

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

WHY JOIN MHCA?

- Reduced cost to attend
 - Educational Seminars
 - NATE Training
 - Power Limited Training
- Networking Opportunities and 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.



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Welcome!

We would like to welcome our newest MHCA members!

Arneson Heating & Cooling, LLC
BWS Heating & Air Conditioning
Dakota Supply Group
Extreme Air
Gustave A. Larson
The Heating Guy
Larson Plumbing & Heating
Marsh Heating and Air Conditioning



MINNESOTA MHCA

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Update



MHCA had an exciting first quarter with training opportunities to help the HVAC industry grow their business and understand the impact of federal and state codes.

My name is Corey Hickmann with Comfort Matters and I’m the new President of MHCA. I am excited to serve as your President and look forward to working with you throughout the year.

In February we hosted a large crowd to see Jon Melchi, the Director of Government Affairs for HARDI, and Don Sivigny with the State of Minnesota Department of Labor, share valuable code information including the proposed change to 90% minimum efficiency standard in our region.

In April, we hired Joe Cunningham with Successtrack Network to provide training for salespeople, owners and technicians. The first

day was focused on in-home sales training for salespeople. We also offered a Technician Communication Skills program to help service and maintenance technicians offer service agreements, generate more installation leads, and provide great accessory solutions to customers. Attendees have already told me they have seen average tickets increase by over \$100. That adds up to a \$75,000 increase for one truck per year if the technician runs 3 calls per day! Thank you to sponsors Auer Steel, Ace Supply, Don Stevens, and Johnstone Golden Valley. We appreciate your support and hope your sales increase as a result of the sales training.

Even through pregnancy, Laura Tofte from Auer Steel worked hard planning another great golf outing for our industry - I’m not sure how she does it! She was able to secure Olympic Hills Golf Club for our tournament on July 22nd. This is a wonderful club in Eden Prairie that is one of the best PRIVATE courses in the Twin Cities. Sign up now as this event will fill

up quickly. Once again, money we raise at the golf outing will help sponsor two \$1000 Dunwoody scholarships. Scholarship applicants who are related to and/or work for MHCA member companies are considered first for this award. So if you have someone attending Dunwoody make sure they mention your MHCA membership. I look forward to seeing you at this great networking event!

We are happy to have Kelly Chase with CenterPoint Energy, Scott Rude with Schwantes Heating, and Bob Sluss with Goodin Company join us on the board of directors this year. Feel free to contact any of our board members with any questions or suggestions you may have for our association.

If you have industry issues to speak of or want to express your opinion on the talk of making a state license for HVAC, please contact me directly.

Corey Hickmann, MHCA President
Comfort Matters | cell 612-275-0800

Minnesota Heating and Cooling Association 2013 Board of Directors

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Now that the snow is gone, it's time to think about golf! The 2013 MHCA Golf Tournament will be held on July 22 at a new location– the Olympic Hills Golf Club in Eden Prairie. The shotgun start will begin at 1:00 p.m. This will be a fun day of networking and a great way to support the HVAC industry. Once again, the proceeds will go toward our HVAC scholarship program. Please find registration and sponsorship forms included in this newsletter. Feel free to contact the MHCA office with any questions.

"Sponsoring a hole gives me the opportunity to meet 100 or more HVAC industry professionals and thank them for participating in our rebate programs at CenterPoint Energy." –Kelly Chase, CenterPoint Energy



Event Reviews and Testimonials

PLT – On February 25, MHCA held a Continuing Education - Power Limited Technician - NATE Certified training course. 80% of the participants rated the course as excellent or good. A participant commented, “I think the instructor was entertaining and interesting, and the location was centrally located.”



State Codes Luncheon – The Regional Efficiency Standards & State Codes Relating to HVAC Luncheon was held on February 21. We’d like to say a special thank you to our sponsors: Ace Supply, Auer Steel, Goodin Company, and Xcel Energy.

Successtrack Network Trainings – In April, MHCA hosted a four-day training course given by Joe Cunningham. A huge thank you goes to our sponsors: Ace Supply, Don Stevens and Co. and Johnstone Supply.



Survey Results

In March, the MHCA emailed a survey to both our members and non-members in the HVAC industry in order for the association to better serve your needs. Here is a summary of the results:

Interest in State HVAC Licensing

- 61.5% said YES, they are interested in state licensing for HVAC contractors.

Interest in Training offered by the Association

- State Codes
- Heat Exchanger
- Business Accounting
- Sales
- Maintenance Service Agreements

Preference for time of year for attending training

- 77% said that spring was the best time of year.

THANK YOU to everyone who participated in our survey, and we will use the results to guide and improve future events.



Dunwoody Scholarship

Each year, MHCA supports a merit based scholarship program through the Dunwoody College of Technology. This year MHCA will be giving two \$1000.00 scholarships. The criteria for students applying for the scholarship are:

1. They must be entering their 2nd year of a HVAC or HVAC related program
2. They must have a GPA of 3.0 or higher
3. Preference is given to a family member of an employee who works for a company that is a member of MHCA. Student must obtain a letter verifying this connection from the MHCA.

The deadline is July 1st for students to turn in their completed application with all required verification materials. Students do not need to have financial need as determined through FAFSA. If you know a Dunwoody student who would be interested in applying for a scholarship, please have them contact the Dunwoody financial aid office.

Testimonials

“When someone mentions sales to me I shut down. I’m a technician, I’m not a salesman!”

How many times have you heard this or something similar? Our service technicians are in our client’s homes everyday, right where the rubber meets the road, right where a successful transaction fuels your company’s growth, profitability and sustainability. How do you optimize a service and or maintenance call when by nature, a technician’s strengths are fixing systems and not selling stuff?

You teach customer communication skills, not sales skills.

I recently attended Joe Cunningham’s Super Technician Development class sponsored by the Service Nation Alliance, in Las Vegas, Nevada. To say the least I was skeptical. You cannot disguise sales training by calling it communication skills. Try it and the technicians will tune you out and tune their smart phones in.

Joe began the first day with an interesting story about his background and experience. It was a sign of things to come. His methodical process and ability to weave stories into lessons are what makes Joe stand out from other HVAC educators.

If I hadn’t known that those in attendance were primarily service and plumbing technicians,

I’d have sworn they were company owners. You see, Joe talks to the techs as if they are business owners, but he doesn’t use corporate gobbledygook and nonsensical language. And while his language is more sophisticated, it’s most understandable. Overall, the manner in which Joe addresses his students demonstrates the high level of respect that he has for them.

Joe teaches technicians about learning styles, how to be presentable, how to communicate, be empathetic and thorough. His style of teaching is a lesson in and of itself. He engages the predominantly kinesthetic learning class, well, kinesthetically...workbooks are penciled in as the class progresses. He uses a process that engages students by eliciting verbal answers and repeats / reinforces basic concepts without most even realizing what he is doing. Joe’s style of teaching also emulates a good service call. He knows and puts his students at ease by being likable. He teaches to their preferred mode of learning. He is interesting, meticulous and reinforces points of importance as he involves the student.

Over the course of two days I wondered; were the technicians buying into Joe? Communications, processes, systems, learning modes, understanding customers; were the techs engaged? I spent every break and lunch asking them. Every single comment leaned toward the “this is good and this is helpful” side of the scale. One gentleman was actually an HVAC installer.

His company allows him to upsell at the point of installation and he was optimistic about how this class was going to help.

There is a cultural aspect to Joe’s lesson as well, one that could pull your service team together. If I were a contractor I would send my inside service support team to Joe’s class as well as all of my technicians.

Technicians do not have to be salesmen for your business to thrive. Providing they are technically adept, they simply need to connect with and communicate options to your clients. Joe Cunningham teaches them how.”

Dave Rothacker
<http://www.scoop.it/t/hvac-and-plumbing-news>

“I just wanted to thank you and MHCA for the great training program which was presented by Joe Cunningham. I received some really exciting and refreshing ideas. What was really great about the training is there were so many good ideas that we could implement immediately into our operation to make it more profitable and efficient. Thank you again it was a great choice and we are benefiting from the training already.”

Pete Rice
Northern One Hour Heating and Air Conditioning

Save the Date: December PLT

Please mark your calendars for the next Continuing Education - Power Limited Technician - NATE Certified training course. It will be held on Wednesday, December 4, 2013. Check the MHCA website (www.mhca.info) for all future event information.

December 2013						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

News to Share

- **Birth Announcement**
Congratulations to Laura Tofte of Auer Steel and MHCA Treasurer on the birth of a baby girl born on April 30th. We wish the best for Laura and her family.
- **Dunwoody Scholarship Winner**
Tom Walters who was awarded a MHCA scholarship in 2012, was the honored student speaker at Dunwoody’s commencement on May 21st at the Minneapolis Convention Center.