

**SUMMER 2014**



## Trends in 2014

In the years past, the HVAC/R industry moved at a snail's pace. Maybe some talk about efficiency, maybe some discussion about footprint or color, but for the most part, not much new for a lot of years. Until now, with new technology, a slowly improving economy, here are a few trends to keep an eye on through 2014.

**Smart Technology-** You see it at the trade shows, the big box stores, TV and Magazines— everywhere but the vast majority of the HVAC Contractors. Technology is taking the country by storm, and our industry has been somewhat slow to adopt it. WiFi Thermostats, Modulating Furnaces, Dual Fuel Hybrid Systems continue to grow in popularity with today's younger homeowner. Contractors not keeping up with technology could be left behind.

**Green, Green, Green-** The educated consumer is much more aware of environmental concerns than ever before. Contractors will surely benefit by marketing themselves as "going green" by offering higher efficiency systems and discussing the more environmentally friendly refrigerants, which may sway concerned homeowners their way. Even pointing out the fact that you will recycle their old dangerous Mercury thermostat at Johnstone Supply couldn't hurt.

**Financing-** Even the smaller contractor needs to realize that with the increased cost of systems these days, homeowners do not have large amounts of disposable cash lying around. We are living in a payment-plan world and those who can offer a reasonable payment over a reasonable price may get the job. We can help you with that at Johnstone.

**VRF and Inverter Technology-** Very dominant in Asia and Europe, these technologies are invading the US. No longer reserved for just the problem jobs, these technologies are becoming mainstream in new construction and design build work nationwide. Our motto here at Johnstone is "Buy a Fujitsu Ductless Heatpump System and get the cooling for free". Simplified zoning and high efficiency will continue to build the demand for these systems.

The second half of 2014 looks very exciting for all of us in the industry. There is plenty of optimism and opportunity for the savvy contractor who is willing to come out of the past and move into the future.



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# SALUTING OUR VETERANS



Not a day goes by that we don't appreciate our veterans, but during the summer months, between Independence Day and Memorial Day, we get to take the time to recognize those who have protected our freedom. We are proud to say that six of our current staff have served.



**Marc Montalbano**  
US Navy  
1989—1993

**Tony Lemons**  
US Navy  
1997-1981

**Dave Cunningham**  
US Army  
1990-1994

**Jack Gross**  
US Air Force  
1967-1971

**Chuck Lacher**  
US Air Force  
1965-1969



**Terry Carter**  
US Army  
1988—1993

Proud Sponsor:



Operation Homefront provides emergency financial and other assistance to the families of our service members and wounded warriors. At Johnstone Supply, we are proud to partner with Operation Homefront to support our heroes and their families in need. You can help by purchasing an Operation Homefront hat at one of our stores or learn more at [www.operationhomefront.net](http://www.operationhomefront.net)

# INDEPENDENCE DAY COOKOUT



We had a wonderful time celebrating Independence Day at all 7 of our local branches. Our staff and customers enjoyed perfect weather at their annual cookouts, which were held on July 3rd this year.



# Embracing Technology

As a younger generation of homeowners begin to make new purchases and repairs, it is important to recognize that they have different needs than those of the past. Digital technology has become a major factor in attracting customers and retaining them, even for the HVAC industry.

A Recent study shows that 53% of homeowners are “very interested” in purchasing a phone or tablet application or connected device to control their home comfort. Another showed that 85% of business to business buyers were strongly affected by a company’s web content. With these compelling statistics in mind, we cannot ignore the fact that technology is something we must embrace to remain successful.

Adults spend a weekly average of:



2014 Experian Marketing Survey



Our newly updated downtown conference room during a sales meeting

Johnstone Supply is no exception. We are making upgrades to our technology, including web conferencing software and a new website. Not only are we starting to save time and paper by being more digitally connected, but we will continue to work on improving connectivity with our customers.

More of our efforts include keeping our customers updated with new connected products like the Honeywell Lyric thermostat, with two upcoming training sessions (see p. 4).

Be sure to check our new website, [johnstonesupplywpa.wordpress.com](http://johnstonesupplywpa.wordpress.com) to be sure that you don't miss out on any future events like these.



You've spoken with Johnstone staff over the counter and on the phone, and exchanged countless emails, but there's more to us than part numbers and purchase orders! Here's a glimpse of what some of us have been up to.

From top left: Sales Manager Rob Chiochi's gymnastics team took part in setting the new world record for consecutive cart-wheels this June; (Top Center) Driver Tim Sullivan completed a leg of the Pittsburgh Marathon Relay; (Top Right) Staff at Monaca and Monroeville enjoyed Take Your Child to Work Day; (Bottom Left) Desiree May of our A/R & Pricing Dept. and her family have adopted two dogs from the Beaver County Humane Society over the past few months; (Bottom Center) Luke Metzger became father to Curt in March; (Bottom Right) Marketing Assistant, Jamie Rempel, participated in Take Your Dog to Work Day in June.

## Upcoming Events

# Honeywell

### Lyric Lunch and Learn

Join us for a free lunch (noon– 1 PM) and learn basic features and installation for the new Lyric, its target market, and how it can help you gain repeat customers. No registration required! Contact Jamie at (412) 690-2388 for more information.

**7.09.2014**

1628 Roseytown Rd., Suite 3  
Greensburg, PA 15601

**7.10.2014**

100 Settler's Ridge Center Dr.  
Robinson Twp, PA 15205



### Generate Profits, Not Expenses: Install GeneralAire IAQ Products

Learn about important IAQ topics, GeneralAire products, and how to sell them to homeowners. A \$25 registration fee includes lunch, a \$25 gift card and a \$25 voucher towards GeneralAire products at Johnstone. Contact Jamie at (412) 690-2388 for more information.

**8.26.2014**

4-6 PM

100 Settler's Ridge Center Dr.  
Robinson Twp, PA 15205

**8.27.2014**

5-7 PM

140 Hollywood Dr.  
Butler, PA 16001

**8.28.2014**

5-7 PM

1628 Roseytown Rd., Suite 3  
Greensburg, PA 15601

## RTI Student Receives Johnstone Scholarship

Last month, Johnstone and Rosedale Tech were able to help a future HVAC Tech prepare for his career. Outside Salesman Bob Mayer had the honor of presenting a \$500 tool scholarship to the winner, Chris Hitchens, in front of his peers during a Senior awards assembly.

Hitchens is currently a senior at Lenape Technical School in Ford City, PA. He plans to start at Rosedale for HVAC Technology in the fall. Chris was chosen out of many students based on a personal essay, a letter of recommendation and high school records.

Rosedale also partnered with Snap-On Tools and Ideal Industries to provide additional scholarships to students in Automotive, Diesel, and Electrical Technologies.



Hitchens (C) Accepting his scholarship from Johnstone's Bob Mayer (R)