

Up To Date

Boss Counter Demos

Experience the benefits of Boss 125 Multi-Seal for yourself. Demonstrations (and free food) will be in San Jose on Thursday, August 9, in South San Francisco on Thursday, August 16 and in Concord on Thursday, August 23.

ecobee Smart Si

Through August 31, 2012, buy five ecobee Smart Si controls and get one free!

Training Opportunities

Check out the fall training schedule for business training, sales seminars and technical classes.

Free Honeywell Hat

While supplies last, buy any two jugs of R-22 or R-410a refrigerant and get a free Honeywell hat.

What's New on SiglerTV

Check out these new videos on SiglerTV.com:

- Compressor Lock Out
- Remote Room Sensors

The password is swd.



Russell Sigler (front) in 1953 at the Sigler headquarters in Tulsa, OK

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Lifetime Achievement Award

Russell Sigler, the Chairman and CEO of Sigler Wholesale Distributors, has received the Ernst & Young Regional Lifetime Achievement Award. Below are excerpts of an article, written by Lisa Wirhman, which was published in the July 6, 2012 *Phoenix Business Journal*.

Russell Sigler, age 95, still works every day at the business he started in 1950 with \$15,000 in savings bonds. During his three years serving overseas with the U.S. Army during World War II, he sent his paychecks home to his family. When he returned, the money was waiting for him in a safe deposit box, and it became seed money for his startup.

Growing up in the Great Depression in a small town in Oklahoma, with no electricity in his family's home until he was in the ninth grade, Sigler says it was "a lucky thing" that he was able to go to college in 1937. He studied mechanical engineering and took his first course in air conditioning.

After the war ended, Carrier Corporation recruited Sigler as an engineer. Sigler worked his way back to Oklahoma in 1950 with an opportunity to open his own

Carrier franchise. It was Napoleon Hill's book "Think and Grow Rich" that gave him the confidence to go into business for himself. With that confidence, he started Sigler, an air conditioning contractor franchise in Tulsa, Oklahoma.

Sigler has been building his business for 60 years, and his clients have grown along with it. For example, he supplied increasingly bigger AC units to a preacher with a local radio show who later became the famous televangelist Oral Roberts.

"The thing I learned from Oral is that you never, never give up," he said.

Among other unique installations during his 60 years in business, Sigler created a cooling system for a "fancy horse trailer" owned by billionaire oil producer J. Paul Getty. Getty then gave the trailer to King Saud of Arabia as a gift.

In 1958, Carrier gave Sigler the choice of becoming an independent contractor or a distributor. He chose to be a distributor, and his operation since has expanded into what is today, including California, Nevada, New Mexico Idaho and Texas.

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Sabrina Sahota x8514

Credit & Accounting

Debbie Russitano x8418

Administrative Support

Duvi Moreno x8605

Featured Products

AllStyle Ceiling Fan Coils

Sigler Wholesale Distributors now has inventory of the new All Style ceiling fan coil. This product is ideal for your apartment or condominium replacement jobs as it will fit in many existing First Company cabinets, including the 18HX, 19HX and 24HX fan coils.

If a new cabinet is needed, it is available as a separate field installed accessory. The other accessories in inventory are a louvered panel, solid panel, R-22 TXV and R-410a TXV.



HFD24-30850G-5

1.5-2.0 Ton Fan Coil with 5kW Heater

This model is rated with the 1.5 and 2.0 ton sizes of the 24ABB3, 25HBC3, PA13NA and PH13NB condensing units.

BOSS 125



Do you have a tube of Vulkem on your truck? If so, stop by any Bay Area Sigler Wholesale Distributors store and we'll give you a **free** tube of BOSS 125 so you can upgrade and compare for yourself!

BOSS 125 Multi-Seal is a multipurpose, one part sealant. It is free from solvents, silicone, isocyanates and other hazardous raw materials. When cured, it's a highly durable and flexible sealant.

BOSS 125 has been formulated to offer outstanding primerless adhesion to most common building materials including vinyl, aluminum, steel, concrete, wood and glass. It's packaged in a plastic tube and can be applied and tooled under most weather conditions. It bonds to wet and damp surfaces and is paintable with most latex base paints in under an hour.

Come see it in action – check out the “Counter Demos” schedule on page 1.

Technical Tips

Q: How can I make things faster and easier when I call tech support?

Ok, you're out in the hot sun, a machine is giving you fits, you're 20 minutes late to the next call so you decide to call “tech support.” Nobody answers so you leave a message. After packing your tools, your phone rings and it's tech support. The person just starts asking a whole bunch of questions that do not seem relevant to your issue. So now what?

Take a deep breath! As frustrating as it may seem, the person that just called you has a line of other techs in the same situation. They are trying their best to identify what you have, what you believe the problem is, what you've done, the result of those

actions, whether the actions you've taken are valid, what your skill level is, the accuracy of your tools and readings, and how they can help you.

To make things easier on both of you, have accurate information and be straight with the tech support person. The quality of the information and guidance they provide is directly proportional to the information you provide. Crooked information equals crooked guidance, straight information equals straight guidance.

Remember, tech support wants it to work just as much as you do – it's a common goal.