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Winter 2009

COMMERCIAL

RESIDENTIAL

AIR
CONDITIONING

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SERVICE

INSTALLATION

INSULATION

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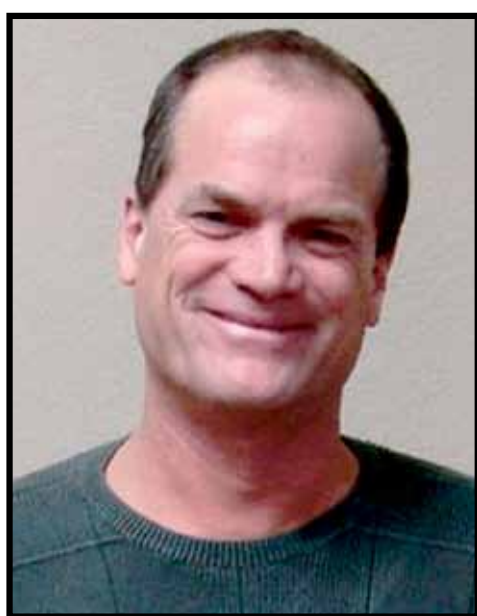
Employees Celebrate 20 Year Anniversaries!

According to experts, the average employee stays in his or her job for 3.6 years. So, when an employee works for the same company for 20 years, it calls for a celebration. Tom's recently honored two long-term employees who have completed 20 years of service.



Ken Pitman joined Tom's in November, 1988 as an installation helper in the Retrofit division. His background was in the grocery business but due to consolidation in that industry he sought training in the air conditioning industry. From the start Ken was a favorite of coworkers and he contributed to dramatic growth of the Retrofit division in the early 90's. Later, when an opening came available for warehouse manager, Ken lobbied hard for the position and was awarded the job in 1995.

As warehouse manager for the past 14 years Ken has improved the company's supply function immensely. His organizational skills allow him to do several things at once, an absolute requirement for his position. It is normal for Ken to carry on simultaneous conversations with employees, customers and suppliers without ever losing track of any of the conversations! In his spare time Ken is an avid hunter and fisherman and enjoys NASCAR events. He and wife Connie live in Mansfield.



Jerry Brown actually gets the award for most years at Tom's. He originally started with the company in 1975 then moved to the east coast in 1986. Anxious to return to Texas, Jerry returned to Tom's in January, 1989 as a lead installer. He became manager of the Installation division in 1993 and under his leadership the division has tripled in size and enjoyed its most profitable year in 2008.

Jerry is known for both his quick wit and for his extensive knowledge of heating and air conditioning installations. His offbeat sense of humor keeps all employees smiling and more than one customer has had his day brightened by one of Jerry's witticisms.

He is a fan of almost any sport but the Dallas Stars and "over-50" soccer are his passions. He and wife Judith have two grown children and live in Arlington. Jerry has already begun making plans for his 30-year celebration!

Tom's would be fortunate to have just one of these men on its staff, but to have both is exceptional good fortune - for the company and for its customers!

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Tom's Advertising Goes on Television

Tom's reached another milestone with its advertising program late in 2008. It had long been a company goal to advertise on broadcast television and that goal was realized in October with a series of ads on Channel 52. The ads were professionally shot in high-definition using paid actors and aired on Channel 52 during four different day parts. Based on the success of those spots the decision was made to move the ads to the biggest station in the local market, WFAA (Channel 8.)

Beginning in January the ads run in morning and early evening news slots. Each spot focuses on the reliability and longevity of Tom's as seen through the eyes of a customer played by local actor Doug Bailey. Depending on the success of the current campaign it will likely be expanded to include the late news, or perhaps run on additional stations beginning in the fall. Look for the ads on Channel 8 through the middle of May.



Tom's Earns Angie's List Award - Again!

For the fourth consecutive year Tom's Mechanical has received the prestigious Super Service Award from independent recommending service Angie's List. Angie's List is an independent nationwide referral and rating service which encourages its members to rate service companies based on their actual experiences. Ratings and comments are published on the Angie's List website.

Each year less than five percent of service companies who are rated on Angie's List earn the Super Service Award. Tom's maintains an overall grade of A, the highest rating available to any service company and is honored to be recognized for excellence by its customers.



Short-term Thinking Leads to Long-term Problems

The economy is miserable, bankruptcies and foreclosures are rising and news of layoffs is an everyday occurrence. Homeowners and business owners are holding on to every nickel in hopes of weathering the storm. Here's the good news: Most of us will survive the current economic storm and most of us will emerge stronger as long as we make decisions for the long-term.

During difficult times it is easy to overreact and begin thinking short-term. Cutting staff and expenses to the bone may make perfect sense for today, but could cripple your organization in the future. Many of our customers have cut capital budgets dramatically and have postponed equipment replacements until the economy recovers. For the most part, this type of decision makes good sense. What doesn't make sense is when companies cut back on preventive maintenance programs. Preventive maintenance programs pay for themselves whether they are

applied to vehicles, production equipment or heating and cooling systems.

Fortunately, most of our customers understand the benefits of Tom's Planned Service program and have continued their agreements in force. They enjoy lower operating costs, fewer breakdowns and longer equipment life plus discounts on repairs. When heating and cooling systems are not properly maintained the filters become clogged, components work harder, utility bills rise and major failures become more common. Short term savings from reduced maintenance are usually wiped out in a matter of months.

If your company does not already have Planned Service from Tom's call Andrew Ray at 972/254-7888 for a free analysis and quote. Don't get hurt by short-term thinking when it comes to maintaining your heating and cooling systems.

**Call before March 31st for
Winter pricing specials on system replacements 972-254-7888**

Employees Recognized for Outstanding Performance

At Tom's Mechanical there is no higher honor than to be recognized as a "Tom's Hero". On November 5th, two employees received that recognition during a company breakfast. The Tom's Hero Award was created in 1988 to honor those employees whose performance consistently exceeds expectations.



The first thing you notice about Justin Morrow is his wonderful smile. He first brought his smile to Tom's eight years ago. Justin began working in the warehouse delivering parts and equipment to jobsites. He expressed a desire to become an equipment installer and was transferred to the Retrofit division a year later. He proved to be a quick learner and soon became a trusted

part of the Retrofit installation team.

In 2006 Justin was promoted to lead installer. The additional responsibility suited him well and he has done an exceptional job ever since. He is a favorite of customers and employees alike. Justin and Andrea are the proud parents of two young boys, Isaiah and Caleb.



Like Justin, Dan Hoang began his Tom's career in the warehouse. He made an immediate impression with his hard work and attention to detail. Dan, who had completed air conditioning training and wanted to become a service technician was given that opportunity after a year in the warehouse and was transferred to the Residential Service division in 2001.

Once he became a service technician, Dan began questioning whether or not he wanted a career in that role. He took several months off, then returned to Tom's with renewed enthusiasm for his job. Since that time his career has gone very well and he now serves customers as a Commercial Technician. During his time at Tom's, Dan also married his long time girlfriend Anne and has become a daddy to daughter Charleen.

Be sure to congratulate Justin and Dan when you see them at your home or business. They are two of the very best employees Tom's has to offer.

Employee News...

Tom's welcomed new employees **Heath Morgan** (Service Manager), **Dan Morris** (Commercial Service) and **Glenda Ferguson** (Residential Retrofit) during the second half of 2008 . . . **Woody Ponthieux** married **Lori Caudill** on August 23rd . . .

Brice Brodin and wife **Stephanie** welcomed their third child, **Anthony** into the world on November 19th . . .

Amy Garcia became a first-time grandmother when daughter **Jennifer** gave birth to **Amaya** on November 30th . . .

Gwen and Randy Hardrick became foster parents to three young boys on December 21st . . .

Amanda and Daryl Crowder became parents on January 3rd with the arrival of son **Kale** . . .

Sean and Jennifer Headlee are eagerly anticipating the arrival of their second daughter **May** . . .

R-22 vs R-410a - Update

As reported in previous issues, traditional refrigerant (R-22) used in cooling systems is being phased out by a more eco-friendly refrigerant (R-410A.) This change affects our customers in two ways. First, when purchasing new cooling equipment it makes the most sense to choose equipment which uses the new refrigerant. After 2009, all new cooling systems must use R-410A refrigerant. Second, due to the phaseout of R-22 refrigerant, its

price has escalated significantly and will continue to escalate. As a result, repairs which require refrigerant additions (refrigerant leaks, "topping off" a charge, etc.) will steadily become more and more expensive. If you have questions about this important change, ask your service technician for an explanation and recommendation.

Our philosophy is simple - "Do the right thing for your customer and the money will take care of itself."

Tom's New Sales Recruits

Jake Brown



When Tom's began recruiting potential salespeople from Texas A & M in 2007, we really didn't know what to expect. Although it appeared that A & M's Industrial Distribution program was producing qualified candidates,

we didn't know whether they would be interested in a career in heating and air conditioning sales. Fortunately, they were and we are proud to announce that recent Aggie graduate Jake Brown joined the Commercial Sales team in January.

Jake grew up in San Antonio and never considered enrolling at any university other than Texas A & M since both his parents and his sister are Aggies. Jake's college experiences included serving as a PAID (Professional Association of Industrial Distribution) officer and Chairman of Fish Camp (Freshman orientation). He earned Dean's List recognition nine semesters and was awarded both a Coca Cola scholarship and a 12th Man Foundation scholarship. He graduated first in his class in December, 2008.

After a brief hands-on training program Jake will begin building relationships with existing customers while also pursuing relationships with prospective customers. We expect him to be the first of many Industrial Distribution graduates to join the Tom's Mechanical team.

Harris Casey



Little did Harris Casey know when he knocked on the door of a Grand Prairie home last October that his life was about to change. He was simply responding to a sales lead his company provided, hoping to sell a water

treatment system to Mr. and Mrs. Morgan. He didn't make the anticipated sale that night, but he so impressed Heath Morgan (Tom's Service Manager) that Heath encouraged him to forward his resume' to Tom's if he was ever interested in a career change.

Not one to let any grass grow under his feet, Harris began the interview process several days later and was hired within a week. Although he had no previous heating and air conditioning training he learned quickly. He has excellent sales and communications skills and presents himself exceedingly well. He also has a natural sincerity which is common to all Tom's salespeople.

Harris was trained by Brian Lackey, Residential Systems manager and began making sales presentations in November. He has already enjoyed considerable success and is expected to be a major part of sales growth in Tom's Retrofit division. Harris lives in Grand Prairie with wife Bree and 2 children.

TOM'S
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Monday-Friday, 8 a.m. to 5 p.m.

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