

# THIS TIME IT'S PERSONAL



NCI's ALL-NEW  
conference design  
let's you **personalize**  
**your experience** based  
on your knowledge and  
comfort level  
with each topic!

## High- Performance HVAC Summit 2021



AUGUST 30 -  
SEPTEMBER 2, 2021

BRANSON, MO



# Personalize your summit experience!

NCI's **High-Performance HVAC Summit** has become the gathering place for Performance-Based Contractors from across North America. It's the only event of its kind completely focused on selling and delivering High-Performance HVAC systems.

This conference is open to the entire industry. Summit is a welcoming gathering of like-minded people who are open and willing to share with their fellow performance-based professionals.

*This year we decided to do things a little differently. We created a breakout session approach where each topic area will have three options:*



**Novice** – Choose this level if you're just beginning to learn the specific discipline.



**Practitioner** – This stage is for attendees who have begun practicing these skills, and want to take it up a notch – or just need a refresher



**Mastery** – Choose this option if you're already proficient in the specific area, and are ready for the next level

*This new conference design lets you choose sessions based on where you are today. You may need a Novice session in some areas, while in others you may be ready for Practitioner or even Mastery level training – you choose!*

## Be Sure to Bring Your Key People

With the 3 different levels of sessions available there will be 18 different break-out workshops to choose from! With so many breakouts we recommend you bring at least 3 people this year. Be sure to check out our special 3-Pack offer!

Visit the Summit Week website at [GoToSummit.com](http://GoToSummit.com) to reserve your seats for what is shaping up to be the best Summit ever. Seats are limited this year and going fast, so don't delay, register for Summit 2021 today—and take your High-Performance HVAC business to the next level!

## SPECIAL EVENTS

**Welcome Reception & Celebration:** Meet up with old friends and make new ones at this Welcome Extravaganza. Join your fellow Contractors from across North America to celebrate our industry's resilience during the tough times of the past year.



**NCI Partners Reception and Trade Show:**

Our Partners help make this conference possible.

Show your appreciation by attending the trade show events. You might find that next great product or idea!

**Idea Meeting:** All 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 Educational Sessions:** Pick from several special sessions hosted by NCI Member Rewards Partners. Topics will range from new HVAC technologies, to software, to business improvement seminars.

**Awards Banquet:** This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best High-Performance HVAC contractors. You may be one of them!



# Breakout Sessions

## SESSION ONE: Airflow Diagnostics and Air Upgrade Workshops



### **NOVICE: Use AirMaxx Lite™ To Educate Your Customer** **How A Simple App Can Help Customers Understand Static Pressure And Airflow**

*Workshop Leader: David Holt*

Properly measuring and understanding Total External Static Pressure (TESP), provides clues as to why your customer's heating and cooling system is not operating as well as it should. Poor airflow resulting from excessive static pressure at the fan can result in uncomfortable rooms and inefficient operation. Identifying and solving static pressure issues leads to happier customers and profitable sales.



### **PRACTITIONER: Airflow Hoods: The Go-To Test Instrument For Air Upgrades** **Get The Most From Your Airflow Hood Investment!**

*Workshop Leader: Rob Falke*

One of the key factors in designing an Air Upgrade is knowing delivered airflows at the registers and grilles. A flow hood or air capture hood is an essential tool for quickly identifying poor airflow. In this workshop NCI's own "Doc" Falke will show you the different types of hoods, and what works best for residential diagnostics.



### **MASTERY: Identify Duct Insulation Defects In Three Easy Steps** **Sharpen Your Duct System Diagnostic Skills**

*Workshop Leader: David Richardson*

When ducts aren't properly sized, sealed, and insulated they can cause long runtimes, discomfort, and wasted energy use. Learn how to quickly identify duct insulation defects in three simple steps. You will also learn how system temperatures are so important to overall comfort and system performance.

[Click here for more info on Session One](#)

## SESSION TWO: High-Performance Sales Workshops



### **NOVICE: Generate Leads For Profitable Air Upgrades** **Help Your Customers Understand What An Air Upgrade Can Do For Them**

*Workshop Leader: John Puryear*

It's not enough to measure static pressure on your service and sales calls. To convince your customer to take action, you need to be able to communicate your findings and what the readings mean in terms they can understand.



### **PRACTITIONER: So You Have A Diagnostics-Generated Lead. Now What?** **How To Build An Air Upgrade & Renovation Sales Machine**

*Workshop Leader: Rob Falke*

Each of your company's customers is already an Air Upgrade lead. In fact, they already want it, but don't yet know what it is, what it can do for them, or where to get it. When you perform static pressure testing on every service call, your company already has what it takes to generate these valuable leads.



### **MASTERY: How To Price Profitable Air Upgrades & Renovations** **Price Air Upgrades And Duct System Renovations Based On Their Worth**

*Workshop Leader: David Holt*

When pricing high-performance system upgrades and renovations, you must focus more on the lifetime value delivered and less on the estimated job cost. When you only consider raw costs, you minimize the craftsmanship involved in creating the high-performance results associated with your customer-built solutions.

[Click here for more info on Session Two](#)

# Breakout Sessions

## SESSION THREE: High-Performance Implementation



**Novice: Build Craftsmen, Not Laborers**

### How To Overcome Flawed Perceptions With Your Installers

*Workshop Leader: Casey Contreras*

Craftsmanship is no easy task. It's not something you're born with, rather it develops over time with mentorship. The truth is, to make a great system design work it takes a craftsman to install it correctly. Unfortunately, most installers don't understand the important role that they play in delivering high-performance systems.



**Practitioner: How to Create Custom Air Upgrades**

### Make Air Upgrades The Center of Your High-Performance Strategy

*Workshop Leader: David Richardson*

Air Upgrades are the perfect starting point for improving equipment performance as well as improved comfort and energy efficiency. In this session you will learn how to assemble customized Air Upgrade kits based on the install conditions you see most.



**Mastery: Are You Losing Money Due To Poor Inventory Management?**  
**Minimize Job Cost With Better Inventory Management**

*Workshop Leader: David Holt*

Your sales team can make a profitable sale on paper, only to have the profits evaporate due to ineffective inventory management processes. From truck stock to installation and Air Upgrade kits, this workshop will help you learn ways to be more profitable through a well-designed and executed inventory management plan.

[Click here for more info on Session Three](#)

## SESSION FOUR: Take it to the Next Level With High-Performance Software



**Novice: Use ComfortMaxx Air™ On Every System You Test!**

### How To Make ComfortMaxx Air The Most Valuable Tool In Your Arsenal

*Workshop Leader: John Puryear*

Discover how NCI's ComfortMaxx Air™ software can help you win over more customers and sell more Air Upgrades by demonstrating third party validation of your findings.

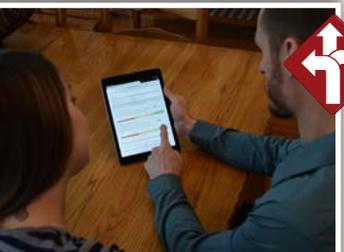


**Practitioner: ComfortMaxx Pulse™ System Performance Testing**

### Help Turn Your Techs Into Diagnostic Machines

*Workshop Leader: Casey Contreras*

In this session, you will learn how NCI's ComfortMaxx Pulse™ software can aid you in your diagnostics and customer participation. This tool will help make your technicians diagnostic "machines." The workshop will cover each of the steps needed to collect the right pressures and temperatures, and generate a Pulse report you can review with your customer.



**Mastery: Total HVAC System Rating With ComfortMaxx Verify™**  
**The Ultimate System Performance Verification Tool**

*Workshop Leader: David Richardson*

Learn how to prove the performance of your field-installed systems with NCI's ComfortMaxx Verify™ software. In this ground-breaking session, you'll discover how system verification can provide your customers with the ultimate peace-of-mind — and how it sets you apart from your competition.

[Click here for more info on Session Four](#)

# Breakout Sessions

## SESSION FIVE: High-Performance Town Workshops



### **Novice: Develop Good Static Pressure Habits**

*Hands-on Workshop Leader: John Puryear*

Static pressure testing quickly opens the door to airflow diagnostics. This simple test can uncover unseen opportunities for technicians and salespeople, and help installers provide higher quality installations.



### **Practitioner: Master True Airflow Diagnostics**

*Hands-on Workshop Leader: Casey Contreras*

When it comes to HVAC system diagnostics, our industry has been using rules of thumb for far too long. These practices continue to cause misleading diagnosis and improper repairs—not to mention occupant discomfort, unhealthy homes, safety issues, and needless energy waste.



### **Mastery: Avoid The Top 10 Btu Measurement Mistakes**

*Hands-on Workshop Leader: Rob Falke*

Btu measurement is a critical and exacting practice. Errors of just a few tenths of a degree can result in a major misdiagnosis and improper repairs. Discover Btu measurement mistakes that can easily be avoided in the field so you can accurately provide correct equipment and system diagnostics.

[Click here for more info on Session Five](#)

## SESSION SIX: Carbon Monoxide and Combustion



### **Novice: Two Must-Do Combustion Safety Tests**

#### **Keep Your Customers Safe!**

*Workshop Leader: Tom Johnson*

Ambient CO and building pressure testing are critical to help assure both technician and customer safety. In this workshop you'll learn how to measure ambient CO, what test equipment you need, the action levels your team needs to know, and how to discuss your findings with your customers.



### **Practitioner: Vision Beyond Sight with Combustion Testing**

#### **Give Your Customers The Value They Deserve**

*Workshop Leader: Casey Contreras*

The right knowledge and test instruments can help give you X-ray vision when it comes to combustion testing. There are a lot of myths out there that can lead you astray. We will expose the most common ones and debunk many of these misconceptions.



### **Mastery: Advanced Venting And Combustion Air Solutions**

#### **Solve Even The Toughest Combustion Issues**

*Workshop Leader: Jim Davis*

In this session, Jim will focus on why proper combustion testing is crucial to identify the right repairs and how to determine the most effective solutions. You will discover why venting and combustion air repairs are important and ways to help your team understand and explain them.

[Click here for more info on Session Six](#)

# Session Speakers



## Casey Contreras

*NCI Field Coach and Instructor*

Session Three — Novice: Build Craftsmen, not Laborers

Session Four — Practitioner: ComfortMaxx Pulse™ System Performance Testing

Session Five — Practitioner: Master True Airflow Diagnostics

Session Six — Practitioner: Vision Beyond Sight with Combustion Testing



## John Puryear

*NCI Customer Care Representative and Instructor*

Session Two — Novice: Generate Leads For Profitable Air Upgrades

Session Four — Novice: Use ComfortMaxx Air™ on Every System You Test!

Session Five — Novice: Develop Good Static Pressure Habits



## David Holt

*NCI Director of National Accounts*

Session One — Novice: Use AirMaxx Lite™ to Educate Your Customer

Session Two — Mastery: How to Price Profitable Air Upgrades & Renovations

Session Three — Mastery: Are you Losing Money Due to Poor Inventory Management?



## Rob Falke

*NCI President*

Session One — Practitioner: Airflow Hoods: The Go-To Test Instrument for Air Upgrades

Session Two — Practitioner: So You Have a Diagnostics-Generated Lead. Now What?

Session Five — Mastery: Avoid the Top 10 BTU Measurement Mistakes



## David Richardson

*NCI Curriculum Developer and Instructor*

Session One — Mastery: Identify Duct Insulation Defects in Three Easy Steps

Session Three — Practitioner: How to Create Custom Air Upgrades

Session Four — Mastery: Total HVAC System Rating with ComfortMaxx Verify™



## Tom Johnson

*NCI Instructor*

Session Six — Novice: Two Must-Do Combustion Safety Tests



## Jim Davis

*NCI Senior Instructor*

Session Six — Mastery: Advanced Venting and Combustion Air Solutions



## Dominick Guarino

*Publisher of High-Performance HVAC Today and CEO of National Comfort Institute, Inc.*

General Sessions

Award Banquet and Presentations Ceremony



## Mike Weil

*Editor-in-chief of High-Performance HVAC Today and Director of Communication at National Comfort Institute, Inc.*

General Sessions MC: Idea Session Winners



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# SUMMIT WEEK 2021

## SCHEDULE OF EVENTS

### MONDAY, August 30

#### Pre-Summit Events

- 8:00 am - 4:00 pm Goodman Inverter Day  
8:00 am - 5:00 pm Advanced Airflow Diagnostics with Hands-on -Recertification Class  
8:00 am - 5:00 pm Advanced CO & Combustion Diagnostics - Recertification Class  
5:15 pm - 5:45 pm Summit Orientation Meeting - All Welcome!  
6:00 pm - 8:00 pm Welcome Reception *Sponsored by Goodman*



### TUESDAY, August 31

- 7:00 am - 9:00 am Breakfast and Interactive Opening Session  
9:15 am - 10:45 am **Breakout Sessions 1 - Workshops**  
11:00 am - 12:30 pm **Breakout Sessions 2 - Workshops**  
12:30 pm - 1:30 pm Luncheon and General Session  
1:30 pm - 3:00 pm **Breakout Sessions 3 - Workshops**  
3:30 pm - 5:00 pm Idea Exchange Meeting - Optional  
6:00 pm - 8:00 pm NCI Partner Trade Show Reception

### WEDNESDAY, September 1

- 8:00 am - 9:15 am Breakfast & State of High-Performance HVAC with NCI CEO, Dominick Guarino  
9:30 am - 11:00 am **Breakout Sessions 4 - Workshops**  
11:15 am to 1:15 pm NCI Partners Trade Show and Luncheon  
1:30 pm - 3:00 pm **Breakout Sessions 5 - Workshops**  
3:30 pm - 4:15 pm NCI Partners Educational Sessions  
4:30 pm - 5:15 pm General Session: Idea Session Winners and Partner Prize Drawing  
6:00 pm - 7:00 pm Sponsor Appreciation Cocktail Reception  
7:00 pm - 9:00 pm Awards Banquet and Presentation Ceremony

### THURSDAY, September 2

- 8:00 am - 9:30 am Breakfast & General Session  
9:45 am - 10:30 am NCI Partners Educational Sessions  
10:45 am - 12:15 pm **Breakout Sessions 6 - Workshops**  
12:15 pm - 1:30 pm Closing Luncheon with NCI President, Rob Falke



#### EVENT & LODGING



CHATEAU ON THE LAKE  
RESORT SPA & CONVENTION CENTER

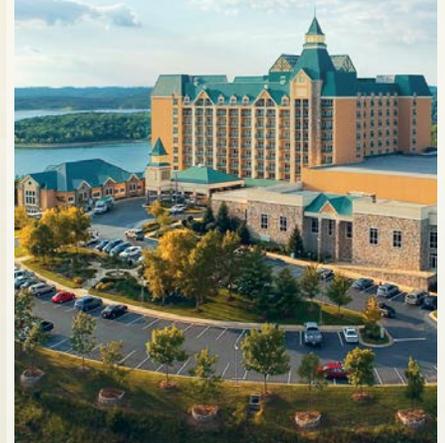
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