

The Monroe Igniter



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“IT’S JUST BUSINESS” DOES NOT HAVE TO BE

Matthew Schneider

Unfortunately for Monroe Equipment, the past few weeks have been filled with “It’s just business” conversations. Leave it to Big Manufacturing to never be happy with huge growth from a distributor partner. Huge growth from one partner, in Big Manufacturing world, means they must not have enough partners. Fortunately for us, we have been through this before and our battle-hardened staff and incredible contractor partners see it for what it is – corporate greed and professional foolishness.

These conversations and the fallout that has been unleashed after the fact has me thinking a lot about “It’s just business.” In a world where social media is king. In a world where personal circles and social spheres are the number one driver of referrals and purchasing decisions. In a world where many businesses are made or broken as a result of their Google Rating. In this world, where “personal” trumps “just business”, it is shocking that there are still organizations that think “It’s Just Business” is an appropriate response to good, hardworking, honest, integrity driven professionals. As a leader of one of these integrity driven organizations, I ask all of you who are of the same cultural persuasion – do we accept the “It’s Just Business” mentality or do we demand something else from our partners in business? Should our industry be lead and the course determined by Big Manufacturing, housed in corporate HQ’s, located in the globe’s biggest cities or right here, local, by people who are looking out for the best interest of each other?

The phrase “It’s Just Business” was actually coined by Otto Berman. Otto was an accountant for the mafia in the 1930’s. He wanted to distance himself from the human impact of very personal decisions, so he regularly told those that his henchmen were punishing for not complying “It’s just business, nothing

personal”. In the modern day, we think “It’s Just Business” is more closely related to Gordon Gecko or business tycoons like Donald Trump, but it really came from a petty criminal who had no problem taking from hard working men and women like ourselves. Sounds about right.



It is time for those hard working men and women to teach the “It’s Just Business” crowd successful relationships in 2018. “It’s Just Business” flies directly in the face of the social media generation. As small business people, we need to reject these ideas and the men and women who think it is still ok to take advantage of the hard working and less fortunate for the good of CEO’s and Stock Holders. While “It’s Just Business” was enacted to remove the human element of difficult decisions, to make it easier to enact tough

calls, the social media generation is negating that approach by providing consumers and small business people power they never before possessed. Word of mouth travels fast and is more important than ever before. Great businesses grow faster now more than ever, while poor businesses cannot survive mediocrity.

I beg you to put your foot down when you can. It is time that we let Big Manufacturing and Mega Distribution know that we will not accept “It’s Just Business”. In fact, everything about our family owned and operated organizations are personal. Every decision we make on a daily basis effects our families, our coworkers and our coworker’s families. There is nothing not-personal about our businesses. So take that “It’s Just Business”. Together our army of small business partners, driven and powered by the hands of the hard working, with a foundation of integrity, collectively say – enough. You will find no partners here.

DISCOUNT VS FINANCE CHARGES

Lisa Swance

Do you realize how much money you could be saving, or are you throwing away money unnecessarily? If you are taking advantage of discounts, you are helping the profits in your business.

For example, if you purchase \$25,000 worth of materials in a month and pay by the discount date, you are saving a minimum of \$375 up to \$1,250 (if you are able to take advantage of 12 lot orders at 5% discount). If you do that every month, over a year you would be saving between \$4,500 and \$15,000.

Now on the other hand, if you are always paying late on that \$25,000 every month and getting an 18% finance charge, that is costing you an extra \$4,500 per year. That worsens quickly if you are paying two or three months late (or more). For example if you are always two months behind that could be an extra \$9,000 or if three months behind, \$13,500! How can you recoup those dollars?

Are you unable to get the account current quickly? If so, think about getting a bank loan. If you could get a bank loan at 6 or even 9% (versus our 18%) you are saving 1/2 to 2/3 of what you would be paying in finance charges, plus if you can get your account current by having a line of credit with the bank, you can also take advantage of discounting with us which means more cash in your pocket. Discounting saves you big dollars!



CALEDONIA BRANCH UPDATE

Rich Taylor

Congratulations to K & R Heating for winning the 27th street quarterly giveaway as part of the Loyalty Rewards Program. Don't know what the Loyalty Rewards Program is?

- Available for WILL CALL items purchased **ONLY** at our **Caledonia location**
- Receive one punch for every \$250 in supplies/parts/accessories purchased
- Receive one punch for each piece of equipment purchased
- Fill your card with 10 punches and receive a \$25 Gift Card of Monroe's choice
- Each fully punched card will also be entered in a quarterly drawing for a larger prize
- Punch card will be kept at Monroe Equipment
- Card will need to be signed to be eligible for drawing
- Offer is subject to change and/or cancellation at any time



With the heating season right around the corner, Monroe Equipment 27th street has what you need to get you in and out and on your way to that next job. Conveniently located on the west frontage road just off 7 Mile Road makes it an easy on/off.

Stop in or give us a call at 262-901-0260. You can also visit us online www.monroeequipment.com and place your order. Randy and I are always ready to serve you.

ECM BLOWER MOTORS (VERSION 3.0)

Kenneth Jung

ECM blower motors have changed over the years. From the original “all in one” ECM motors with the big square motor modules that first came out approximately 15 years ago, to styles that now have independent motor bearing units and separate control heads for different operation flexibility and ease of service. The most recent upgrade by the motor manufacturer is the 3.0 version ECM.

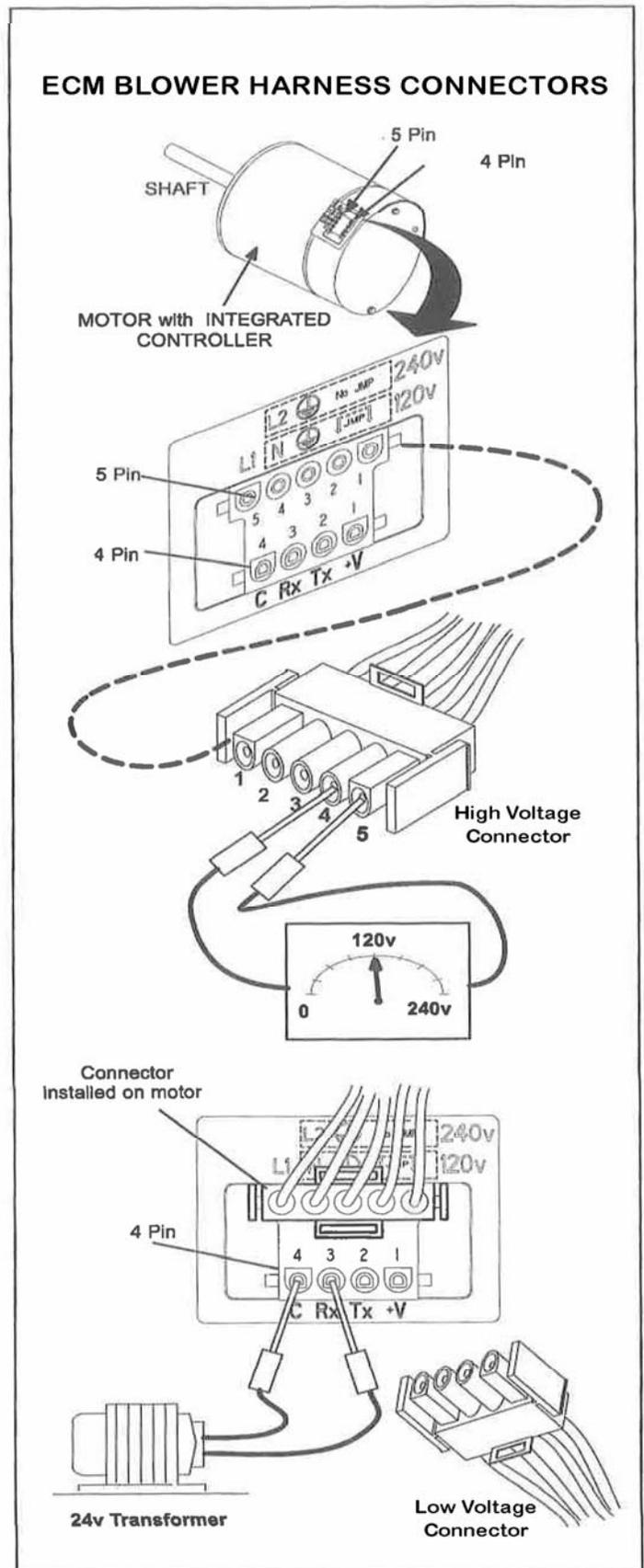
What is biggest difference between older generation ECM’s and the 3.0 version? The older models have a 16 pin wiring harness between the control board and the motor module sending the proper voltage to one or more pins in the motor depending on the demand; 1st stage heat, 2nd stage heat, fan-on, etc. The new 3.0 version ECM’s have only 4 pin wiring harness. A “V” & “C” connection, a “Rx” (serial data receive signal wire) and a “Tx” (serial data transmit feedback signal wire).

Before I get too far, lets back up for a minute to discuss the line voltage side of this type of motor. All ECM motors are powered (hot). Meaning that any time power is applied to the furnace or air handler, line voltage power (120 vac or 240 vac depending on application) must also be present at the high voltage motor and moxlex plug on pins #4 and #5. Again, this is powered hot at all times, not just when the motor is running. If there is no line voltage power at pins #4 and #5, that issue needs to be addressed first before moving on to the next step.

As stated above, the new 3.0 version ECM motors have only four control wires, not 16 as with the previous versions of ECM. Testing of the control side of the motor is a very simple process, but use CAUTION when hooking up test wires. If the test wires are hooked up to the wrong terminals, permanent motor damage will occur.

The control connections on the motor will be listed as either (1 – 2 – 3 – 4) or (+V – Tx – Rx – C) or both. Carefully remove the control connection moxlex from the motor. With two jumper leads, connect 24vac to pin 3 (Rx) and pin 4 (C). The motor should operate at approximately 75% of full cfm. If the motor functions properly at this point the motor is good, and the testing is complete.

Do not apply any power to pins 2 (Tx) and 4 (C), this will cause permanent motor damage.



TIME IS MONEY

Randy Schneider

Time is money! Tired of rushing to place an order after a hard day's work or holding while waiting to place an order? Monroe Equipment now offers multiple time saving methods to place orders!



- Ask your Monroe representative to create a customized printed order form for the common products you order on a regular basis. This sheet can then be faxed, scanned or photographed and sent via email to your Territory Manager (TM).

- Rick Herd has worked hard to improve our online “storefront” accessible via our website. An easy to use shopping cart provides access to order entry at any hour of the day.
- If you haven't heard, Monroe has worked hard to develop a phone app that will allow you to enter orders by scanning the product UPS code and sending your order with the click of a button. This works ideal for maintaining parts and accessory inventories on your shelf and in your service trucks. This program is in the process of being expanded to include a printed catalog including equipment. Ask your Monroe TM for a demo.

Time is money! Let Monroe Equipment help you save money!

GETTING TO KNOW YOU

Barb Beckett

Met Michael Karius, our newest Territory Manager of Northeast Wisconsin and Upper Michigan. Michael has a background in sales and customer service. He has worked in the gaming industry at Potawatomi Bingo and Casino in their table games department and most recently worked in sales for a roofing company in Kansas City, MO. Michael is happy to be back in his home state. He realizes he still has a lot to learn about the HVAC industry, but is a very hard worker and looks forward to helping his contractors grow their business.

Michael grew up in northern Wisconsin in the small town of Washburn, located right on Lake Superior in Chequamegon Bay. It is still one of his favorite places and he tries to visit there as much as he can. His first job was working on his friend's dairy farm in northern Wisconsin doing everything from helping with feeding and milking to working on fences or moving cattle.

Michael really enjoys spending time in the outdoors. He likes to go hiking and camping as much as possible. This fall he's spending a weekend hiking and camping in the Porcupine Mountains and next spring he'll be hiking a section of the Appalachian Trail.

He's never been to Europe but there are many different countries that he would like to visit there. He would also like to attend the Kentucky Derby at some point in his life.



NEW PRODUCT: PRO-FIT FLARING AND SWAGING KITS

Jessica Radtke

Precision Flaring and Swaging in seconds! These drill bits create fast, standard 45-degree flare or swage in copper and aluminum line sets without splits, burrs, blemishes, or uneven edges that could cause connection leaks.

The standard 1/4" hex shank fits directly into most 12-volt drills without an adapter for convenient use. Each kit comes with 5 bits inscribed sizes 1/4, 3/8, 1/2, 5/8 and 3/4 inch that are color coded for easy identification. The durable see through carrying case allows for organized transportation.

You can see how traditional flaring works verses Pro Fit flaring here and place your order online at www.monroeequipment.com.



Upcoming Events

NOVEMBER 22, 2018 - CLOSED for Thanksgiving
All Monroe Equipment Locations

NOVEMBER 23, 2018 - CLOSING at 12:00 p.m.
All Monroe Equipment Locations

DECEMBER 24, 2018 - CLOSING at 12:00 p.m.
All Monroe Equipment Locations

DECEMBER 25, 2018 - CLOSED for Christmas
All Monroe Equipment Locations

DECEMBER 31, 2018 - CLOSING at 12:00 p.m.
All Monroe Equipment Locations

JANUARY 1, 2019 - CLOSED for New Years Day
All Monroe Equipment Locations

The Monroe Igniter is a quarterly publication created exclusively for customers of Monroe Equipment, Inc.



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