

comfort zone

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Preparing For The New Year

Not Worth The Wait

Important Websites For
Green Information

One Link of the Chain

preparing for the new year

As we begin a new year, it's important to reflect on the achievements and challenges from the previous year, to celebrate your successes and to put a plan of action together to tackle the issues you uncover.

An Executive Summary is a simple way to create a summary of your business year. You may want to include a brief summary for each of the following areas that includes highlights and important facts about your organization and achievements:

- **Business Conditions** in your market
- **Financial Results** financial results achieved for the year
- **Strategic Plan/Vision** general business results achieved
- **Marketing** programs utilized and their effectiveness
- **Sales Activities** tools used to measure and increase sales activity
- **Organization/Operations** operational achievements
- **Competition** in your marketplace
- **Report Card** critical success factors that impacted your business

Putting this information on paper provides a wonderful springboard to plan for the coming year. Now you can create a strategic plan to guide you through 2009. Focusing on too many business segments can be a daunting task. Instead, select three key areas in which focus and performance will have the greatest impact on your success. Below are some possible areas for consideration:

1. Sales revenue
2. Employee training
3. Profitability/expense control
4. Employee accountability
5. Customer relations
6. Competition
7. Operational efficiency
8. Marketing
9. Technology improvements
10. Employee morale

Now, for each area selected, define in one short paragraph why you believe it requires diligent attention and what you want to see accomplished or changed.

The next step is to define specific goals. Remember, a goal should be specific, measurable and realistic. Assign each goal to a project leader to shepherd the goal through your organization to its accomplishment.

Finally, think about the barriers you will encounter in implementing these goals and what you need to do to overcome them. Every attempt to implement a goal is at the same time an effort to create change. As we all know, change inevitably encounters resistance and opposition (no time, lack of accountability, etc.). By recognizing these obstacles in advance, you are more likely to overcome them. ☐☐☐



fpo



not worth the wait

With the state of the economy today, it might be easy to fall into the trap of opting for deferred maintenance for your HVAC equipment. When you're strapped for cash the idea of putting off service and saving the money until you really need it may seem appealing. However, the results of putting off maintenance too long can range from simple component failures, to major pieces of equipment dying much too soon, to the failure of an entire physical plant. Imagine the cost if just one of the above scenarios occurred in your facility or building. With so much at stake in terms of equipment, employee/tenant productivity and your own reputation, why run the risk?

The operating cost for HVAC systems is made up of several components. Energy cost is a large segment. Repair and replacement costs can also be a big part of the operating cost. Maintenance cost is significant, and is different from the others in one critical characteristic: It can be deferred. Unfortunately, when maintenance is deferred, all of the other costs increase. Deferring maintenance seems like a shortsighted approach to cutting costs, especially when the results can be a lot more costly than performing the maintenance would have been.

There are many reasons to perform regular maintenance on your HVAC equipment:

- Minimize downtime
- Perform minor repairs rather than major equipment replacements
- Maintain productivity levels
- Extend the life of the equipment
- Reduce overall maintenance costs
- Equipment runs more efficiently if it is well maintained
- Savings in energy costs

Qualified contractors are able to catch many repair issues during regularly scheduled maintenance that would otherwise result in a service call, downtime, or potentially even unit damage. Sometimes it's the simple things that are performed during scheduled maintenance by a qualified technician that can make the biggest difference.

Don't wait until you have a major equipment failure. By performing preventive maintenance on your existing equipment, you can hold off on large purchases of new equipment and get the most return on investment from your existing systems. Call a quality service contractor who wants to become part of your maintenance solution. ☐☐☐



important websites for green information

U.S. Green Building Council
www.usgbc.org

Leadership in Energy and Environmental Design
www.usgbc.org/leed

Energy Star Program
www.energystar.gov

U.S. Department of Energy
www.energy.gov ☐☐☐

never having enough knowledge

The combined years of service at AirTight within the HVAC arena is a really big number. So you would think that we have learned about all there is to know about air conditioning, right? WRONG!

The mechanical world, like all others, is continuously changing. We train constantly on new equipment designs, new Data Center concepts in regards to keeping them cool, and of course all of the digital automation that keeps all of the air conditioning units humming along. We can help train you and/or your staff as well. At AirTight, we are always excited to share the knowledge that we gather and use. We try and never miss an opportunity to educate. If you need help with any of your equipment or maybe just need to know how something works, please call on us. ☐☐☐

we have what it takes to deliver!

In business we all must decide which type of consumer we want to be. Do you just want a number to call for service, work your way through the automated prompts, eventually get to a real person, then find out you wound up in the wrong department?

Or, do you prefer to call one phone number 24x7, have your call answered by a full-time employee who wants to solve your problem?

At AirTight we do just that, 24 hours a day. Every day of the year, we have an AirTight employee answer your call and expedite getting you the help you need. We understand that you are not calling us at 3:00 am if you really don't need our help, and we value that.

We operate with a partnership mentality, defined below. If you are lacking this type of commitment from your current provider, please call AirTight and let us prove the difference to you.

part-ner-ship / noun

A relationship resembling a legal partnership and usually involving close cooperation between parties having specified and joint rights and responsibilities

The drop-dead measurement we propose to our customer/partners is, if you call AirTight at 3:00 am with a problem, can you roll over and go back to sleep, knowing it is handled?

If you are having problems sleeping, call us. ☐☐☐

looking for a way to save power and money?

An economizer can be a great part of an HVAC system. The concept allows your HVAC system to pull cool outside air as the primary cooling source for your space, office or entire building, if the outside air is cool and dry enough.

These systems save tons (no pun intended) of energy by allowing the compressors to stay off-line while still maintaining comfortable conditions inside. If you are unsure of your economizer's effectiveness or if you're wonder if you even have one, call AirTight. We can help you figure out what you have and the most efficient way to maintain comfort and save energy. ☐☐☐





THE UNIFIED GROUP

together we make the difference


We are an independent association of the country's elite HVAC commercial contractors. We help our members increase productivity, profitability and customer retention, and we also provide a network for national and regional customer business solutions. Visit us at www.theunifiedgroup.com.

employee spotlight

Service Technician—Installer

Jason Arico is a working machine. He usually ends up on some of the toughest and meanest jobs we come up with. Jason is dedicated to his customers' success and does whatever it takes to make things happen! We are proud to have Jason with us. Jason lives in Kannapolis, NC, just



north of Charlotte, and true to his Italian ancestry, is an avid Ducati motorcycle enthusiast. Hard working, hard playing, that is Jason Arico. Feel confident if you see Jason and team on your job; you are covered! 

At AirTight we strive to be a leader in the heating, ventilating, and air conditioning industry. AirTight is deeply committed to customer-based relationships focusing on communications, quality and integrity. It's the only way we know how to do business.

AirTight

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