

The Training Network™

Tools for Success™



**Training Investment
= HVAC Success**

**2011 Training
Opportunities**

The mission of The Training Network is to provide a “network” of quality training and educational opportunities to distributors, contractors, service technicians, employees, and other HVAC organizations that enhance product knowledge, technical competencies, diagnostic capabilities and business skills such as finance, marketing, sales and human resource management.



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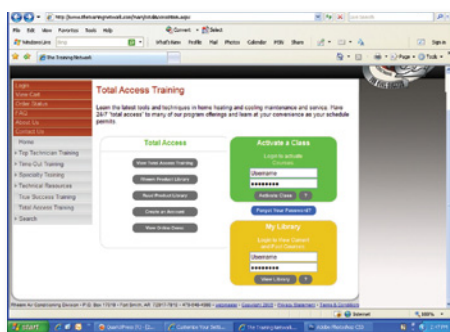
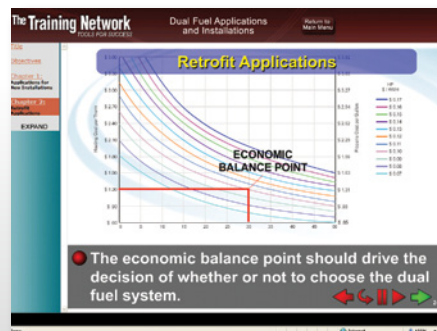


Total Access Training

Available 24 hours a day 7 days a week at www.TheTrainingNetwork.com

Total Access Training is online training that is accessible 24 hours a day 7 days a week. A contractor's busy work schedule does not always allow time for traditional classroom training. Total Access training is an alternative learning solution that is AFFORDABLE and CONVENIENT!

We have taken the quality content from many of our technical classroom training programs and made it available as Total Access online classes. You choose the place and the times that are convenient for you! All that is needed is a computer and a high speed internet connection.



Available Classes:

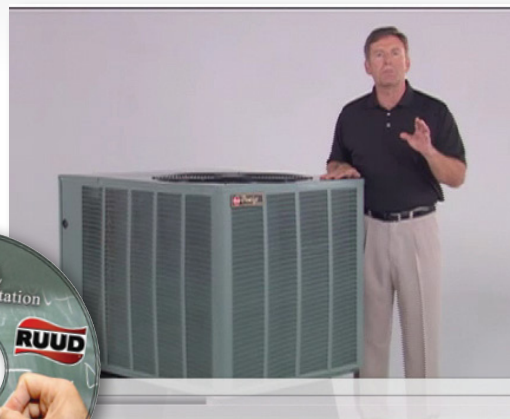
- Refrigerant 410A
- Thermostatic Expansion Valves
- Commercial Economizers
- Variable Speed Motor Technology
- Improving Compressor Reliability
- *Comfort Control System™*
- Model and Serial Numbers

Product Video Library Section

Here you will find videos that showcase the features and benefits of the following:

- RKNL Series Commercial Package Unit
- Heat Pump product Line
- Company History
- True Success Training Partners
- DesignStar®

There is no cost to view these videos on the website. DVD's of these videos are also available for purchase under the Specialty Training Category of our website.



Technical Training

Comprehensive and Focused Instructor led Classroom Training

The Training Network™ offers industry leading technical training in many areas. Technical classes are taught by specially selected and trained District Technical Representatives and Distributor Service Coordinators. They have many years of combined teaching and field experience and bring strong product knowledge and a diversified skill set to your classroom.

Top Technician training provides in-depth training over a broad area, typically the entire system of a product family. Due to the amount of material presented, Top Technician Training Programs are approximately 4-6 hours in length.

Time-Out training provides in-depth training in very specific areas. Since these programs typically focus on a single component they are approximately 2-3 hours in length.

Top Technician Programs

- **Comfort Control2 System™ (Serial Communications)**
- **80% Gas Furnace**
- **90 Plus Gas Furnace**
- **Residential Heat Pump Systems**
- **Air Conditioning Characteristics**
- **Airflow Characteristics**
- **Split System Electrical A/C Characteristics**
- **Modulating 90 Plus Gas Furnaces**
- **Direct Digital Controls**

Time-Out Programs

- **Dual Fuel Heat Pump**
- **Variable Speed Motor Technology**
- **Comfort Control System™**
- **Improving Compressor Reliability**
- **Refrigerant 410A**
- **Commercial Economizers**
- **Thermostatic Expansion Valves**



Training Spotlight

Direct Digital Controls

The Direct Digital Controls program provides extremely detailed technical information on the ClearControl™ system offered on premium commercial package units. These controls offer active protection, flexible applications options and the ability to communicate with many Building Automation Systems. This course provides participants with the following information:

- **Sequence of Operation for various unit configurations**
- **Unique features of the ClearControl**
- **Common Communication Protocols**
- **Control Options**
- **System menus**
- **Proper Setup and Commissioning**
- **Interfacing with Building Automation Systems**
- **Diagnostics with DDC**



All technical training classes are recognized by NATE and several states for CEU credits.



Technical Resources

Assistance at your fingertips...

The Training Network offers a variety of resources to assist technicians in their day to day activities. These indispensable items include nineteen (19) Service Manuals, Air Duct Calculators, Temperature Pressure Charts, and much more!

Service Manuals available for purchase individually or in sets (Save 20%) at www.TheTrainingNetwork.com under the *Technical Resources* Tab

Additional Resources:

- Flex Duct Calculator
- Steel Duct Calculator
- Temperature - Pressure Charts



Boot Camps

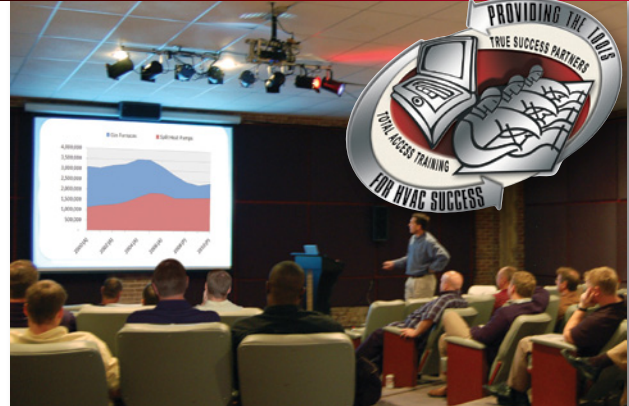
Exclusively for our Distributors Partners

The Training Network hosts and conducts special live training events each year. One of the most popular of these is the Distributor Boot Camp. This event is “exclusive” to Rheem and Ruud Distributor Partners.

These events are:

- Primarily held in Fort Smith, Arkansas
- Extensive Product and Programs training
- Taught by “subject matter experts”
- Training is conducted at a unique “state of the art” facility
- Training includes live equipment presentations and a tour of the manufacturing plant and R&D facility

Attendance for these events must be approved and arranged through your Rheem or Ruud District Sales Manager. Not only will attendees gain valuable product and program knowledge, but they will be able to connect with and build upon relationships with Rheem employees and network with other Distributors!



Learning Objectives

- Increased Residential product knowledge
- Expanded Commercial product knowledge
- Understanding of Programs available for the contractor

Instructional Methods

To maximize the educational experience of a Boot Camp, the Training Network employs several instructional methods. These include online prerequisites, lecture, hands on, active participation, and on some occasions games and role playing.

Testimonial

“The Boot Camp has been very beneficial to me in my transition to the Ruud product line. I was impressed by Rheem/Ruud commitment to quality.”

John from
South Carolina

2011 Events

Upcoming events will be finalized and posted on TheTrainingNetwork.com site. You may also contact your Rheem/Ruud District Sales Manager or The TrainingNetwork at 479-648-6196 for more information.

True Success Training Partners

Experts in helping Distributors & Contractors become more profitable

Running a successful and profitable HVAC contracting business requires more than just technical skills. The Training Network has partnered with several dynamic HVAC Industry leading trainers to bring you a comprehensive selection of classes in non-technical areas such as:

- Sales
- Marketing
- Business
- Operations

True Success training partners travel to your location and provide on site training and consulting services. Each trainer offers a variety of training classes and opportunities. Please contact any of them to discuss your specific needs and see how they can help you become more profitable and successful.

For more information see the video on www.TheTrainingNetwork.com, located on the video library in the Total Access section.



Roundpeg - Lorraine Ball **NEW**

Lorraine Ball spent 20 years in corporate America, including time with 2 major HVAC manufacturers, before she made the decision to give up the fancy VP office, huge staff and big budget to start her own marketing firm.

Lorraine is now based in Carmel, Indiana and is dedicated to helping small businesses become big businesses. Along with an extraordinarily talented team, she shares what she knows about marketing, traditional and nontraditional PR, social media, graphic design, and branding and web design.

Lorraine and her team specialize in helping contractors develop effective marketing and PR plans and to get the most out of their advertising dollars!

Contact information:

Roundpeg
Lorraine Ball
Phone: 317-569-1396
Lorraine@roundpeg.biz
www.roundpeg.biz

Courses Offered:

- **Marketing by the Numbers:** Learn how to create an ROI-based budget and make the most of your advertising dollars!
- **PR on a Shoestring:** Learn how to create professional looking marketing material, use publicity and PR tactics to build awareness, and use strategic cross promotions to build awareness and traffic to the business and business website—all on a shoestring budget.
- **10 Mistakes Business Owners Make:** Learn the elements of a good business plan, as well as tips and strategies on how to get started, and make planning an integral part of your business operation.
- **From Random Strangers to Raving Fans:** Learn to use a system to create the right messages for the right people at the right time.

Collier Consulting Group - Ron Collier

The Collier Consulting Group, founded in 1991 by Ron Collier, is a respected consulting firm to the construction industry, providing HVAC contractors and distributors with business management consulting, resources and software. Ron Collier received his Ph.D. in instructional development from Purdue University. He spent 15 years as a business educator and consultant, and then became training coordinator for a major manufacturer of heating and air conditioning equipment and continued in that position for over seven years. Ron was instrumental in the development of workshops, mini-courses and videotapes in the areas of business development and financial management, helping over 2000 contractors develop profitable and successful businesses.



Contact information:

Collier Consulting
Ron Collier
Phone: 512-858-1670
Fax: 512-858-9280
E-mail ron@collier-consulting.com
Website: www.collier-consulting.com

Ron offers training for both Distributors and Contractors.

Available workshop topics include:

- Financial
- Operations
- Sales & Marketing
- Territory Management
- Structuring for Profit & Growth



Ligon Consulting - Bill Ligon

Bill Ligon has been in the HVAC industry since 1957. He owned and operated his own contracting company for 23 years. He has been at the brink of disaster, survived, recovered and tells a happy ending story that Contractors will identify with. Bill's goal is to "make a difference" and "change the lives" of Contractors just as a consultant did for him when he was a new business owner. Bill offers financial management and sales workshops.

Contact information:

Ligon Consulting
Bill Ligon
Phone: 888-320-9220
E-mail: lignonair@suddenlink.net
Website: www.ligonconsulting.com

Workshops topics:

- Planning to Maximize Profit
- Selling to Maximize Profit
- Service Pricing to Maximize Profit
- Maintenance Agreements to Maximize Profit

True Success Training Partners

Continues...

Desert Consultants - Jack Nagy

Jack Nagy, president of Desert Consultants, has over 30 years of HVAC distribution and management experience. Desert Consultant's mission is simple: Increase customer sales and profitability. In today's economy, it makes sense to take advantage of resources that provide a competitive advantage in the marketplace. Desert Consultants has earned a reputation among its customers as the premier provider of customized tools and techniques that provide this advantage.

Contact information:

Desert Consultants

Jack Nagy

Phone: 480-767-1163

Fax: 480-767-1162

E-mail: jack.nagy@cox.net

Website: www.Desertconsultants.net



DESERT CONSULTANTS, LLC

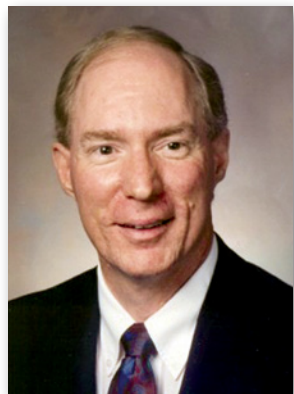
"Adapting to the needs of our clients"



Desert Consultants offers training for both Distributors and Contractors.

Available training topics include:

- Territory Manager Training
- Structuring Your Business and Finances
- Contractor Sales Training
- Service Tech Training



Sales Improvement Professionals - Jim Hinshaw

Jim Hinshaw founded SIP Inc. in 1999. Jim has many years of experience in the HVAC Industry including executive positions with both a major manufacturer and a 23 year old Contractor company. He enjoys training sales, technical, and management team members with companies that want to increase profits and grow to the next level. Jim is dedicated to bringing real world experience to help enhance Contractor and Distributor sales and marketing efforts.



Contact information:

SIP, Inc.

Jim Hinshaw

Phone: 970-635-5675

Fax: 970-635-5676

E-mail: JimHinshaw@SIPTraining.com

Website: www.SIPTraining.com

SIP offers training for both Distributors and Contractors.

Training courses include:

- SCT – Selling Comfort Today™
- Success Starts with V.A.L.U.E.®
- How to Make the Register Ring!™
- TMT: Territory Manager Transformation™
- MAP: Maintenance Agreement Program
- Advanced Selling Comfort Today™
- NIKA: We're Not In Kansas Anymore™
- Basic Business Boot Camp™
- Inside Sales Team Training
- CSS: Commercial Selling System

True Success Training Partners

Continues...

Vital Learning Experiences - Vicki & John LaPlant

John and Vicki LaPlant have been in the HVAC, plumbing, and refrigeration industries for a combined 60 years. Everything they share from their vast HVAC industry experience has helped produce some of the most successful contractors in the industry. VLE offers contractor and distributor training seminars focused on results-oriented systems. The VLE vision statement is: "Real world training, consulting and service that makes a difference."

Contact information:

Vital Learning Experiences

Vicki & John LaPlant

Phone: 903-786-6262

Fax: 903-786-9821

Email: Vicki@vleishvac.com

Website: www.vleishvac.com



VLE offers training for both Distributors and Contractors.

Training courses include:

- Maximizing Profit – Pricing Installation & Service
- Financial Measurements – Ratios and Productivity
- Business Planning – Action Plans are the Heart
- Managing a Profitable Service Department
- The Ultimate Service Technician
- Lifestyle Selling = Consumer Choices
- Making the Retail Sales Call
- Maximizing Your ROI from Inside Sales & Counter Personnel
- Understanding a Distributor's Financial Picture
- Distributor Sales Boot Camp

True Success Training Partner Testimonials...

Vital Learning Experiences

"I am so grateful to the both of you. Had I not taken your seminar and implemented your pricing structure we would still be struggling." - Cheryl from WI

Sales Improvement Professionals

"This workshop will probably be the single most important thing I've done to invest in my company's future!" - Scott from TN

Collier Consulting

"Having little formal business training, being a young company and experiencing a 50% growth rate, this program helped us keep control of our finances." - Rick from NC

Roundpeg

"Lorraine can talk marketing theory with the best of them. But she stands apart by her ability to put the theory into down and dirty practice, yielding concrete, tangible results." - Matt from TX

Desert Consultants

"This was probably the most informative class I have attended. All of the information was great. I would recommend this class to anyone." - John from AZ

Ligon Consulting

"The best class I have ever been to. I give it a 10+!" - James from AR



The Training Network Proudly Supports North American Technician Excellence

Calling all Technicians...

Technicians who have earned NATE certification have proven that they are the finest in the industry and proudly wear the NATE patch—a symbol recognized throughout the industry and to growing numbers of consumers as the mark of technician excellence.

What's in it for you?

NATE-certified techs benefit in more ways than one:

- Earn average higher salaries*
- Considered more valuable to their employer*
- Are in greater demand
- Generate more income*
- Are preferred among consumers**
- Require fewer callbacks*
- Provide customers with peace of mind
- Have proven HVACR skills and knowledge

Contractors: Give Your Business a Boost!

As a contractor, you need every competitive advantage possible. By employing NATE-certified technicians you're making a statement to your customers that you value quality and recognize best practices.

What's in it for you?

- Watch your profits rise. NATE technicians have higher billable efficiency and 12.9% fewer callbacks.*
- Consumers prefer a NATE-certified technician.**
- Over \$10,000 a year*—that's the value to a contractor of hiring a NATE tech.
- Enhances your company's reputation.
- Shows consumers that your technicians have attained verifiable skill levels and proficiencies.
- Homeowners are 24% more likely to be satisfied with their home comfort system when installed by a NATE-certified tech.**



The Training Network encourages
Technician Certification through
North America Technician Excellence (NATE).



Certification pays with higher salaries and greater job demand, becoming a NATE-certified tech is one of the most important career moves a technician can make.

So what are you waiting for?

To learn more about becoming a NATE Certified Technician visit www.natex.org

*Service Roundtable Impact Study
**Decision Analyst Study



- True Success Training
- Total Access Training
- Top Technician Training
- Time-Out Training

DesignStar

DesignStar continues to evolve to better serve Rheem and Ruud Distribution, Contractors, and consumers with features and benefits that save both time and money. Currently, there are four DesignStar applications for various customer audiences. They are:

- **DesignStar Professional** – web-based software tool that enables the HVAC design professional to specify, select, and document all Commercial equipment for new construction, replacement projects, or projects requiring a submittal package
- **DesignStar Proposal Builder** – allows Contractors and their employees the ability to produce a quick, professional, customized proposal for consumers, builders, or other potential customers in a system replacement investment tone
- **DesignStar Energy Savings Calculator** – now features “Super Sprocket”. Consumers can enter the address/zip and in one click receive a customized e-mail proposal from a contractor through their company website
- **DesignStar Load Calculator** – features “Satellite J” technology and provides contractors with the ability to determine a load calculation on the home without ever leaving the office

Enrollment is easy. Your Rheem or Ruud Distributor representative can download the order form at RheemDesignStar.com or RuudDesignStar.com, fill out your information and get you started today.

Web Addresses

**Rheem.com, myRheem.com
Ruud.com, myRuud.com**

**RheemDesignStar.com
RuudDesignStar.com**

Your Website

**RheemDesignStar.com/Leads
RuudDesignStar.com/Leads**



All information was correct at time of printing. Rheem Manufacturing Company reserves the right to discontinue, or change at any time, program and product designs or specifications without notice or without incurring obligations.

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