

APRIL 2-4, 2017 • SCOTTSDALE, AZ



SUMMIT 2017

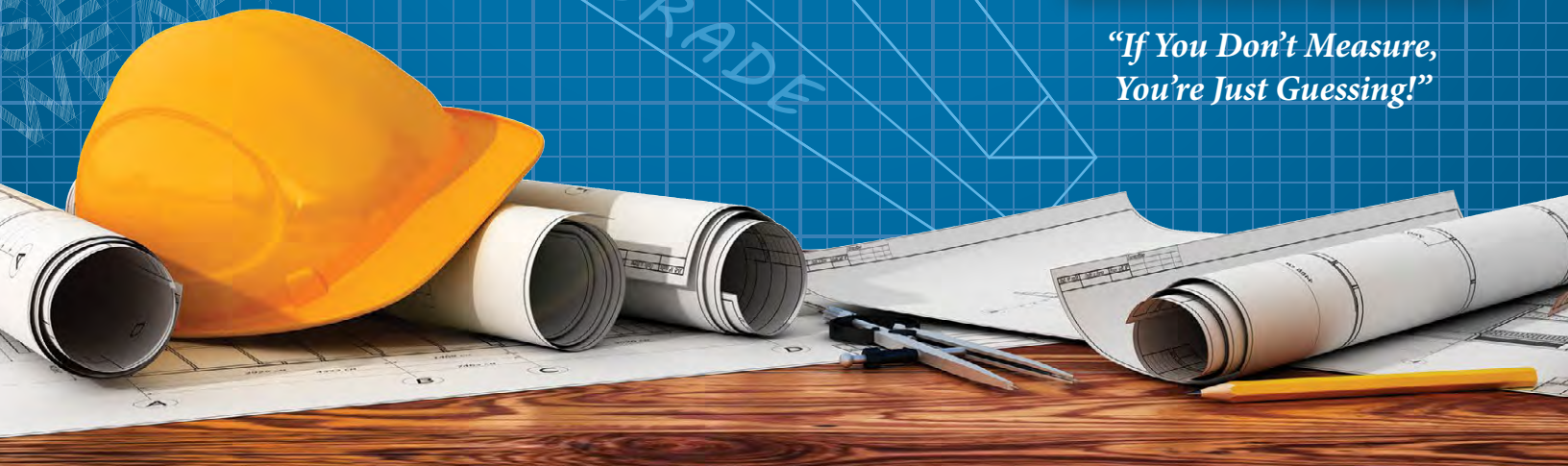
YOUR BLUEPRINT FOR

SUCCESS

Learn how Air Upgrades can be your
Secret Weapon for success in 2017!



*"If You Don't Measure,
You're Just Guessing!"*



Register today at GoToSummit.com or call 800-633-7058



Is Performance-Based Contracting™ a profitable part of your business?

Have you had some success but want more?

Join us at Summit 2017 to learn about NCI's new secret weapon: **The Air Upgrade**. Throughout our general sessions and breakout workshops you'll get an in-depth look at how to generate Air Upgrade leads, teach your customers to buy this new product, and perform profitable upgrade work. These upgrades can be sold as add-ons or standalone products with gross profit margins as high as 70%!

Why Is Summit Focused on Air Upgrades?

Our most active and profitable members have told us that many homeowners are not ready for a full HVAC system renovation. They shared that an all-or-nothing solution just wasn't working enough. We took this feedback to heart, and over the past year NCI focused on developing a new product that would allow you to offer more options. The Air Upgrade is a first step approach to solving many comfort and energy-wasting issues.

By attending Summit 2017 you'll get the tools and information you need to immediately start selling and delivering this needed and profitable new product. It truly is a secret weapon that will blindside your competition.

A New Approach to Breakout Sessions

At past Summits you told us you wanted to be able to attend all sessions, and we listened. This year attendees will travel through each of six workshops, in groups, so they get a chance to attend every session.

SPECIAL EVENTS

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!

Panel Discussion

Be sure to attend this year's panel focused on implementing Air Upgrades in your business. Each panelist will share their successes and how they overcame obstacles to making this approach part of their culture.

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.

SUMMIT WORKSHOPS

Turn Static Pressure Testing into Cash – Presented by Contractor John Boylan and NCI's David Richardson. Learn how ComfortMaxx Air™ can capture critical system vital statistics and generate easily understood solutions that don't require high pressure sales. After the sale and solutions are applied, ComfortMaxx Air verifies your work – something few competitors can do!

Air Upgrades: Your Secret Weapon – Presented by Contractor Don Steward and NCI's John Puryear. This exciting new product can be applied by contracting firms of any size, using service technicians, selling technicians, or salespeople — you decide how it best fits in your company! Learn how to apply renovation options — one piece at a time — using Air Upgrades as an initial step to solve customer comfort concerns.

How to Build & Sustain a Culture of Testing – Presented by Contractor Mike Greany and NCI's Rob Falke. Learn how to build an enthusiastic culture of testing, starting with leadership and continuing throughout the entire company. With the info from this workshop, you can build a fire within your company that will lead to a generation of passionate leaders at every level.

Generate Leads Year-Round – Presented by Contractor Will Horner and NCI's Brad Higgins. If you don't gather the information, system defects remain invisible and you cannot sell needed system upgrades. This duo will demonstrate how to turn static pressure readings into current and future leads.

How To Install Air Upgrades – Contractor John Ellis & NCI's Jeff Sturgeon will focus on how to install the most effective Air Upgrades to overcome fan airflow obstacles. Learn how to recognize and fix system defects including restrictions caused by poor installation practices, high pressure drop coils and filters, undersized duct systems, and inadequate fan capacity. Learn how to create a scope of work so your Air Upgrades achieve maximum results.

Price & Propose Profitable Air Upgrades – Contractor Charlie Dieringer and NCI's David Holt will focus on providing you tips on how to price, propose, and close more Air Upgrade sales and achieve year-round profitability. Add Air Upgrades to your proposals and installation schedules. **BONUS:** Learn how to price your work more accurately and profitably using NCI's exclusive Air Upgrade Price Calculator.

POST-CONFERENCE TRAINING

Residential Airflow Testing & Diagnostics – April 5

Qualifies for airside recertifications

Advanced Combustion and CO Diagnostics – April 5

Qualifies for Combustion/CO recertification

Residential Airflow Testing & Diagnostics Implementation Workshop – April 5-6



3 Ways to Register:

1. Online: at GoToSummit.com
2. Fax: Fill out and fax the registration form to 440.949.1851
3. Call: 800.633.7058

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



APRIL 2-4, 2017
SCOTTSDALE, AZ



SCHEDULE OF EVENTS

SUNDAY, APRIL 2

- 9:00 am Annual Golf Outing
- 4:00 pm Making the Most of Your NCI Membership Meeting
- 6:00 pm **Welcome Reception Party**

MONDAY, APRIL 3

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

TUESDAY, APRIL 4

- 7:30 am Breakfast *Sponsored by Goodman Mfg.*
- 8:30 am Breakout Session 4 - Workshops
- 10:00 am Breakout Session 5 - Workshops
- 11:15 am **Member Rewards Vendor Exhibits** and Luncheon
- 1:15 pm Breakout Session 6 - Workshops
- 2:45 pm **General Session:** Idea Session Winners and Prize Drawing
- 3:15 pm **Panel Discussion:** Making Performance Work In My HVAC Company
- 4:45 pm **Closing Remarks** from NCI President, Rob Falke
- 6:00 pm **Member Appreciation Reception** - Drinks
- 7:00 pm **Awards Banquet and Presentation Ceremony**

WEDNESDAY, APRIL 5: Post Conference Training

- 8:00 am Residential Airflow Testing & Diagnostics - Recert
- 8:00 am Advanced Combustion/CO Diagnostics Recert
- 8:00 am Residential Airflow Testing & Diagnostics Implementation - Day 1

THURSDAY, APRIL 6: Post Conference Training

- 8:00 am Residential Airflow Testing & Diagnostics Implementation - Day 2

Register today at GoToSummit.com or call 800-633-7058

Book Your Lodging Today!



We-Ko-Pa Resort & Conference Center

10438 N. Fort McDowell Road
Scottsdale/Fountain Hills, AZ 85264

1-480-789-5300

Reserve your room now to get the best rate.
Mention group code **NCIA** to receive
our special group rate of \$179/night

A BLUEPRINT FOR SUCCESS

SUMMIT 2017 REGISTRATION FORM

April 2-4, 2017 • Scottsdale, AZ

Please print, fill out, and fax these forms to: (440) 949-1851, Attn: Marge Smith

PRIMARY ATTENDEE REGISTRATION:

☐ I am a First Time Attendee Total number of attendees from our company: _____

Name: _____

Company: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please see registration options located on the next page



EVENT & LODGING:

We-Ko-Pa Resort & Conference Center

10438 N. Fort McDowell Rd.
Scottsdale, AZ

1-480-789-5300

Reserve your room now to get the best rate.
Mention group code **NCIA** to receive our
special group rate of \$179/night.

PAYMENT INFORMATION MUST BE INCLUDED IN ORDER TO PROCESS

☐ Information same as above

Name: _____ Company: _____

Address: _____ Phone: _____

City: _____ St: _____ Zip: _____ Email: _____

☐ Enclosed is a check payable to: **National Comfort Institute Inc.**

☐ Please charge my credit card:

(complete only once for all attendees from your company)

☐ Visa ☐ Amex ☐ Mastercard ☐ Discover ☐ NCI Bucks

Card Number: _____ Exp: _____ Code: _____

Cardholder Name: _____

Cardholder Signature: _____

Summit Cancellation Policy: Conference cancellations must be received in writing on or before March 15, 2017 for a refund less a \$75 administrative fee. Cancellations received after March 15, 2017 will not be refunded.

****Earned NCI Bucks will be applied to your account after April 5, 2017.**

The portion of registration using NCI Bucks does not earn additional NCI Bucks.



RETURN FORM & PAYMENT TO:

By Mail:

National Comfort Institute Inc.
PO Box 147
Avon Lake, OH 44012

By Fax: (440) 949-1851
Attn: Marge Smith

By Phone: 800.633.7058

SUReg0117

SUMMIT 2017 REGISTRATION FORM

April 2-4, 2017 • Scottsdale, AZ

*Please print and fill out one form per attendee
and fax to: (440) 949-1851, Attn: Marge Smith*

Attendee Name: _____

Title: _____

Email: _____



Registration options:

Early Bird rate ends February 10, 2017

REGISTRATION (includes ALL Summit events April 2-4). Choose one	Early Bird	Regular	Subtotal
NCI Members (Earns 5% NCI Bucks for Members / 15% for Learning Excellence Subscribers)			
<input type="checkbox"/> NCI Member, Full Summit	\$395	\$495	\$
<input type="checkbox"/> Additional NCI Member, Full Summit	\$345	\$445	\$
Non-Member For Summit Only			
<input type="checkbox"/> Non-Member/Guest Attendee Full Summit	\$495	\$595	\$
SPOUSE/GUEST: Banquet Only (No access to other meal functions, trade show, general, or breakout sessions)			
<input type="checkbox"/> Guest Name:		\$95	\$
GOLF OUTING: Sunday April 2			
<input type="checkbox"/> NCI Golf Outing (optional) - Please check box to be contacted			
POST CONFERENCE 1-DAY OR 2-DAY TRAINING (Lunch Included) Choose one	Early Bird	Regular	Subtotal
Residential Airflow Testing & Diagnostics Wednesday, April 5 (Qualifies for Air Balancing or System Performance recertification)			
<input type="checkbox"/> Member (Earns 5% NCI Bucks for Members / 15% for Learning Excellence Subscribers)	\$350*	\$375*	\$
<input type="checkbox"/> Nonmember/Guest	\$400*	\$425*	\$
Advanced Combustion & Carbon Monoxide Analysis Recertification Training Wednesday, April 5 (Qualifies for CO recertification)			
<input type="checkbox"/> Member (Earns 5% NCI Bucks for Members / 15% for Learning Excellence Subscribers)	\$350*	\$375*	\$
<input type="checkbox"/> Nonmember/Guest	\$400*	\$425*	\$
Residential Airflow Testing & Diagnostics Implementation Workshop Wednesday & Thursday, April 5-6			
<input type="checkbox"/> Member (Earns 5% NCI Bucks for Members / 15% for Learning Excellence Subscribers)	\$550*	\$575*	\$
<input type="checkbox"/> Nonmember/Guest	\$600*	\$625*	\$
TOTAL:			\$

*This post-conference training can only be purchased at this special price when purchased with a Summit Registration.

