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Update

I wanted to drop a few lines about this past year. As outgoing President of MHCA, I wanted to thank everyone on the board for their assistance and gentle prodding to keep me pointed in the right direction. It was a lot of fun and I sincerely believe we are offering a genuine benefit to our membership. As I pass the baton to our new president, Jim Bonniwell, I know that the future of our organization will be strong and continue to provide value.

With 2010 behind us, Heating and Air contractors will continue to battle a new set of challenges in 2011.

We all know that the Tax rebate has been reduced. The economy moves ever slowly out of a sticky recession. The MHCA provides continuing education in a number of areas to keep your company more competitive. We had Charlie Greer helping your service techs provide greater and more profitable service for our customers. We also had classes to maintain low voltage certification. A heat exchanger seminar class instructed our employees about potential hidden cracks and revenue opportunities.

MHCA is certainly interactive and encourages input from any or all of our members. It is YOUR association. We can make it what you want it to be. New ideas to further our success and profitability while we move ahead into 2011 will be the never changing goal of MHCA. Thank you once again for another successful and rewarding year.

*Sincerely,
Dean E. Kolner
Immediate Past-President*

Why Join MHCA?

The MHCA Board members are working hard to develop quality training and educational seminars for 2011. Please check the MHCA website at www.mhca.info for any updates. If you know anyone that might benefit from the classes that MHCA is offering, please pass on information about MHCA. Remember that this is the only association that represents the heating and cooling industry in this state and most of the Midwest. In these hard economic times, it is more important than ever to support an association that supports you!

“Every season is training season and training for your company means satisfaction for your customers year round.”



Minnesota Heating and Cooling Association

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Recap of the 2010 Education Events

Power Limited Technician Trainings were held in February, March and November. This year the requirements for continuing education increased from 8 credits to 16 credits in the two-year period. The instructor, Paul Sunde with Sunde Seminars, Inc., covered a review of the 2008 National Electrical code changes. All sessions were well-attended.

Charlie "Tec Daddy" Greer held a 2-day Service Technician In-Home Selling Skills training in May. As promoted, "This course will force your techs to evaluate their lives, their performance on the job and their attitudes toward their work habits. Your service techs won't necessarily change for you, but they will change for themselves." The feedback from those that attended this training was extremely positive.

Utilities & Inspectors Luncheon was held at the Mermaid Convention Center on May 26. This has been a very popular event that included three 50-minute breakout power sessions, covering information from local natural gas and electric utilities and city inspectors from Minneapolis, St. Paul and surrounding suburbs.

MHCA hosted a **Lunch & Learn** session on June 30th. The session was "Build Lasting Value in Your Service Business" with guest speaker, David Holt from Profit Strategies, Inc. This session focused on helping you to understand ways to add value to your business through service and maintenance agreements as well as a calculated pricing strategy.

In August, MHCA brought back the very popular "**Heat Exchanger Inspection**" training. The training was offered two days and qualified for NATE CE credits. Ellis Prach of Heat Exchanger Experts, Inc. brought 70 heat exchangers and furnaces of all makes and models to the training. Techs were encouraged to wear their normal work attire and bring tools, especially the flashlight, for this hands-on experience.

In response to the EPA Lead Renovation, Repair and Paint Rule, MHCA offered a one-day class on "**Lead Paint Certification**". This class was offered on October 14th. Under the rule, beginning April 22, 2010, contractors performing renovation, repair and painting projects that disturb lead-based paint in homes, child care facilities, and schools built before 1978 must be certified and must follow specific work practices to prevent lead contamination. Although MHCA does not endorse the Rule, it does try to offer affordable classes for requirements that may affect its' members.

To close out the year, MHCA hosted two **Lunch & Learn** sessions on "**HVAC Marketing Strategies for an Online World**". The two sessions were the same, but offered on two different days at two different locations. Paul Kwekkeboom, President of BoomWorks Marketing, offered a free competitive analysis of your company's online presence and marketing effectiveness to those that attend the sessions.

Golf Event

The 2010 Golf event was held at the Hillcrest Golf Club in St. Paul on August 3rd. We want to give a special thanks to our 2010 sponsors. They helped make the golf event a success.

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CenterPoint Energy offers rebates beyond residential heating systems

As dealers, most of you already participate in our residential heating system rebate program. Did you know that CenterPoint Energy also offers a wide array of rebates for residential and business customers and dealer incentives for you? Check out our expanded rebate program offerings for 2011:

Residential offerings

- Water heater rebate
- Natural gas fireplace rebate

For more information on our residential offerings, visit CenterPointEnergy.com/rebatescoop.

Business offerings

- Heating system and boiler rebates
- Boiler tune-up rebates
- Foodservice equipment rebates
- Custom process rebates
- Boiler system components rebates

For more information on our business rebate programs and services, visit CenterPointEnergy.com/businessrebates.



Membership

We are pleased to welcome 17 new members in 2010. That is the largest increase of new members in ten years. Two were Associate members and 15 were Contractors. MHCA also saw a large number of non-members take part in the trainings that were offered in 2010. These are all good signs in a tough economy.

The 2011 dues invoices have been mailed. If you have not paid your dues yet, please take care of it today. Your membership to MHCA is very important to making MHCA successful. If your contact information has changed this past year, please contact the MHCA office.

What's coming up in 2011?

MHCA is offering another Power Limited Technician Training on February 16th at Auer Steel in Plymouth, MN. Just a reminder, the requirements for continuing education increased from 8 credits to 16 credits in the two-year period. The instructor will be Paul Sunde with Sunde Seminars.

In April, Xcel Energy, Great River Energy and MHCA are partnering to offer a Quality Installation Training with Chris Compton. Trainings will be offered on April 4-8 at various locations. Watch for future promotions.

WHY JOIN MHCA?

- Educational Seminars
- NATE Training
- Power Limited Training
- Networking Opportunities
- And much more

The MHCA Mission

The Minnesota Heating and Cooling Association (MHCA)'s mission is to support the elevation of our industry standards to ensure the utmost quality and value for our consumer, our environment and our employees. We will accomplish this by supporting training and education efforts of all member business regardless of annual sales or number of employees. Training and education efforts will focus on technical advancements, design, accounting, leadership, management and business practices. Through these efforts, we will advance each business individually and our industry as a whole.



Three Convenient Locations
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