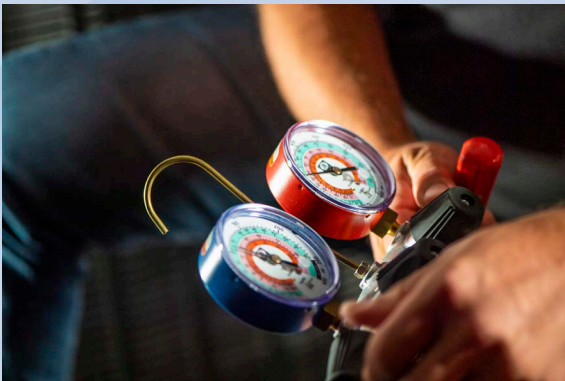




WE MAKE IT EASY®

2022 SPRING TRAINING



munchsupply.com



MUNCH BUSINESS ACADEMY MBA PROGRAM



Wondering how to get your business to the next level but aren't sure how? Our all new Munch Business Academy (MBA) Program offers well-rounded, detailed and actionable learning specifically targeted to helping HVAC businesses grow. Areas of focus include: driving sales, building a marketing plan, maximizing company programs, enhancing technical training, managing financials, increasing maintenance agreements, determining organization structure and more.

MBA BENEFITS

- Receive a guaranteed seat for attendance at each class designated as MBA
- Almost \$1,000 in savings on business classes
- Develop a customized plan with your Territory Manager focusing on your company's goals
- Convenient monthly billing
- Certificate upon completion



CLASSES

(Classes subject to change on availability)

- Wall 1: 6 Steps to \$3 Million+ in Revenue (\$675 value)
- Book Any Call: Wow More Customers and Make More Money! (\$299 value)
- Unlimited Leads (\$675 value)
- Residential Maintenance: Maximize Profits Through Lifetime Clients (\$675 value)
- Focus on Financing (\$299 value)
- American Standard ASSET/Trane Boot Camp (\$1,895 value)
- Duct Design 101 (\$99 value)*
- Electrical Motors and Controls 101 (\$99 value)*
- Furnace 101 (\$99 value)*
- AC 101 (\$99 value)*
- Light Commercial Troubleshooting and Product Review (\$50 value)*
- S-Series*

COST - \$3,999

Fee includes one guaranteed spot in each MBA class listed in the program. Classes start Fall 2022 and go through Spring 2023. You will be charged the first payment of \$399 when you register and then the other nine monthly payments will start in Fall 2022 and class list finalized.

REGISTER

Early MBA Sign Up!
Pre-Register and Reserve Your Spot in the Fall 2022 Munch Business Academy MBA Program

Register by April 1, 2022 and receive a \$100 gift card.



COURSE DESCRIPTIONS

ILLINOIS

Register online today at munchsupply.com.

Focus on Financing

9-hour class \$299  **MBA Certification**

Category: Business

This interactive workshop is designed to increase your replacement comfort system closing ratio and price. Learn the skills needed to confidently offer financing to every buyer, eliminate multiple calls to the office and take on low-priced competition with financing. We will show you tools and proven techniques to help speed up the sales process and eliminate customer affordability objections.

Instructor: Chris Carlie

February 25, 8 a.m.-5 p.m. - Hillside

LIMITED SPOTS AVAILABLE

Residential Maintenance: Maximize Profits Through Lifetime Clients

2-day class \$675  **MBA Certification**

Category: Business

Learn how to create a company that no longer runs from "hot to cold" by weatherproofing their business with a well-managed, profitable maintenance agreement program. By developing a maintenance program, dealers can stabilize profits and cash flow in their companies and develop a long-term client base instead of one-time customers. Attendees will also be able to develop their lead replacement pool and retain a consistent labor force by providing work year round.

Instructor: Jennifer Shooshanian

February 17-18, 8 a.m.-5 p.m. - Hillside

LIMITED SPOTS AVAILABLE

AC 101

6.5-hour class \$99

 **6 continuing education hours**  **MBA Certification**

Category: Fundamental HVAC

This course is designed for residential installers and service technicians who are new to the industry and are looking to learn the fundamentals. Topics include refrigeration fundamentals including temperature glide, fractionation, latent heat and sensible heat; system operations including superheat and subcooling; refrigeration components and application considerations; charging fundamentals; oils and retrofit requirements; installation fundamentals including wiring and bkr selection; lineset selection and factory application guide; equipment accessories for low-ambient applications; and matched system requirements. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage condensers with a factory service representative.

Instructor: Matt Serdar

March 9, 8 a.m.-2:30 p.m. - Hillside

March 16, 8 a.m.-2:30 p.m. - Wheeling

May 10, 8 a.m.-2:30 p.m. - Alsip

Duct Design 101

6.5-hour class \$99

 **6 continuing education hours**  **MBA Certification**

Category: Fundamental HVAC

This basic duct design course is designed to introduce HVAC staff to residential and light commercial duct applications, sizing, construction and installation. Learn how to analyze system pressures, select system components and evaluate the components' effect on air delivery and equipment performance. Information provided in this course aligns with ANSI, ACCA, SMACNA and ASHREA procedures and standards.

Instructor: Matt Serdar

February 22, 8 a.m.-2:30 p.m. - Wheeling

March 17, 8 a.m.-2:30 p.m. - Hillside

Electrical Motors & Controls

6.5-hour class \$99

 **6 continuing education hours**  **MBA Certification**

Category: Fundamental HVAC

This basic electrical course is designed to introduce HVAC staff to the design and operation of motors and controls used in the residential Trane Technologies product lineup. This course will cover inducers, blowers, gas valves, rectifiers, contactors, thermistors and more. Learn how to read basic electrical schematics including component identification and sequence of operation; analyze analog and binary inputs and outputs of a circuit board; and learn what PWM is and how to use the BK terminal.

Instructor: Matt Serdar

February 23, 8 a.m.-2:30 p.m. - Wheeling

March 8, 8 a.m.-2:30 p.m. - Hillside

May 11, 8 a.m.-2:30 p.m. - Alsip

Heat Pump 101

4-hour class \$79

 **6 continuing education hours**

Category: Fundamental HVAC

This basic residential heat pump course is designed for technicians with residential air conditioning experience. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage heat pumps with a factory service representative. Participants will learn terminology, component ID and the HP heating cycle; analyze application considerations; review operational fundamentals including thermal balance point and economic balance point; learn the operation of a demand defrost control board; discuss common installation and service do's and don'ts; and discuss matched systems and retrofit applications.

Instructor: Matt Serdar

April 26, 8 a.m.-noon - Hillside

Marketing and Branding Structure

4-hour class \$50

Category: Marketing

Learn how to create a successful marketing and branding program for your company. In this interactive class, we will discuss the do's and don'ts of structuring your marketing program, what is branding and why it's important, budget planning, special offer ideas for your services and how to create, plan and implement a marketing calendar.

Instructor: Colleen Keyworth

February 22, 8 a.m.-noon - Hillside

Social Media/Online Footprint

4-hour class \$50

Category: Marketing

These days, your business's social media presence and online footprint is more important than ever. We will examine and discuss a variety of topics including paid ads, website structure and content, page speed, SEO/GLSA and community engagement.

Instructor: Colleen Keyworth

February 24, 8 a.m.-noon - Hillside



Mask Policy Update:

While visiting our facilities or attending training, per CDC guidelines, all individuals, regardless of vaccination status, are required to wear a mask and social distance.

COURSE DESCRIPTIONS

ILLINOIS

Register online today at munchsupply.com.

Aprilaire Healthy Air System

2-hour class FREE

Category: Product

Offer your customers effective virus protection and the benefits of healthy air through the Aprilaire Healthy Air System. Having a properly functioning whole-home ventilation system is critical to maintaining a healthy home environment. Fresh air is not only clean and refreshing, but ventilation also helps dilute and remove contaminants. Proper filtration of both the air in your home and incoming ventilation air is key to removing particulates from the air, and proper humidity reduces the transmission of viruses. The most effective way to prevent the proliferation of airborne viruses is by installing a whole-house Aprilaire Healthy Air System featuring fresh air ventilation, an air cleaner with a high-performance filter and humidity control.

Instructor: Derrick Holl

April 19, 9-11 a.m. - Hillside

ecobee

2-hour class FREE

 **2 continuing education hours**

Category: Product

Join us to see how easy it is to use an ecobee thermostat, and find out why contractors prefer ecobee over other connected thermostats. Our hands-on training is designed for the contractor and covers everything from installation to selling to homeowners. This 90-minute class qualifies for two hours of NATE credits. Plus, you'll receive a complimentary ecobee SmartPro Thermostat after the training for your own home!

Instructor: Eric Yagley

April 5, 9-11 a.m. - Wheeling

April 20, 9-11 a.m. - Hillside

Light Commercial Troubleshooting & Product Review

4-hour class \$50  **MBA Certification**

Category: Product

This class will focus on diagnostics and troubleshooting for ReliaTel controls. It will highlight test mode, temporary operation and default functions to help you properly diagnose and repair units in as little time as possible. Learn the operation of ignition controls, gas heating components, economizers and cooling operation for Precedent and Voyager units.

Instructor: Terry Haworth

April 13, 8 a.m.-noon - Wheeling

April 14, 8 a.m.-noon - Hillside

Introduction to VRF

2-hour class FREE

Category: Product

Join us to learn VRF technology basics along with operational characteristics, application benefits and opportunities. Review our product portfolio, basic installation steps and Munch's Supply's project management assistance program.

Instructor: Bill Allen

May 17, 9-11 a.m. - Hillside

Mitsubishi Electric Trane HVAC US LLC Application/Zoned Comfort Solutions

6.5-hour class FREE

Category: Product

Increase your product knowledge of the Nv- and P-Series product lines to help you effectively recommend the best solutions in various applications. Ideal for both salespersons and company owners. Required as part of the Ductless Pro program.

Instructor: Anthony Belokas

March 2, 8 a.m.-2:30 p.m. - Hillside

March 30, 8 a.m.-2:30 p.m. - Wheeling

Nu-Calgon Total System Protection

1-hour class FREE

Category: Product

This class is a guide to using Nu-Calgon products along the life of the HVAC equipment to maintain efficiency, capacity and system performance. These products have an impact on the overall system performance of a system. Learn about steps to take as system performance begins to decline due to leaks, oil breakdown or other common issues. We will also discuss common preventive practices that can be included on annual service contracts and products to help improve profitability on service calls.

Instructor: Kevin Guinane

March 29, 9-10 a.m. - Hillside

Outdoor Variable Speed Certification Class

6.5-hour class \$50

Category: Product

TruComfort and AccuComfort are some of the most efficient and comfortable units on the market. This certification class for Trane and American Standard's variable-speed outdoor units is a requirement to purchase, sell and install these units.

Instructor: Preston Meints

April 21, 8 a.m.-2:30 p.m. - Hillside

S-Series

4-hour class FREE  **MBA Certification**

Category: Product

This class highlights the features and benefits of the S-Series furnace including set-up, wiring configurations and installation. Review conversions that allow the 3-way poise and other installation offerings to include the 4-way poise S8 furnace. Additionally, you'll see how simple the new design is for easy removal of the blower housing and heat exchanger. Get your questions answered with in-depth troubleshooting help on the newly designed control board.

Instructor: Ryan Stevens

March 10, 8 a.m.-noon - Alsip

March 22, 8 a.m.-noon - Wheeling

March 24, 8 a.m.-noon - Hillside

NATE TESTING



Visit munchsupply.com/training for dates, pricing and to register.

EPA TESTING:

Call your local branch for pricing and availability.



COURSE DESCRIPTIONS

ILLINOIS

Register online today at munchsupply.com.

SpacePak **2-hour class FREE** **Category: Product**

SpacePak is an air distribution system which uses a principle known as aspiration -- as the air stream enters the room, it creates a gentle mixing of air to provide thorough, comfortable, draft-free air circulation. This detailed training includes an overview of SpacePak principles, an introduction to product components, installation rules, new product overview and Q&A. Class attendees will be certified to offer an additional four-year parts warranty.

Instructor: Bruce Berkheimer
March 15, 9-11 a.m. - Wheeling

American Standard ASSET/Trane Boot Camp **9-hour class \$1,895** **MBA Certification** **Category: Sales**

Get ready to take your business to the next level! This full-day class is an extensive selling program featuring No Pressure Selling's sales tools. Learn about concepts such as the comfort concerns list, wheel of value and estimated energy savings chart. Extensive role-playing opportunities will allow you to see the sales process in action. Feedback will be provided to help overcome customer objections.

Instructor: Steve Hughes
May 3-6, 8 a.m.-5:00 p.m. - Hillside

LIMITED SPOTS AVAILABLE

Ductless Comfort Residential Sales **6.5-hour class \$1,895** **Category: Sales**

Ductless comfort systems from Mitsubishi Electric Trane HVAC US LLC can be the best solution for a large percentage of homes that have "comfort problems." Join us to learn how you can stay busy year round by installing ductless systems. See how to ductless products solve ductwork problems, eliminate long refrigerant line runs and improve comfort almost anywhere. At this class you'll also learn various methods and techniques for selling ductless products through one-on-one skills practice.

Instructor: Mark Gaylor
April 5-8, 8 a.m.-2:30 p.m. - Hillside

Mitsubishi Electric Trane HVAC US LLC **Basic Installation** **2-hour class FREE** **Category: Tech**

Learn the start-to-finish basics of installing Mitsubishi Electric Trane HVAC US LLC ductless units. Hands-on topics include wiring outdoor and indoor units and copper piping connection to both units. Participants will also learn how to flare copper connections and how to use a torque wrench. We will also discuss the installation manual to familiarize the location of key information.

Instructor: Anthony Belokas
March 1, 9-11 a.m. - Hillside
March 3, 9-11 a.m. - Wheeling



eLearning Resources

Munch's Supply offers eLearning resources for you and your team. A variety of class formats are available including webinars, on-demand classes and training resources. Classes are updated frequently.

For more details, please visit
www.munchsupply.com/elearning



COURSE DESCRIPTIONS



COLDWATER, MI

Register online today at munchsupply.com.

Mitsubishi Electric Trane HVAC US LLC Application/Zoned Comfort Solutions

6.5-hour class FREE

Category: Product

Increase your product knowledge of the Nv- and P-Series product lines to help you effectively recommend the best solutions in various applications. Ideal for both sales persons and company owners. Required as part of the Ductless Pro program.

Instructor: Brian Porter

March 3, 9 a.m.-3:30 p.m.



GRAND RAPIDS, MI

Register online today at munchsupply.com.

Duct Design

6.5-hour class \$99

6 continuing education hours MBA Certification

Category: Fundamental HVAC

This basic duct design course is designed to introduce HVAC staff to residential and light commercial duct applications, sizing, construction and installation. Learn how to analyze system pressures, select system components and evaluate the components' effect on air delivery and equipment performance. Information provided in this course aligns with ANSI, ACCA, SMACNA and ASHREA procedures and standards.

Instructor: Matt Sedar

March 30, 9 a.m.-3:30 p.m.

Heat Pump 101

4-hour class \$79

4 continuing education hours

Category: Fundamental HVAC

This basic residential heat pump course is designed for technicians with residential air conditioning experience. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage heat pumps with a factory service representative. Participants will learn terminology, component ID and the HP heating cycle; analyze application considerations; review operational fundamentals including thermal balance point and economic balance point; learn the operation of a demand defrost control board; discuss common installation and service do's and don'ts; and discuss matched systems and retrofit applications.

Instructor: Terry Haworth

April 20, 8 a.m.-noon

Light Commercial Troubleshooting & Product Review

4-hour class \$50 MBA Certification

Category: Product

This class will focus on diagnostics and troubleshooting for ReliaTel controls. It will highlight test mode, temporary operation and default functions to help you properly diagnose and repair units in as little time as possible. Learn the operation of ignition controls, gas heating components, economizers and cooling operation for Precedent and Voyager units.

Instructor: Terry Haworth

April 19, 8 a.m.-noon

Mitsubishi Electric Trane HVAC US LLC Application/Zoned Comfort Solutions

6.5-hour class FREE

Category: Product

Increase your product knowledge of the Nv- and P-Series product lines to help you effectively recommend the best solutions in various applications. Ideal for both sales persons and company owners. Required as part of the Ductless Pro program.

Instructor: Brian Porter

March 15, 9 a.m.-3:30 p.m.

S-Series

6.5-hour class FREE MBA Certification

Category: Product

This class highlights the features and benefits of the S-Series furnace including set-up, wiring configurations and installation. Review conversions that allow the 3-way poise and other installation offerings to include the 4-way poise S8 furnace. Additionally, you'll see how simple the new design is for easy removal of the blower housing and heat exchanger. Get your questions answered with in-depth troubleshooting help on the newly designed control board.

Instructor: Ryan Stevens

April 13, 8 a.m.-noon

Art of Consumer Finance

9-hour class \$550

Category: Sales

Attendees will learn the fundamentals of how to implement retail financing practices in their businesses, including how to cover fees and stay competitively priced in the market. We will discuss various financing strategies and see how financing can help increase revenue and help close more sales.

Instructor: Scott Tinder

March 11, 8 a.m.-5 p.m.

NATE TESTING



Visit munchsupply.com/training for dates, pricing and to register.

EPA TESTING:

Call your local branch for pricing and availability.



COURSE DESCRIPTIONS



JACKSON, MI
Register online today at munchsupply.com.



LIVONIA, MI
Register online today at munchsupply.com.

Heat Pump 101

4-hour class \$79

6 continuing education hours

Category: Fundamental HVAC

This basic residential heat pump course is designed for technicians with residential air conditioning experience. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage heat pumps with a factory service representative. Participants will learn terminology, component ID and the HP heating cycle; analyze application considerations; review operational fundamentals including thermal balance point and economic balance point; learn the operation of a demand defrost control board; discuss common installation and service do's and don'ts; and discuss matched systems and retrofit applications.

Instructor: Terry Haworth

April 28, 8 a.m.-noon

Mitsubishi Electric Trane HVAC US LLC Application/Zoned Comfort Solution

6.5-hour class FREE

Category: Product

Increase your product knowledge of the Nv- and P-Series product lines to help you effectively recommend the best solutions in various applications. Ideal for both sales persons and company owners. Required as part of the Ductless Pro program.

Instructor: Brian Porter

March 1, 9 a.m.-3:30 p.m.

S-Series

4-hour class FREE **MBA Certification**

Category: Product

This class highlights the features and benefits of the S-Series furnace including set-up, wiring configurations and installation. Review conversions that allow the 3-way poise and other installation offerings to include the 4-way poise S8 furnace. Additionally, you'll see how simple the new design is for easy removal of the blower housing and heat exchanger. Get your questions answered with in-depth troubleshooting help on the newly designed control board.

Instructor: Ryan Stevens

March 9, 8 a.m.-noon

Duct Design

6.5-hour class \$99

6 continuing education hours **MBA Certification**

Category: Fundamental HVAC

This basic duct design course is designed to introduce HVAC staff to residential and light commercial duct applications, sizing, construction and installation. Learn how to analyze system pressures, select system components and evaluate the components' effect on air delivery and equipment performance. Information provided in this course aligns with ANSI, ACCA, SMACNA and ASHREA procedures and standards.

Instructor: Matt Serdar

March 29, 9 a.m.-3:30 p.m.

Heat Pump 101

4-hour class \$79

4 continuing education hours

Category: Fundamental HVAC

This basic residential heat pump course is designed for technicians with residential air conditioning experience. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage heat pumps with a factory service representative. Participants will learn terminology, component ID and the HP heating cycle; analyze application considerations; review operational fundamentals including thermal balance point and economic balance point; learn the operation of a demand defrost control board; discuss common installation and service do's and don'ts; and discuss matched systems and retrofit applications.

Instructor: Terry Haworth

April 27, 8 a.m.-noon

Light Commercial Troubleshooting & Product Review

4-hour class \$50 **MBA Certification**

Category: Product

This class will focus on diagnostics and troubleshooting for ReliaTel controls. It will highlight test mode, temporary operation and default functions to help you properly diagnose and repair units in as little time as possible. Learn the operation of ignition controls, gas heating components, economizers and cooling operation for Precedent and Voyager units.

Instructor: Terry Haworth

May 4, 8 a.m.-noon

Mitsubishi Electric Trane HVAC US LLC Application/Zoned Comfort Solution

6.5-hour class FREE

Category: Product

Increase your product knowledge of the Nv- and P-Series product lines to help you effectively recommend the best solutions in various applications. Ideal for both sales persons and company owners. Required as part of the Ductless Pro program.

Instructor: Ryan Spangler

March 16, 9 a.m.-3:30 p.m.



Mask Policy Update:

While visiting our facilities or attending training, per CDC guidelines, all individuals, regardless of vaccination status, are required to wear a mask and social distance.

COURSE DESCRIPTIONS



LIVONIA, MI

Register online today at munchsupply.com.

Mitsubishi Electric Trane HVAC US LLC M&P Installation & Service Essentials

8-hour class \$120

Category: Product

This course focuses on the service and troubleshooting of Nv- and P-Series systems. Concepts and theories of Nv- and P-Series system operation, plus electrical and refrigerant circuits are covered in detail. Resources and troubleshooting techniques are discussed and reinforced with practical hands-on exercises. Required for dealers wanting to receive 12/12 warranty eligibility.

Pre-class prep: all participants must take elearning modules before attending the class. These modules will help you become familiar with Mitsubishi information.

Attendee must create a user id and password by following these steps:

Login or create an account at: <https://meushvac.force.com/Contractor/s/>

Click on Learning > Find Learning

Select the Catalog > Residential and Light Commercial

In Learning Plans, click on M- and P-Series Installation Essentials and complete the following modules:

Module 1: Product overview

Module 2: MyLinkDrive

Module 3: Diamond System builder

Module 4: Installation

Module 5: Warranty and product registration

Instructor: Preston Meints

March 22, 9 a.m.-5 p.m.

March 24, 9 a.m.-5 p.m.

S-Series

4-hour class FREE  MBA Certification

Category: Product

This class highlights the features and benefits of the S-Series furnace including set-up, wiring configurations and installation. Review conversions that allow the 3-way poise and other installation offerings to include the 4-way poise S8 furnace. Additionally, you'll see how simple the new design is for easy removal of the blower housing and heat exchanger. Get your questions answered with in-depth troubleshooting help on the newly designed control board.

Instructor: Ryan Stevens

April 12, 8 a.m.-noon

Art of Consumer Finance

9-hour class \$550

Category: Sales

Attendees will learn the fundamentals of how to implement retail financing practices in their businesses, including how to cover fees and stay competitively priced in the market. We will discuss various financing strategies and see how financing can help increase revenue and help close more sales.

Instructor: Scott Tinder

March 10, 8 a.m.-5 p.m.

Top Gun Sales Excellence

2-day class \$1,650

Category: Sales

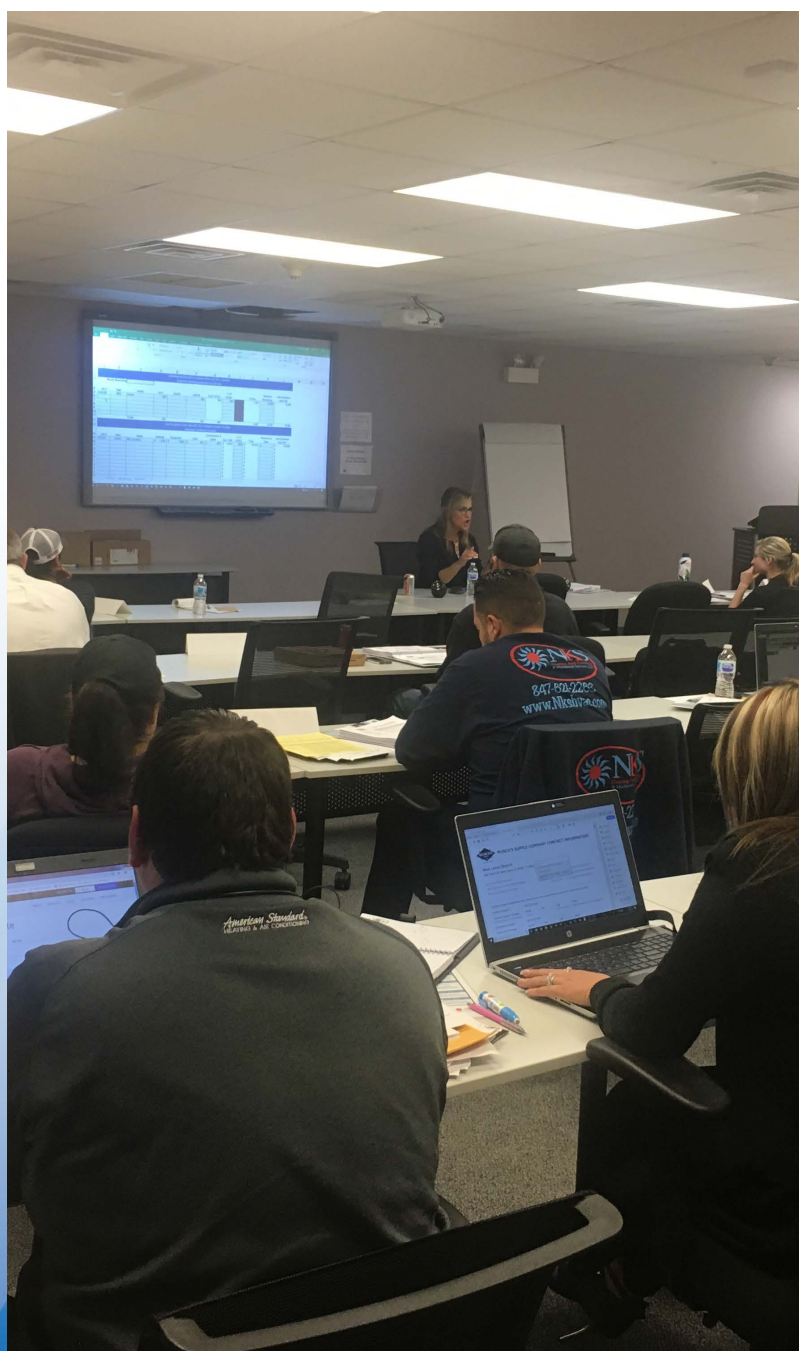
Tired of the same sales training you've been doing for years?

Get a fresh look at a proven sales process based on educating the customer -- not high-pressure tactics. We show dealers how to offer choices in equipment, accessories and financing while positioning themselves as the right choice with the consumer. This two-day, hands-on skills training workshop is for retail sales professionals and owners.

This interactive, energetic session is a detailed, step-by-step workshop of the entire BDR sales process from the incoming call through closing the sale and ultimately generating the referral.

Instructor: Shaun Weiss

April 5-6, 8 a.m.-5 p.m.



COURSE DESCRIPTIONS



SAGINAW, MI

Register online today at munchsupply.com.

Heat Pump 101

4-hour class \$79

 4 continuing education hours

Category: Fundamental HVAC

This basic residential heat pump course is designed for technicians with residential air conditioning experience. Review Trane, American Standard, RunTru and Ameristar one-stage, two-step and two-stage heat pumps with a factory service representative. Participants will learn terminology, component ID and the HP heating cycle; analyze application considerations; review operational fundamentals including thermal balance point and economic balance point; learn the operation of a demand defrost control board; discuss common installation and service do's and don'ts; and discuss matched systems and retrofit applications.

Instructor: Terry Haworth

May 12, 8 a.m.-noon

S-Series

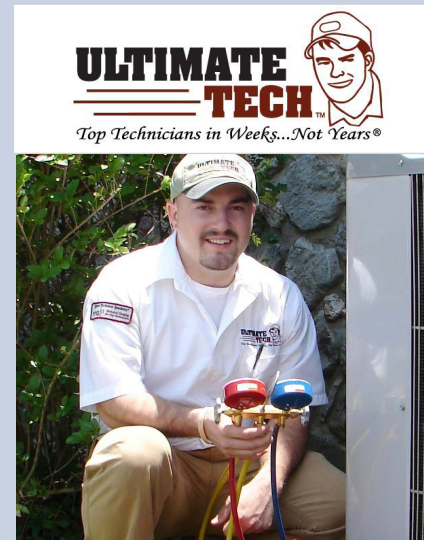
4-hour class FREE  MBA Certification

Category: Product

This class highlights the features and benefits of the S-Series furnace including set-up, wiring configurations and installation. Review conversions that allow the 3-way poise and other installation offerings to include the 4-way poise S8 furnace. Additionally, you'll see how simple the new design is for easy removal of the blower housing and heat exchanger. Get your questions answered with in-depth troubleshooting help on the newly designed control board.

Instructor: Ryan Stevens

March 8, 8 a.m.-noon



FAST TRACK HVAC TRAINING

A new approach to training

The typical way of training a new technician is to let them ride with another for a season or two. This is costly and non-productive and the training is only as good as the technician they are riding with.

The Ultimate Training Academy's (UTA) one-week, hands-on courses get straight to the point of what technicians need to succeed in this industry.

UTA has mastered the right combination of "task" and "segment" based training. A lot of schools are segment based, but spend two or three semesters accomplishing what this targeted program achieves in one-week increments.

With UTA, you can hire an inexperienced person who has some mechanical aptitude, send them to targeted training segments (electrical technology, refrigeration technology and heating technology), and be confident that they will be able to run air conditioning and heating maintenance upon completion of these courses. Classes are geared to both intermediate and experienced technicians.

For more information, a complete class listing or to register, visit ultimatetechnician.com or contact Pat Hardwick with UTA at (501) 835-8200 and pat@ultimatetechnician.com. All classes take place in North Little Rock, Arkansas.

NATE TESTING

According to a survey by Decision Analyst, Inc., 90 percent of consumers prefer a certified HVACR technician to service their heating and cooling systems. It is no surprise that consumers want a job done right the first time. Call-backs are not only expensive to you and inconvenient to your customers, they can undermine the relationships that you have worked so hard to establish. Do not let an inexperienced, non-certified technician put your business at risk.

Testing can be arranged at most of our convenient locations. Visit munchsupply.com/training for dates, pricing and to register.

EPA TESTING:
Call your local branch for pricing and availability.

MEET THE INSTRUCTORS



Bill Allen

Munch's Supply

Bill Allen is a commercial manager with Munch's Supply. He joined the company in 1993.



Anthony Belokas

Mitsubishi Electric Trane HVAC US LLC

Anthony Belokas is an area sales manager for Mitsubishi Electric Trane HVAC US LLC. A Chicago native who started his career in residential service and installation, Anthony has 20 years of residential and commercial HVAC experience. He's a passionate trainer and works to help contractors use Mitsubishi products to provide great solutions for their customers.



Bruce Berkheimer

SpacePak

Bruce Berkheimer is the president of MASA/J.K. Neuhauser Sales Co. He has more than 40 years of HVAC wholesale, contracting and sales representative experience. Bruce holds his MBA from the Keller Graduate School of Business.



Chris Carlile

No Pressure Selling

Chris Carlile has held a variety of sales positions including territory sales manager, where he earned a national top 10 award for outstanding performance. He was appointed twice to the board of directors for one of the largest U.S. home builders associations and honored as the master of ceremonies for numerous home builders' events. Chris was also featured monthly as the HVAC expert on a home improvement show airing on Dallas' most popular radio station.



Mark Gaylor

No Pressure Selling

Since 2001, Mark Gaylor has instructed Boot Camp for No Pressure Selling. His energy, enthusiasm and experience have helped him grow his own HVAC business from \$150,000 to more than \$3 million in sales in less than 10 years. He's also had success in as a sales representative for a major manufacturer, increasing his dealer base and revenue by 30% in less than a year. His focus is teaching dealers how to profitably grow their businesses, not sell equipment.



Kevin Guinane

Nu-Calgon

Kevin Guinane has been in the HVAC/R industry for seven years and with Nu-Calgon for the last five years. With Nu-Calgon, Kevin wants to help contractors succeed by extending his chemical knowledge, IAQ solutions and marketing resources. By providing these resources the end goal is HVAC contractors can expand their businesses and reach new financial milestones.



Terry Haworth

Munch's Supply

Terry Haworth started working in his family's HVAC business when he was old enough to carry his dad's tool box. When it closed in the early 1990s, he worked for area dealers as both an installer and service tech. He spent 11 years as a lead service tech and service manager for a TCS dealer. Terry joined Munch's Supply as an FSR in 2015.



Derrick Holl

Aprilaire

For the past decade, Derrick Holl has been in HVAC industry and recently joined Aprilaire to lead IAQ sales. He is driven and motivated by helping contractors be successful and homeowners be healthy. Prior to that he worked in the HVAC distribution and advertising fields.



Steve Hughes

No Pressure Selling

Steve Hughes is an accomplished trainer. His passion for No Pressure Selling is rooted in years of success as a sales manager. During that time, Steve built his team from three to eight full-time sales people and grew company sales from \$2.5 to \$11.3 million.



Colleen Keyworth

Online-Access

Colleen Keyworth is the director of sales and marketing for Online-Access, a HVAC web marketing company located in Michigan. Growing up and working in her family's HVAC and plumbing business, she has a clear understanding of contracting as well as the realities that contractors face in owning and operating a profitable business. Colleen has been recognized as one of the 2019 "Top 40 under 40" by ACHR News and more recently received Service Nation's 2020 "Woman of the Year" award.

MEET THE INSTRUCTORS



Preston Meints

Munch's Supply

Preston Meints first learned about the industry from his father. He joined the military after high school and specialized in generators and HVAC systems. On his return, he went to Ferris State University to study HVACR technology and engineering. He worked for the largest Trane contractor in the country as their installation supervisor for many years until he took a field service representative position with the Georgia-Trane DSO. Preston joined the Munch's Supply team in 2015.



Matt Serdar

Munch's Supply

Matt Serdar is the training leader for Munch's Supply. Throughout his 30-year career, Matt has held numerous HVAC positions including residential technician, commercial service manager and nuclear power plant operator. His most recent assignment includes industrial and commercial HVAC project management. Matt has an associate's degree in HVAC and building construction technologies along with a bachelor's degree in workforce development. Matt has taught college-level classes and has experience training Chicagoland contractors as a Trane field service representative.



Jennifer Shooshanian

Business Development Resources

Now approaching three decades of experience specializing in HVAC service operations management, Jennifer Shooshanian is one of the most knowledgeable and accomplished service performance experts in America. Based on a ground-floor start and many roles across multiple departments, she developed operational experience with breadth and depth in service operations as well as the inter-workings of other operations departments. Since joining BDR as a trainer and service coach in 2003, Jennifer has conducted more than 400 service training classes across the United States and Canada.



Ryan Spangler

Mitsubishi Electric Trane HVAC US LLC

Ryan Spangler has 18 years' sales management and business development experience of leading sales teams and managing client accounts. His past roles include Trane residential territory manager, sales leader covering Illinois, Iowa and Missouri and district sales manager for South Florida. He has earned personal Trane Top 10 and multiple team Pacesetter Awards. During his career, Ryan has also received multiple enterprise awards for innovation and dramatic margin and market share expansion.



Ryan Stevens

Munch's Supply

Ryan Stevens started in the HVAC field 20 years ago performing residential and light commercial installations. After several years as an installer, Ryan transitioned into service and eventually became a lead technician with the added role of training and developing newly hired technicians. Ryan spent the entire time in the field with an American Standard dealer where he developed knowledge of the brand. Ryan joined Munch's Supply in 2012 with the technical support team as a field service representative for Trane and American Standard.



Scott Tinder

Business Development Resources (BDR)

Scott Tinder has been in the HVAC industry since 1988, working with dealers, distributors and manufacturers across the United States and Canada to drive profitable business growth. He brings a genuine passion for helping the companies and individuals he works with to implement and achieve a higher level of success. Scott joined BDR in 2008. He conducts all of BDR's distribution and territory manager training courses and works with their training team to create and update all of their training classes.



Shaun Weiss

Business Development Resources (BDR)

Shaun Weiss has a wide range of experience in the HVAC and plumbing industries, spanning several operational, management and sales roles. His background includes management experience in the residential, commercial and large-scale industrial mining markets. Shaun's skills in communication and business development have positioned Shaun to successfully prepare retail sales professionals, service technicians, and installers to identify opportunities, communicate effectively, and present their company's offerings to the consumer in a way that drives sales, customer satisfaction and referrals.



Eric Yagley

Ecobee

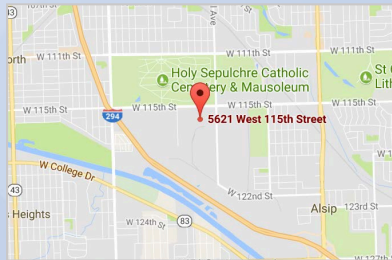
Eric Yagley is the Midwest regional sales manager for the "pro" side of ecobee business. He's based out of Chicago and joined ecobee in 2019 after spending 13 years with Bosch, primarily in the automotive aftermarket division. Eric has worked in supply chain management, product management and sales roles throughout his career. He has a bachelor's degree in supply chain management from Western Michigan University and an MBA in finance from DePaul University.

TRAINING LOCATIONS

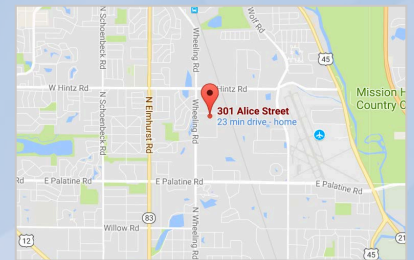
ILLINOIS



ALSIP, IL
5621 W. 115th St.
Alsip, IL 60803
(708) 597-2663



WHEELING, IL
301 Alice St.
Wheeling, IL 60090
(847) 229-9333



HILLSIDE, IL
TRAINING CENTER
350 N. Mannheim Rd.
Hillside, IL 60162
(708) 547-1121



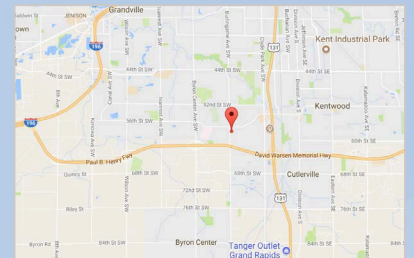
MICHIGAN



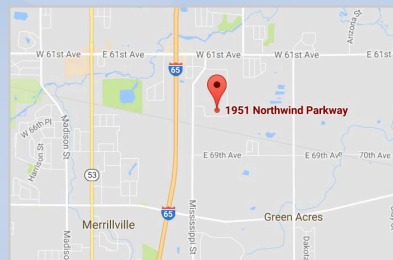
COLDWATER, MI
36 Mill Street
Coldwater, MI 49036
(517) 278-5604



GRAND RAPIDS, MI
5805 Weller Ct. Ste C
Wyoming, MI 49509
(616) 559-0076



LIVONIA, MI
32713 Schoolcraft Rd.
Livonia, MI 48150
(734) 742-5350



JACKSON, MI
1021 Belden Road
Jackson, MI 49203
(517) 782-0557



SAGINAW, MI
3951 Bay Rd.
Saginaw, MI 48603
(989) 754-1413



Mask Policy Update:

While visiting our facilities or attending training, per CDC guidelines, all individuals, regardless of vaccination status, are required to wear a mask and social distance.