*Your preferred training provider presents…*

# Air Conditioning & Sales Fundamentals 2017

**Target Audience:** Essentially anyone who wants to broaden their base in fundamentals will greatly benefit.

- Engineer: Sales, Consulting, Designer, Draftsman
- Non-Engineer: Technical Assistant, Application Specialist, Project Manager, Technician, Contractor, Estimator

**Primary Benefit:** Students will enjoy learning as much practical knowledge as possible about Air Conditioning Fundamentals or Sales. Students won't waste a great deal of time in theory. Past attendees have enhanced their overall confidence and found many ways to immediately apply their recently acquired knowledge.

| Course Descriptions: | |
|---|---|
| (these courses run 3-days; Tuesday – Thursday) | |
| Air1 | **'Airside Fundamentals-I'** (Load Design and Psychrometrics) |
| Air2 | **'Airside Fundamentals-II'** (Duct Design, Fans & Fan Laws & Acoustics) |
| Refr | **'Refrigeration Fundamentals'** (Refrig Basics, Refrig Piping, Refrig & Our Environment) |
| Syst | **'Systems Fundamentals'** (HVAC Systems, Dehumidification, IceStorage-LowTempAir, Bldg Pressurization) |
| Ener | **'Energy Efficient Design Fundamentals'** (Chiller-Side, Air-Side, System Controls, Energy Recovery, VRF) |
| Prdt | **'Product Fundamentals'** (AHU, WSHP, RTU, Chillers, Fan Coils, UV, VRF) |
| Sale | **'Sales 101'** (Sales Process, Preparing for Success, Communication Skills, Workspace & E-Space) |

| Dates | Course | Location |
|---|---|---|
| Jan 24-26 | Airside-I | Austin, TX |
| Feb 7-9 | Product | Harrisburg, PA |
| Mar 7-9 | Sales-101 | Austin, TX |
| Mar 21-23 | Refrigeration | Harrisburg, PA |
| Apr 4-6 | Airside-I | Rochester, NY |
| Apr 25-27 | Airside-II | Rochester, NY |
| May 9-11 | Systems | Austin, TX |
| Jun 6-8 | Energy | Harrisburg, PA |
| Jun 20-22 | Product | Austin, TX |
| Aug 22-24 | Systems | Rochester, NY |
| Sep 12-14 | Sales-101 | Rochester, NY |

**Note:** For more information about each of these classes, go to: BeckerLearning.com

**Registration Deadline:** Each course will be filled on a first-come-first-reserved basis (established by receipt of PO or payment).

**Contact:** Joe Becker / **Becker Learning / 289 Clear Springs Hollow / Buda, TX 78610**
Phone: (585) 317-0000 Email: Joe@BeckerLearning.com

## More Details for 3-day courses:

**Where:** These classes are held at a local hotel to be determined no later than 60-days before the class. These hotels will hold a block of rooms at the Becker Learning discounted price up until 30-days before the class – so please make your reservations as soon as you are notified. All you need to do is let them know that you are part of the Becker Learning group to receive your discounted price.

**Time:** We will start each morning at 8:00 AM and end by 5:00 PM (except Thursday when we end by 4:00 PM for travelers)

**Food:** Lunch, mid-morning and mid-afternoon snacks & drinks are provided.

**What is not included:** Transportation, other meals & lodging.

**Travel:** **Arrival:** Since the seminar starts at 8:00 a.m., plan to arrive the night before.
**Departure:** You can book flights as early as 6:00 p.m. on Thursday since our Hotels are less than 30-minutes from the airport.

**Registration:** Please fill out this form for each person attending, and mail it along with a **Check** or **Purchase Order** (made out to '**Becker Learning**') to:

**Becker Learning, 289 Clear Springs Hollow, Buda, TX 78610**

**Payment Deadline:** Complete Payment or PO must be received prior to the start of the class.

| | | | | |
|---|---|---|---|---|
| **2017** | [ ] Prdt-Harr | [ ] Refr-Harr | [ ] Ener-Harr | |
| **Courses:** | [ ] Air1-Roch | [ ] Air2-Roch | [ ] Syst-Roch | [ ] Sale-Roch |
| (check all that apply) | [ ] Air1-Aust | [ ] Syst-Aust | [ ] Sale-Aust | [ ] Prdt-Aust |

Name:_____ Title: _____

Company: _____

Address: _____

Phone:( ) Email:

| # of Courses | $/course | Total Cost $ | Check # or PO # |
|---|---|---|---|
| | $1,200 | | |

*Authorizing Person*

| Printed Name | Signature | Date |
|---|---|---|
| | | |

****If a PO is given, terms should be Net-30 from date of invoice.***

**Cancellation Policy:**

- If someone cancels 60-days prior to the start of the class => no cancellation charge.
- If someone cancels 30-60 days prior to the start of class => 50% cancellation charge
- If someone cancels less than 30-days before the start of class, or simply doesn't show up => charged the full amount

## Teaching Methodology:

Similar to the way Joe taught nine classes in the Graduate Training Program of The Trane Company, students will learn a concept and then immediately apply this new knowledge with an application problem. Quiz/testing will also be used to measure the overall effectiveness of the teaching. In this way, the program receives continual improvement through direct feedback.

## About the Instructor:

Joe Becker is a graduate of the University of Wisconsin-Madison with degrees in Naval Science and Industrial Engineering (1979). He is also a Graduate from the U.S. Naval Nuclear Power School at Mare Island, California (1975). Joe is a registered Professional Engineer (Wisconsin 1990).

After nine years in the Navy, Joe resigned his Commission in the Civil Engineer Corps. After graduating from Trane's GTP class of 83-II, he worked as a Systems Engineer in C.D.S., Marketing Engineer in the Variable Air Volume Product Group, Manager of Technical Training in GTP, Sales Engineer, Sales Manager in Rochester/Syracuse & Regional Sales Manager for the NE Territory. In late 2016, Joe retired from Trane in order to invest even more time helping others build a solid foundation in Sales and HVAC Fundamentals.