



Newsletter

September 13th, 2016 meeting at
University of Memphis: Holiday Inn

Presidents Corner

Student, Associates, Members, and Life Members, I welcome you to ASHRAE's 2016-2017 year! I'd like to formally recognize our newest members since May: Kristopher Wells, Reid Fulmer, Brian Conn, James Laws, Terry Fletcher, Keith Mayes, James Cude, and Jennifer Marsh. The Chapter is excited to have you onboard! Welcome also to our newest board members, Mariel Meegan, Thomas Powell, Evan Wester, and Jesse Taylor. If I have left out anyone, please forgive me!

Please don't forget about our first meeting on September 11, 2016. We have a terrific team of board members working hard to bring you the best programs and make our Chapter shine. Let's start off our year with a bang and fill as many seats as possible at our first luncheon.

Let's talk about Mandelbrot fractals, black holes, and the theory of relativity....

Is what I say to my 10-year old son when he refuses to wind down and go to sleep. Works like a charm. 3,2,1 and he's out like a light. But if I mention STEM (Science, Technology, Engineering, and Math), his eyes light up. Little does he know that Steven Hawking and Albert Einstein may seem to put him asleep, but there just as much a part of STEM as anything else.

STEM has become a common staple at K-12 schools in the Memphis / Shelby County area. So naturally, it makes sense that ASHRAE should extend its arm and at least promote the Engineering component. Wouldn't you agree? To that end, I'll be working hard to involve our Chapter in STEM programs across our area with a special emphasis on getting girls more interested in the Engineering field. The benefits of a Chapter Outreach program are two-fold: (1) One, we are giving back to our community by providing our talents and resources to inspire young minds to become more technically sound and (2), it promotes our organization and the Engineering community that strives to make a safer world and embrace change for the better. In the coming months, you'll hear me talk about STEM more, particularly as it relates to opportunities to volunteer your time.

Remember, we'll all lifelong learners. As such, please take advantage of our monthly meetings and use them as a means to improve your skillsets and become better educated on what our HVAC&R community has to offer.

Finally, I want to thank our past President, Tom Bird, for his terrific leadership last year. Tom stepped in for me during a time when personal issues prevented me from serving as President last year. I am forever grateful for this. We also have several awards we'll be sharing with you at our first meeting to recognize the Chapter's accomplishments under Tom's leadership.

Important dates coming up:

- ASHRAE Benefit Golf Tournament: October 3rd, Chickasaw Country Club (see flyer for details)
- IAQ 2016: September 12-14, Alexandria, VA
- ASHRAE Fall Online Courses: September 20 - November 9
- 2017 AHR Expo: January 30 - February 1, Las Vegas, NV

Sincerely,
Jack Griffith

This weeks meeting will be held in the Tennessee Ballroom



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Presenter: Connor Donovan
Topic: Geothermal

Bio Unavailable



26th Annual

Golf Tournament
 Chickasaw Country Club
 October 6th, 2014



Dust off the sticks and shine those spikes it's time to hit the tee box! Once again we will grace the prestigious links at Chickasaw Country Club for our annual Golf Tournament benefitting your very own ASHRAE chapter. Help us throw together another great round this year by sponsoring the ASHRAE Memphis Golf Tournament.

| Participants | Member? | | \$\$\$ |
|--------------|---------|----|--------|
| | Yes | No | |
| | Yes | No | |
| | Yes | No | |
| | Yes | No | |
| | Yes | No | |

1:00 pm Shotgun Start
4-man Scramble
Prizes awarded for:
1st and 2nd Place - Two Flights
Long Drive & Closest to the Pin

Title Sponsor: \$2,500.00
Lunch Sponsor: \$1,000.00
Drink Cart Sponsor: Quantech
Hole Sponsor: \$250.00
Longest Drive: \$250.00
Most Accurate Drive: \$250.00
Closest to the Pin: \$250.00

To register a team or claim a sponsorship contact:
 Brian Schaffler: 901.345.6100 | brian.schaffler@gorhamschaffler.com

Make Checks Payable to:
 ASHRAE Memphis Chapter

Send Checks to:
 Gorham/Schaffler, Inc.
 3095 Stonebrook Circle
 Memphis, TN 38116



Job Title: Sales Engineer

Reports To: Director of Sales & Marketing

FLSA Status: Exempt

Summary:

The Sales Engineer is responsible for the technical sales of HVAC system related solutions to consulting engineers, mechanical contractors, architects, and building owners. The Sales Engineer will act as a consultant to these customers and will assist with the design, application and development of heating and ventilation systems for their projects. The Sales Engineer should cultivate long-term customer relationships and maximize account penetration and customer retention through consultation by developing solutions for the customer's projects, including economic and performance-based considerations.

Responsibilities:

- Establish and maintain long-term customer relationships/partnerships with assigned accounts.
- Promote Gorham/Schaffler's value proposition to construction community by providing economic and technical solutions.
- Apply creativity, innovation and resourcefulness in a value-added sales approach rooted in solid business ethics.
- Work with specifying engineers, building owners and design-build contractors to specify the products represented
- Create new business through organized prospecting and increase Gorham/Schaffler's share of business from assigned accounts.
- Conduct sales, design, and application presentations to key decision makers
- Actively listen, probe and identify concerns of key stakeholders within decision-making process.
- Address operational & environmental objectives, needs and requirements of company's customer base.
- Recommend solutions and link value of owner experience to customer objectives.
- Demonstrate technical and business expertise and maintain a high level of credibility.
- Provide and/or coordinate technical and product training to customers.
- Create competitive, high quality and timely estimates, proposals, and cost/benefit analysis.
- Effectively write and present technical sales proposals.
- Manage high sales activity throughout sales process and maintain robust pipeline.
- Participate in final project inspection. Ensures that the customer is trained and oriented to system operation and the value of services delivered.
- Ensure customer satisfaction by investigating concerns, implementing corrective action and communicating with customers and staff as needed.

- Continually enhance sales skills and product knowledge in order to promote a professional image.
- Develop and maintain a network of engineering and construction industry contacts.
- Participate in local and regional trade organizations and trade shows.
- Other duties as assigned/needed.

Qualifications

- Minimum 2 years of HVAC, Refrigeration, Building Automation Experience, or proven technical sales
- Undergraduate degree in Mechanical Engineering or a similar technical discipline preferred, but not required
- Solid understanding of HVAC principles preferred, but not required
- Strong presentation skills
- Strong aptitude for mechanical systems.
- Exceptional initiative and interpersonal communications skills
- Demonstrated ability to influence the market at key levels
- Proficient with a PC and Microsoft Office applications

Working Conditions and Physical Requirements:

- Normal office environment
- Moderate lifting may be required to move equipment, files and supplies
- Limited Travel
- Flexibility to work overtime/weekends, as required
- Occasional work in outside weather conditions

Gorham/Schaffler Inc. is a diverse and inclusive environment. We are an equal opportunity employer, All qualified applicants will receive consideration for employment without regard to sex, race, color, religion, national origin, age, marital status, political affiliation or sexual orientation, disability or United States qualified protected veterans.



VRF Champion Job Description

Summary:

The VRF Product Champion is responsible for the technical sales of VRF & Ductless HVAC systems to consulting engineers, mechanical contractors, architects, and building owners. The VRF Product Champion will act as a consultant to these customers and will assist with the design, application and development of heating and ventilation systems for their projects. This specialist will serve as the “bridge” between the manufacturer and Gorham/Schaffler and serve as the VRF subject matter expert for the company’s sales engineers. The Product Champion should cultivate long-term customer relationships and maximize account penetration and customer retention through consultation by developing VRF or Ductless HVAC solutions for the customer’s projects, including economic and performance-based considerations.

Responsibilities:

- Promote Gorham/Schaffler’s value proposition to the construction community by providing economic and technical solutions.
- Work with specifying engineers, building owners and design-build contractors to specify VRF & Ductless HVAC products.
- Work with installing contractors to ensure that VRF systems are installed, commissioned and maintained correctly by making regular job site visits and attending job site meetings as required.
- Create new business through organized prospecting and increase the manufacturer’s share of business.
- Complete and maintain competitive analysis and lead overall sales strategy of VRF products.
- Be proficient using the VRF equipment selection software and have the ability to layout and price projects. Also, the ability to teach sales staff to use the program.
- Apply creativity, innovation and resourcefulness in a value-added sales approach rooted in solid business ethics.
- Coach sales personnel in VRF product sales, application, and customer support.
- Keep sales staff focused on manufacturer’s products and assist them in the ability to recognize applications suited for the technology.
- Conduct comprehensive energy studies to uncover and create new energy conservation projects involving VRF systems.
- Create competitive, high quality and timely estimates, proposals, and cost/benefit analysis.
- Effectively write and present technical sales proposals.
- Manage high sales activity throughout sales process and maintain robust pipeline.
- Recommend the manufacturer’s solutions and link value of owner experience to customer objectives.
- Participate in final project inspection. Ensures that the customer is trained and oriented to system operation and the value of services delivered.
- Ensure customer satisfaction by investigating concerns, implementing corrective action and communicating with customers and staff as needed.

- Demonstrate technical and business expertise and maintain a high level of credibility.
- Provide and/or coordinate technical and product training to customers.
- Share best practices in-market with manufacturer and provide feedback regarding product, promotion, and training optimization.
- Continually enhance sales skills & product knowledge in order to uphold a professional image.
- Remain current and knowledgeable regarding all state, federal and utility rebate & incentive programs involving VRF technology and distribute information companywide.
- Develop a relationship with local utility companies to make sure manufacturer's HVAC products are included in all programs offered
- Develop and maintain a network of engineering and construction industry contacts.
- Enter and maintain an opportunity log; providing project updates
- Ensure sales personnel are promoting and educating their assigned accounts to the advantages of the manufacturer's value proposition and VRF technology.
- Help build a history of projects to identify trends in the local market.
- Participate in local and regional trade organizations and trade shows.
- Other duties as assigned/needed.

Qualifications:

- Minimum 2 years of HVAC, Refrigeration, Building Automation Experience, or proven technical sales
- Undergraduate degree in Mechanical Engineering or a similar technical discipline preferred, but not required
- Solid understanding of HVAC principles (specifically VRF preferred)
- Experience conducting comprehensive energy studies (preferred but not required)
- Strong presentation skills
- Strong aptitude for mechanical systems.
- Exceptional initiative and interpersonal communications skills
- Demonstrated ability to influence the market at key levels
- Proficient with a PC and Microsoft Office applications

Working Conditions and Physical Requirements:

- Normal office environment
- Moderate lifting may be required to move equipment, files and supplies
- Limited Travel
- Flexibility to work overtime/weekends, as required
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