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2024 High-Performance HVAC Summit



High-Performance HVAC Summit 2024

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Make High-Performance HVAC™ Your Secret Weapon For 2025 and Beyond

Change in the HVAC industry is happening at a faster pace than ever. Electrification, heat pumps, inverter technology, new refrigerants and new efficiency standards are just a few of the challenges and opportunities in front of us. The key is to be prepared, proactive, and educate your team to meet the new opportunities head-on.

Join your fellow high-performance contractors at NCI's Summit in Asheville, NC to explore ways to outperform your competition, delight your customers, and lead your marketplace as you set your priorities for 2025 and beyond.

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 few years.

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!

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

How to Build a High-Performance Culture in Your HVAC Business

John Boylan, General Manager, Lakeside Service, Brighton MI

To successfully sell and deliver High-Performance HVAC Services and Installations everyone in your organization needs to understand, embrace and learn this next level of HVAC work. It starts at the top with your key managers and must also permeate the entire organization.

How do you get everyone singing from the same book, and more importantly what can you do to make it part of your values and company culture? John will share his journey, and how KPIs (Key Performance Indicators) have helped to keep Lakeside on track. He will also reveal the bumps and bruises along the way, as well as their breakthrough moments.

Anatomy of the High-Performance Sales Process

Dawn Mroczek, Sales Manager, GV's Heating & Air, Glenview, IL

Do you sometimes wonder if there is a surefire approach to getting customers to buy your high-performance solutions? Dawn will share her journey, and how she integrated performance testing into her sales process.

She will also share how GV's Heating & Air embraced High-Performance HVAC™, and the process they developed to outline every step of the sales call from before the visit, all the way through to getting referrals by wowing her customers. She will also share GV's unique system renovation approach.

High-Performance HVAC Renovations from Start to Finish

Dustin Cole, Owner, Cole Air, Inc., Lake Charles, LA

In the retrofit market, HVAC renovation is essential to achieve customer comfort and system performance. Simply swapping equipment without understanding the entire system can be a recipe for disaster.

Dustin will show you why and how High-Performance HVAC professionals blend Testing and Diagnostics with ACCA Manuals J, S, D, and T to deliver High-Performing HVAC systems for your clients and protect you from costly mistakes.



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How to Take Combustion Testing to the Next Level

Mark Hunt, NCI Instructor

Consistency is essential with combustion testing. Without it, you may overlook potentially dangerous conditions and opportunities to improve your customer's safety and health.

In this session, Mark Hunt will discuss strategies for different situations, and what you can do to improve consistency among your team. You will leave this session with a solid understanding of how to handle ambient CO (carbon monoxide) testing and red tagging to present the right combustion solutions to your customers.

The Sweet Spot: Where Building Science and HVAC Intersect

Rob Minnick, NCI Instructor

The crossover between Building Science and HVAC is one of the most misunderstood subjects in our industry. Many owners, technicians, and salespeople need a sweet spot so they can focus on what is important instead of wasting time with guesses and assumptions.

In this session, Rob Minnick discusses where Building Science & HVAC intersect in your business. He will walk you through a step-by-step process you can use to test, diagnose, identify, and explain the most common building and HVAC issues. Finally, you will learn when to progress to more advanced diagnostic testing and how to create a need for it.

Customer Communication: Drop the Technospeak

Chuck Worley, Worley Home Services

Simplify + Educate = Profit: The High-Performance HVAC Sales Formula

Do you struggle to explain the value of High-Performance HVAC systems to homeowners? Ditch the technical jargon and discover the secrets to effective communication that builds trust and drives sales.

In this session, you'll learn how to craft powerful messages that showcase the benefits of your High-Performance HVAC™ solutions in simple, yet effective layman terms, and leave homeowners eager to invest.



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Climate Resilient Heat Pump Strategies

Ben Lipscomb, NCI Director of Engineering and Utility Programs

A climate-resilient heat pump system supports the safety, health, and comfort of customers despite rising average temperatures and increasing extreme weather events. While meeting these primary goals, climate-resilient systems also perform efficiently to minimize environmental impacts and utility bills.

Learn about specific strategies to future-proof heat pump systems in a changing world including dual-fuel applications, cold-weather heat pumps, approaches to equipment sizing and selection, and different ways to provide backup power and heat.

How To Solve the Top 10 Inverter Installation Issues

Bryan Orr, President, Kalos Services and HVAC School

While Inverter technology has been around since 1980, it has become mainstream in the US over the past several years. Nearly every residential equipment manufacturer today offers an inverter split system. However, new products entering the market are being met with some fear, as many technicians and installers are still learning this technology.

Bryan will share the top 10 inverter installation issues and how his HVAC company solves these problems to provide systems that operate at peak performance.

How to Properly Design with Today's Heat Pumps

Adam Mufich, NCI Instructor

Today's heat pumps are nothing like their predecessors. And unless you account for the differences, you could end up lost and frustrated. With electrification looming, you need a plan to succeed.

In this session, Adam Mufich outlines a comprehensive design process that will give you confidence when installing heat pumps. He will share important tips specific to your local market and help you navigate the murky waters of electrification and what you need to know when it comes to heat pumps.



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The Air Upgrade Cure: A Simple Solution to HVAC Equipment Failures

David Richardson, NCI VP of Training

HVAC system problems are at an all-time high and customer satisfaction at an all-time low. Two contributing factors are excessive external static pressure and improper airflow. Both are the result of poor installation practices and rule of thumb assumptions.

In this session, David Richardson shows you how to reduce the HVAC equipment failure epidemic with Air Upgrades. You'll see how testing, diagnostics, and a predetermined scope of work can help equipment operate as designed and improve customer comfort.

Integrating High-Performance into Your HVAC Business

Cody Novini, Independent Consultant

In this session he will describe the challenges and opportunities he faced as he implemented high performance into his company. This includes marketplace roadblocks as well as team resistance to the changes he was making.

PerformanceTown – Take Your Testing Accuracy to the Next Level

This year PerformanceTown will feature advanced hands-on diagnostics with the latest instruments and software. Try your hand at diagnosing and solving typical field performance issues and explore solutions to often long-standing problems.



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Brian Orr, vice president at Kalos Services Inc.



Bryan Orr, pictured left, is host of the HVAC School Podcast.

Keynote Session: Bryan Orr

How to Attract and Keep Great People on Your Team

Getting great people on your team is one of the toughest but most rewarding tasks of any HVAC business owner, but it's only half the battle! To keep growing as a team, you'll need to keep them and give them room to grow.

This presentation by HVAC School founder Bryan Orr will explain how to recruit people who have the strengths (or "points") your team needs to succeed. Then, we'll dive into the principles needed to keep them engaged in the tasks they do best and make them feel fulfilled enough to stick with your team for the long haul.

Attendees will learn about the process of continuously adapting their teams to make room for the needs and "pointiness" of the great people currently on the team AND the great people who join.

Bryan Orr is co-Founder and President of Kalos Services, a Commercial/Residential HVC and Refrigeration in Central Florida with more than 250 employees. Bryan has been involved in HVAC training for over 13 years. He started HVAC School to be free training HVAC/R across many mediums, For Techs, By Techs.

How to Solve the Top Inverter Installation Issues

Inverter technology is the way forward! We already see inverter-driven compressors, especially in the highly efficient mini-split and VRF technology. However, with unique benefits come unique installation challenges.

Bryan has experience running a company that regularly installs inverter-driven equipment and will share some of his favorite tools and strategies for overcoming common issues with inverter installation. Attendees will learn about these tools, including surge protectors and buck-boost transformers, which have proven useful.




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SCHEDULE OF EVENTS

TUESDAY, SEPTEMBER 10

Pre-Summit Events

- 8:00 a.m. - 5:00 p.m. Advanced Airflow Diagnostics Recertification Class
- 8:00 a.m. - 5:00 p.m. Advanced CO and Combustion Diagnostics – Recertification Class
- 5:15 - 5:45 p.m. Summit Orientation Meeting – All Welcome!
- 6:00 - 8:00 p.m. Welcome Reception Sponsored by Daikin Comfort Technologies 

WEDNESDAY, SEPTEMBER 11

- 7:00 - 8:50 a.m. Breakfast and Interactive Opening Session
- 9:10 - 10:20 a.m. Breakout Sessions 1 – Workshops
- 10:50 a.m. - 12:00 p.m. Breakout Sessions 2 – Workshops
- 12:00 - 12:45 p.m. Luncheon and General Session
- 12:45 - 1:25 p.m. General Session - Keynote: Bryan Orr
- 1:40 - 2:50 p.m. Breakout Sessions 3 – Workshops
- 3:20 - 5:00 p.m. Idea Exchange Meeting – Optional - \$20 cash entry fee - contractors only
- 6:00 - 8:00 p.m. NCI Partner Trade Show Reception

THURSDAY, SEPTEMBER 12

- 8:00 - 8:50 a.m. Breakfast and General Session
- 8:50 - 9:30 a.m. State of High-Performance HVAC – *NCI President and CEO, Dominick Guarino*
- 9:40 - 10:40 a.m. NCI Partners Educational Sessions
- 10:50 a.m. to 12:00 p.m. Breakout Sessions 4 – Workshops
- 12:00 - 2:00 p.m. NCI Partners Tradeshow and Luncheon
- 2:00 - 3:10 p.m. Breakout Sessions 5 – Workshops
- 3:20 - 4:30 p.m. Breakout Sessions 6 – Workshops
- 6:00 - 7:00 p.m. Sponsor Appreciation Cocktail Reception
- 7:00 - 9:00 p.m. Awards Banquet and Presentation Ceremony

FRIDAY, SEPTEMBER 13

- 8:00 - 8:45 a.m. Breakfast, General Session and Prize Drawing
- 8:45 - 10:00 a.m. Panel Discussion
- 10:10 a.m. - 11:20 p.m. Breakout Sessions 7 – Workshops
- 11:30 - 12:30 p.m. Closing Luncheon – *NCI President and CEO, Dominick Guarino*

EVENT AND LODGING



1 Resort Drive • Asheville, NC 28806

800-733-3211

Reserve your room now to get the special NCI rate

\$174 per night (including resort fees)

<http://ncilink.com/2024hotel>



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