



e-advantage



50 Years and Counting

By Bill Jewell

This month Red Dot is celebrating its 50th anniversary. If you run your own business you know how hard it is to stick around for five years let alone hit 50. Getting there takes great products, a commitment to helping customers, and business partners who share those values.

As aftermarket distributors, you've played a huge part in our success.

Red Dot traces its beginnings to the aftermarket, when our founder, Harky Runnings, was running a radiator repair

shop in West Seattle and started a side-line business making heaters for mail trucks on the Alaska Highway. They were built for performance and durability in the harshest operating conditions—Harky made every unit knowing that a driver's life might depend on it.

Harky's reputation grew and soon cooling and heating trucks was his main line of work. He incorporated Red Dot in 1965 with a plan to develop heating and air conditioning products specifically for heavy-duty vehicles and off-highway equipment.

We produced numerous industry firsts under Harky's leadership, including the trinary pressure switch; low-profile rooftop condensers; air-operated water valves and vent doors; the Grilldenser; and ProTech A/C compressor protection and system diagnostics.

In many ways, the secret to our success over the years comes back to the aftermarket.

It's hard for truck and equipment owners to tell one HVAC product from another—the difference comes down to service. We're fortunate to have distributors who are as committed as we are to helping heavy-duty truck and equipment operators stay comfortable and productive on the job.

For many of you, this relationship goes back generations. You're not just business partners but also friends.

Thank you for representing us so well for so long. Here's to the next 50!



Founder, Harky Runnings



Red Dot News

Que In Stock

Red Dot has offered Que compressors since 2007, and during that time we've seen the brand shift from a "value" alternative to many customers' first choice.

Why?

First, T/CCI supplies Que compressors exclusively to heavy-duty markets.

Second, T/CCI is an American company with engineering, sales, and customer support here in the United States and its test lab in Illinois is one of the industry's best.

Third, no other compressor supplier is as reliable when it comes to stock on hand and on-time delivery.

Talk to your Red Dot account manager about Que and our compressor specials. Don't get caught short this summer!



TECHNICAL SKILLS

A Special Offer from MACS

If you're not familiar with MACS, the Mobile Air Conditioning Society represents mobile A/C service facilities, distributors, component and system manufacturers, tool and equipment manufacturers, trainers, educators, and others with a stake in our industry.

The best place to experience all that MACS has to offer is the MACS Training Event and Trade Show to be held in Orlando Feb. 11-13, 2016.

For Red Dot distributors, MACS is offering a \$100 discount off the member price to attend the show when you join MACS between now and Oct. 31. (Red Dot distributors who are already members of MACS get the same deal, of course.)

While passenger car and light truck A/C dominate the market through sheer numbers, opportunities are growing for parts and service for heavy-duty trucks, buses, and off-highway equipment.

MACS has taken a number of steps to meet the needs of this "specialty within a specialty." This includes two full days



of programming and training at the MACS show developed specifically for shop owners and technicians involved in HD and off-road A/C service and repair.

A series of training events for heavy-duty truck and off-road equipment specialists is also being offered with targeted training in regional venues around the country, and efforts have also been expanded to produce information and technical material for this specialty segment through print and online.

[Click this link](#) to take advantage of this limited-time offer to save money and become a MACS member. See you in Orlando in February!

Link: http://www.macsw.org/IMIS15/Images/MACS_Docs/Membership/REDDOT2015MACSWriteableMembershipApp.pdf

SALES

Robert Gardiner – Mobile: 206-310-2298
RobertGardiner@RedDotCorp.com

Jeff Engel – Mobile: 630-235-1289
JeffEngel@RedDotCorp.com

Robb Morrison – Mobile: 770-265-9943
RobbMorrison@RedDotCorp.com

Jim Slogar – Mobile: 216-533-8208
JimSlogar@RedDotCorp.com

Charles Wilkes – Mobile: 904-219-3305
CharlesWilkes@RedDotCorp.com

Scott Watson – Mobile: 385-200-4802
ScottWatson@RedDotCorp.com

MARKETING

Bill Jewell –
Aftermarket Marketing Manager
Mobile: 206-979-7282
BillJewell@RedDotCorp.com

Leah Sattler – Marketing Assistant
206-394-3588
LeahSattler@RedDotCorp.com

CUSTOMER SERVICE

Need to reach someone in customer service but not sure who?

Use our general email address: amcustomerservice@reddotcorp.com.

Add it to your address book. Your email will reach all of us in Aftermarket Customer Service.

Jared Hazen – 1-866-366-3811
Customer Service Supervisor
6:30 am to 3:15 pm Monday - Friday
JaredHazen@RedDotCorp.com

Kristina Wolbeck – 1-800-364-2708
7:45am - 4:30pm Monday - Friday
KristinaWolbeck@RedDotCorp.com

Danny Green – 1-800-364-2696
7:45am - 4:30pm Monday - Friday
DannyGreen@RedDotCorp.com

WARRANTY & PRODUCT SUPPORT

Frank Burrow – 206-394-3501
Mobile: 206-849-8816
8 am–5 pm, Monday–Friday
FrankBurrow@RedDotCorp.com

Mark Williams – 206-575-3840 x3339
6:30am–5:15pm, Monday–Thursday
MarkWilliams@RedDotCorp.com

Rene Andrews – 206-575-3840, x3632
6:30am–5:15pm, Monday - Thursday
ReneAndrews@RedDotCorp.com

Colleen Bowman – 206-575-3840, x3631
6:30am–5:15pm, Monday - Thursday
ColleenBowman@RedDotCorp.com

Craig Channer – 206-575-3840, x3633
6:30am–5:15pm, Monday–Thursday
CraigChanner@RedDotCorp.com

All times are in the Pacific Time Zone

JULY 2015

RED DOT CORPORATION

2016 Calendar Order Form

Red Dot's desk calendars are the perfect way to keep your company's name in front of your valued accounts all year long.

Desk calendars are \$6.50 each, with a 100 piece minimum order.

Press and stick calendar prices, with a 150 piece minimum order:

- 150 @ 78¢ ea. = \$117.00
- 250 @ 75¢ ea. = \$187.50
- 500 @ 70¢ ea. = \$350.00
- 1,000 @ 65¢ ea. = \$650.00

Red Dot will co-op all calendars at 50% with your company's available co-op balance. Standard shipping via UPS Ground freight will also be at 50% co-op rate.

To order calendars, please return this form to Leah Sattler no later than August 17, 2015. If your company participated last year and you have no changes, Red Dot will use the artwork already on record. **If there are any changes, we will need to have your graphics along with this form.**

Order deadline: August 17

Quantity: **Desk Calendars** @ \$6.50 ea. (100 piece minimum) \$

Quantity: **Press And Stick Calendars** (150 piece minimum) \$

PO#

Company Name

Contact Name

Address

City/State/Zip

Phone #



eMail to:

Contact: **Leah Sattler**

LeahSattler@RedDotCorp.com

206-394-3588