

## Insider News



### “Trustworthy”

The first word in the Boy Scout Oath is “trustworthy.” I still remember the Boy Scout Oath from more than 40 years ago; “A scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.” Being trustworthy is the

cornerstone of powerful and lasting relationships. Just think of the times when your trust has been violated or the time when you have broken a promise or commitment. We all have failed at some point in being totally trustworthy.

Many marriages break up due to the fact that one of the partners was not trustworthy with their spouse. In your business or family life, have you ever made a commitment to do something and not fulfilled that promise? I know I have and it makes me feel terrible.

Being true to yourself is also a problem with many people. We commit to New Year’s resolutions to lose weight, clean the garage, or spend more time with your kids or spouse, then by February you are back to your old bad habits. That is why many people do not set goals; they are fearful of not obtaining them and guilt sets in.

Sales people (manufacturer’s reps) have been stereotyped as untrustworthy and unethical. In some cases, it is a valid assessment. I know at times our company has failed to live up to our ideals and values. Nonetheless, the leadership at Mechanical Reps, Inc. tries very hard to promote and build a culture of trustworthiness. In fact, we like to be known as “trusted advisors” rather than sales reps. To achieve that reputation means more than just pricing projects with a reasonable and fair profit to reimburse us for the upfront work and project management that is required for a successful project. To become a trusted advisor, we consistently perform in the following areas;

- Become knowledgeable with our product lines
- Properly train our business partners (engineers, owners, maintenance staff)
- Make accurate and timely product recommendations and selections
- Transmit quotes that are detailed, well designed, complete and timely
- Return phone calls and emails promptly
- When we don’t know the answer to a question, don’t fake it....get the correct answer or solution from another trusted advisor
- Be a problem solver
- When something goes wrong with a piece of equipment or delivery of a project, we must take swift action to resolve the issue. (Even if it is discovered to not be “our problem,” be a team player to assist in the resolution.)
- Admit our mistakes and attempt to “make it right” with the customer.
- Be on time to scheduled meetings and appointments
- Build Relationships

I am sure I could list a dozen other items that would cause our customers to lose trust in our company and our service.



### In this Issue:

Insider News	PG 1
Technical Tips	PG 2
Product Spotlight	PG 3
High Profile Jobs	PG 4
Departmental Highlights	PG 5
Events	PG 6
Mind Exercise	PG 7

## Insider News (Cont'd)

As a business owner and CEO, I recognize I must model being trustworthy first and then must hold our people accountable to live in this culture. We must all learn and practice effective time management. When we fail, many times it is due to a lack of education or mentoring from the more experienced employees. Sometimes it is due to the fact that some people just have too much on their plates. Therefore, we must know when we need to add staff or better systems to be able to meet the needs of our customers.

In closing, we DO want to be your trusted advisor, but first we must continue to evaluate, train and invest in our people and processes to build that culture and gain your trust.

That is our plan!

If we ever don't live up to your needs and expectations, please let us know, as that is the only way we can improve.

Regards,



Larry R. Bloomquist  
CEO

## "What Not To Do" - Cooling Tower Isolation

Cooling tower manufacturers offer direct mounting of vibration isolators to their equipment as an *alternate* support method to perimeter rails or dunnage. They claim that as long as a minimum bearing surface (typically between 6 to 9 inches), is available at the mounting surface of the vibration isolator, the tower (single cell only) could be successfully point loaded. The location of the attachment of the isolators also needs to coincide with *specific* locations on the bottom frame of the tower in order to prevent installation issues. Supporting installation documentation from cooling tower manufacturers indicate that the tower manufacturer must be consulted for any changes to the location of vibration isolators other than where the cooling tower manufacturer calls out.



In *theory*, the idea works; however, there are pitfalls to keep in mind.

1) In order to provide a full 6 to 9 inches of coverage, the mountings must be installed parallel and directly under the base frame of the tower. The ability to do so is influenced directly by the isolator's ability to provide enough surface area for support. In many instances, the isolation vendor has to supply supplementary plates to properly engage the cooling tower steel member. When the vibration isolators are point loaded but not installed in the correct location under the cooling tower's base frame, major buckling can occur resulting in significant damage to the cooling tower basin. ([Reference Pictures Here](#))

2) When the tower steel supports are *point loaded*, they are required to accept a force that was not part of the original cooling tower design criteria. In many instances, we have seen the tower supports buckle slightly under load. Although the movement is minor and the basin is probably not affected, the spring mounting will accept this movement, shift slightly and can "lock itself out." This lockout makes adjustment of the isolator almost impossible.

3) In a seismic or wind environment, you must verify with the cooling tower manufacturer that the tower can take the appropriate wind and seismic loads at each attachment point. If not, rails or perimeter steel dunnage is required to keep the tower attached to the building structure. Since 100% of the United States has wind requirements for positive attachment of the equipment to the building structure, it is imperative to know what sort of loads wind will impart on the tower and whether it is capable of handling these loads without rails or dunnage.

Unless there is no alternative, we encourage engineers to specify steel rails or dunnage and contractors install the equipment accordingly. This will create a steel grid that would meet all existing support, seismic and wind loading conditions.



## IVS (Intelligent Variable Speed Pump)

The Armstrong IVS Sensorless pump is designed to meet the need for energy-efficient pumping systems in today's buildings. Traditional smaller pumping systems, up to and including 10 hp, incorporating fixed-speed pumps waste energy through crude throttling valve flow control. Lifetime Cost Analysis shows that the capital cost of a fixed-speed pump is typically only 5% of its lifetime cost.

The IVS Sensorless pump is a new generation variable-speed pump, completely integrated into a compact package. Pressure transducers/sensors are no longer required, which reduces the installed cost of the unit and makes it practical to use these IVS variable-speed pumps in a retrofit installation.

Applications for this technology include variable volume heating and chilled water applications. The design of the Armstrong IVS Sensorless pump goes beyond ASHRAE 90.1 standards, providing the benefits of variable speed technology for motor sizes below 60 hp.

- Variable speed technology allows the speed of the pump to be tuned to suit system demand.
- Technological advancements make variable speed pumps attractive in terms of both capital and lifetime cost.
- Pressure transducers/sensors are no longer required, further reducing capital and installation cost.
- The IVS Sensorless pump is a new generation pump, completely integrated into a compact package.
- Applications for this technology include variable volume heating and chilled water applications.
- Goes beyond ASHRAE 90.1 standards by adding value through varying pump speed with 60 hp and lower motor sizes.



**CAN A PUMP REALLY BE INTELLIGENT?**

### Options

- TEFC/IP56 Enclosure ratings
- Quick connection key pad and cable for programming and monitoring - one required per site

### Design Features

- Fast and easy installation - no pressure sensors required
- Supplied with customers' pre-sets
- Compact space-saving design - as compact as a standard pump
- BAS/BMS compatible - analogue/digital input & output and RS485 port
- Interchangeable with standard pumps
- Multiple control modes
- Frequency bypass selection to eliminate system noise problems
- Programmable motor pre-heat function to prevent condensation problems
- Built-in RFI filter
- Built-in DC link chokes to reduce mains borne harmonics

## Austin

Mechanical Reps, Inc's Austin office was successful in providing multiple pieces of equipment on the **University of Texas at Austin \$175 million, 5 story Norman Hackerman Building**. The Hackerman Building is built on the former site of the Experimental Science Building. This new building is designed to accommodate new technologies and interdisciplinary collaborative research teams, as well as large numbers of undergraduates. The building is certified as LEED Silver, showcasing the University's commitment to sustainability. The general contractor was The Beck Group and the mechanical contractor was The Porter Company. MRI provided 10 large Energy Labs air handling units (total 411,000 cfm), 8 Greenheck Vektor fans, Cemline Unfired Steam Generator, Armstrong pumps, Semco panels and other Greenheck fans. Multiple MRI salesmen worked on this project including Jon Hermann, Lane Lowke, Richard Beverly, Kevin Schaal and Larry Bloomquist.



*University of Texas at Austin  
Norman Hackerman Building  
Austin, TX*

## San Antonio



*Embassy Suites  
Riverwalk Hotel  
San Antonio, TX*

The Embassy Suites Riverwalk Hotel is the newest, upscale hotel accommodation in San Antonio's historic Riverwalk district. This project was a fast paced, multi staged retrofit constructed by: General Contractor, HB Zachry and Mechanical Contractor, Mueller and Wilson. The project was completed on time for the 2010 Holiday Grand Opening. This hotel consists of 16 stories, 300 rooms, numerous meeting facilities and Luke's Restaurant. The airside equipment Mechanical Reps, Inc. provided includes: Greenheck Fans, Fire/Smoke, Fire and Control dampers, along with Reznor Heaters, SEMCO spiral pipe, Thermaflex flexible duct, Young Regulator remote dampers and Milcor Access Doors. Some of the specialty products provided were Greenheck Makeup Air Units , Yaskawa Variable Speed Drives, Amber Booth (VMC) vibration isolation and Link Seal pipe seals.



Left to Right: Dayna Lowke, Kathy Israel



Left to Right: Jaime Cook, Michelle McNatt,  
Kimberly Lafferty

## MRI Customer Service Department

Mechanical Reps, Inc. established a Customer Service Department in each branch to assist our clientele with day to day communications.

This team provides valuable support for both the salesman and our customers through assisting in the following:

- Submittal status
- Order processing
- Order status
- Shipping inquiries
- Billings for draw dates
- Operation and maintenance manuals
- Warranty returns

In our Austin office, the customer service department consists of Kathy Israel (27 years) and Dayna Lowke (6 Years). Kathy is the assistant to: Larry Bloomquist, Stuart Bloomquist, John Dolliver, Jon Hermann, Tim McGrath and Eric Christensen. Dayna is the assistant to: Richard Beverly, Mike Davidson, Lane Lowke and Kevin Schaal.

In our San Antonio and Rio Grande Valley offices, our customer service department consists of Kimberly Lafferty (2 Years) , Jaime Cook (3 Years) and Michelle McNatt (12 Years). Kimberly is the assistant to: Chris Graham, James Ling, Mike Hermann, Oktay Basci and Clay Mitchell (RGV office). Jaime Cook is the assistant to: Mike Layman and Thomas Owens. Michelle is the assistant to: Ken Graham, Jamie Henderson and Gina Engler.

Please contact our friendly customer service team to assist with your everyday business.

## News Flash

**FOR YOUR PARTS REQUESTS contact:  
Tim McGrath in Austin (512) 444-1835  
Jaime Cook in San Antonio (210) 650-9005**



**Oct. 28, 2010**—The Mechanical Reps, Inc. San Antonio branch hosted a “Biker Rally” for their annual warehouse party and fish fry. There were over 250 attendees who took part in our Pit Bike Derby and consumed fresh cooked fish with all the fixings. In the banner above (from left to right) are the all the manufacturers present; Ken, Mike and Larry during one of the many give-a-ways; the pit bike derby in action; all the attendees; our very own Mike Layman, also known as “Spike”; the MRISA employees; and the chef, John Cook himself. The pit bike derby was sponsored by our Harley sponsors: Greenheck, Price and Yaskawa. We were able to give away over 40 gift bags and several grand prize drawings including a 37” flat screen TV, an iPad, an iPod and a blue-ray player. In addition, MRI was able to contribute to the Breast Cancer Society. We extend a special thank you to all our manufacturers for their sponsorships that made this event possible.



*MRISA Warehouse Party & Fish Fry*



*Greenheck Air Tour Mobile Learning Center*

**Nov. 30 – Dec. 3, 2010**—The Greenheck Air Tour Mobile Learning Center traveled to Austin, College Station, San Antonio and the Rio Grande Valley. Greenheck’s product engineers educated the participants on the latest advances in the industry with the most comprehensive selection of air movement and control equipment in the world. Attendees earned professional development hour credits and had an extraordinary educational opportunity.

**Dec. 11, 2010**—Our Christmas party was held, once again, at Embassy Suites in San Marcos. We were blessed with the presence of our talented team (pictured to the right) as well as our founders, Dick and Joe Lowke and retiree, Dolores Engelke. We celebrated the 10 year anniversary of Juan Morales in our Austin Branch, as well as the Salesman of the year award given to Lane Lowke. The “Going the Extra Mile” award for Austin was given to Kevin Schaal and San Antonio, Gina Engler. The employees and their spouses were entertained by The Kyle Wayne Kutscher Band. It was a great party and blessed year with so much to be thankful for.

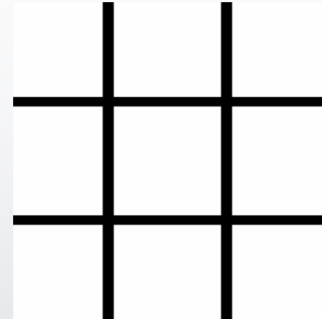


*MRI 2010 Christmas Party*



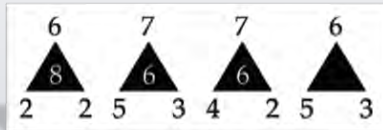
## Solve this new riddle!

Arrange the numbers 1 through 9 on a tic tac toe board such that the numbers in each row, column, and diagonal add up to 15.



## And the answer to last quarter's riddle is...

Which figure should be placed in the empty triangle?



**Answer:**  $6-5=1$  and  $1*3=3$ , so 3

**Congratulations to the first four to submit the correct answer!**

- Douglas Smith with Lackland AFB
- Doug Blount with Truform Metalservice
- Daniel Carroll with UTHSC
- Salli Wilson with Wattinger Company



### Austin

3901 Woodbury Drive  
 P.O. Box 41869  
 Austin, TX 78704  
 Tel: 512.444.1835  
 Fax: 512.444.5522

### San Antonio

4710 Perrin Creek #300  
 San Antonio, TX 78217  
 Tel: 210.650.9005  
 Tel: 800.650.6507  
 Fax: 210-590-1645

### Rio Grande Valley

1409 N. Stuart Place Road  
 Suite E  
 Harlingen, TX 78552  
 Tel: 956.412.1110  
 Fax: 956.412.1350