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Empire/Metro New York Edition

HVAC INSIDER®

& REFRIGERATION

Reporting for Heating, Air Conditioning and Refrigeration Professionals

ABCO Celebrates Grand Opening in White Plains NY

Opens First Authorized Mitsubishi Electric Training Facility in Tri-State Area



ABCO staff members ready for the ribbon cutting ceremony

ABCO Refrigeration Supply recently celebrated the Grand Opening of their new facility in White Plains NY. The branch has moved to a new 30,000 square foot facility at 155 S. Fulton Street. **continued on page 12A**

Slant Fin Holds High Efficiency Expo



Views of the many outdoor exhibits

On September 23rd Slant/Fin conducted its very first High Efficiency Expo. The show ran from 4pm to 7pm and featured seminars by Carlin, Beckett and Honeywell. The evening was capped off by their featured speaker Dan Holohan. Contractors were treated to plant **continued on page 10B**

Sid Harvey's Sponsors One Day Seminar

Oil Dealer's & HVAC Contractor's Survival Guide for 2009 in the Year 2009

Sid Harvey's recently sponsored a one day seminar that provided a bare-bones overview of how today's energy challenges - if understood, can allow Heating / AC Contractors to prosper in the face of rising oil prices, legislative mandates and various rebate opportunities. The event was held at the Melville Marriott. **continued on page 4B**



Tempstar and Dunkirk equipment on display



Between the Lines

by Fred Martel

Stick to Your Game Plan

Check Your Emotions

Hurricanes – stock market troubles – banks going bust – its hard to stay focused on the present with the kind of summer we've had. Yes, focusing on the present. That's all you can do and should do. Stay cool and check you're emotions.

There are no shortcuts to success. Shortcuts are for the big boys, and look where it got them. Conducting bad business as a shortcut will always come back to bite you. If you have a small business and have been fairly successful, you should stick with the formula. The only adjustment is that the formula must adjust for added costs and prices must be adjusted to cover the bottom line. Sales skills must be sharpened also. **continued on page 3A**

Meier Supply Hosts Grand Opening Spectacular in Albany



L-R: Tony Meier, Inside/Outside Sales; Branch Manager Chris LaPlante; Dale Norton, Director of Sales; Dan Fitzpatrick, HVAC Division Mgr. and Ed Brink, Technical & Training Specialist.

Meier Supply recently celebrated the Grand Opening of their new store in Albany NY. Events went on from 10:00 AM to 4:00 PM and vendor displays and the DuPont #24 Simulator car were all part of the excitement. Lunch by **continued on page 4C**

Peter Gonsalves Appointed Business Development Manager by Viessmann



Peter Gonsalves Business Development Mgr.

Industry veteran Peter Gonsalves has joined Viessmann Manufacturing as Business Development Manager. His area of concentration is all of New England, upstate New York, the five Burroughs and Long Island calling on engineer, contractors, wholesalers, gas utility and oil companies.

Peter started his career in the industry with a Massachusetts based manufacturer in 1978, where he worked for 20 years. He served 8 years with a U.S. boiler manufacturer and 3 years with a gas utility before joining Viessmann.

The Viessmann Group is one of the world's leading manufacturers of heating and

renewable energy systems. Family-owned since 1917, Dr. Martin Viessmann leads the company in its third generation. The group today employs over 8,000 employees worldwide and has a turnover of approx. 1.4 billion Euros. 12 manufacturing facilities in Germany, France, Canada, **continued on page 3A**

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ABCO Celebrates Grand Opening in White Plains NY

Opens First Authorized Mitsubishi Electric Training Facility in Tri-State Area

ABCO Refrigeration Supply Corp. announced that the company's new White Plains branch is the home of the first authorized Mitsubishi Electric training facility in the greater metropolitan New York region.

With more than 1,700 square feet dedicated to this high-tech training center at a state-of-the-art 30,000 square foot facility located minutes off Exit 5 of I-287, ABCO Refrigeration hopes to provide a convenient location for expert training of HVAC/R contractors working in the Connecticut, New Jersey and New York area.

Training by Mitsubishi Electric personnel for CITY MULTI® systems as well as standard Mitsubishi Electric ductless Mr. Slim solutions will be available at this location. HVAC/R contractors in the region no

longer will have to travel to Atlanta, Dallas, or Chicago to get the training required for CITY MULTI certification (3-day installation and service training) or for the 2-day Mr. Slim service course requirement to achieve Mitsubishi Diamond Dealer Status.

"We hope to provide our valued customers with the finest in technical, marketing and business management training at this state-of-the-art training center and ABCO Refrigeration branch. Knowledge is essential to our success and to the success of our irreplaceable customers. We were enthusiastic at the opportunity to develop this high-tech training center in conjunction with Mitsubishi Electric and we are looking forward to sharing its value with our customers from

throughout the Northeast," said Michael Senter, Chief Executive Officer of ABCO Refrigeration Supply Corporation.

After 22 years of serving the Lower New York State and Southern Connecticut regions from its 80 West Post Road location, ABCO Refrigeration, on Monday, September 15, 2008, began operating from its new 30,000 square foot facility at 155 Fulton Street, White Plains, NY 10606 (just off Tarrytown Road/Route 119 Central Avenue & Exit 5 of I-287). The branch's 914-946-2020 phone and 914-946-6822 fax numbers remain unchanged. The conveniently-located branch is less than two miles, just ten minutes, from its original location.

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ABCO staff members ready for the ribbon cutting ceremony



ABCO staff members take part in the ribbon cutting ceremony



Paul J. Feiner, Town Supervisor and Irene Lebovics.



An outdoor view of the 30,000 square foot building in White Plains



Ulysses Ramirez and Yulia Cabrera at the customer booths



Elsy Taylor and Georgena Cosentino strike a pose.



Michael Senter, Ray Mohler and Bob Skorupsky



L-R: Tony Sassone-Pelham Bay Refrigeration, Michael Senter-CEO ABCO Refrigeration, and Mario Marcellino-Pelham Bay Refrigeration



L-R: Andrew Kelly, Scott Groleau, and Ron Rothberg - all with ABCO Refrigeration



The Great American BBQ Co. cooked up a great lunch



L-R: Frank Russell and Mark Hayes with Emerson Climate Technologies

continued from page 12A

With five times more square footage, the new ABCO Refrigeration White Plains branch has the largest concentration and variety of air conditioning, heating and refrigeration equipment, parts and commodities of any facility in Westchester County, including top brands such as Copeland, Bohn, Russell, Harford, TAFCO, Luxaire, Maytag and, of course, Mitsubishi Electric. In addition to a large parking lot for added customer convenience, the location has drive-up loading docks for easier customer pick-ups.

"The new White Plains location enables us to increase support for our customers in the achievement of their business goals," said Jon Gottlieb, President of ABCO Refrigeration Supply Corp. "At ABCO Refrigeration, we are unwavering in our commitment to providing customers with the most knowledgeable customer service, expert applications engineering and timely on-site delivery they need in order to effectively compete in this challenging market. The relocation and expansion of ABCO Refrigeration White Plains solidifies our commitment to doing

all we can to exceed each of our customer's highest expectations."

The Grand Opening Celebration for customers and manufacturers was held on Tuesday, October 7, 2008. In addition to a generous breakfast and festive BBQ lunch, the celebration featured a trade show of more than 20 of the world's leading HVAC/R manufacturers including Mitsubishi (CITY MULTI and Mr. Slim), Johnson Controls (Luxaire), Emerson (Copeland), Heatcraft (Bohn), DuPont and others showcasing and demonstrating their air conditioning, heating and refrigeration products. The event provided HVAC/R contractors a unique opportunity to learn more about the latest innovations and trends in their industry.

The ABCO Refrigeration White Plains branch continues to be headed by General Manager, Louis Mirabal, and Branch Manager, Vincent Riker. Sales Account Manager, Joe Cosentino, serves customers in White Plains and the Bronx and provides expert sales support.

ABCO Refrigeration Supply Corporation is one of the largest HVAC/R equipment, parts, and commodities distributors in the Northeast United

States. Committed to exceeding each customer's highest expectations for 60 years, this family-owned business provides the most comprehensive customer care available. With 16 convenient locations in all five boroughs of New York City as well as Nassau, Suffolk, Westchester, and Rockland Counties, Connecticut, Boston, Philadelphia, New Jersey and Wilmington DE, the team at ABCO Refrigeration features highly-trained inside and outside sales representatives together with on-staff applications engineers and technical service specialists. This team of dedicated customer service experts is supported by one of the most disciplined operations teams in the HVAC/R wholesale distribution industry together with one of the largest HVAC/R inventories available. With one of the industry's largest fleets of delivery trucks and a 90,000 square foot distribution center that is prepared to operate 24 hours per day to meet our customers' requirements, ABCO Refrigeration is committed to providing the fastest order fulfillment possible. For more information, visit www.AbcoRefrigeration.com. ■



A Harford walk-in on display



Views of the enormous warehouse at this branch



Views of the enormous warehouse at this branch



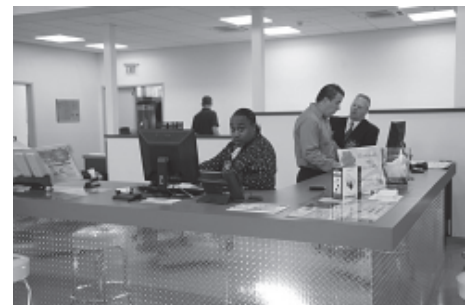
L-R: Michael Senter-CEO ABCO Refrigeration, Frank Cerbone-All State Air Control, and Ron Newman-Mitsubishi Electric.



Matt Kleszczynski with Space Pak and Kevin Kelly of Wales Darby



Views of the self serve area and counter.



L-R: Christopher Crawford, Mark Doherty, and Craig Bakelar - all with ABCO Refrigeration.



A busy day at the counter



City Multi and split ductless equipment on display in the Mitsubishi Training Center in the White Plains branch.

