



March 4-6, 2018 • Austin, TX

BLAZE YOUR TRAIL to High Performance



High Performance HVAC Summit 2018



If You Don't Measure, You're Just Guessing!™

SUMMIT 2018

BLAZE YOUR TRAIL to High Performance

For the past 12 years NCI's Summit has been the gathering place for Performance-Based Contractors™. It's the only event of its kind completely focused on High Performance HVAC.



This conference is open to the entire HVAC industry, including the thousands of HVAC companies who have been trained and certified by NCI. Summit is an open, welcoming gathering of like-minded HVAC contractors who are open and willing to share with their fellow performance-based professionals.

That's why this year, our speakers are all contractors like yourself who set out on a mission to sell and deliver a higher level of performance to their customers. These trailblazers will share with you their successes, strategies, and how they overcame their failures as they continue on this journey.

This year's theme is more than a catch-phrase. It truly embodies the spirit and goals of this one-of-a-kind event. Our featured speakers will each focus on a different aspect of selling and delivering high performance HVAC systems with a special focus on Air Upgrades - the latest "product" NCI has helped its members and students deliver to end customers. Air Upgrades are designed to surgically address and solve many indoor comfort, air quality, safety, and energy efficiency issues in homes and buildings.

An Innovative Format For Maximum Learning

Last year we tried a new format where Summit participants were able to take in every single session without missing anything. The feedback on this approach was so good we decided to do it again this year. So you don't have to worry about missing anything. In fact when you register multiple team members from your company, you can attend each session as a group, or split up for maximum exposure to other performance-based contractors – it's your choice!

Blaze your trail to Austin this March, and take your HVAC business to the next level!

SPECIAL EVENTS

MEMBER

REWARDS

Member Rewards Reception and Tradeshow: Our Member Rewards Partners help make your membership and this conference possible. Show your appreciation by attending the trade show events. Who knows? You might find that next great product or idea!



Idea Meeting: All attendees are invited to this 3-part event where each participant can propose one or more ideas in the areas of lead generation, sales, and product delivery. Don't forget to bring your ideas and \$20 entrance fee. The best ideas win cash prizes!



Awards Banquet: This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best NCI members. You never know - you may be one of them!



Reserve Your Seat Today!

Visit GoToSummit.com to find out more and to register,
or call NCI Customer Care at 800-633-7058



BREAKOUT SESSIONS

Led by your fellow HVAC Contractors and Industry Pioneers

Where Indoor Air Quality Meets System Performance



John Ellis, Presenter

IAQ (Indoor Air Quality) expert, John Ellis of So Cal Air Dynamics, will share how you can deliver high-integrity HVAC systems, combined with IAQ solutions, to address your customer's unique needs. Learn what all the "buzz words" really mean and how to explain them to customers in an understandable way. Plus, John will discuss key performance indicators that must be monitored as well as how to tie HVAC system performance and IAQ together to grow your business.

Productive and Profitable Duct Renovations



Vince DiFilippo, Presenter

How do you discover duct renovation opportunities? In this session, you'll learn how DiFilippo's Service Co. not only finds opportunities, but Vince shares "the DiFilippo way" for performing them productively and profitably. He will walk you through multiple case studies and guide you through where to start, how to identify what you may need, and why your perception about how to solve airflow issues might need to change.

Our Leap From Tradesman to Craftsman



Kevin Walsh, Presenter

During this workshop, Kevin Walsh, of Schaafsma Heating and Cooling Co., will discuss the many challenges he and his team faced when implementing Performance-Based Contracting™ into their 100+-year-old business. Using principles outlined in Jim Collins' book, "Good to Great," Kevin will discuss how he and his key leaders successfully rolled out this new business approach and overcame challenges at all levels of the company – including the very top. This is done by continuous training, measuring, and reinforcing success daily through positive feedback and sharing success stories to keep the entire team motivated. These actions assure everyone in the company sells themselves on the benefits of performance-based craftsmanship.

ComfortMaxx Air™: Put It To Work!



Nathan Copeland, Presenter

Learn what it takes to get started putting ComfortMaxx Air™ to work in your company. Nathan Copeland will share how Copeland & Son AC & Heating Service uses it to help customers understand how their HVAC system is doing. He will also share how he uses ComfortMaxx Air visual reports to take static pressure testing to the next level and how these reports turn his customers into airflow detectives.

Become Your Local Carbon Monoxide Evangelist



Tom Johnson, Presenter

Tom Johnson will walk you through the steps that TM Johnson Brothers used to become the "Go-to-Guy" for resolving carbon monoxide (CO) issues in his marketplace. From him you'll learn how to establish your identity, what barriers to overcome, and how to sustain the CO culture in your company. In addition, he will highlight how to develop an action plan covering what you need to know, what your team needs to do, and how to make yourself better known in your community.

You Too Can Sell High Performance HVAC – If You Just Do It!



Eric Johnson, Presenter

In this session, \$2-million-per-year comfort advisor, Eric Johnson of AC by Jay, will challenge you to check your preconceived notions at the door so you can learn a more thorough way to profitably resolve customer safety, health, comfort, and energy efficiency concerns. He will discuss both the importance of addressing the entire HVAC system and how to overcome your fears and "just do it" when it comes to offering, selling, and delivering high performance HVAC systems. This seminar will help get your high-performance sales machine properly firing on all cylinders.

POST-CONFERENCE TRAINING:

Advanced Combustion/CO Diagnostics Recertification - March 7 (Qualifies for Combustion/CO recertification)

Duct System Optimization - March 7-8 (Qualifies for Air Balancing or System Performance recertification)

BONUS: FREE Post-Conference Training - March 7-8

Summit participants can now attend this two-day High Efficiency Retail Sales class – a **\$375 value** – at no extra cost! This class is limited to the first 50 registrations.

Participants will learn a systematic and interactive approach to selling premium comfort systems using the latest techniques in solution-based sales.

Incorporating cutting-edge sales technology, this workshop will help put your company head and shoulders above your competition and create happier, more satisfied and loyal customers.

Leave energized, motivated and committed to making immediate behavior changes that result in increased close rates, higher overall tickets, and more high-efficiency equipment sales.

Sponsored by: **Goodman**



GoToSummit.com/SalesClass



Schedule of Events

SUNDAY, MARCH 4

- 4:00 pm - 5:00 pm Guest Orientation/New Member Meeting
6:00 pm - 8:00 pm **Welcome Reception Party**

MONDAY, MARCH 5

- 7:30 am - 8:00 am Breakfast
8:00 am - 8:45 am **Opening Session**
with NCI CEO, Dominick Guarino
9:00 am - 10:15 am Breakout Session 1 - Workshops
10:30 am - 11:45 am Breakout Session 2 - Workshops
11:45 am - 1:00 pm Luncheon
1:00 pm - 2:15 pm Breakout Session 3 - Workshops
2:30 pm - 4:30 pm **Idea Meetings:**
Lead Generation, Sales, Product Delivery
5:00 pm - 7:00 pm **Trade Show Reception**
with NCI Member Rewards Partners

TUESDAY, MARCH 6

- 7:30 am - 8:30 am Breakfast
8:30 am - 9:45 am Breakout Session 4 - Workshops
10:00 am - 11:15 am Breakout Session 5 - Workshops
11:15 am - 1:15 pm **Member Rewards Vendor Exhibits**
and Luncheon
1:15 pm - 2:30 pm Breakout Session 6 - Workshops
2:45 pm - 3:15 pm **General Session:**
Idea Session Winners and Prize Drawings
3:15 pm - 4:45 pm **Panel Discussion:**
Where the Rubber Meets the Road
4:45 pm - 5:00 pm **Closing Remarks**
from NCI President, Rob Falke
6:00 pm - 7:00 pm **Member Appreciation Reception**
- Drinks
7:00 pm - 9:00 pm **Awards Banquet and**
Presentation Ceremony

WEDNESDAY, MARCH 7: Post-Conference Training

- 8:00 am - 4:00 pm Advanced Combustion/
CO Diagnostics Recertification
8:00 am - 4:00 pm Duct System Optimization - Day 1
8:00 am - 4:00 pm High Efficiency Retail Sales - Day 1

THURSDAY, MARCH 8: Post-Conference Training

- 8:00 am - 4:00 pm Duct System Optimization - Day 2
8:00 am - 4:00 pm High Efficiency Retail Sales - Day 2

Stay for South by Southwest (SXSW)

This year our Summit coincides with an incredible music and film festival in Austin, Texas called South by Southwest, which begins as our Post-Summit training wraps up on March 9. It will be a great opportunity to come for the Summit and stay for the music!



**Stay Where All
the Action is!**



DoubleTree Suites by Hilton Hotel Austin

The hotel is ideally located at the intersection of IH-35 North and Highway 290 East, between the downtown business district and the Austin Arboretum. The hotel is just 20 minutes from Austin Bergstrom International Airport, a short drive from downtown Austin and just minutes from the best shopping, dining and entertainment Austin has to offer.

Reserve your room now to get the best rate.
Mention group code **NCI** to receive our special
group rate of \$169/night. **1-512-454-3737**

3 Ways to Register for Summit!



1. Online at:
ncilink.com/18reg
2. Fax: Fill out and fax the
registration form to
440.949.1851
3. Call: **800.633.7058**

Register today at ncilink.com/18reg or call 800.633.7058