

AUG. 31 - SEPT. 3, 2020 • SCOTTSDALE, AZ

17TH ANNUAL

# Summit Week

2020

Coach Your Team to  
**High Performance**



*If You Don't Measure, You're Just Guessing!™*

# ABC: ALWAYS BE COACHING

**Performance-Based Contractors from across North America** will converge in Scottsdale, Arizona to learn, share, build relationships and explore new opportunities, products and services. This is the only event of its kind completely focused on High-Performance HVAC.



Summit is open to all HVAC professionals. It's become the gathering place for like-minded people to learn from and share knowledge with fellow high-performance professionals.

## **Coach Your Team To Success**

This year the conference focuses on coaching your entire team to High Performance. From the opening session through every workshop, you will learn how to coach your team members on specific topics that will help bring your team together as you integrate performance into your company.

## **And You Won't Miss A Beat!**

Summit's unique format is designed to make sure you are able to take in every single session without missing anything.



**Register today at [GoToSummit.com](http://GoToSummit.com) or call 800.633.7058**



# Special Events

**WELCOME RECEPTION:** Be sure to attend this gala event where old relationships are renewed and new relationships are formed. The Welcome Reception is sure to be a valuable networking event with fantastic food and beverages, great music, and a lot of fun! — *Sponsored by Goodman Mfg.*



**SUMMIT ORIENTATION & NEW MEMBER MEETING:** Whether you are an NCI Member or not, this brief overview will be a helpful introduction to NCI, the Summit conference, and our membership program.

**OPENING SESSION** with NCI's exclusive **Reach For The Summit Gameshow – Coaching Edition**. This fun and educational event includes audience participation in a fast-moving quiz show where two contestants compete for the win and some great prizes.

**IDEA MEETING:** All contractor attendees are invited to this 2-part event where each participant can propose one or more ideas in the areas of lead generation and sales. Don't forget to bring your ideas and \$20 entrance fee. The best ideas split the pot for great cash prizes!



## NCI PARTNERS RECEPTION AND TRADESHOW:

Our partners help make this conference possible. Show your appreciation by attending the trade show events. Who knows? You might find that next great product or idea!



**KEYNOTE SPEAKER:** This year's keynote speaker, Ryan Kohler of Hire Dimensions, will focus on a subject that is near and dear to us all: attracting and keeping good employees. This is more important than ever as our industry's aging workforce is dwindling and it's becoming harder than ever to attract enough new talent to our industry.

**AWARDS BANQUET:** This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best Performance-Based HVAC contractors. You might just be one of them!



# Breakout Sessions



## 1. Coaching Your Entire Team

What is High-Performance Contracting™ and why are we doing it?



*Workshop Leader: David Richardson, National Comfort Institute*

Learn how to coach your entire team on your mission and vision as it relates to becoming a different kind of company – one who uses data from performance testing to deliver the best possible products and services to your customers. This coaching should be your first step to get your entire team on the same page. The session will cover:

- What is performance and how does it impact our customer?
- How do we measure performance?
- What do we do with the data we collect?
- Why delivering high-performing systems is important to our company.

## 2. Coaching Your Managers

How we will implement High-Performance into our business



*Workshop Leader: Dave DeRose, Masterworks Mechanical*

Once you've got everyone on your team introduced and "on board", it's time to get a little further into the details of implementing the High-Performance approach company-wide. This coaching session is designed to help you coach your management team on some of the subtle, and not-so-subtle changes you will be making to integrate higher performance into

your organization. The session will cover:

- How we plan to integrate the performance-based approach into our company
- What we will do differently in the office and shop
- What our managers will do differently: service, sales, and installation
- Why we need to "Always Be Coaching"

## 3. Coaching Your Technical Team

How we will integrate performance into service and install



*Workshop Leader: Casey Contreras National Comfort Institute*

Now it's time to drill down with both your Service and Installation teams on how you plan to integrate High-Performance in their daily work in the field. This workshop covers how you will communicate the training, tools, and support you plan to give them to help them make the transition. High-Performance starts with testing on service and maintenance calls, talking to

customers about findings, and recommending next steps. Once a project is sold, your installation team also needs to understand what is expected of them, and what they will be doing differently. The session will cover:

- What our service and maintenance techs will do to identify opportunities
- How will we educate customers about their HVAC systems
- What we will do differently on our installations, including testing out
- What will change with our refrigerant-side testing





# Breakout Sessions



## 4. Coaching Your Sales Team

How we will integrate the High-Performance sales approach with our business

*Workshop Leader: David Holt, National Comfort Institute*



As your technical team gets on the same page, it's important to work with both your inside and outside sales team on the specifics of adding air upgrades and renovations to their equipment replacement proposals, as well as selling stand-alone renovations. It's also important that they understand when they should be able to price the work themselves, and when to bring in higher technical expertise. The session will cover:

- How we plan to sell it – High-Performance Sales versus High-Pressure Sales
- How we plan to market performance and identify opportunities for system upgrades and renovations.
- How we will price Air Upgrades and more comprehensive renovations
- How we plan to communicate and hand-off jobs to installation



## 5. Special Hands-on Workshop

High-Performance Town 2020: Hands-on testing and diagnostics labs

*Your Instructors: Rob Falke, Jeff Sturgeon, and Justin Bright*



NCI's High-Performance Town returns to Summit! In this breakout session, you'll participate in three hands-on labs where you will experience advanced tests and calculations to diagnose and offer highly profitable system upgrades, just as your

teams do in the field. You will receive new detailed NCI procedures and quick reports to integrate into your leadership team's coaching following Summit.

Hands-on labs will increase your ability to lead and coach your company as you experience first-hand the success of field testing and diagnostics.

- Estimate and measure a single room's airflow, with your customer's participation, in less than 3 minutes during a sales call
- Use NCI's FREE Air Maxx Lite™ app to test and diagnose system static pressure and engage customers when selling, servicing or installing HVAC systems
- Measure, calculate, and repair duct temperature losses through attics and help customers see the immediate impact on their comfort and utility bills



# Pre-Conference Events/Training

**MONDAY, AUGUST 31**

**Step Up to High-Performance HVAC!** – Learn how to take your company to the next level of service and performance in this full day workshop focused on the key elements of delivered performance.

— Sponsored by R.E. Michel



**Nothing But Air! Advanced Airflow Diagnostics Recertification Class –**

This intensive hands-on day of training features advanced air diagnostics reports and procedures from NCI's extensive library coupled with the best of our new simple diagnostic tips.

**Refrigerant-Side Performance Class with Certification –** What if everything you thought you knew about diagnosing and solving refrigeration-side performance problems may not be totally correct? Learn about the better way to solve comfort issues in this 2-day course (*Day 2 is Thursday, September 3*). Qualifies for recertification.





# Post-Conference Training



**THURSDAY, SEPTEMBER 3**

## ***Take Your Combustion Diagnostics Skills to the Next Level:***

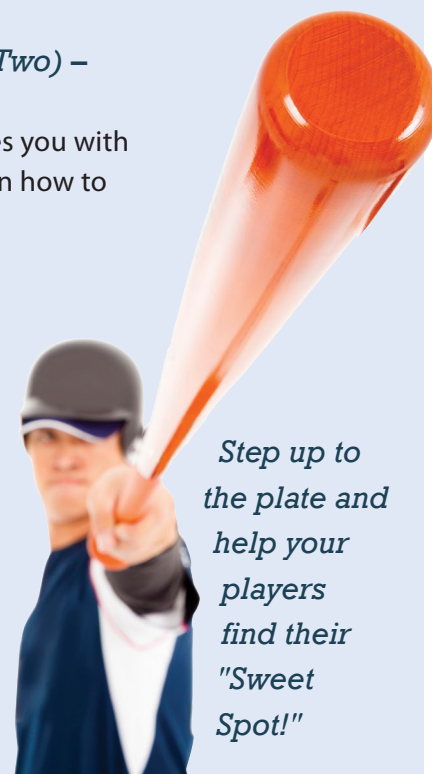
**Advanced Carbon Monoxide & Combustion Recertification** – NCI's Combustion Performance and Carbon Monoxide Safety Certification class is well-known throughout the HVAC world. Certified CO/Combustion Analysts can take this special advanced post-conference training to renew their certification. *Prerequisite:* NCI CO/Combustion Analyst Certification

## **Refrigerant-Side Performance Class with Certification (Day Two) –**

*Day One is Monday, August 31st.*

This National Comfort Institute two-day advanced certification class provides you with real-world lessons and hands-on training. It's based on proven techniques on how to best approach refrigeration-side issues.

Qualifies for recertification.



*Step up to  
the plate and  
help your  
players  
find their  
"Sweet  
Spot!"*

## **Reserve Your Seat Today!**

**Visit [GoToSummit.com](http://GoToSummit.com) to register, or call 800-633-7058**

## **Event & Lodging**

### **We-Ko-Pa Resort & Conference Center**

Summit 2020 will be held at the We-Ko-Pa Resort located 20 minutes from the Phoenix International Airport. Discover the beauty, tranquility, and culture of Arizona's captivating Sonoran Desert at the AAA Four Diamond We-Ko-Pa Resort & Conference Center!

The We-Ko-Pa offers a lushly landscaped oasis with spectacular views of Arizona's majestic Four Peaks and iconic Red Mountains alongside the free-flowing Verde River. The perfect resort for both work and play, the property is managed by and maintains close cultural ties to the Fort McDowell Yavapai Nation. In this native language, the name "We-Ko-Pa" means "Four Peaks" and allows us to honor these regal lands while paying tribute to the diverse and vibrant heritage of the Yavapai Tribe.

***Reserve your room now to get the best rate.***



### **We-Ko-Pa Resort & Conference Center**

10438 North Fort McDowell Road,  
Scottsdale/Fountain Hills, AZ 85264

**1(480)789-5300**

To receive our special group rate  
of \$159/night go to

**<http://ncilink.com/Summit2020Hotel>**



## Schedule of Events

### MONDAY, AUGUST 31

#### Optional Pre-Conference Events and Training:

- 9:00 am - 4:00 pm Step Up to High-Performance HVAC!
- 8:00 am - 4:00 pm Advanced Air Diagnostics Recertification Class
- 8:00 am - 4:00 pm Refrigerant-Side Performance Class (Part 1)
- 4:15 pm - 5:00 pm Summit and Membership Orientation Meeting - All Welcome!
- 6:00 pm - 8:00 pm Summit Week Welcome Reception - *Sponsored by Goodman*

### TUESDAY, SEPTEMBER 1

- 7:00 am - 9:00 am Breakfast and Special Interactive Opening Session
- 9:15 am - 10:45 am **Breakout Session 1 - Workshops**
- 11:00 am - 12:30 pm **Breakout Session 2 - Workshops**
- 12:30 pm - 1:30 pm Luncheon and General Session
- 1:30 pm - 3:00 pm **Breakout Session 3 - Workshops**
- 3:30 pm - 4:30 pm Idea Meetings: Lead Generation and Sales
- 4:30 pm - 5:30 pm Panel Discussion
- 6:30 pm - 8:00 pm NCI Partners Trade Show and Reception

### WEDNESDAY, SEPTEMBER 2

- 7:00 am - 9:45 am Breakfast & General Session
- 8:00 am - 9:00 am State of NCI and the High Performance Industry *with NCI CEO, Dominick Guarino*
- 9:00 am - 9:45 am Keynote Speaker: *Ryan Kohler, Hire Dimensions*
- 10:00 am - 11:30 am **Breakout Session 4 - Workshops**
- 11:30 am - 1:30 pm NCI Partners Tradeshow and Luncheon
- 1:30 pm - 3:00 pm **Breakout Session 5 - Workshops**
- 3:30 pm - 4:30 pm General Session with Idea Session Winners and Prize Drawings
- 4:30 pm - 5:00 pm Closing Remarks *with NCI President, Rob Falke*
- 6:00 pm - 7:00 pm Member Appreciation Cocktail Reception
- 7:00 pm - 9:00 pm Awards Banquet and Presentation Ceremony

### THURSDAY, SEPTEMBER 3

#### Optional Post-Conference Training:

- 8:00 am - 4:00 pm Refrigerant-Side Performance Class (Part 2)
- 8:00 am - 4:00 pm Advanced Combustion/CO Diagnostics Recertification



Register today at **GoToSummit.com**  
or call 800.633.7058