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2025 INDUSTRY INFLUENCERS



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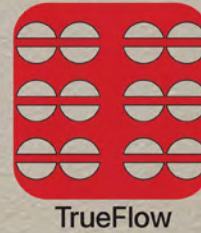
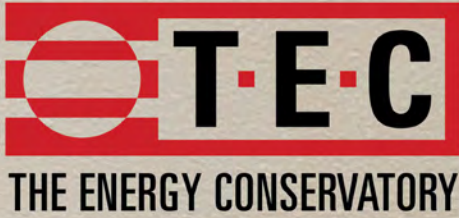
Bryan Orr
Kalos Services



Steve Rogers
The Energy
Conservatory (TEC)

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- How to Capitalize on the Electrification Movement
- How I Sell High-Performance HVAC to Homeowners
- Partner Spotlight: 90th Anniversary for R.E. Michels



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HIGH-PERFORMANCE HVAC TODAY™



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Your Front-line Champions: *Technicians Who Define Your Brand*



Mike Weil is editor-in-chief and director of communications and publications at National Comfort Institute, Inc. Contact him at ncilink.com/ContactMe.

At National Comfort Institute (NCI), we teach High-Performance HVAC™ Contractors about things like airflow, btus, duct leakage, and energy efficiency scores. As contractor members and non-members who believe in testing and measuring, you invest in training, tools, and testing to deliver measurable performance. It's your belief that helps to set the high-performance industry apart.

But this June 22, as we recognize **National HVAC Tech Day**, it's worth turning the spotlight, not just on the technical performance of HVAC systems, but on the personal performance of the people who install, service, and maintain them. Because let's face it, in the eyes of the homeowner, your technician **is** your brand.

First some history: June 22nd was designated National HVAC Tech Day by by [ARS/Rescue Rooter](#) — a national home services provider.

THE HUMAN SIDE OF HIGH PERFORMANCE

Consumers don't often remember your static pressure readings or airflow test results. But they **do** remember whether your tech showed up on time, explained things clearly, and treated their home with respect. In today's high-stakes, trust-driven service environment, these soft skills matter as much as technical chops.

High-Performance HVAC isn't just about equipment — it's about execution. That includes the conversations your techs have at the kitchen table, the confidence they inspire, and the credibility they build.

TOUGH JOBS / TRUSTED PROS

Let's not forget the grit it takes to do this work. HVAC techs crawl into scorching attics, brave frigid basements, and squeeze through spaces most of us wouldn't even poke our heads into.

They troubleshoot under pressure — often while a customer is breathing down their neck — sweating (or shivering) and wanting answers.

That's not just service. That's service **under fire**. And because they are properly trained and confident in their skillset, when techs pull it off with professionalism, empathy, and a sense of pride, THAT is where customer loyalty begins. That's where five-star reviews come from. That's where referrals start.

TRAINING BEYOND TOOLS

As leaders in the high-performance space, I believe we owe it to the field service and installation teams to elevate both their technical and interpersonal game. Are you investing as much in customer communication and emotional intelligence as in airflow diagnostics and commissioning protocols?

Why do I ask? Because a poor customer experience can undo a great HVAC system. And a solid technician with strong people skills can turn even a difficult service call into a long-term relationship.

RECOGNITION ISN'T JUST A HASHTAG

Yes, **#NationalHVACTechDay** is a great moment to shout out your team on social media. But the best recognition is consistent, genuine, and internal. Celebrate your techs with real gratitude. Empower them with knowledge. Back them with the tools and support they need to deliver top-tier comfort and customer care.

Because at the end of the day, the technician is the bridge between your company's promise and the customer's experience.

So celebrate your technicians — on June 22 AND all year long.

They're not just the face of your business. Technicians are your frontline champions. They're the heartbeat of your success. **NCI**



PARTNER Highlights

Written by HVAC Professionals for HVAC Professionals

The Seitron NOVO Combustion Analyzer

This instrument is a unique made-for-the-technician combustion analyzer with features and benefits requested by techs in the field. This makes the NOVO completely different than any combustion analyzer on the market.

The [Seitron NOVO analyzer](#) will be showcased during the [National Comfort Institute High-Performance HVAC Summit](#) this September.

Some new features include the **"Pro Model"** Combustion Assistant which allows a user to tune an appliance easily and efficiently. You input the fuel type and system type being tested, and the NOVO will visually pinpoint what the proper combustion should be.



Recently Seitron added something called the "Cracked Heat Exchanger" test which will automatically and instantly inform the technician if a cracked heat exchanger is present.


Another unique feature: this analyzer measures gas pressure simultaneously with the combustion readings using the built-in manometer. There is no more need for a separate tool.

Finally, the NOVO enables you to use a BUILT-IN printer for reports or you can Bluetooth and QR Code the readings to your smartphone or tablet.

From a service standpoint, NOVO has field replaceable, pre-calibrated sensors which reduces downtime. It also includes high range CO dilution for over-range protection, a seven-inch touchscreen, separate draft probe, and much more.

The NOVO has won multiple industry awards for innovation and quality since its launch in 2022 including a GOLD award for BEST Combustion Analyzer on the market.

In 2025 Seitron was named *Emissions Analyzer Manufacturer of the Year*. The NOVO has been featured on **Mechanical Hub**, **HVAC Know it All**, and now is **NCI approved!**

Come see the [Seitron NOVO Combustion Analyzer](#) during the Summit Product Showcase in September in Round Rock, TX. 

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A2L Refrigerants and Arzel Zoning

How to wire Arzel panels to A2L mitigation boards

In the event of a refrigerant leak, Arzel Zoning panels can open all dampers to disperse the leaked refrigerant. Here's how to properly connect to A2L mitigation boards.



SCAN ME

Arzel Zoning
TECHNOLOGY



R.E. Michel: Celebrating 90 Years of Excellence in HVAC Distribution

Reeling from the Stock Market Crash of 1929, the economy of the early 1930s plunged America and the world into the Great Depression. Interestingly, a new technology emerged from America's obsession with refrigeration during these dark times. That new technology was called air conditioning.

By the mid-1930s, movie theatres began packing in record crowds, restaurants saw double-digit increases in patrons, and other institutions like bakeries stayed open longer and served record numbers of people.

Even libraries and museums experienced increased attendance as visitors sought relief from oppressive summer temperatures.

Kelvinator Air Conditioning began advertising in the January 1935 issue of *Heating Piping and Air Conditioning*. That same year, the **R.E. Michel Company** opened its doors for the first time.

Named for its co-founders, Robert E. Michel and his wife, Mary Ellen, the company began as a supplier of oil burner parts and supplies. From the

beginning, the family understood that customers wanted quality products at a fair price backed by dependable service – and that mantra remains the company's focus today.

This year, this wholesale distribution company marks its 90th anniversary, a milestone that reflects nearly a century of dedication to the HVAC industry. From its humble beginnings

its first branch sales location in Washington, D.C., in 1948, and its first computer system was introduced in 1972. The development of the company's central distribution center in 1986 laid the foundation for future growth, supporting nearly 50 locations at the time. Over the decades, additional warehouses, advanced inventory management systems, and a robust online

presence have positioned R.E. Michel as an industry leader.

A significant turning point came in 2005 with the acquisition of Dealers LP Equipment Company, significantly strengthening its presence in the LP gas industry. This expansion continued

in 2010 with the acquisition of California Cooling and Sunland Distributors, making R.E. Michel a genuinely national distributor. The launch of the Airtemp unitary equipment line in 2012 further solidified the company's impact on the industry.

RECENT EXPANSION AND ACHIEVEMENTS

Since 2020, when we first spotlighted **R.E. Michel**, the company has



Left: Founder Robert Emory Michel. Right: The original R.E. Michel headquarters opened for business in 1935 on Greenwood Ave. in Baltimore, MD.

on Greenmount Avenue in downtown Baltimore to becoming a nationwide leader in HVAC distribution, the company has continually evolved to meet the changing needs of contractors and the industry.

A LEGACY OF GROWTH AND INNOVATION

R.E. Michel Co. has achieved numerous milestones throughout its history. The company's expansion began with



seen continued growth, adding 18 locations across North Carolina, Florida, Alabama, California, and Nevada. In October 2021, the company reached a remarkable milestone, recording its first billion-dollar sales year.

Today, R.E. Michel Co. employs over 2,500 professionals, ensuring customers receive the highest level of service and support.

The company remains a family-owned and operated business, and its motto, “*Customers First ... Coast to Coast*,” remains intact.

The leadership team remains committed to driving the company’s success. **Chairman Doc Michel** and **President Bobby Michel** are both actively engaged in daily operations and lead a strong management team that includes:

- ◆ Senior VP Gene Winters
- ◆ Senior Director of Supply Chain and IT Beau Michel
- ◆ Director of Marketing Alex Beecher
- ◆ Director of Sales Chad McAllister.

UNPARALLELED SUPPORT FOR HVAC CONTRACTORS

R.E. Michel Co. prioritizes its relationships with HVAC contractors, providing various technical and non-technical services to support their success.



Left to right: R.E. Michel President Bobby Michel and his father, Chairman John W.H. “Doc” Michel.

According to Director of Sales Chad McAllister, the company employs 19 Technical Service Advisors (TSAs) who serve as the first line of support for contractors facing technical challenges.

He adds that these advisors undergo rigorous annual training with major equipment manufacturers, ensuring they remain at the forefront of industry advancements.

The company’s innovative [**ESP Inventory Management System**](#) continues streamlining contractor operations. New technology implementations, including an advanced ERP system and enhanced operational efficiency.

With the introduction of new refrigerants and evolving HVAC equipment standards, R.E. Michel remains proactive in addressing industry changes and ensuring contractors have access to the latest advancements.

McAllister emphasizes the importance of contractor relationships to the company.



This multi-generation family-owned business is headquartered in Glen Burnie, MD. Their growth and expansion over the years has led to R.E. Michel having 315 branches across the U.S., plus an additional eight regional warehouses.

“This is a relationship business,” he says. “Our customers come first! We talk about it, train about it, and our relationship shows in every ‘moment of truth’ with a customer!”

He further highlights the company’s dedication to training.

“Our **Customer First** program is one of the first training sessions we use when onboarding our new employees. But we don’t stop there; our regional teams across the country continue to train on the Customer First program each year.”

COMMITMENT TO HIGH-PERFORMANCE HVAC™

High-Performance HVAC contracting is a core focus for R.E. Michel Co. The company emphasizes proper system installation to maximize efficiency, ensuring that air distribution systems are optimized alongside high-efficiency equipment.

Its partnership with the [National Comfort Institute \(NCI\)](#) has further reinforced this commitment, providing training opportunities and fostering relationships with top-tier contractors.

By supporting contractors prioritizing high-performance services, R.E. Michel has observed a decline in warranty rates and an increase in full-system sales, including equipment, indoor air quality (IAQ) solutions, and air distribution components.

This strategic focus aligns with the company’s mission to enhance industry standards and drive long-term success.

McAllister notes, “As we do more business with the high-performance contractor, we see our warranty rates going down, and our full system sales—including equipment, IAQ, and air distribution—going up.”

LOOKING AHEAD TO THE FUTURE

President Bobby Michel says, “Without our loyal customers and dedicated employees, R.E. Michel Company would not exist. On behalf of my father and the entire Michel family, I want to sincerely thank everyone who has been part of this journey.

“As a third-generation family member, I am in awe of our continued success and proud history. I only wish my grandfather, R.E. Michel, and my

uncle, Butch Michel, were here to witness what we’ve built,” he continues.

“The future is incredibly bright—we’re growing across the United States and remain committed to providing the HVACR products our customers need.”

As R.E. Michel Co. celebrates its 90th anniversary, it remains dedicated to innovation and customer-centric service. The company has planned special anniversary promotions throughout 2025, along with developing a commemorative piece highlighting its rich history.

Looking forward, R.E. Michel continues to adapt to industry challenges, including the availability of A2L refrigerants and evolving market demands.

McAllister says he believes the company’s unmatched flexibility in meeting customer needs sets R.E. Michel apart from competitors.

“Whether it’s customized delivery schedules, extended hours, or comprehensive inventory solutions, the company remains committed to providing contractors with the necessary resources to succeed,” he adds.

As R.E. Michel Co. enters its next chapter, it remains steadfast in its mission to support HVAC professionals nationwide. With a foundation built on trust, innovation, and customer-first values, the company looks forward to another 90 years of excellence in HVAC distribution.

For these and many other reasons, the team at **High-Performance HVAC Today** magazine has selected **R.E. Michel** as its *Partner Spotlight* for June. Congratulations to the entire team and to having another 90 years of service and success. 



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SUMMIT FACULTY SHARES COMBINED 500 YEARS OF KNOWLEDGE

This year's faculty brings more than 500 years of HVAC Industry experience to the table in their breakout sessions.

- **Implement Static Pressure Testing on Every Service Call** – Al D'Ambola brings 49 years of HVAC experience
- **Add Duct Renovations to Your Product Offering** – Adam Mufich brings 31 years experience
- **Foster a Culture of High-Performance Accountability** – Alana Ward has 25 years in the realm of HVAC contracting
- **Demystifying the Top Combustion Safety Taboos AND The PATH to High-Performance HVAC™: A Step-by-Step Approach** – David Richardson has 33 years under his belt as an HVAC contractor and NCI instructor
- **Generate Leads from Service and Maintenance Testing** – Don't miss John Boylan's session. He brings 31 years of experience to this presentation
- **Why and How to Sell High-Performance Maintenance Agreements** – Tom Hearn's 25 years in the HVAC contracting business puts him in your shoes on this topic
- **High Performance HVAC Sales – The Canco Way** – Will Horner has 28 years in the HVAC Industry
- **Restoration or Renovation? Two Revolutionary Approaches to Duct System Performance** – Presenter Zach Ortwine has eight years in the HVAC Industry



- **How to Capitalize on the Electrification Movement** – Mitch Bailey shares his 49 years of experience with attendees of this session
- **Making the Switch from Tradesman to Craftsman** – Paul Wieboldt's 42 years in the HVAC Industry will come in handy during this session
- **Prove System Performance with Delivered Btu Testing** – Ben Lipscomb, P.E. and Jeff Sturgeon bring a total of 63 years of expertise to this session
- **Good Design Isn't a Buffet: The Importance and Interconnection of Manuals J, S, and D** – Alex Meaney and Ed Janowiak have combined more than 25 years in the HVAC Industry
- **PerformanceTown** – Andrew Smith (24 years of experience) along with Jeff Sturgeon share their expertise during these hands-on demonstrations
- **Idea Meeting & General Sessions** – Mike Weil brings 40 years of experience covering the HVAC trades for several trade magazines
- **General Sessions Host and Awards Ceremony Presenter** – Dominick Guarino has 38 years of HVAC Industry experience.



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SPECIAL EVENTS

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Summit Orientation & New Member Meeting

- Overview of Summit and NCI membership participation
- Tips on how to maximize your ROI.



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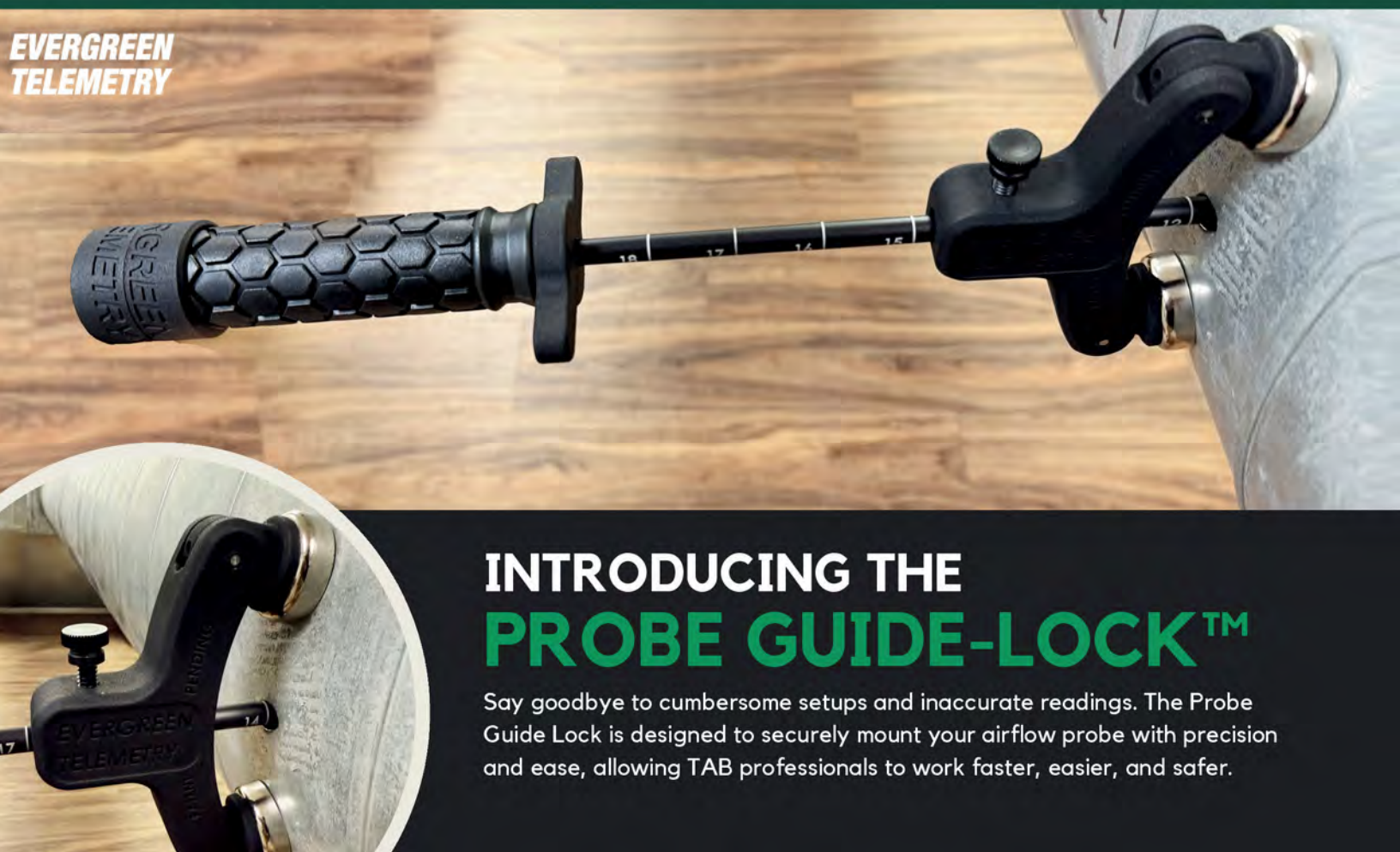
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How to Capitalize on the Electrification Movement

Electrification means different things to different people. For some, it represents an important step toward addressing climate change, reducing reliance on fossil fuels, and creating a cleaner, more sustainable future. Elected officials in California and many other states have made it a priority, with 24 states now setting goals for 100% clean energy.

However, for the average citizen and consumer, the issue often feels more complicated. While some support the transition in principle, many are concerned about the practical realities: higher costs, the reliability of electric systems, and whether new technologies can truly match the performance and convenience of what they already have.

Others feel it's a movement largely driven by politics and ideology, rather than everyday needs and common-sense solutions. As a result, public perception of [electrification](#) is mixed — seen by some as necessary progress, by others as an expensive mandate, and by many as something happening around them without clear information about how it will affect their homes, budgets, or daily lives.

AN OPPORTUNITY AND A CHALLENGE

As an HVAC contractor, I see electrification as both an opportunity and a challenge. On the one hand, the push to phase out gas appliances and heating systems means there's going to be a wave of work coming our way.



Image of a 21st Century home upgrades to meet the electrification and Smart Home requirements of today and tomorrow. Image created using Microsoft's Co-Pilot AI image generator.

Every furnace that gets decommissioned is a new installation, and for companies like mine, that represents steady business. It's not just replacements either — it's system redesigns, electrical upgrades, duct modifications, and customer consultations.

This is a significant market shift, and contractors who position themselves early, get trained on newer heat pump technologies, and understand the new rebate and incentive programs will have a serious advantage.

In today's market, a lot of customers — and even some contractors — see heat pumps as a kind of silver bullet solution. The message being sold is that



you can swap out your old furnace and air conditioner, put in a heat pump, and instantly have a more efficient, environmentally friendly, and cost-effective system. It sounds simple, and in the right conditions, it can be.

But the truth is, like any HVAC system, a heat pump's performance depends entirely on the home it's installed in, the quality of the installation, and whether it was properly sized and selected for the job.

Without those pieces in place, even the best equipment won't deliver the promised results.

DON'T OVER PROMISE: TEST AND MEASURE

But I'd be lying if I said I wasn't cautious when I talk to customers about electrification. Not because I don't believe in the technology — I do — but because ***it isn't a one-size-fits-all fix.***

Every home is different. The construction, insulation levels, window quality, duct design, and even the customer's utility rates play a role in whether a heat pump makes sense.

That's why I always start by **testing the existing system**, **inspecting the ductwork**, and performing a **proper load calculation**. I need to understand how the house loses and gains heat before I can recommend the right

DON'T FORGET ABOUT DUAL-FUEL SOLUTIONS

One of the best solutions I've found for customers in colder areas — or those dealing with high electric rates — is a [dual fuel system](#). This combines the efficiency of a heat pump with the reliability of a gas furnace.

The heat pump handles most of the heating during mild and moderately cold days, keeping energy costs down and reducing emissions.

Then, on those rare nights when the temperatures really plummet and the heat pump struggles to keep up, the gas furnace takes over. It's truly the best of both worlds, offering efficiency where it makes sense and dependable heating when you need it most.

Of course, the success of a heat pump or dual fuel system depends heavily on how it's set up, especially at the thermostat. It's critical to program the system's balance points, lockout temperatures, and staging priorities correctly so the heat pump

Electrification isn't a one-size-fits-all fix. Every home is different. It requires testing and measuring.

equipment. It's about giving the customer what actually works for them, not just what's being pushed by rebates or mandates.

runs as much as possible within its efficient operating range.

The thermostat should also control when the furnace or heat strips activate, preventing unnecessary energy use. I always explain these settings to customers, so they understand how the system works, and make sure the programming aligns with their comfort preferences and utility rates.

WHAT ABOUT THOSE REBATES?

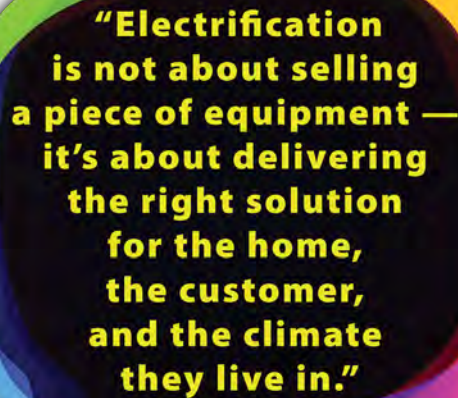
Another important conversation I often have is about rebates and incentives. Many current programs heavily favor full electrification and heat pump installs, while leaving gas furnace upgrades out of the picture. In some cases, a customer may need to choose between maximizing rebates and installing the system that will perform best and make the most financial sense over the life of the equipment.

I help customers weigh those options carefully. Sometimes it makes sense to sacrifice a rebate if it means lower long-term operating costs and better comfort, especially for homes in colder areas or with high electricity rates.

When I evaluate these options with a homeowner, I always look beyond the equipment sticker price and rebates. I compare the actual cost to run the system based on the customer's specific utility rates — whether that's natural gas by the therm, propane by the gallon, or electricity by the kilowatt-hour.

I've built a spreadsheet that calculates the cost to produce a million Btus using each fuel source. This way, we can clearly see which option will cost more to operate in their home, factoring in their local energy prices and the

system's efficiency ratings. It's a practical, numbers-based approach that helps my customers make truly informed decisions, not just ones driven by rebates or sales pitches.



"Electrification is not about selling a piece of equipment — it's about delivering the right solution for the home, the customer, and the climate they live in."

VARIABLE-SPEED HEAT PUMPS

Another exciting development in heat pump technology is the price and growing availability of variable-speed heat pumps. As manufacturers increase production of these units to meet demands, prices have narrowed between single-stage, dual-stage and variable-speed heat pumps.

Inverter-driven variable-speed products are a great solution because they can automatically adjust their capacity to match the home's heating or cooling load in real time. Instead of running at full blast or shutting off like a single-speed unit, a variable-speed heat pump can ramp up or down, maintaining more consistent temperatures and improving efficiency.

In my climate, where the heating and cooling loads are often very

similar in Btus, we're fortunate because we don't have to oversize systems for heating like in other parts of the country, and we rarely need to install large electric heat strips. Because of that, nearly every system we set is variable speed — it allows us to fine-tune capacity to meet the home's load without compromising comfort or efficiency.

For customers with solar, inverter-driven variable-speed is a must as they do not have the spike in current like standard single or two speed units with alternating current (AC) powered compressors. This allows batteries and an inverter to power the home during peak demand hours.

PROGRAMMING ADVANTAGES

Another big advantage of variable-speed equipment, when it's properly programmed and operated by the customer, is that it typically runs at a fractional capacity most of the time. This not only improves energy efficiency but also reduces the likelihood of ice buildup on the outdoor coil.

What little frost might accumulate during a cold night will easily melt during normal off cycles, unlike older single-speed equipment that would run at full capacity, quickly building ice, and requiring frequent defrost cycles.

That alone makes modern heat pumps a much more reliable and practical option for our region — provided they're applied and set up correctly.

That said, it's also important to note that in the cooling season in areas with high humidity, variable-speed equipment can sometimes run at lower speeds for longer periods. This

LEAD GENERATION

tendency may not remove enough moisture from the air effectively.

In those cases, the system might need to run at a higher speed during peak humidity hours, or we may need to adjust the dehumidification settings and staging strategy to ensure both temperature and humidity are properly controlled. Thoughtful application of these systems makes a significant difference.

SKIPPING STEPS IS DANGEROUS

The danger comes when homeowners, or even some less-thorough contractors, skip those steps.

If you treat a heat pump like a silver bullet and simply swap it in without addressing insulation issues, leaky ducts, or poor electrical capacity,

things can go sideways fast.

I've seen situations where customers ended up with skyrocketing electric bills, cold homes in the winter, and a system that runs non-stop because it was undersized or had to rely too heavily on expensive electric heat strips.

Worse yet, sometimes the customer blames technology when the real issue is a lack of proper planning.

A heat pump can absolutely be a great option — but only when it's applied with care, after a thorough evaluation of the home and a clear conversation about what to expect.

At the end of the day, electrification is not about selling a piece of equipment — it's about delivering the right solution for the home, the customer,

and the climate they live in.

When we take the time to do it right, everyone wins. **NCI**



Mitch Bailey owns **Bailey's Heating and Air Conditioning** in Modesto, CA. He is a member of ACCA, RSES, and IHACI, and currently holds a number of different NATE certifications as

well as certifications in duct design, load calculations, Title 24, Wrightsoft, zoning, and home automation. He is also part of the **National Comfort Institute (NCI) training team** in California with more than 38 years of on-the-job experience and has serviced and installed thousands of HVAC systems.

Mitch will share more information on this topic during NCI's 2025 **High-Performance HVAC Summit** in Round Rock, TX, September 9-12. [Click here for more Summit information.](#)



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Honoring the Class of 2025

High-Performance HVAC™ Influencers

In today's rapidly evolving High-Performance HVAC™ landscape, leadership and mentorship are more critical than ever. At the forefront of this movement are the professionals who guide, teach, and inspire their peers to rise to a higher standard.

These are individuals who don't just work in the HVAC industry — they help shape its future. They are the **High-Performance HVAC Influencers, Class of 2025**.

WHAT IS AN INFLUENCER IN HIGH-PERFORMANCE HVAC?

Traditionally, an influencer is someone with specialized knowledge, authority, or insight who can sway an audience within a specific niche. In High-Performance HVAC, the term goes much deeper. These influencers are **servant leaders** — individuals who elevate others by sharing their knowledge, challenging outdated practices, and prioritizing real-world performance.

They are contractors, technicians, and business owners who believe in measuring what matters: airflow, static pressure, temperature, and total system performance.

They don't accept "good enough." Instead, they pursue quantifiable excellence and make it a core part of how they do business.

WHY THE CLASS OF 2025 MATTERS

The **Class of 2025** is more than just a group of high achievers — it's a generation of professionals proving that high performance is not a luxury; it's the new standard. These individuals are pushing the industry forward through:

- **Education and Mentorship** — Sharing what they've learned and helping others grow
- **Measurement and Verification** — Using

diagnostic tools and data to optimize comfort and efficiency

- **Implementation and Impact** — Translating classroom knowledge into measurable field results

- **Leadership by Example** — Running businesses that reflect the core values of the High-Performance HVAC movement.

They challenge peers to ask better questions, test their assumptions, and deliver verified results to their customers. Through their actions, they're not only improving their businesses — they're redefining what quality looks like across the entire HVAC profession.

A COMMUNITY-DRIVEN SELECTION PROCESS

Each year, nominations for the Influencer Class are submitted by peers across the industry—contractors, manufacturers, distributors, utilities, and trade associations. Candidates are evaluated not based on tenure or popularity, but on **the measurable impact of their work today**.

The selection team at the National Comfort Institute (NCI) seeks out those who consistently test, measure, document, and educate. These are individuals who believe in whole-system diagnostics and are committed to helping the entire industry improve one system at a time.

JOIN THE MOVEMENT

As the HVAC industry continues to change, the need for high-performance solutions is only growing. Comfort, energy efficiency, and long-term customer satisfaction depend on contractors who do more than install equipment — they ensure the entire HVAC system works as intended.

To that end, the Class of 2025 stands as a

beacon of what's possible when knowledge meets action.

Do you know someone who deserves to be recognized? Great! You should submit your nomination for the next class of influencers at: ncilink.com/ContactMe.

Without further ado, let's meet this year's class:

MARTIN HOOVER, EMPIRE HEATING AND AC

Martin is the co-owner of [Empire Heating and Air Conditioning, Inc.](#), a High-Performance HVAC™ company that has been in business



more than 39 years. Founded in 1985 with his wife, Gila Hoover, the team has built a reputation for quality service and customer

satisfaction.

Empire services, installs, and repairs all brands and models of heating and air conditioning equipment, including Daikin VRV and VRF systems, heat pumps, and water heaters. All of the company's senior technicians are NATE (North American



Martin Hoover shares perspectives on a podcast during a national conference recently.

Training Excellence) certified.

Furthermore, Empire was named a [Best of Georgia HVAC business](#) by the *Georgia Business Journal* in 2024 and has been a recipient

of the [Angie's List Super Service Award](#) for 15 consecutive years.

In addition to his day-to-day responsibilities as a small business owner, Martin wears many hats, including sales management, marketing, product development and individual coaching. He says, "I am passionate about providing reliable and efficient solutions for our clients' comfort and well-being."

However, Martin is also very involved in the greater HVAC community. He serves as a past president of the [Conditioned Air Association of Georgia \(CAAG\)](#) and also immediate past chairman of the [Air Conditioning Contractors of America \(ACCA\)](#). In both associations he spent time and energy working towards the advancement of the HVAC industry and advocating for its professionals.

Over a career spanning more than 40 years, Martin's exemplary work and pride in maintaining compliance with the industry's latest regulations are evident in the numerous awards he has received.

These include: several American Standard, Amana, and Daikin Dealer Awards; Contractors 2000 Performance Award; Conditioned Air Association of Georgia Contractor of the Year, and ACCA's 2020 Distinguished Service Award.

From a technical standpoint, he is a believer in strong education opportunities for his team and has been a member of National Comfort Institute for 21 years. In addition to having his senior tech team NATE-certified, they are also all trained and certified in system performance through NCI.

Martin has always had an affinity in continuing education and HVAC

leadership – two passions he brought from his company to the national scene through his ACCA work.

It is for these and many other reasons Martin Hoover was selected to be inducted into NCI's 2025 class of HVAC Industry Influencers.

STEVE ROGERS, THE ENERGY CONSERVATORY (TEC)

When it comes to influencing the HVAC Industry, people involved in technological advances are often at the forefront.



They create tools and instruments that technicians use in the field to increase consumer comfort and energy efficiency while

also advancing the abilities of contractors to be profitable and to grow.

Such is the case for Steve Rogers. Steve is the president of [The Energy Conservatory \(TEC\)](#), a Minneapolis-based manufacturer specializing in building high-performance testing tools, including the [Minneapolis Blower Door](#) and [Minneapolis DuctBlaster](#).



He joined TEC in 2015 and became president in 2017, taking over for founder Gary Nelson.

Rogers is also a recognized expert in flow and pressure measurement instruments and has been involved with organizations like the International Standards Organization (ISO) and the American Society of Mechanical Engineers (ASME). That involvement is how he helps develop standards for electromagnetic flowmeters.

He has more than 25 years of experience with fluid dynamics and flow measurement and holds 16 U.S. and international patents, with more pending.

Chris Hughes, TEC's sales manager says, "Steve is best known for his data-driven approach to HVAC performance. Through his work and personal research, Steve brings truths against unwarranted marketing claims ensuring the industry embraces evidence-based insights. If something cannot be proven through a clean data set, Steve will always say, "We should probably test that!"

Steve is one of those visionaries who is always looking for better ways to do things which is one of the traits that brought him and his team together with National Comfort Institute, The HVAC School, and other organizations that are all about a best-practice approach to performance.

But wait, there's more. Steve also contributes to the continuing education of the HVAC industry through involvement with podcasts and webinars to educate and discuss topics like blower doors, duct leakage, and heat pumps.

His influence in the current evolution of HVAC testing and measuring technologies will have a lasting

impact on this industry. It is for this and many other reasons that the team at **High-Performance HVAC Today** is pleased to welcome Steve Rogers to the NCI Influencers Class of 2025.

DAWN MROCZEK, GV'S HEATING & COOLING

Dawn Mroczek is a trailblazing leader in the HVAC industry, serving as general manager of **GV's Heating and Cooling**, a family-owned com-



pany known for its dedication to High-Performance HVAC™ contracting and client-centered service. In a field traditionally dominated by men, Dawn stands out not only as a respected female leader but as an innovator who has helped shape how HVAC systems are sold, serviced, and understood in her marketplace.

Since joining the company, she has

played a pivotal role in redefining the sales process at GV's by emphasizing **true system performance** over transactional equipment replacement.

In 2010, under her guidance, GV's Heating and Cooling joined the National Comfort Institute (NCI), incorporating static pressure and temperature testing into every sales call.

This forward-thinking decision transformed the business into one focused on delivering measurable comfort and efficiency rather than just selling equipment—a model that has become a benchmark for excellence in the industry.

Her approach blends technical knowledge with a strong commitment to client education, ensuring that customers understand the full value of their investment. Dawn's ability to communicate complex HVAC concepts in a relatable way has not only earned her the trust of homeowners but also positioned her as a thought leader among peers.

But her company's success is not her only focus – Dawn brings her



enthusiasm and leadership to the national stage as well. As an author of articles in the trade press, a speaker at national seminars, and an advocate for increasing the role of women in the HVAC Industry, she brings integrity, compassion, and purpose to everything she does.

“If you’re on the fence about becoming a High-Performance HVAC contractor, two minutes with Dawn Mroczek will convince you it’s the right move,” says NCI’s David Richardson. “Her enthusiasm, innovation, and repeatable results are just a few reasons she is so deserving of this recognition.”

Dawn Mroczek exemplifies the spirit of the **HVAC Influencers Class of 2025** — an advocate for high-performance solutions, a champion for women in trades, and a leader committed to raising industry standards.

BRYAN ORR, KALOS SERVICES



Bryan Orr is a nationally recognized voice in the HVACR industry whose work as a contractor, educator, and media innovator has had a transformative impact on both field professionals and the broader public perception of skilled trades.

As the co-owner of **Kalos Services Inc.**, based in Clermont, FL, Bryan has helped shape a business grounded in technical excellence, integrity, and people-first values—principles that echo throughout the high-performance culture he helped build.

Under Bryan’s leadership, Kalos Services has become a model of what

modern HVAC companies can achieve. The company has

earned multiple **Angie’s List Super Service Awards**,

as well as national recognition for its internal culture, ranking sixth on **Entrepreneur’s Top Company Cultures** list

in the small business category.

These accolades reflect more than just operational success — they highlight Bryan’s commitment to developing teams where technicians are respected, supported, and empowered to grow.

What truly sets Bryan apart in the HVAC community is his passion for education and communication.

As the founder and host of the **HVAC School Podcast**, Bryan has produced more than 500 episodes and countless videos that blend technical depth with engaging storytelling.

His media platforms serve as virtual classrooms for tens of thousands of HVAC professionals, bridging the gap between fieldwork and ongoing learning. Rather than relying on flashy marketing tactics, Bryan has built influence through authenticity — offering actionable insights, real-world troubleshooting tips, and honest conversations that resonate deeply with the industry.

Says David Richardson, NCI vice president of curriculum development, “Bryan Orr single-handedly started a movement that made HVAC cool.




He’s exposed younger generations to the values of creating something with their hands and heads by meeting them where they are. I can’t think of anyone more deserving of the title, influencer.”

Beyond podcasting, Bryan provides marketing, training, and consulting services to companies across the country, focusing particularly on improving technical communication and leveraging modern media to foster growth. His unique combination of hands-on expertise and media fluency has helped elevate the professional image of the HVAC trade and inspire the next generation of technicians.

Bryan Orr’s influence is undeniable. Through his thought leadership, advocacy for high standards, and commitment to continuous education, he exemplifies what it means to lead by example.

He is a natural fit for this year’s class — a voice of both reason and innovation in a rapidly evolving industry.

Congratulations to Martin Hoover, Steve Rogers, Dawn Mroczek, and Bryan Orr — **NCI’s Class of 2025 High-Performance HVAC Industry Influencers.** 



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How I Sell High-Performance HVAC to Homeowners

I'm not a high-pressure sales guy. I don't carry a flashy briefcase or throw around buzzwords. My approach is simple: I listen closely, educate homeowners, and let the truth about their home's performance do the heavy lifting.

When you're selling High-Performance HVAC™, you're not just selling equipment — you're offering safety, health, comfort, energy efficiency, and long-term value. And when you sell it that way, it becomes something homeowners truly want.

Here's how I do it.

START WITH LISTENING, NOT PITCHING

When I walk into a home, I'm not rushing to show off equipment specs. I'm there to listen. I ask questions like, "What are you experiencing in your home?" and "What brought me out here today?" I want to hear their story — the discomfort, the high bills, the inconsistent airflow, or maybe the sneezing every morning.



Will Horner discussing data reports that make air "visible."

I find that homeowners often don't know how to express real problems they are having. They might say "My upstairs is hot" or "My unit's loud," but what they're really experiencing are symptoms of deeper performance issues. So, I help them uncover those issues by asking thoughtful follow-up questions and taking them on a journey of discovery.

BUILD TRUST THROUGH TRANSPARENCY

I always make it clear that I'm not just there to give a quote. I'm there to assess the home, understand the root problems, and offer solutions that will make a lasting difference. I do a [full diagnostic evaluation](#) — airflow readings, static pressure, duct inspection, equipment performance — and I explain everything I'm doing in plain language.

I use the [Canco ClimateCare](#) six-step process guide to explain what and why we test. Homeowners see me testing, measuring, and documenting real numbers. That builds credibility fast. They don't have to ask what I'm doing — I show them that I am conducting tests that will make their air visible. At Canco, we really can help customers ["see" air](#).

None of our competitors can see it if they don't know how to see it. That requires [training and practice](#).

By testing and measuring, I'm not guessing or relying on assumptions; I'm showing them the evidence. And I always let them know they're in control. My role is to give them the information they need to make the best decision for their family.

USE DATA TO TELL THE STORY

[Numbers don't lie](#), and they help homeowners see what they're really dealing with. For



example, if the total external static pressure is 0.9 when it should be 0.5, I show them what that means for their system's efficiency and lifespan. If their ductwork is only delivering 70% of the required airflow, I help them understand how that impacts comfort and operating costs.

I use tools like the report from [Air-Maxx™/True Flow](#) with NCI workflows to summarize everything I find. But I don't just hand them a printout — I walk them through the numbers, highlight the red flags, and explain what can be done about them. That's when the light bulb goes on. They realize this isn't just about replacing a box; it's about fixing a system.

DON'T LEAD WITH PRICE—LEAD WITH SOLUTIONS

One of the biggest mistakes I see in this industry is [contractors jump straight to pricing](#). That's not how I operate. Once I've explained the issues and shown them the performance data, then I start talking about options. And those options are always focused on solving their specific

problems.

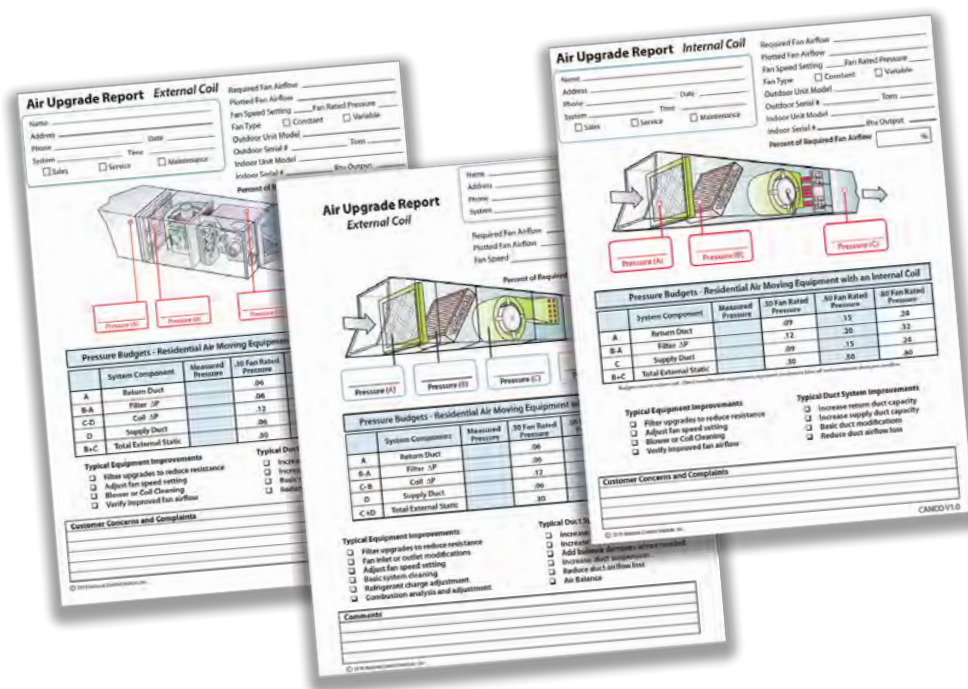
We offer tiered options based on a good, better, and best approach. Each option is aligned with their goals and budget, but all of them include performance improvements — like duct renovation, proper sizing, and airflow correction.

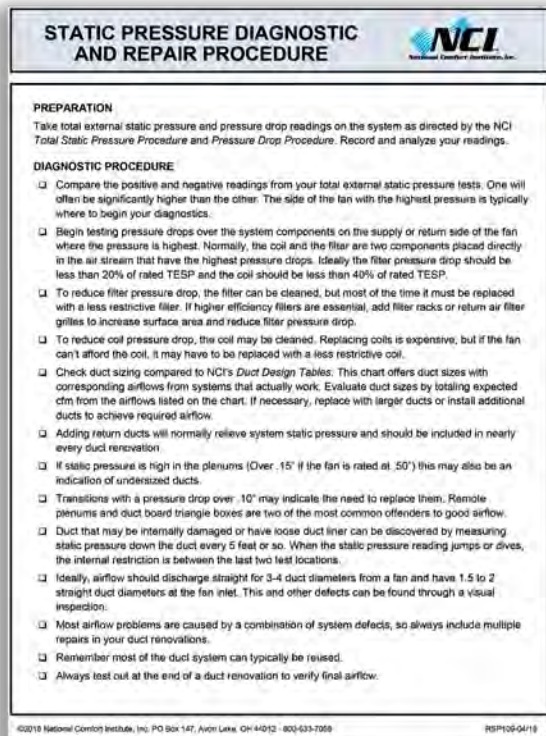
That way, even if they choose the lowest-cost solution, they're still getting better performance than they had.

I don't try to upsell. I educate. When homeowners understand how their system should perform — and how we can get it there — they often choose the better or best package on their own.

HELP THEM VISUALIZE THE OUTCOME

It's not enough to talk about numbers and efficiency. I help homeowners picture what their life will be like





after the work is done. I'll say things like, "Imagine walking into your bedroom and it's the same temperature as the rest of the house," or "You won't have to crank the thermostat down just to feel comfortable upstairs."

I also talk about health — how a properly sealed and filtered system can reduce allergens, dust, and control humidity. These are emotional triggers that matter to people. They're not just buying a mechanical system; they're investing in their comfort, their health, and their home's value.

LET HOMEOWNERS SELL THEMSELVES

I've found that when I do my job right, homeowners talk themselves into the sale. After walking them through the problems and the solutions, I'll ask, "*What makes the most sense to you?*" Nine times out of 10, they choose the option that gives them

real performance improvements.

Sometimes they'll say, "*Well, it seems obvious now,*" or "*I can't believe no one else mentioned this.*" That's because most contractors are still doing business the old way — just swapping out boxes. I'm not in the box-selling business. I'm in the solution-selling business.

OVERCOME OBJECTIONS: RETURN TO THE DATA

When a homeowner hesitates or brings up price, I circle back to the performance data. I'll say, "I understand it's a big investment, but let's remember what we're fixing here." Then I remind them of the high static pressure, the poor airflow, the dust problems, or the comfort complaints they mentioned.

It's not about pressure — it's about clarity. I help them see the cost of doing nothing. I'll show them how much energy they're wasting or how their equipment is being stressed. When they realize the long-term cost of not fixing the system, the price starts to make more sense.

KEEP THE CONVERSATION HUMAN

Above all, I treat every customer like a real person — not a sales target. I use normal language, I listen more than I talk, and I stay humble. I'll even admit when I don't have an answer, but I always follow up. That kind of honesty goes a long way.

Homeowners are tired of gimmicks. They want someone who cares, some-

one who knows what they're doing, and someone who's not afraid to back it up with data.

When you can be that person, you don't have to "close" the sale — the customer closes it for you.


WHY HIGH-PERFORMANCE SELLS ITSELF (IF YOU DO IT RIGHT)

Selling High-Performance HVAC isn't about being slick. It's about being real. The more I focus on education, diagnostics, and outcomes, the more homeowners trust me — and the more they're willing to invest in a solution that works.

So, if you're out there trying to grow your business and you're tired of competing on price alone, shift your mindset. Start measuring. Start testing static pressures first.

Get yourself and your field service and installation teams trained in static pressure so you understand what your measurements mean.

Take baby steps. Test as many different systems as you can. Most importantly, don't make it a science project. Just keep it simple. Then you can start showing customers what's really happening in their homes — and how you can fix it.

Because once they see the truth, they'll want what we offer. 



Will Horner is the sales manager at [Canco ClimateCare](#). He is accountable for airside system performance testing, training, implementation, new system sales, and client fulfillment (install). He's

been with Canco for more than 20 years and credits Bob and Nancy McKeraghan for instilling the values of servant leadership into all that Canco does. You can reach him via ncilink.com/ContactMe.



CUTTING-EDGE TRAINING

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From The Industry Leader In High-Performance HVAC™ Contracting

Think you know airflow? Think you know carbon monoxide safety? Think you know how to solve your customer's comfort issues? Be sure. Don't guess. Find the training and expertise you need from the National Comfort Institute (NCI). Only at NCI will you find certification courses like Duct System Optimization and Combustion and Carbon Monoxide Safety, taught by leaders and innovators in the HVAC industry. Find out why NCI says, *"If You Don't Measure, You're Just Guessing!™"* Visit the link below or call **800-633-7058** to find classes near you.

UPCOMING NCI TRAINING: JUNE - SEPTEMBER 2025

PUBLIC LIVE TRAINING

Duct System Optimization and Residential Air Balancing

June 10-12: Billings, MT
August 26-28: Denver, CO

Combustion Performance and Carbon Monoxide Safety

August 12-14: Grand Rapids, MI
August 26-28: Livonia, MI
September 16-18: Centennial, CO

Residential HVAC System Performance and Air Balancing

August 12-14: Lewisville, TX
August 19-21: Mentor, OH
September 16-18: White Plains, NY

Commercial Air Balancing

August 19-21: Glen Burnie, MD
September 16-18: Roswell, GA

PUBLIC ONLINE LIVE TRAINING

Duct System Optimization - ONLINE LIVE

Part 1: June 3-4 • Part 2: June 10-11

Residential HVAC System Performance - ONLINE LIVE

Part 1: June 17-18; • Part 2: June 24-25

Commercial HVAC System Performance - ONLINE LIVE

Part 1: July 1-2; • Part 2: July 8-9

Airflow Testing and Diagnostics - ONLINE LIVE

July 29-30

Combustion Performance and Carbon Monoxide Safety Recertification - ONLINE LIVE

August 5-6



SUMMIT 2025

September 9-12
Round Rock, Texas
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***SCE SPONSORED LIVE TRAINING** ncilink.com/SCESchedule

Commercial Air Balancing

June 10-12: Anaheim, CA

Test and Certify Ventilation Systems and Economizers

June 24-25: Anaheim, CA

Airflow Testing & Diagnostics

September 16: Anaheim, CA

Refrigerant-Side Performance

September 17-18: Anaheim, CA



*NCI training sponsored/subsidized by Southern California Edison (SCE) for qualified local contractors.

Visit [NCIlink.com/ClassSchedule](https://ncilink.com/ClassSchedule) to view the latest schedule.



NCI WELCOMES ITS NEWEST PARTNER

The team at National Comfort Institute (NCI) is pleased to announce the newest partner to join their [Member Rewards Program](#). Please join us in welcoming [Seitron Americas](#) to the family.

Seitron is a family-owned business that has been manufacturing combustion analyzers and HVAC testing instruments since 1981. This company provides innovative HVAC instruments, designed by technicians ... for technicians.

Based in Italy, the U.S. operation is headquartered in Newtown, PA (near Philadelphia). In that facility they maintain a full-service lab, live-fire training center (Seitron Academy), and sales/customer support offices — not to mention a fully stocked inventory.

Seitron collaborated with NCI to be the first combustion analyzer AND personal carbon monoxide (CO) monitor of its kind to meet NCI standards. Seitron even offers special kits for NCI-certified combustion analysts!

Oh and one more thing — most NCI instructors now carry and use the Seitron personal CO monitor.

Seitron ships all orders the same day and provides 24/7/365 customer service.

Check out the [Seitron NOVO Combustion Analyzer](#) and the [PM1 CO Personal Safety Monitor](#).

NCI members and students can learn more about Seitron and discover how

they can receive special discounts!

If you have any questions, please call the NCI Customer Care line at **800-633-7058**.

SUMMIT 2025: CONTRACTORS SHARING THEIR EXPERTISE

[The speaker faculty for Summit 2025](#)

includes seven High-Performance HVAC™ contractors. Here is a list of who they are and the breakout sessions they will lead:

- **Mitch Bailey**, owner of Air Heroes, Modesto, CA will lead a discussion on ***How to Capitalize on the Electrification Movement***
- **John Boylan**, general manager, Lake-side Service, Brighton, MI shares his experiences on ***How to Generate Leads from Service and Maintenance Testing***
- **Tom Hearn**, president, Hearn Plumbing, Heating, and Air, Madison, OH will cover ***Why and How to Sell High-Performance Maintenance Agreements***
- **Will Horner**, sales manager, Canco ClimateCare Heating and AC, New Market, Ontario, Canada is all about sales. His session is ***High-Performance HVAC Sales – the Canco Way***
- **Zach Ortwine**, owner, Southeast Clean Air Solutions, Henrico, VA will lead a session called ***Restoration or Renovation? Two Revolutionary Approaches to Duct System Performance***
- **Alana Ward**, president, Baggett Heating and Cooling, Clarksville, TN shares how to ***Foster a Culture of High-Performance Accountability***
- **Paul Wieboldt**, president, Tradewinds Appropriate Technologies, Waco, TX



discusses the importance of ***Making the Switch from Tradesman to Craftsman***.

Learn more about all the Summit speakers, events, and programs at [goto-summit.com](#). And don't forget to [register](#) and [reserve your rooms](#) today.

NCI members: if you want to use your NCI Bucks to help reduce your costs, be sure to call our Customer Care Reps at **800-633-7058**.

THE EVOLUTION OF AIRMAXX


The old adage about “change being the only constant” holds true, especially when it comes to software and app development. And it is true for NCI's **AirMaxx™** and **AirMaxx Lite™** apps.

To take those technologies to the next level, NCI has teamed up with the folks at **measureQuick®** and **The Energy Conservatory (TEC)** TrueFlow® app to incorporate AirMaxx into their applications.




The main feature and benefit to this evolution — AirMaxx protocols now work directly within measureQuick and the TEC TrueFlow Grid. This is an important change for the High-Performance HVAC ***Air Upgrade Process***.

[Read more about this important partnership here.](#)

This evolution also means that the legacy AirMaxx and AirMaxx Lite stand-alone apps will be phased out. If you have any questions, call the NCI Customer Care line at **800-633-7058**. 

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Bakerdist.com/GrandAir

GrandAir Advantage Warranty is only valid with an AHRI matched system. Labor credit is only valid with proper authentication from technical service advisor.

MyHomeComfort.org

The source for homeowners to find the right contractor (you!)

You can only be listed if you or your company are currently NCI-certified, so be sure that all your certifications are up-to-date. Become an NCI member to get a premiere listing for your company.

Be sure to take advantage of this lead-generating tool today!




NCI
National Comfort Institute, Inc.

Call NCI Customer Care at 800.633.7058 to find out how to be listed and featured.

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10 Reasons to Put Summit 2025 on Your Must-Attend List



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ContactMe](http://ncilink.com/ContactMe).

It's hard to believe NCI's **22nd Annual High-Performance HVAC™ Summit** is just a few months away. By all reports, Summit 2024 was an amazing success, with record attendance and a great lineup of speakers and topics.

Summit 2025 in Round Rock, TX (Austin area) September 9-12 promises to be even bigger and better! This year's theme is, **"Navigate Your Path to High-Performance HVAC."**

Whether you are just getting started on your journey, at a mastery level, or somewhere in between, you will surely come home from Summit with a to-do list that will help take your business to the next level.

It's important to note that while many NCI members regularly attend the annual conference, it is **open to ALL contractors**. In fact, this past Summit had a record non-member attendance.

Here are just 10 reasons out of many why investing in coming to Summit 2025 will bring you great dividends for 2026 and beyond:

1. It's the only conference in the HVAC industry completely focused on High-Performance HVAC. Every session is curated to help you implement this unique approach in your company.

2. There are no generic topics or speakers. Every presenter is dedicated to improving our industry, and they bring decades of experience directly to you. Together we have more than 500 combined years of HVAC industry experience!

3. Our speakers and attendees are contractors willing to share their knowledge, and develop long-term relationships with you. NCI contractors are a tight knit community that welcomes all to join them on their high-performance journey.

4. Summit is supported by the industry's best manufacturers, wholesalers, and service providers, including top instrument and software partners. They are not just great vendors, they

truly share NCI's vision of delivering High-Performance HVAC systems to end customers.

5. Attendees will have several opportunities to participate in hands-on sessions on live-fire equipment in two **PerformanceTown** rooms. You will have access to the latest instruments and software to help you test, diagnose, and prescribe solutions for low-performing systems.

6. Materials from sessions including slide decks, charts, procedures, recordings, and more will be available to you year-round so you can apply what you learn at your own pace.


7. We will feature several special general sessions including two panels with top experts on HVAC system redesign and connecting HVAC and building sciences.

8. Great social events include a fun welcome reception hosted by Daikin Comfort Technologies. We also have a great partner reception where you can spend quality time with our tight-knit group of partners focused on helping you with the best products, instruments, software, and services.

9. Attend our 21st Annual NCI Awards banquet where we recognize the best-of-the best in the High-Performance HVAC industry. Who knows, maybe you will be on stage this year!

10. Join a growing community of high-performance contractors who are always willing to share and learn from each other, not just in formal sessions, but during social hours and in the halls of Summit 2025.

I hope to see you at Summit this September. Bring other team members with you. You won't regret it. Be sure to [register for the conference](http://GoToSummit.com) while there is still room at GoToSummit.com.

Hotel rooms at the incredible Kalahari resort are available at a [very special low Summit rate](#), but don't wait too long as we have a limited block of rooms. See you in Austin! 



High-Performance HVAC™ Training



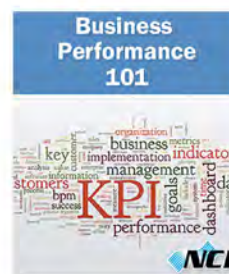
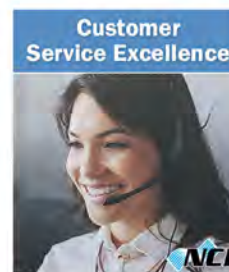
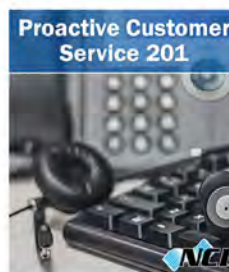
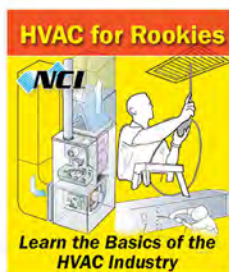
These courses are focused on helping your organization succeed and grow, at your pace. If you're just starting out, or have been in business for decades, there's training that you will find helpful on your path to performance.

Some Benefits of NCI's Online University Training:

- Training is available any day, any time, 24/7
- Enables you to train all of your employees - affordably
- Gets your entire staff on the same page
- Saves travel expenses
- Supports a High-Performance HVAC Contracting™ culture
- Training available from fundamentals to advanced courses.

NCI'S ONLINE UNIVERSITY

The National Comfort Institute, Inc. (NCI) Online University offers several online training options to super-charge your journey towards becoming a High-Performance HVAC Contractor. From self-guided online training, to recorded webinars, the Online University provides technical as well as customer service and business management courses.



NCI members receive a discount on every course and webinar in the University. You can add the Premium or Learning Excellence Online package to your membership and get unlimited access to the entire University!

Start Today! Go to ncilink.com/OnlineU



Duct System Optimization and Residential Air Balancing Training and Certification



Learn how to deliver high quality, profitable duct system renovations that really work!

- Improve poorly performing duct systems and solve issues others can't
- Diagnose and prioritize repairs with proven test methods
- Reduce costly callbacks and increase customer satisfaction
- Optimize and balance systems to deliver superior comfort and efficiency
- Get paid for the expert craftsmanship you deliver, not just the boxes you sell
- Earn two exclusive industry certifications and applicable CEUs.



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High-Performance HVAC™ Difference!**

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For more information, go to ncilink.com/DSO or call 800.633.7058