

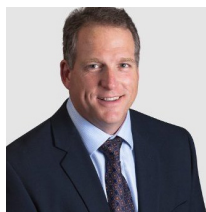


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NEWS FOR RED DOT DISTRIBUTORS
SEPTEMBER 2016

Moving Forward

Red Dot adds Ryan Baker, Taylor Partridge to the aftermarket sales team



By Pat Carroll

Traditionally, fall is a time when A/C parts sales cool down and planning for next year heats up. It's no different at Red Dot, but this is an especially busy time given the changes we've made within our aftermarket group.

To start, we've named **Ryan Baker** as our aftermarket segment manager. It's his job to provide Jeff, Tracy, Taylor, Scott, and Charles—our regional sales managers—with the support and strategy they need in order to serve you better.

Ryan has nearly 20 years of experience at Red Dot, and he's been involved in the heavy-duty HVAC business virtually his entire career, starting in 1994 as a sales manager with Eagle Engineering.

Based in southern Minnesota, Ryan came to Red Dot as an OEM account executive in 1998 and helped oversee the development of our Oshkosh Defense M-ATV, F-MTV, and J-LTV programs as well as programs with Komatsu, MCI, MacDon, Pierce, and Kalmar.

These are among Red Dot's most demanding customers, and Ryan's responsiveness and commitment to making sure we're on target with product quality, cost, and delivery was integral to the success of these programs.

You'd be hard-pressed to find someone who supports his customers like Ryan does, and his

knowledge is a tremendous asset to our aftermarket group.

By now, many of you in the Southeast have met **Taylor Partridge**, who takes over for Robb Morrison following his retirement on June 30.

Taylor is an important addition to our aftermarket sales team. He began his career nearly a decade ago at Red Dot Ohio (formerly J-Bar) and he brings experience in the heavy-duty aftermarket that's frankly hard to find. Taylor comes home to Red Dot and to Cleveland, where he and his wife are from. You can read more about Taylor in the sidebar on this page.

Mike Pease, who helped guide our aftermarket sales group through this transition to a new management structure, will continue as a consultant.

On the OEM side, **Rick Freeman** has been promoted to segment manager in OEM sales where he will oversee strategic account development and his OEM team.

Rick started at Red Dot in 1996 in the on-highway marketing group and moved to off-highway marketing a couple of years later. He took over our Caterpillar account with only a couple of part numbers and grew Caterpillar into one of Red Dot's largest customers.

As the A/C season winds down for many of you, we're just getting started here at Red Dot. I'm pleased to say that in our next newsletter I'll introduce you to Red Dot's new president and CEO. He's excited to get to work.

Meet Taylor Partridge

New sales manager brings heavy-duty HVAC experience to Red Dot's aftermarket team

Taylor Partridge may be Red Dot's new aftermarket sales manager for the Southeast, but he's no stranger to the heavy-duty HVAC business.

"My first college job was in the wiring department at Red Dot Ohio, and over the next six years I think I worked in every facet of the company including two years of inside sales," Taylor says. He's back with Red Dot after working as a territory rep for Hershey and Allergen.

"I love the industry and I'm already out connecting and reconnecting with people around the region," he says. "I'm able to build on the relationships that Robb Morrison had with WDs in the Southeast but at the same time I think I bring a fresh approach to helping distributors use the Red Dot brand to grow their business. It's an exciting opportunity."

Taylor is based in Cleveland, where he and his wife are originally from. "For me, being part of the aftermarket team is the perfect combination: I'm in a business I love, at a company where there's good change happening, and my wife and I can come home to Ohio."

You can reach Taylor at 930-436-5147 or TaylorPartridge@RedDotCorp.com.



Red Dot's Training Edge

Whether it's through TMC, SAE, your local trade association, or a workshop at your own location, your Red Dot account manager can help with opportunities for training on heavy-duty HVAC systems and replacement parts.

"As Red Dot distributor, part of what you're selling is the technical support we can offer," says Frank Burrow, who manages warranty and product support at Red Dot. "The more educated folks are about heavy-duty A/C systems and replacement parts, the more likely they are to get the performance they expect. Please take advantage of it."

Product training and Section 609 certification

can be the start of a larger conversation with maintenance managers about A/C concepts, components, and service practices, especially now that some shops are dealing with R-134a and R-1234yf.

That's why it's an advantage to have an instructor conduct training in person. "Many people learn best in a situation where they can get direct answers to specific questions about what they're seeing at their shop or parts counter," Frank says.

If you have customers or employees who would benefit from heavy-duty HVAC training programs, talk to your Red Dot sales manager about how we can help.



Frank Burrow teaches a TMC "Tune Up for Summer" and Section 609 course in Pendleton, Ore.



We're Here to Help • Red Dot Aftermarket Sales and Customer Support

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