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WaterFurnace dealers, employees and vendors gather for annual sales meeting

Fort Wayne, IN – [WaterFurnace International, Inc.](http://www.waterfurnace.com), dealers, employees and vendors gathered in Nashville, Tennessee, March 29-30 for the company's [annual sales meeting](#). Designed to help dealers strengthen and grow their business, the two-day event featured presentations on WaterFurnace products, marketing tools and financing as well as business training from industry leaders representing the BDR group and the Electric and Gas Industries Association (EGIA). Attendees also heard updates from the Geothermal Exchange Organization (GEO) and the International Ground Source Heat Pump Association (IGSHPA), along with a keynote address from HVAC entrepreneur, author and motivational speaker Weldon Long.

In his opening remarks, WaterFurnace Senior Vice President of Sales and Marketing, Michael Albertson, described [geothermal](#) as a mainstream technology, even though, according to Albertson, "The geothermal [heat pump](#) industry has labeled itself as a premium niche market." He stressed the importance of delivering the message that geothermal provides the maximum comfort and long system life that consumers in every demographic want.

Sean Dillon, director of dealer sales at WaterFurnace, followed Albertson, describing WaterFurnace as a "...coast-to-coast, border-to-border and dealer-direct" company. Dillon went on to report the company will be marketing more and more geo-to-geo change-outs, promote programs that create ground source heat pump relevance, fostering and increasing utility/co-op synergies, cultivating state-level programs and continuing financing awareness with customers.

Attendees also enjoyed remarks by keynote speaker Weldon Long, New York Times bestselling author of *The Power of Consistency* and one of the nation's leading experts on building profitable contracting companies. Long addressed the importance of focusing on the little things to create success, thriving in the face of challenges and building trust through competency and character.

The event also included presentations on recent marketing initiatives, such as the success of a national television advertising campaign and upcoming online and print campaigns; products and technologies the company plans to introduce later this year, such as the 5 Series RezPak, a geothermal outdoor packaged unit; and the return of a popular dealer success panel discussion.

Dealers were also given the opportunity to attend six breakout sessions: Finding and Keeping Qualified Employees; Local and State Incentive Path; Tips for Techs—Troubleshooting; Radiant Geothermal Applications; Increasing Sales With Financing; and New Product Showcase.

Monday evening featured an awards banquet, where top-performing dealers were honored on-stage and received plaques from company leaders. "We know that our success as a company depends on the outstanding efforts of our sales channel," said Albertson. "That's why we take these awards so seriously and use them to honor the accomplishments of individual dealers in a venue like this, where everyone can celebrate their success."

Outstanding Sales honors went to Peters Heating & Air conditioning, with multiple locations throughout Illinois and Missouri. Peters was also recognized as a member of the \$2 Million Club. Ground Loop Heating & AC, Darlington, Maryland, received the award for Top Sales for a single location and was recognized as a member of the \$1 Million Club. Other \$1 Million Club members include Rehagen Heating, Cooling and Plumbing, Inc., Westphalia, Missouri, and Toennies Service, Co., Damiansville, Illinois. For a complete list of award winners honored at the awards banquet or to view a complete agenda, visit <http://www.waterfurnace.com/asm/2016/>.

Photo Caption: WaterFurnace Senior Vice President of Sales and Marketing, Michael Albertson, during the meeting.

More Information:

As part of NIBE Energy Systems North America, WaterFurnace International, Inc. is a leading manufacturer of residential, commercial, industrial and institutional geothermal and water source heat pumps. Although it earned a reputation as a leader in geothermal heat pumps, WaterFurnace has worked in recent years to innovate new technologies, integrate key trends and grow the core business to represent a portfolio of clean and sustainable solutions. WaterFurnace was founded in 1983, and the company is headquartered in Fort Wayne, Ind.

For the latest news and updates from WaterFurnace, connect with us on your favorite social media sites – follow us on [Twitter \(@WaterFurnace\)](#), like us on [Facebook](#) or view the [WaterFurnace YouTube Channel](#). Additional information about the Company and its products is available at www.waterfurnace.com.

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