I just want you to try to be a little bit more positive,” his mother told him from his hospital bed. “I want you to have a little bit more faith, and believe that something great is going to come out of this.”

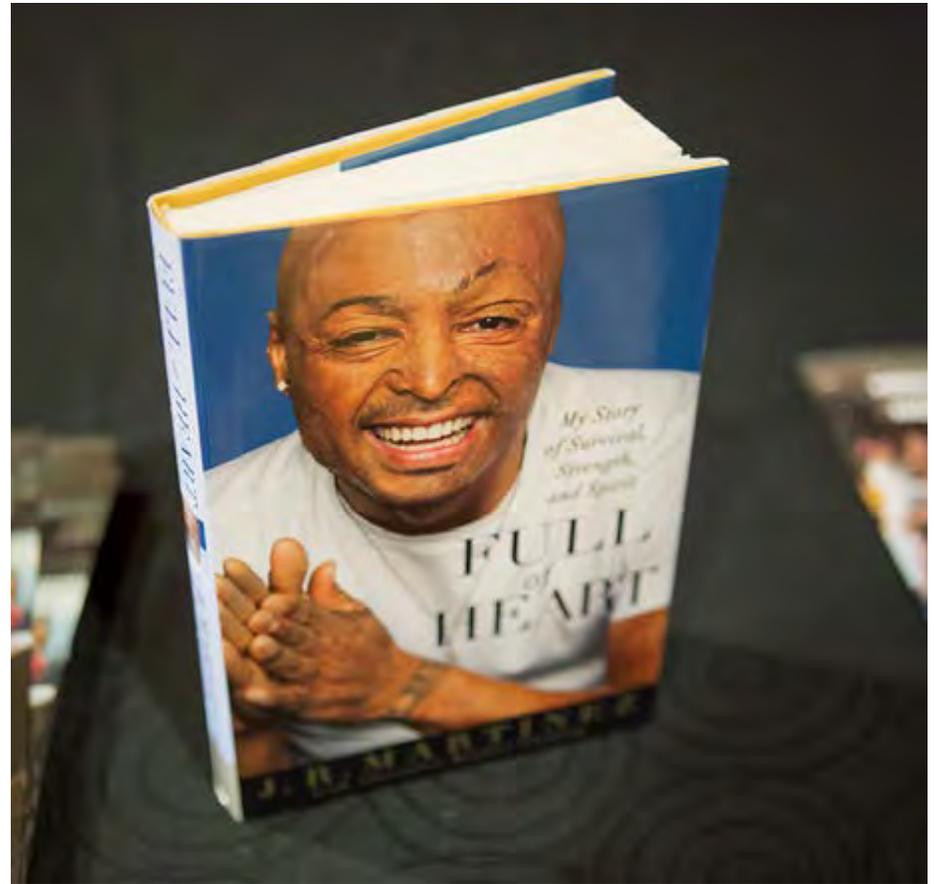
At that moment, Martinez started over. He wrote out a list of new goals and plans and began living as optimistically as possible.

He met a man at his hospital and began sharing his message of positivity and hope. The man was receptive of his message, which encouraged Martinez, who then made it his mission to share his positive outlook with as many patients as possible.

From there, he joined a nonprofit organization, which allowed him to share his story with larger audiences. Martinez recognized the uplifting power of his message and was eager to share it with anyone willing to listen.

A STAR IS BORN

In 2008, Martinez’s best friend encouraged him to



Despite his successes, Martinez recognizes the need to continue thinking outside the box.

audition for a role on the hit daytime soap opera, “All My Children.” He wowed the casting agents and was immediately offered a three-month role. Audiences related with his character, and his initial three-month trial extended into a three-year contract.

As “All My Children” filmed its last episode, the producers of the hit show “Dancing with the Stars” invited Martinez to compete on the 13th season. Not only did Martinez and dancing partner, Karina Smirnoff, excel, they won the entire season.

“I had to be willing to learn and say to Karina, ‘I trust you. This is a partnership. I know if I’m willing to listen to you and follow your lead, we’ll accomplish great things,’” he said. “We won the entire show. Today, I’m one of the few people who can say I beat a Kardashian and didn’t go to jail for it. That’s amazing.”

After winning “Dancing with the Stars,” Martinez wrote a book, “Full of Heart: My Story of Survival, Strength, and Spirit,” which earned recognition as a *New York Times* bestseller.

But, aside from his public speaking gigs, Martinez’s life kind of fell into a lull.

“As things started slowing down, I thought, ‘What am I going to do now? Am I always going to be known as the dancing guy, the military guy?’

“I’m still breathing,” he continued. “And if I’m breathing, there’s a reason for me to do something. So, I

enrolled in college. I’m currently finishing up my sophomore year at Fordham University.”

OVERCOMING ADVERSITY

Despite his successes, Martinez recognizes the need to continue thinking outside the box. He challenged those attending Service World Expo to do the same.

“I need to be innovative,” he said. “I need to challenge myself. I need to grow. I can’t rely on what’s worked for me the last 10 years. I have to start thinking about how I can equip myself for the next 10 years.

“I’ve run into a lot of roadblocks and adversity, but I want to look at every single box I’ve been in previously, and say, ‘I pushed myself, and I made it,’” he continued. “You are all here at Service World Expo for a reason. You want to grow, push yourself, and network. Continue thinking outside the box. You’re here because you’ve been successful. But you’ve decided to take the next step — to step outside of your comfort zone and challenge yourself. You’re the only one able to fulfill your dreams. Other people can’t do it for you. It’s up to you.” ■



Online Marketing Can Help the Bottom Line

by KYLE GARGARO of *The NEWS* Staff 

LAS VEGAS — Internet marketing is a fast-moving part of the HVAC business that many contractors tend to struggle with. To help them navigate that world, attendees of Service World Expo were able to attend a breakout session with David Squires, owner, Online-Access Inc., who is a pioneer in using the internet to market residential HVAC businesses.

In his presentation, Squires was able to convince attendees to reconsider some internet marketing approaches to see if they actually are a good fit for the HVAC industry. One of the areas he concentrated on was online blogs.

“Everyone says you need to have a blog,” Squires said. “The problem is what they won’t tell you. They are good

for traffic. Your traffic will go up. But look at the geography of that traffic.”

Squires pointed out that he has never seen an HVAC blog where the traffic is more than 15 percent local. A contractor in Michigan might write a blog about why furnaces go bad and it might be read by somebody in Maine.

Considering a lot of contractors pay for their blogs, it might not be a wise investment.

“Go with your guy and look at these things through your business model,” Squires said. “We are different than other businesses out there.”

While blogs might be something contractors should choose to stay away from, Squires believes they should

be actively getting online reviews. Reviews help improve a company's Google ranking and also make consumers more comfortable with the business.

Squires recommends having the technician request the review while they are in the home.

“People do not leave reviews to help your company,” he said. “They leave reviews to help the technicians.”

Squires recommended making it about the technician. He suggested having the tech tell the customer that reviews are really important to the boss, and they will help the technician get a good employee review.

“What kind of review will they write?” asked Squires. “They will write a review raving about the tech. I can't think of a better review for a contractor. These reviews will differentiate you from the competition.”

Many HVAC contractors are considering retargeting to get leads. Retargeting is an online tool where advertising is targeted to consumers based on their previous internet usage experience. For example, you search hotels in Las Vegas, and when you visit another website later in the day you will have web ads for that Las Vegas hotel.

Squires is skeptical that this will work in the HVAC world. The reasoning behind that is how quickly people



Squires pointed out that he has never seen an HVAC blog where the traffic is more than 15 percent local.

want their equipment replaced once it breaks. If anything, the leads tend to be people who are looking to repair instead of replace.

“It will work in a different industry, but people want their air conditioning replaced now,” Squires said. “When it breaks, they need us. How long will they wait? Why are you stalking them? They went elsewhere to get it. They are not waiting.” 