

Insider News



New Year, New Decade, New Leadership (....and a New Website)

At this time of year, many people start New Year's resolutions. However, since the calendar has already flipped to February, many ambitious resolutions have already fallen by the wayside. Why? Keeping good "intentions" is difficult because change is hard. Humans are all creatures of habit and we all become comfortable when things are stable and predictable. When companies, organizations, and even parents talk about change, the people they try to lead or influence become uneasy and sometimes fearful of the changes. Well, you probably have heard the saying, *"Insanity is doing the same thing each day and expecting different results."* If we are to grow, we must change and innovate.

Mechanical Reps, Inc. has just completed another successful year. In fact, even in the midst of a severe economic downturn, we finished with a record revenue year. So why would we even mention the word change, when things seem to be going so well? First of all, most of the management team is old enough to know that things don't always go as planned or desired. We also believe the construction industry in Texas has probably not seen its most difficult period yet. However, the most important reason for us to change is that we know we still have to do work to live into our company's purpose, which is ***"to provide the best value in HVAC products, training and services for our business partners and to maintain the highest ethical standards in all we do."***

With that in mind, our company is excited to announce some important reorganization changes. While I will remain as CEO of the company, Ken Graham has been promoted to

president and will oversee both Austin and South Texas operations. Ken Graham's promotion to President of MRI will bring a fresh vigor and excitement to some much needed enhancements to our processes and procedures. With our company operating multiple branches, we have been in need of a new level of consistency in how we operate. Ken will meld the best practices of each of the branches into a more cohesive and accountable company.

With this transition, I look forward to focusing on a smaller list of key objectives. I will still be involved with contractor sales and project management where either relationships, experience or knowledge dictates.

Mike Davidson will start to transition some of his accounts to focus his time and vast talents in areas of his interests, expertise and company needs. However, before this can happen, we will need some time to train new and existing sales staff to maintain the same level of service Mike has given to those companies.



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So you can see, we have some new things happening at our company as we celebrate our 36th year in business this March 5th. With so many new happenings, I almost forgot to mention our new and improved website. I hope you enjoy the new look and content of the MRI website (www.mechreps.com). It has been a long time coming. I want to personally thank Chris Graham and Gina Engler in our San Antonio office and Lauren Beverly in Austin. This group, with the help of our website developer Anvil, really took the bull by the horns and completed this project that had been lingering in partial completion for more than a year. We will continue to enhance its content to become a valuable resource and tool for our business partners. Our desire is for this website to be a place where you can find the products and services we provide, and for it to be a technical resource and guide for educating you and your staff. We welcome your thoughts and suggestions on how we can improve its content and value.

In closing, I want to again thank you for your business and your relationship. We exist to serve you and our manufacturers. We know we have made some mistakes and have fallen short of your expectations from time to time. We will continue to learn from those mistakes and get better every day. I can promise you we will try to give good and timely advice and service. We have high expectations

for ourselves. We also understand if we are to live into our purpose; that is to bring the **best value in HVAC products, training and service**, that doesn't mean we can do it right a few times, but we must perform over a consistent, long period of time in all our operations. We will continue to become more educated on our products, and to communicate that knowledge to the market. We also must enhance our processes in order to become easier to do business with every day. It also means we have to change and try some new things. Above all, we must continue to have a passion to help our business partners succeed in their businesses and do it in an honest and ethical way.

We have truly been blessed.

Final thought: "When we move through each day under God's influence, we will accomplish things we would otherwise never be able to do."

With much gratitude and thanks,

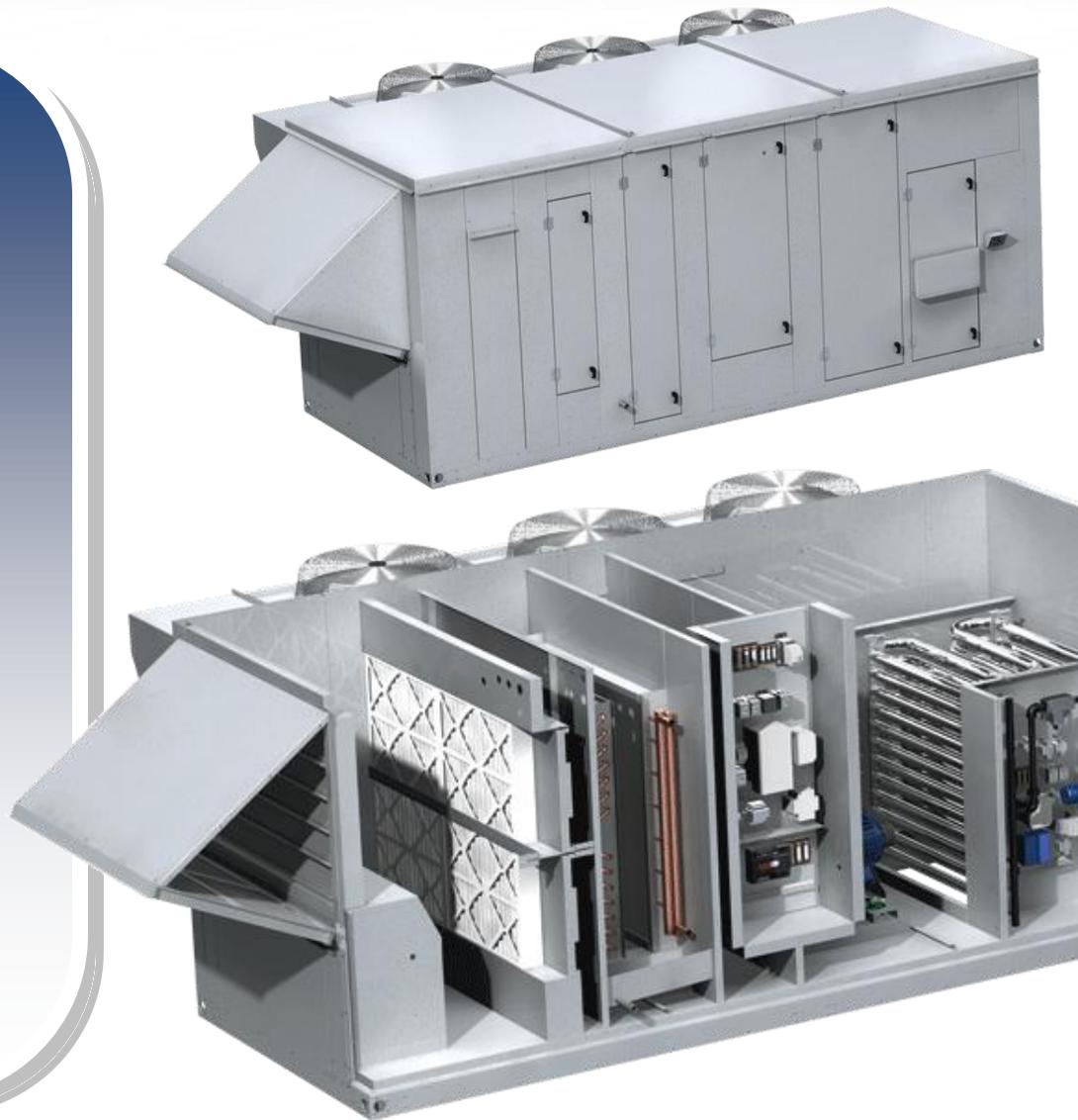


Larry R. Bloomquist
CEO



Greenheck's New Model MPX Make-Up Air Unit with Packaged DX Cooling

Greenheck's new Model MPX is a 100% outside make-up air unit with an integral packaged DX cooling system ideal for kitchens, corridor ventilation and areas with contaminated air where energy recovery is not permitted. The integral air-cooled packaged DX cooling system with environmentally friendly R410a refrigerant reduces installation costs, control wiring, and provides single-source supplier responsibility. Model MPX features two-inch double-wall cabinet construction, hinged access doors, an airfoil plenum fan, and two-inch pre-filters and optional high efficiency post-filters. Model MPX is designed for cooling capacities ranging from 7 to 30 nominal tons and airflow ranges up to 10,000 cfm.



MPX Features

- Up to 9,000 cfm and 3 in. wg external static pressure
- Standard 2-inch double-wall construction
- Integral packaged air-cooled refrigeration system
 - R410a refrigerant
 - Modulating hot gas reheat
 - Hot gas bypass
 - Nominal 5 tons up to 30 tons
 - 2 stages of cooling under 20 tons
 - 4 stages of cooling over 20 tons
- QEM centrifugal airfoil wheel supply fan
- Full DDC control capability
- G90 galvanized with paint options
- Blower vibration isolation
- Integral control center
- Outdoor air filters

Austin



The W Austin Hotel and Residences is located at Block 21 in the 2nd St district. The new 900,000 square-foot, 37 story building will include 159 luxury condos and 250 hotel rooms. It will also be home to Austin City Limits' new venue offering a 2200 seat auditorium. Block 21's construction will adhere to the guidelines set forth by the Leadership in Energy and Environmental Design (LEED) program. Mechanical Reps is proud to be involved with Dynamic Systems, Inc. in providing Price air distribution and air terminal units, as well as Greenheck fans, fire dampers and fire/smoke dampers. Scheduled completion is December 2010.

San Antonio



In June of 2007, the City of San Antonio commissioned the largest capital improvement project in the city's history. The project is a new terminal expansion for the San Antonio International Airport. The expansion includes a new 300,000 square ft. terminal, a 40,000 square ft. renovation of an existing terminal, a new baggage handling system, and a new Central Utility Plant. The total project cost is expected to be nearly \$200 million.

Beginning in mid-2008 and all the way through 2009, Mechanical Reps worked closely with engineers at Brandt Engineering on the cooling tower design and layout for the new Central Utility Plant. Major considerations for the design and layout were that the system be very energy efficient to comply with the city's new 'green' initiative and that the units be maintenance friendly. This resulted in the installation of three 2-cell Baltimore Aircoil 3728C cooling towers. Each unit is capable of 1400 tons of cooling, for a total cooling capacity of 4200 tons. There were also provisions made to add an additional 2-cell 3728C cooling tower to accommodate future airport expansions.



Kathy Israel, 25 years



Andy Rodriguez
25 years



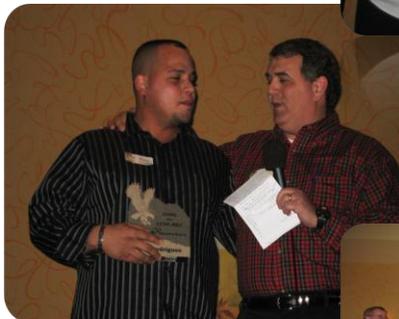
Richard Beverly, 10 years



Fred Gonzalez, 10 years



Michelle McNatt, 10 years



Mario Rodriguez



Chris Graham

Each December, Mechanical Reps celebrates milestone anniversaries for our employees.

In 2009, Mechanical Reps celebrated 110 years of combined service from seven of our employees. Kathy Israel and Andy Rodriguez began working at Mechanical Reps in 1984 and celebrated their 25 year anniversaries. Richard Beverly, Fred Gonzales and Michelle McNatt celebrated their 10 year anniversaries, and although not recognized at our yearly banquet James Ling and Lauren Beverly celebrated their 15 year anniversaries.

Mechanical Reps truly values all our employees and the dedication each person puts forth.

Mechanical Reps core values are:

- In God We Trust
- Family
- Ethical
- Compassionate
- Courageous
- Dependable

We strive to encourage all our employees to live with these values at work and at home.

Because of these values and the dedication of the Mechanical Reps' employees, the management team picks one or more individuals to receive the *Going the Extra Mile award*. This award is given to an employee who goes above and beyond the expectations of their job and exhibits the values set forth by Mechanical Reps.

The two recipients of the *Going the Extra Mile award* for 2009 were Mario Rodriguez and Chris Graham.

As stated before, we are thrilled to have such wonderful people working for Mechanical Reps. Inc.



Sept. 3, 2009—Mechanical Reps, Inc. presented our revitalized website, new profiling and marketing plan for 2010 to our employees and will be launching it to our marketplace in February 2010.

Sept. 22 & 24, 2009—Climate Master and Mechanical Reps held a technical presentation regarding water source heat pumps, their applications, designs, benefits, federal tax incentives, LEED points and how to deal with noise and maintenance concerns. With the new energy codes coming into affect (January, 2010) this may become a more popular option for owners.

www.mechreps.com

Oct. 22, 2009—The Mechanical Reps, Inc. San Antonio branch hosted their annual warehouse party and fish fry. This year's theme was a "Hunting Camp" and needless to say there were many forms of camouflage. With over 200 attendees the event was a huge success. We extend a special thanks to all our manufacturers for their sponsorships that made this event possible. Pictured to the right are all the Mechanical Reps employees and manufacturers in attendance. Above are the shooting gallery, which was sponsored by SEMCO, Inc., as well as Ken Graham announcing the 35 gift bags filled with promotional items from all who donated, and grand prize drawings to include a flat screen TV, binoculars, rangefinder, game spy and iPod.



MRISA Warehouse Party & Fish Fry



Greenheck Air Tour Mobile Learning Center

Dec. 7 - 11, 2009—The Greenheck Air Tour Mobile Learning Center traveled to Austin, San Antonio and Corpus Christi. It was utilized to educate participants on the latest advances in the industry, with the most comprehensive selection of air movement and control equipment in the world.

Dec. 12, 2009—There was much to celebrate at the Christmas party this year. We had several 10 and 25 year anniversaries, as well an employee of the year for each office. This year's celebration was held at Embassy Suites in San Marcos and we were blessed with the presence of our founders, Joe & Dick Lowke and retiree, Dolores Engelke.



MRI 2009 Christmas Party



What is special about the following sequence of numbers?

8 5 4 9 1 7 6 10 3 2 0

Answer: (Will be posted in the next issue)

*E-Mail your answer to
admin@mechreps.com.*

*The first four correct answers
win a \$25 gift card.*

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