



# e-advantage



## Make Training a Priority

By Bill Jewell

If there's one item on every HVAC shop owner's wish list, it's more qualified and experienced service technicians. Unfortunately, they don't just magically appear.

"Our policy here is that everybody goes to school every year," says Jeff Schmode, president at Polar Mobility in Calgary. "I mean, real school. A trade program. It's a big commitment, but as a company we're responsible for making sure that our technicians have access to the skills and knowledge they need to do whatever work comes their way."

There's no lack of work in Alberta, Canada's richest economy. The problem is a shortage of workers.

"Right now we're short more than 100,000 tradespeople in Alberta," Jeff says. "I'm talking electricians, plumbers, air conditioning technicians—skilled tradespeople. We see training as a way for us to be more competitive as a business and for our people to have more opportunity to earn money. A multi-ticketed person never sits around."

Polar Mobility technicians work 10 months and attend a trade program for eight weeks each year. "We take care of the schooling and the province of Alberta provides 60% of the technician's

regular wages while he's in classes," Jeff says. "If it's needed, we provide more help financially. We don't want school to be a burden."

Polar Mobility supplements the formal instruction with training from suppliers like Red Dot. Its in-house trainer, Blake Gordon, is the former dean

of the School of Transportation at the Southern Alberta Institute of Technology (SAIT) and one of the best HVAC instructors in the business (he's presenting at MACS next month). Jeff sits on the Alberta Apprenticeship and Industry Training Transport Refrigeration Committee, providing advice and recommendations to the provincial government.

"We're fully invested in-house and in the industry. If there's a way to improve training here or across the province or the country, we want to be involved," says Jeff. "The better trained a technician is, the more work he can do and the more we can grow as a business."

This month, that growth is reflected in the opening of a 20,000-square-foot Polar Mobility facility on two acres in



Calgary. The company doubled its square-footage and, like so many other businesses, is now looking for skilled technicians.

"We hired a couple of new HVAC technicians and a welder and a P. Eng (engineer). We need three or four more people, but we think our commitment to the skills of our employees is a real plus," Jeff says.

There's no better time of year to develop training strategies for technicians, as well as your counterpeople and sales staff. Talk to your Red Dot Account Manager about how we can help you develop better-trained employees, as well as best practices we see in the industry. It's one way we add value to the business you do with Red Dot.

## Red Dot News

### Mark Your Calendar

#### Shipping Deadline:

Final shipping day for 2013 is Thursday, Dec. 19.

#### Holiday Schedule:

Red Dot will be closed for the holidays beginning Monday, Dec. 23, through Monday, Jan. 6.

### Join Us at MACS



See Red Dot at the 34th annual MACS Worldwide Training Conference & Trade Show at the Sheraton New Orleans—we'll be at Booth #505.

Visit [macsw.org](http://macsw.org) for show information, and ask your Red Dot Account Manager about our Thursday Night Hospitality Suite.

## OUR RESOLUTION:

# To Be Your Source for Compressors

There's one prediction for 2014 that we want to make come true: a reliable supply of Sanden compressors. In February, we're bringing nearly \$2.5 million worth of popular Sanden compressors in to our Memphis distribution center.

No other heavy-duty A/C parts supplier can match our ability to secure the compressors you'll need in 2014. Talk to your Red Dot Account Manager about pricing, quantity breaks, and shipping terms. Look for more details in January.



## SHOP TIPS

# 4 Year-End Tips for the Shop

December is a quiet month for A/C work. But there is work to be done if your New Year's resolution is to run a more productive, profitable shop come Spring:

- 1. Ban the bin.** Don't let old parts pile up. If you have warranty claims, file them online through the WD portal at [www.reddotcorp.com](http://www.reddotcorp.com). We'll turn your claim around quickly when you file electronically within 30 days of the date of the repair.
- 2. Promote A/C service now.** Don't wait for hot weather. Promote HVAC service at regular intervals, like whenever they change the engine oil.

- 3. Service your service equipment.**

These machines have oil and filters that need periodic changing. Now's the time.

- 4. Stock up.** Talk to your techs about the all-makes parts and service items they need most: filters, hoses, connector bodies, receptacles, plug assemblies, housings, terminals, seals, and locks (check out the E-Z Clip system). Order those items now. If you do a popular install during the busy season, have the guys weld up mount brackets or other pieces that your techs can't afford to run out of. A quiet shop can still be a productive one. Clear out the clutter now and have a happier, more productive New Year.

## SALES

**Robert Gardiner** – Cell: 206-310-2298  
[RobertGardiner@RedDotCorp.com](mailto:RobertGardiner@RedDotCorp.com)

**Jeff Engel** – Cell: 630-235-1289  
[JeffEngle@RedDotCorp.com](mailto:JeffEngle@RedDotCorp.com)

**Robb Morrison** – Cell: 770-265-9943  
[RobbMorrison@RedDotCorp.com](mailto:RobbMorrison@RedDotCorp.com)

**Jim Slogar** – Cell: 216-533-8208  
[JimSlogar@RedDotCorp.com](mailto:JimSlogar@RedDotCorp.com)

**Scott Dueringer** – Cell: 602-317-2905  
[ScottDueringer@RedDotCorp.com](mailto:ScottDueringer@RedDotCorp.com)

**Charles Wilkes** – Cell: 904-219-3305  
[CharlesWilkes@RedDotCorp.com](mailto:CharlesWilkes@RedDotCorp.com)

## MARKETING

**Bill Jewell** –  
Aftermarket Marketing Manager  
206-574-6566  
Cell: 206-979-7282  
[BillJewell@RedDotCorp.com](mailto:BillJewell@RedDotCorp.com)

**Leah Sattler** – Marketing Assistant  
206-394-3588  
[LeahSattler@RedDotCorp.com](mailto:LeahSattler@RedDotCorp.com)

## CUSTOMER SERVICE

**Craig Alexandre** – 1-866-366-3811  
6:30am - 3:15pm Monday - Friday  
[CraigAlexandre@RedDotCorp.com](mailto:CraigAlexandre@RedDotCorp.com)

**Rita Jones** – 1-800-364-9557  
7:00am - 3:45pm Monday - Friday  
[RitaJones@RedDotCorp.com](mailto:RitaJones@RedDotCorp.com)

**Kealy Ny** – 1-800-364-2696  
7:45am - 4:30pm Monday - Friday  
[KealyNy@RedDotCorp.com](mailto:KealyNy@RedDotCorp.com)

**Kristina Wolbeck** – 1-800-364-2708  
7:45am - 4:30pm Monday - Friday  
[KristinaWolbeck@RedDotCorp.com](mailto:KristinaWolbeck@RedDotCorp.com)

## WARRANTY & PRODUCT SUPPORT

**Frank Burrow** – 206-394-3501  
Cell: 206-849-8816  
8 am–5 pm, Monday–Friday  
[FrankBurrow@RedDotCorp.com](mailto:FrankBurrow@RedDotCorp.com)

**Mark Williams** – 206-575-3840 x3339  
6:30am–5:15pm, Monday–Thursday  
[MarkWilliams@RedDotCorp.com](mailto:MarkWilliams@RedDotCorp.com)

**Rene Andrews** – 206-575-3840, x3632  
Warranty Claims Analyst  
6:30 – 5:15  
[ReneAndrews@RedDotCorp.com](mailto:ReneAndrews@RedDotCorp.com)

**Colleen Bowman** – 206-575-3840, x3631  
6:30am–5:15pm, Monday - Thursday  
[ColleenBowman@RedDotCorp.com](mailto:ColleenBowman@RedDotCorp.com)

**Craig Channer** – 206-575-3840, x3633  
6:30am–5:15pm, Monday–Thursday  
[CraigChanner@RedDotCorp.com](mailto:CraigChanner@RedDotCorp.com)

All times are in the Pacific Time Zone

DECEMBER 2013