
First Wave

“The key to being a good manager is keeping the people who hate you away from those who are still undecided.”

(Casey Stengal)

Communication Channels Are Open

Fall is in full swing here at Change'Air headquarters in Ontario, as the snapshot in front of our facility illustrates. It's a beautiful time of year and an appropriate one for us to launch a new corporate initiative, the premier issue of our customer newsletter.



We've dubbed it, *AirWaves*. This quarterly communication, as well as other routine communications will help you stay in tune with what's happening—not only at Change'Air but within the industry we serve.

Here, we'll keep you informed of product releases, personnel changes, market activity, and other corporate initiatives.

We know your email inbox is routinely full. Our world is awash in information. Sensitive to this fact, we'll keep these pages full of hard-hitting and interesting stories.

And, to distinguish *AirWaves* from the many communication vehicles you see, we'll also include a little humor in each issue, designed to brighten your work day.

Consider this as our way of illustrating the distinctive role we have among product manufacturers.

New Corporate Tagline

Focus. It's one of those fundamentals of business success. So, as we've examined our strategic direction, we knew it would be prudent for us to focus on the market segment that has served us from our foundation—schools.

After setting our goals, we also felt it important to create a unifying statement that would continue to drive us toward the goals. As a result, we're happy to unveil our new corporate tagline:

Engineered Excellence for Greener Classrooms

Break this phrase down and you can see three factors contributing to it. **Engineered Excellence:** Innovative engineering has been a Change'Air hallmark from our beginnings. **For Greener:** Everything we do is intended to improve the indoor environmental quality (and comfort) of the spaces we serve. **Classrooms:** The spaces we serve—whether it's K-12 or higher education, the classroom is our domain.

Get used to seeing it. The phrase will soon dominate all of our communications.

Quick Market Facts

The U.S. Department of Energy estimates that the nation's schools spend an average of \$175 per student on energy costs—a figure that continues to rise every year. Overall, utility bills are the second largest expense behind personnel costs.

At the same time, there is a growing awareness about environmental impact and the effects of global warming. And many schools are



looking for ways to reduce carbon emissions and serve as models of energy conservation. Change'Air can help.

Senior Series Classroom Air Handler Now with Greener Option

The Senior Series of classroom air handlers, was recently added to our line. Its place among other ventilation choices is distinguished by its Water Source Heat Pump design. In and of itself, the Senior Series contributes greatly to the efficiency goals demanded in today's school facilities.

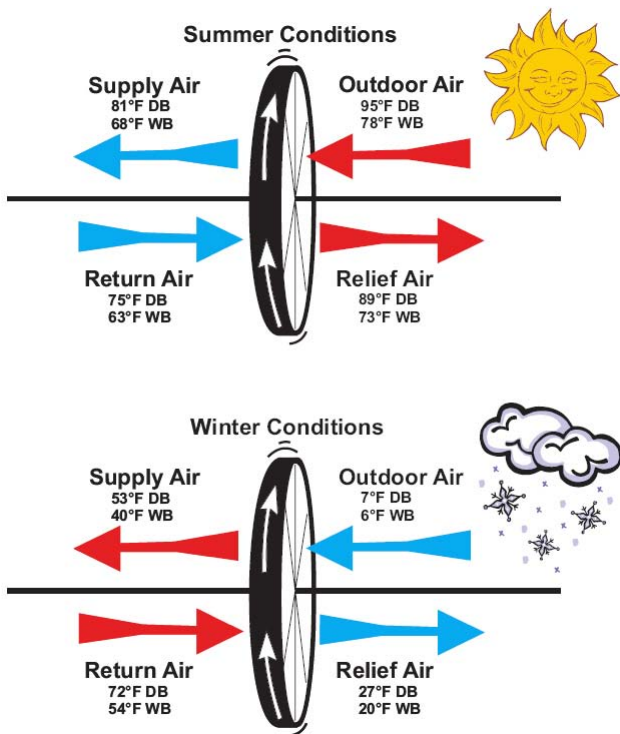
However, we're never content to rest on our laurels. So we have now introduced a **greener** option for the Senior Series: an Energy Recovery Wheel.

What is Energy Recovery?

Energy recovery refers to the process of reclaiming the energy that is contained in exhausted or out-going air from a building or given portion thereof, and then using this energy to treat the incoming air.

This process delivers advantages over traditional HVAC systems which expend a fair amount of energy in treating or conditioning the incoming air. Energy recovery lightens this load making the overall system much more efficient through reduced energy consumption.

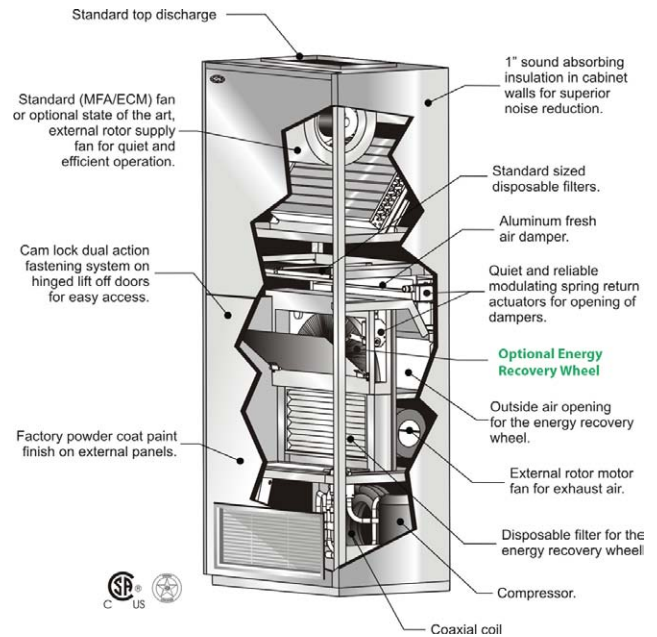
While there are various methods for achieving energy recovery, the ER wheel is the preferred method. Here's how it works:



As the wheel rotates, it transfers a percentage of the heat and moisture differential from one airstream to the other. Consequently, the outdoor air is 'pre-conditioned,'

significantly reducing the capacity and energy needed from remainder of the system.

Our ER wheel is constructed of a lightweight polymer and coated with a permanently bonded gel desiccant. A stainless steel frame provides rigid support. The wheel is ARI certified.



However, it not until the wheel is integrated into our Senior Series air handler that its true power is realized. The Senior Series offer a impressive list of classroom advantages. It is available in our B & C size vertical cabinets, offering 2.5 to 7-ton capacities (scroll compressor is standard). Supply air capacities range from 1000 to 2000 CFM.

The water source heat pump delivers economical comfort year-round. Efficiency is an integral part of this line, designed for either water-loop (traditional boiler/cooling tower application) or geothermal application. Supplementary heat options, required by some heat pump design specifications, are available.

With the energy recovery option, you'll experience 70-80% effectiveness, resulting in up to 30,000 BTU/hour of recovered energy. An economizer damper, with full bypass of the recovery wheel is standard with the energy recovery option. The option is also available with one or two relief fans from 450 to 800 CFM.

Maintenance is snap on the Senior Series, as on all other Change'Air products. Filters are easily accessible. The ER wheel is washable with detergent or an alkaline coil cleaner and water. For major repairs, the entire wheel matrix is easily removable.

So, for lower energy consumption, superior comfort, and of course, reliable indoor air quality choose the Senior Series with the ER option.

Meet Our New Plant Manager

It's one of those inevitable signs of growth: bringing on professionals with specific skill sets to help a company move to the next level. For Change'Air, our production operations called out for a higher bar of excellence. As a result, we've recently augmented our team with **Rick Kyle**.



Rick Kyle, Change'Air Plant Manager

(Say, Rick, it's been two weeks; let's get something on those office walls!)

For the bulk of his career, Rick was involved in automotive logistics, spending 13 years with TDS Logistics (now Syncreon, <http://www.syncreon.com/>). He managed an automotive-related logistics operation in Detroit, providing JIT assets to various plants, including export packages for the four corners of the globe.

Rick earned his Bachelor of Commerce degree from McMaster University in Hamilton, Ontario. Further, he completed the Executive MBA program from Athabasca University in Alberta.

But what can he bring to the table at Change'Air?

"A lean operational infrastructure and penchant for quality," he responds. "I'll be streamlining our processes, ensuring smooth and reliable product delivery."

As a critical member of the Change'Air management team, Rick says he is also interested in learning about the other company disciplines. "I made this move because I craved the challenge described to me by the owners. I want to get us ready for further product development and help us expand our market in any way in which I can contribute," he concludes.

Rick resides in Ontario with his wife and three young daughters. He can be reached via email: rkyle@changeair.com.

Join us in welcoming him to the team!

Featured Partner—ThermalNetics

At Change'Air, we realize that our face to the world is created through the sales engineers of our representative firms. We honor these valued partners in this and subsequent issues of *AirWaves*.

For this premier edition, we've selected ThermalNetics of Detroit, Michigan as our Featured Partner (<http://www.thermalnetics.com>).

ThermalNetics was founded in 1972. In 2004, three partners, Bob Scheff, Tim Winn, and Rick



Sutkiewicz, purchased the company from the original owners. The company has experienced an impressive growth and long-term success. We spoke recently with Bob Scheff to discover the secret to their viability.

"We represent a number of companies in the eastern half of the state," Bob explained. "We're one of the top 10 McQuay representatives and have numerous other ancillary lines, with a focus on energy recovery. We've been with Change'Air for close to 9 years."

Bob cites a prudent selection and diversification of markets as a hallmark to their strategic direction.

"When we first took over the company in 2004, we discovered that we were too dependent on a single market. Since then, we have expanded our focus to three major markets: schools, institutional facilities, and health care. We also do a minor amount of work in automotive but we try to keep that to a minimum," he



ThermalNetics Headquarters in Auburn Hills, Michigan

quips. "These primary markets have proven very robust even as other commercial markets reflect the macro-economic downturn."

(continued)

(Featured Partner, continued from page 4)

What is no secret for ThermalNetics is the importance of customer relationships.

“Trying to form relationships after the bond passes (school projects) or the contract goes out for bid, is entirely too late,” Bob says. “Our customers count on us for consultative matters on a routine basis. We like to be in front of them one to two times monthly, even years before their next, new project is underway. Responsiveness is our primary weapon.”

The entire ThermalNetics team of approximately 30 individuals includes half a dozen in administration, 8 service technicians, with the remainder as sales engineers.

“Service is another factor that can’t be overlooked,” he continues. “We keep 6-8 techs and trucks in the field at all times. The projects we undertake can be complex with numerous caveats that can really twist a job into a mess for the inexperienced. Our customers have come to count on us for all those details and we take pride in our ability to satisfy their demands in these situations.”

Another distinguishing characteristic of the ThermalNetics team is the distinct leaning of the sales engineers. Bob explains: “There seems to be a natural inclination for an individual sales engineer to focus his efforts on either the contractor audience or the engineering community. We’ll help steer them into the direction where their passions take them.”

What does he look for in new team members? “Tenacity, passion, and a dedication to close the order,” he responds.

Bob is also quick to credit Change’Air for part of his success with schools.

“We focus a good deal of our attention on school boards and school facility professionals. Many are interested in LEED certification or geothermal technology and may influence the engineer in that direction. Our goal is to have them think Change’Air and our other lines in regards to these projects. The folks at Change’Air bring themselves and their product demo trailer to join us in many of our important customer interactions.”

“It’s a great working relationship,” Bob says. “I have found the company responsive to my suggestions and

they have a product line that is second to none in terms of quality. That makes my selling job easier.”

In looking toward the future, Bob is hopeful.

“We certainly have the same macro-economic concerns that everyone else has, but our business continues to be strong. Growth continues to be our plan. We are the energy recovery leaders here in southeast Michigan and we intend to stay close to these roots. We’ll work with Change’Air and other suppliers to make sure we keep this competitive edge.”

So, it looks as if these factors have led to outstanding achievement (fiscal and otherwise) for ThermalNetics: Diversity of markets, responsiveness, service, focus on energy recovery, and a team with technical skills to deliver results.

That’s not necessarily a formula that any firm could replicate. And that’s exactly what makes it a winning formula.



The ThermalNetics Sales Engineering Team

(Bob Scheff is front row, center)

Demo Trailer Update

It's our most popular sales tool—the Change'Air product demo trailer. It's now been updated with a Senior Series Heat Pump cabinet with the energy recovery option.



Want to schedule it for your next event?

U.S. Customers contact Martin Hannah (888.697.3158 or mhannah@changeair.com).

Canadian customers contact John Bigelow (800.263.7081 or jbigelow@changeair.com).

Event Calendar

Are you planning to attend the January AHR Expo? If so, here's a related opportunity to add to your agenda. While we will not be exhibiting, Change 'Air will have a hospitality suite scheduled for Monday evening, January 26. We'd love to see you there!

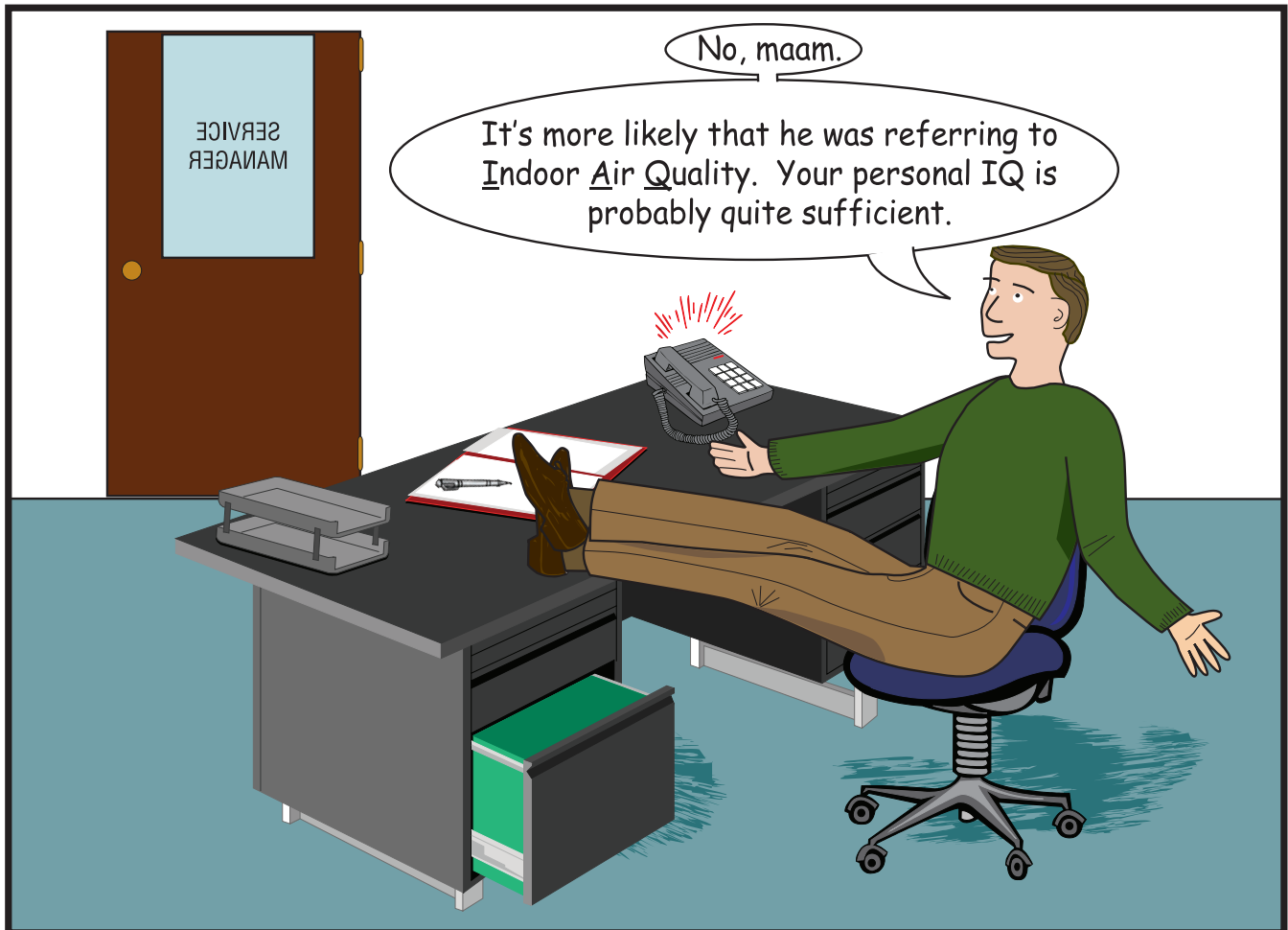
Look for more details in the Winter (January edition) of *AirWaves*.



— Last Wave —

Witty response if you're caught sleeping on the job:
"Amen."

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Climate Change