

UNILUX REP COUNCIL

Back in the early fall of 2008, Unilux decided that we would, for the first time in company history, pursue the formation of a Unilux Representatives Council. This topic had been discussed on many occasions over the years through various conversations with our reps, but until last fall we had not felt that we were at the point where a council would be beneficial. Until last fall. As such, Unilux sat down and identified how we wanted to set up the council and what we initially wanted to achieve through this council. The next step was to select various candidates for the council who would represent our complete rep network from coast to coast in North America. Of course, this selection process was not easy as we have a wonderful network of people from whom to choose. However, based upon many factors, we came up with first, the number of people to be on the council and next, who these people should be. We decided that a good number to work with was seven (7) as we would get good geographical coverage but the group would not be too large and cumbersome to work with. And the seven rep council members who we initially identified, all of whom coincidentally accepted the role, were as follows:



Kevin Stepp – Energy Products of Nevada – Las Vegas, Nevada
 Kevin Ratliff – GOES Heating Systems – Houston, Texas
 Tim Powell – Hughes Machinery Company – Kansas City, Missouri (Council Chair)
 Tom Schmidt – Stoermer-Anderson – Cincinnati, Ohio
 Gus Stants – Stants Combustion Associates – Albany, New York
 Scott Houghtaling – Houghtaling Associates – Richmond, Virginia
 Greg Pachal – HTH Heatech – Calgary, Alberta, Canada

Our first Rep Council Meeting was held in November of 2008. The main goals of this meeting were:

- (a) the initial meeting of the group, as many of them had not previously met one another;
- (b) to define the overall purpose of the council with an emphasis on making this council different and more effective than other manufacturers' rep councils; and,
- (c) creating a clear definition on how the council should be structured and how it should operate;

Other items were discussed as well and overall, the meeting was a resounding success. First, and very importantly, all council members got along! And second, we were able to develop some very good ideas and strategies on how to proceed with the council to make it as effective as possible for you, our rep network and consequently, for Unilux, since a highly effective and cohesive rep network only makes Unilux that much better.

One of the main goals identified as the purpose of this council was to improve and facilitate communication, **both between Unilux and our reps and also between our reps themselves**. On April 23-26 of 2009, the rep council met once again in order to now determine how to put into effect the plans and strategies identified back in the November meeting and to initiate the steps required to do so. In this recent meeting, Unilux established territories of responsibility for each of the rep council members. This means that, based upon the overall Unilux rep network, sales areas and the corresponding reps in those areas were identified and assigned to each council member. This was done on a geographical basis as best as we could manage. The idea here is that by splitting the overall rep network up into seven smaller groups, these groups could now communicate within themselves on ideas and issues which they feel are important for Unilux to address. These ideas and issues will then be communicated between the rep council members in order to organize them into a comprehensive list and then to present



Many of you responded to our delivery memos sent out since February and from the sound of it, everyone is glad you did. Our delivery schedule is on track for summer deliveries and I am encouraging those offices that have projects on the boards to push for release as quickly as possible to insure timely arrival of the equipment. An order released by the second week of May can still be shipped the beginning of August.

From the sales desk; feedback indicates that our two (2) main competitors are extremely aggressive on the pricing front. Please do not throw up your hands and walk away. We will need to do more homework on these jobs. Unilux and Unilux representatives are historically pristine in our offerings. We quote to specification and take few, if any exceptions. *Communicate this to your customers.* When work is thin, it may be tempting for some to take the chance at supplying equipment that will ultimately cost the contractor more as the project progresses.

Tubes, tubes, tubes! Remember, Unilux can manufacture replacement tubes for any bent tube boiler application. In fact, we stock certain sizes for immediate delivery. Some of you have really taken advantage of this offering and we are pleased it has proven to be a good peripheral revenue stream. Another way we try to assist you in your endeavor to be "the source" in your area.

Changes you asked for. With the input and assistance of the Rep. Council, we have decided on a different air vent arrangement for water boilers. A production bulletin will be sent out soon. Please keep submitting your suggestions, comments and requests. **We do listen!**

On behalf of Unilux Canada and Unilux USA, we wish you all a great Memorial Day and Victoria Day, respectfully.

Larry

UNILUX REP COUNCIL (cont.)

and discuss this list with Unilux in a highly focused and effective manner. Similarly, there will be ideas and issues that Unilux, as the manufacturer, will have that we would wish to communicate to our rep network and this will be accomplished in very much the same fashion, that is, from Unilux to the rep council and from the rep council to the group of reps in their region.

Our hope as Unilux and as the Rep Council, is that this method of communication between reps, the rep council and Unilux will streamline the flow of information, making it easier to identify critical items upon which to act. And perhaps more importantly, this will also create a higher level of accountability for acting upon the ideas and issues presented, making it inevitable that these ideas will be brought into effect and that issues will be resolved.

A further desire of establishing the Rep Council, as well as regionalizing the rep network, is to provide a mechanism for our rep network to meet one another and to become better acquainted. In the current market, it is unavoidable to have situations arise where a given project will require effort from several different reps, depending upon where the job is located, who did the engineering and often even where the successful contractor is located. By providing a conduit for our reps to get to know each other on a bit closer basis, and to be able to work together as a group within a given sales region, this will make us all more cohesive and result in a much stronger and more solid sales effort, which can be nothing but beneficial to all involved.

There is certainly much more to discuss regarding the rep council and I'm sure you will all have questions on how this is to proceed. All of you will be contacted over the next couple of weeks by the Rep Council member in your Region to introduce themselves and to initiate the strategies and plans which have been developed. We at Unilux are extremely excited about the Rep Council and the benefits that this will bring to us all and we are firmly committed to this process. We trust that all of you too will share in our enthusiasm toward the Unilux Rep Council and I am positive that the rep council members who will contact you will be unable to contain the exuberance over the vast possibilities that this important step offers to us all. Certainly, if you wish to contact us directly to discuss this announcement, the lines of communication are always open. We look forward to putting this all into effect and to receiving your feedback. Thank you,

Dean T. Wadland

"Look and you will find it -
what is unsought will go undetected."

Sophocles