

2018?

**WE CAN'T WAIT
UNTIL THEN**

Mark Twain



**Do the thing
you fear
most, and
the death of
fear is
certain!**

Mr. Wrigley



**You can put all
your eggs in
one basket,
but you better
watch the
basket!**

Baskets or Cheese

**Tell me YOURS hasn't
been moved or
turned over.**

Hurricane IKE



Galveston's Mayor



She said

“Please leave by 6PM tonight. If you don’t we will not be able to come and save you. There is a 21foot wall of water coming. There is only 17 ft. of protection behind the sea wall. If you are not going to leave write you SS # on both forearms so IF we find your body.....”

What would you do?

- **Don't be TOO judgmental!**
- **People just like you and me said, “Naw, I'm gonna stay and protect my property.”**
- **“We never leave, we'll be OK.”**

Headlines

- **8.....33.....50**
- **200+ are still missing.**

They

- **Ain't protecting their property any longer. They will never be found.**

Why is this guy telling us this?

**Too many of us here today
think we are immune to this
thing called change. It's for
everyone else. Not me.
Certainly not my HVAC co.**

A wakeup call

**The New
Horizons
Report**

Let's take a peek

- **Everywhere one looks in the industry, the color is**



Nonresidential Market

The retrofit market is expected to grow at the fastest pace.

Residential Building

“all indications are that this market will continue to be strong in the future..”

Multi family growth

live closer to work...

high cost of SF units

retirees moving to urban

more assisted living needed

For both SF and MF buildings

A desire and a preference for performance will take precedence over appearances.

Why aren't we moving ahead?

FEAR, FEAR

FEAR

OF WHAT?

Tomorrow's labor will be different from today's and require **DIFFERENT** recruitment, training, development, and retention.

CHANGE!

AND...

**The HVAC industry
has a severe IMAGE
problem that will be
extremely difficult to
overcome**

And...

**a labor shortage in
the HVAC industry
exists that will
continue to grow
through 2018. WHY?**

WE REFUSE TO

- **CHANGE!!**

TODAYS EMPLOYEES

require different HVAC applications, different skills, significantly different training, and a different reward system to remain successful

2018-can you wait until then

The successful HVAC contractor in 2018 is expected to be MORE focused, MORE sophisticated, and MORE productive

More INTELLIGENT

Technical Intelligence

Labor Intelligence

Cultural Intelligence

Here are the



SUCCESS WILL BE BASED ON

**-THE RATE AT WHICH
HVAC CONTRACTORS
CHOOSE TO ADOPT
“INNOVATIONS.”**

Your New Motto should be

**Innovation is breaking
all of today's rules.**



Boat Rocking 101

**The HVAC contractor of
2018 WILL be focused on**

SERVICE

Boat Rocking 102

The replacement & service work will flourish as existing equipment and more efficient systems are developed.

TITANIC Boat Rocking

Many systems will be replaced to achieve improved performance rather than due to failure.

Niche opportunities

An increased number of local & regional BOUTIQUE HVAC contractors serving upscale residential market for customer new homes and MAJOR retrofits is expected.

At the same time

HVAC retrofits and large repair work will be better served by TRUSTED local firms or local branches of larger national firms that are EASY to work with.....

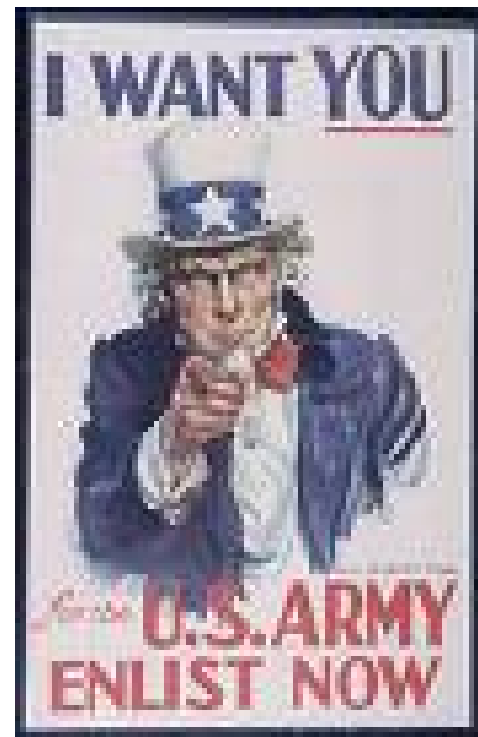
If you are a BOAT rocker

..no shortage of people to perform construction work. There will be a shortage of adequately trained, skilled and productive labor to perform the work.

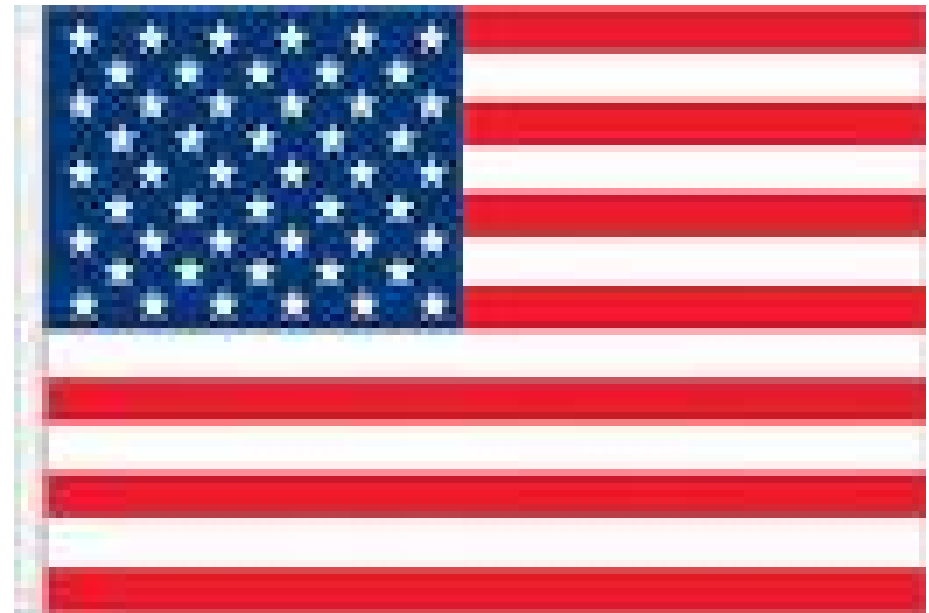
That means

**If “U” want to
succeed, “U” have to
change the way you
do business....**

Like



Immigrant Labor



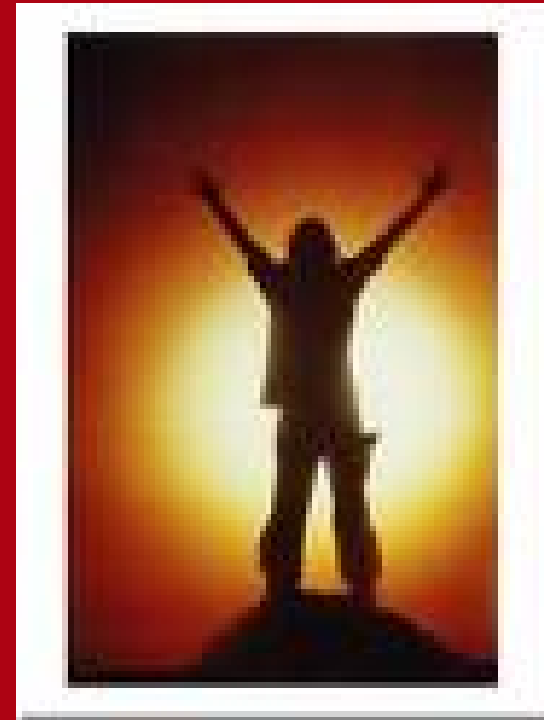
??????????

**How many of you
would not be here if
your grandparents
didn't come to the
US?**

Well enough



The final question for you us



VICTIM OR VICTOR

YOU GET TO CHOOSE

