

## Up To Date

### Training Calendar

There are lots of training classes in the next several weeks. For a complete list, check out [www.SiglerNorCal.com](http://www.SiglerNorCal.com) and click on Calendar.

### Spring Sigler Club

Spring Sigler Club is here. Place your orders now to lock in Diamond level pricing all season.

### Lower Financing Rates

Dealer costs for Wells Fargo consumer financing have gone down. Contact your territory manager for an updated price sheet.

### APCO Spring Promo

Get a \$50 gift card when you buy five APCO Fresh Air UV purifiers by May 31, 2014. The purifiers do not have to be purchased all at the same time.

### What's New on SiglerTV

Check out this new video on [SiglerTV.com](http://SiglerTV.com):

- APCO Fresh Air UV

The password is swd.



The 2014 Russell Sigler Award plaque

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## 2014 Russell Sigler Award

We are pleased to announce the winners of the 2014 Russell Sigler Award. This new recognition was created to honor dealers who exhibit superior sales growth, longevity with the Carrier brand, a high degree of loyalty and high overall purchase volume.

"I'm excited about this award," said Russ Sigler, the founder of Sigler Wholesale Distributors, "I think it's a tremendous way for us to thank our best customers.

While loosely resembling Carrier's Factory Authorized Dealer Award, this award is open to all Carrier dealers. The scoring for 2014 was as follows:

### Two Year Average Sales Growth

- Up to 15 points for total sales
- Up to 10 points for parts
- Up to 10 points for supplies

### Years with the Carrier Brand

- Up to 10 points

### Brand Loyalty

- Up to 35 points

### Total Purchase Volume

- Up to 10 points

### 2014 FAD President's Award Winner

10 points

The threshold to win the award is 75 points. Now, without any further ado, the 2014 Russell Sigler Award winners are...

**ABC Cooling, Hayward**  
**Compare Heating, Concord**  
**Dependable Sheet Metal, Dixon**  
**Hassler Heating, El Cerrito**  
**Moore Mechanical, Dublin**  
**Peterson Mechanical, Sonoma**  
**Schmitt Heating, San Francisco**  
**Simpson Sheet Metal, Santa Rosa**

Congratulations! Each of you will soon receive a beautiful plaque to display in your office and show off to all your friends. Everyone at Sigler Wholesale Distributors appreciates your business and your friendship. Thank you very much.

Even though this was the first year for the Russell Sigler Award, we expect this to be a longstanding tradition. Plus, there are no limits on how many can receive it. Now that you know the point break-down, make it a priority to win the 2015 award!

# Sigler

Wholesale Distributors

THE PRODUCTS YOU NEED  
THE VALUE YOU DESERVE

## Concord

1920 Mark Court, #100

p – 925.825.1540  
f – 925.825.1427

Steve Moorhead x8501  
Catie Bier x8516  
Chris Cobb x8503  
Josh Cobb x8505  
Jimmy Hilton x8512  
Bob Tomlinson x8502

## San Jose

1070 Commercial St, #106

p – 408.453.3300  
f – 408.452.1822

John Schurr x8300  
Mike Ha x8305  
Dave Peters x8314  
Linda Randall x8311  
Bill Sperbeck x8302  
Brett Sutton x8312

## South San Francisco

229 Littlefield Avenue, #4

p – 415.330.6600  
f – 415.330.6670

John Coleman x8413  
Missy Bier x8407  
Pete Martinez x8406  
Tricia Maychrowitz x8404

## Regional Manager

Jon Malkovich x8500

## Technical Support

Greg Sanchez x8405

## Marketing

Sabrina Sahota x8514

## Credit & Accounting

A-Q: Connie Watts x5158  
R-Z: Dina Rowell x5326

## Administrative Support

Duvi Sigler x8605

## Featured Products

### 5-2-1

The compressor consumes more power on startup than any other device in a home. Believe it or not, a compressor may consume 45,000 Watts of power while trying to start – ten times more than it uses while running.

Since startup is the hardest time in the life of any type of electrical equipment, it's important that we protect the compressor. In-rush current can damage the compressors – much like how a light bulb always burns out immediately after you turn it on.

The 5-2-1 Compressor Saver is a potential relay and start capacitor that helps protect the compressor assisting it during startup. All of your installations should include a 5-2-1 Compressor Saver.

During the month of April, buy any Carrier or Payne condensing unit and we'll give you a 5-2-1 Compressor Saver at 50% off. Limit one per company.

### NU-22 (R-422b)

Refrigerant costs continue to fluctuate. While a jug of Freon isn't at record highs today, the price will increase as the reduction in production continues to shrink supply. With many alternatives on the market, Sigler Wholesale Distributors is excited to offer NU-22 from ICOR International.

NU-22B closely mimics the operating characteristics of R-22, making it the high-performance choice for service replacement uses. You won't need any product-specific tools or supplies to use NU-22B. It's compatible with all standard oils and all standard equipment components and materials used in R-22 systems.



## Technical Tips

### Q: Where do I find literature for equipment?

Welcome to the new world – the days of walking in to a parts house and finding racks of literature have given way to the world wide web.

So where's that leave you? Would be nice if you could take the book that comes with the unit and store it in a binder, but that leaves someone in the lurch in the future.

Every product distributor works a bit differently, but all have some fashion for techs to access the vast libraries of literature, both new and old.

For current Carrier products, the easiest method to obtain literature is

[www.siglernorcal.com](http://www.siglernorcal.com) website. On the home page, click the LITERATURE tab, then select RESIDENTIAL or COMMERCIAL. From there you can search literature by product.

Storing and filing literature once obtained is just as important. Some prefer to keep it digitally, others prefer hardcopies, while others like to line the floorboards of the truck or van. For technicians, separate binders for each manufacturer is still the most effective and efficient method. Crawling under a house with a computer or tablet just doesn't seem right, even in this new world.