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STEVE MOON

AKA: The Moon Man

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STEVE MOON... HVAC's Sexiest Man Alive

is this year's **Co-Host** of the all NEW

Advanced Focus on FINDING FAILURE **ADVANCED CLASS**

Come To The Best Heat Exchanger Safety Inspection Training

VISUALLY DOCUMENT 99.9% OF ANY AND ALL EXISTING FURNACE HEAT EXCHANGER FAILURE USING AGA STANDARDS



Steve Moon has been selected to be the co-host of the **Advanced Focus on Finding Failure** Class this autumn in Chicago.

Steve reports that the **Advanced FFF** Class will offer an amazing and unique learning opportunity for all who attend.

This class will be a gathering of some of the smartest HVAC technicians from across America and Canada seeded in with a regular mix of professional service technicians. All students will be trained by a Master Certificated Furnace Safety Instructor® with an all new training agenda.

This assembly of the smartest HVAC technicians for an open forum learning experience is something that has never been done in the HVAC industry before. This forum will present the incredible opportunity for an exchange of ideas that would never be possible by any of these techs thinking and learning independently of each other.

Certainly there have been occasions that many HVAC service technicians have been in one place before, but it has always been for a convention or other type of industry trade exposition. Such a group has never been assembled and allowed an open forum to exchange ideas and expertise in a training class before.

If you consider the endless possibilities of this opportunity for a learning exchange, your investment in the **Advanced FFF** training would be something that would pay dividends for many years to come.

Hi I'm Steve Moon of Moon Services HVAC in Elkton, MD. In my 40 plus years as an HVAC contractor I've had only a few phenomenal mentors. They were Jim Abrams, John Young, Terry Nicholson, and Tom O'Connor. The first three were industry training and marketing leaders, and Tom O'Connor is an inventor, author and technical training master. I'll call these my own choice for the big four influences in my career. The only one of these mentors who remains in the HVAC business to this day is Tom O'Connor and to be honest, he is my life-line to business success.

A huge lesson that I learned from these mentors was to focus on the residential service and sales side of HVAC and to let the new construction part of HVAC go to my competitors (God bless them, somebody has to do commercial business)!

New Construction work is highly competitive, and the competition is fierce and cut-throat. Commercial HVAC has quite low margins, and business opportunities rise and fall with the economy. Large developers look for the lowest cost, and worker benefits are not very good. And hopefully you've never got caught in the trap of a failed local contractor defaulting on monies he owes you.

On the other hand, the residential service/replacement business is the area of greatest opportunity. Business is awarded by home owners based on a contractor's reputation, expertise, experience, service and relationships. Margins are higher, you get paid faster, and the lowest bidder doesn't always get the contract. Union wages are not as much of an issue. This is the way to succeed in residential contracting.

I decided early on that I would put my time and serious efforts into building my HVAC Company into the dominant market share leader it is today.

That being said, I have never found a single HVAC tool of greater value to my residential HVAC career success than Tom O'Connor's Inspector™ camera. And to all my immediate competitors in my home town, I say "keep on buying and using those cheap toy-like inspection cameras that cost only about \$100... they're wonderful and they never miss any cracks or holes in furnace heat exchangers!"

To all my friends in the HVAC business, I whole heartedly indorse the Inspector™ camera, because with it I have become not only the largest and most successful contractor in my home town, but also the SEXIEST MAN ALIVE!!! Who'd have guessed... right?

I've also never found a better training class than Shamrock Industries' Focus on Failure and for this 2014 fall season, Tom is rolling out his all new **Advanced Focus on Finding Failure** class. I truly am excited about Tom's new class. Many (or even most) of us have made a lot of money from what we've learned in one of Tom's classes.

I've even tried to learn from Tom by offering to take him to dinner sometime when he has no class!

Well, Tom has reached out to me and a few fellow contractors and with our feed-back has developed (or re-developed) his original Focus on Finding Failure class. When Tom asked if I would like to co-host this year's class, I told him I would be truly honored to do it.

What I'd like to do is announce to you what the new **Advanced Focus on Finding Failure** class has become and why I know you really won't want to miss the extended opportunity it presents for HVAC techs and owners.

Basically the original Focus on Finding Failure class that we've attended in the past (I've attended with my technicians four separate times over the years)

So here is the coolest part of the **Advanced FFF** new format. There will be multiple forum-group-training rooms. Each training room will be taught by one of our master trainers (Tom, Todd, Denis, Dan, and Chris). The training that you'll experience in each room will be something that has never happened before in our industry, and you'll be in on the maiden voyage into HVAC history and discovery. Yes, there will be heat exchanger inspector training using the New Blue Inspector™ camera and the new battery powered HD digital monitor, but there will also be some previously unheard of bonus classes. One such class will be one

conducted by one of the top performing HVAC selling techs I've ever known, and this class too will be taught in an open forum. So in addition to all the great technical things you'll learn, there are classes that will allow you and your people to return home with a remarkable boost in your tech sales skills.

So what does all that mean to you? It means Tom O'Connor is a nationally recognized expert in furnace safety. Not only is he a leader in the industry, but he has a strong reputation for his ability to pass his knowledge and experience on to technicians. Tom says, "I have a real passion for the subject of furnace safety and heat exchanger inspections. My goal is to pass that passion along to every HVAC technician, along with a firm belief in ethics. Most companies have far more undiscovered replacement business within their customer base than they can probably get to, so why on earth would anyone choose to be unethical?"

Much like doctors, our technicians should be highly trained and thorough with their diagnostic skills. With this in mind, Tom O'Connor and "The Power Team" have joined forces to offer an in-depth training program to HVAC contractors.

This training will exemplify new and innovative ways the Inspector™ camera and all the new features, such as Macro Imaging and DVD creation, will allow technicians to properly and productively use the Inspector™ to its fullest potential. The training will include hands-on demonstrations utilizing dozens of furnaces, evaporator coils, and IAQ inspections within an actual training environment.

Focus on Finding Failure *Advanced Class*

Quick & Easy Registration

To hold your place in class, simply complete the section below and **FAX** this entire page to:
1-630-690-0297 and you're in!

We'll call you right back to complete your registration!

YES, please sign me up for **Focus on Finding Failure** class in Carol Stream, Illinois on:

Sept. 22nd & 23rd, 2014

October 6th & 7th, 2014

October 27th & 28th, 2014

Please send me class location & registration details.

Company Name _____ Contact Person _____

Contact Phone Number _____ Fax Number _____

Number of anticipated attendees _____ (*Owner may attend **FREE** with paid students*)

Tuition for this two day class & work lab is \$895. Satisfaction Guaranteed.

We would like to finance the tuition

You can get further information or call in to register at: 1-888-814-8540 or 1-630-690-0352

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An almost "Map Quest" type of laid out road trip that takes your customer from the point of finding a crack in a furnace heat exchanger to a desirable conclusion of doing what is truly in the best interest of the customer, and in compliance with AGA standards.



A technician's tool to communicate, in easy to understand language, individual HVAC repairs and to guide the customer in choosing a comprehensive repair rather than a quick fix.



A tool aimed at guiding customers away from a single quick fix. Encouraging a wider diagnostic view that includes correcting the actual root causes of a problem, rather than just the symptoms.



With this guide a homeowner can see for themselves your infrared scan of the combustion chamber through the use of the Inspector Camera and compare that to other water heaters that have already ruptured. This is a proactive approach to replacing water heaters with excessive rusting and corrosion.

Found a Crack in a Heat Exchanger? You'll Need Back-Up!



In today's litigious society, you **MUST** protect your company, yourself and your employees.

Take action! When you order copies of "The Documentation Book of Furnace Heat Exchanger Failure," you'll learn how to properly document furnace heat exchanger failure to protect your company. (Yes, you CAN be held liable!). Plus, your technicians will learn how to spot furnace failure more quickly, have an added tool to use with homeowners, and **dramatically increase sales!**

This highly informative book contains over 285 photos of furnace failure with more than 86 different furnaces. It's a training guide, a communication tool, and an authoritative publication that will quickly become an indispensable tool and sales aid. **No technician in your company should enter a client's home without it!**

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