

# Cool It

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Refrigeration Solutions

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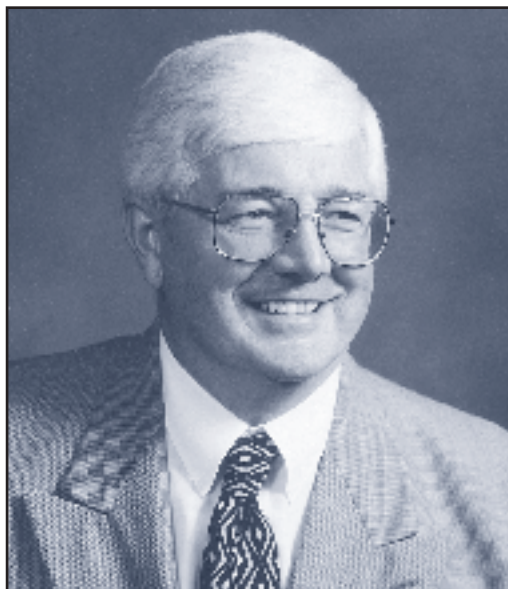
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**PARTNERS IN SUCCESS:  
MASONIC HOMES OF CALIFORNIA**

## Chuck Dawson Appointed New President

Master-Bilt is proud to announce the appointment of Charles "Chuck" Dawson as company president.

Dawson, who took over the reins in No-



vember 2004, is a seasoned executive with over 30 years of managerial and marketing experience in the food service industry, with specific experience in manufacturing, sales, installation and service. Previously he was vice-president and general manager of operations for Carrier Commercial Refrigeration Heat Transfer Products Group and Witt Heat Transfer Products. Before Carrier, Dawson was president of Maneurop, Inc. and Larkin Refrigeration. Earlier, he held positions as vice-president of sales and marketing, manufacturing manager, plant manager, materials manager and plant superintendent for Bohn Heat Transfer.

"I am very familiar with the Master-Bilt organization and their products and I am grateful for this exciting opportunity," said Dawson.

*Chuck Dawson became Master-Bilt's new president in November 2004.*

## Western Sales Organization Changes

The Western U.S. has been the focus of some major changes in the Master-Bilt sales organization in the last few months.

First of all, FredcoWolf was hired as the new sales representative agency for the southern California and Clark county, Nevada territory. FredcoWolf is based in Mission Viejo, California.

"We feel we have found a good fit with FredcoWolf," says Bill Huffman, vice president of sales and marketing. "Their diligence

and knowledge is evident in all that they do, including customer service and territory sales."

The second development in the West involves Mike Alsman, formerly Product Manager. Effective January 1, 2005, Mike was promoted to Regional Manager for the territory.

"Mike has a proven record in sales management and he will continue to be a great asset in his new position," said Huffman.



## Product Scene

### Blast Chiller Revisited

It's been almost a year since the MCR series prototype roll-in blast chiller debuted. In that time, we listened to customers and sales reps and made a few design and option changes based on their input. Now that the MCR series is ready for production, it's a good time to revisit and see what's new.

To begin with, two sizes are now available. The MCR-200 accommodates a single pan rack while the MCR-400 handles two. Both sizes will be offered as either roll-in or pass-thru.

The blast chiller door has also undergone a transformation. Many customers said the original walk-in door was too heavy for blast chiller use so we replaced it with a field-reversible refrigerator style. This door is much lighter and easier to open than a traditional walk-in type. Field reversibility means there's no such thing as a left hand or right hand blast chiller. Simply order the size you need and

New features on the MCR series blast chillers include a field-reversible door to adapt to various kitchen layouts. Shown below is an MCR-200.

reverse the door in the field if desired.

As for refrigeration systems, customers have a choice of either a B-series or M-series remote system ranging from three to 7<sup>1</sup>/<sub>2</sub>HP. Blast chillers can also be integrated into an MRS modular multi-compressor system.

Depending on food density, input temperature of food and refrigeration system size, 200-250 lbs. of food requires an 80-120 minute average cycle time. An average of 90-120 minutes is required for 400-500 lbs.

One thing that hasn't changed is the flush-mounted control panel. Its LED display of internal food temperature is determined by four standard probes which are inserted into food contained in the pan racks. The panel also displays inside ambient temperature and has an audible alarm at the end of the chilling cycle. Six programmable one-touch presets allow operators to customize for frequently chilled items.

A stainless steel pan rack leads the list of options. This rack, originally standard, was made optional because our research indicated that customers preferred having the choice of using their own racks or purchasing multiple racks. Other options include a correctional facilities package, a UV light kit and printer capability to record time and product temperature during the chilling cycle.



Full length vertical fans provide evenly distributed cooling throughout the blast chiller. Four probes are provided for monitoring internal food temperatures.





## Sales Toolbox

### Reps Helping Reps

Even with all the sales tools available to us, sometimes the best help comes from other team members. Such was the case recently when two Master-Bilt sales representatives in different territories banded together to maximize sales potential at a trade show. In doing so, they showed how teamwork can do wonders.

The relationship between Master-Bilt sales representatives Paul Swanson, co-owner of Swanson-Girard in Charlotte, North Carolina and Jimmy Whatley, manufacturer's representative with Food Equipment Marketing in Jacksonville, Alabama, began five years ago when they were working for competing companies while living in Alabama. Despite the friendly rivalry, they were quite gracious to one another in the refrigeration market and, after a short period of time, the relationship turned into a comradeship. But it wasn't until October of 2002, when Swanson-Girard and Food Equipment Marketing realized they had both signed up to be Master-Bilt reps that the true friendship began. "You can imagine how happy I was when I learned that Jimmy had left his old post to move onto Master-Bilt," says Swanson. "It reaffirmed that we had made a good decision taking on Master-Bilt."



Swanson-Girard's Paul Swanson (left) and Jimmy Whatley of Food Equipment Marketing joined forces at the South Carolina School Foodservice Show to increase exposure and sales for Master-Bilt.

As new Master-Bilt teammates, their friendship was strengthened during the annual 2004 Master-Bilt national sales meeting where the two brainstormed ideas for the South Carolina School Foodservice Show. Based on his consistently good experiences at school shows in his home state of Alabama, Whatley suggested Swanson-Girard show a live piece of equipment to increase sales, drive booth traffic and ultimately create a better name for themselves. "Jimmy offered his expertise to us and said he would be willing to help us set up a Ready-Bilt walk-in for the show. Of course we couldn't turn that down," says Swanson.

"I obtain about 35% of my business throughout the year from the Alabama school show," Whatley states. "Featuring a live walk-in freezer at the show was a big part of getting those results." In an attempt to duplicate Whatley's success in Alabama, Swanson-Girard decided they would feature a Ready-Bilt freezer at the South Carolina show.

Whatley's selflessness about the entire project floored both Swanson and co-owner, Sean Girard. "He donated his time, and his weekend, to drive seven hours both ways from Alabama for our show," Girard says. "And he offered to do it, we didn't have to ask!"

When Whatley arrived after his long drive, his enthusiasm continued. He arranged for food companies at the show to store their product in the Ready-Bilt so show attendees could see a live, working walk-in freezer by Master-Bilt. In fact he spent the entire weekend in South Carolina helping Swanson-Girard, leaving only after tear down.

"He asked for nothing in return, just the opportunity to help a young, ambitious rep organization take some market share from the many competitors based in the Carolinas," added Swanson. Both Swanson and Girard were astounded with his generosity.

Swanson-Girard picked up a significant increase in their walk-in business, and both attribute it to the help of Whatley. "This is the most selfless act I've encountered in my short tenure in this business," says Swanson. "And we're tremendously grateful for the help," added Girard.

“

A word to the wise ain't necessary—it's the stupid ones that need the advice.

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—Bill Cosby

# JUST FOR GRINS

## Church Bulletin Bloopers

- Ladies Bible Study will be held Thursday morning at 10. All ladies are invited to lunch in the Fellowship Hall after the B.S. is done.
- The pastor would appreciate it if the ladies of the congregation would lend him their electric girdles for the pancake breakfast next Sunday morning.
- The pastor will preach his farewell message, after which the choir will sing, "Break Forth Into Joy."
- Remember in prayer the many who are sick of our church and community.
- The eighth graders will be presenting Shakespeare's Hamlet in the church basement Friday at 7 p.m. The congregation is invited to attend this tragedy.
- Thursday night Potluck Supper. Prayer and medication to follow.
- Weight Watchers will meet at 7 p.m. at the First Presbyterian Church. Please use large double door at the side entrance.
- The Lutheran Men's group will meet at 6 p.m. Steak, mashed potatoes, green beans, bread and dessert will be served for a nominal fee.
- Don't let worry kill you, let the church help.
- This being Easter Sunday, we will ask Mrs. Lewis to come forward and lay an egg on the altar.
- Irving Benson and Jessie Carter were married on Oct. 24 in the church. So ends a friendship that began in their school days.
- Announcement for a National Prayer and Fasting Conference: "The cost for attending the Fasting and Prayer conference includes meals."
- Miss Charlene Mason sang "I will not pass this way again" giving obvious pleasure to the congregation.

—from [www.a-guide-for-seniors.com](http://www.a-guide-for-seniors.com)

## New Key Customers

Thanks to the following companies for joining the Key Customer network:

**Fadels Foodservice  
Equipment**  
Charlotte, NC

**Marler Refrigeration**  
Woodworth, LA

**Ventex**  
Spartanburg, SC

**Restaurant Equipment  
Company**  
Searcy, AR



## Upcoming

- International Pizza Expo  
*March 30 - April 1, 2005 • Las Vegas*
- Northwest Foodservice Show  
*April 17-19 • Portland, Oregon*
- NRA Show  
*May 21-24, 2005 • Chicago*
- National Dollar Store Expo  
*June 22-23, 2005 • Las Vegas*
- Southwest Foodservice Expo (TRA)  
*June 26-28, 2005 • Dallas*
- Louisiana Foodservice Expo  
*August 6-8, 2005 • New Orleans*
- NAFEM Show  
*September 23-25, 2005 • Anaheim, California*
- International Foodservice Expo (FRA)  
*September 9-11, 2005 • Orlando*
- National Ice Cream Retailers Association  
Convention  
*November 16-19, 2005 • Scottsdale, Arizona*



## WHAT DO WE HAVE TO DO TO GET YOU TO OUR NRA SHOW BOOTH!

- Show you the latest in refrigeration equipment?
- Demonstrate how to increase your sales and efficiency with Master-Bilt products?
- Give you \$1000 for showing up?

OK, we can't do that last one. But the first two are easy. New equipment and innovations to boost your restaurant business will be waiting in **booth 7213**. Maybe we can't give you money for showing up but we can save it for you in the long run.



May 21-24, 2005  
McCormick Place  
Chicago



## Partners in Success

### Masonic Homes Of California And Eagle-Frizzell & Associates Union City, CA

John Marshall of Masonic Homes of California purchased his first walk-in cooler from Master-Bilt nearly nine years ago while working for a high-end hotel chain. Since his initial decision to use Master-Bilt, he has never had a second thought about his choice of refrigeration equipment.

Marshall's first experience was to retrofit an existing hotel kitchen with very tight spaces. The standing equipment was old and foodservice operators were complaining that they were running low on space. After initial research and conversations with industry professionals, he called in a Master-Bilt representative to see if they could work out a floor plan that implemented new walk-in units. "I spoke to other Master-Bilt users who had only good things to say about their equipment," says Marshall. "I got some good comparisons and I really liked what I saw, so the decision was easy."

Marshall and Master-Bilt representative Donn Frizzell, of Eagle Frizzell & Associates in Pleasanton, California, laid out a floor plan even Marshall couldn't believe. They created one large walk-in combo in the space where three boxes once stood, measuring 15 ft. x 25 ft. x 7 ft. They were also able to fit a separate dual compartment walk-in, measuring 8 ft. x 14 ft. x 7 1/2 ft., for extra space outside. "We put the boxes in without issue. The units worked from day one. When I moved to my new position, I took my good experiences with me," says Marshall.

Indeed, Marshall took his good experiences with him to his next post where he again had the task of replacing old refrigeration equipment in the kitchen of another upscale hotel. Once more Marshall and Frizzell took four smaller walk-ins and combined them into two larger units. They also transformed three individual refrigerated units into one large, three-part combo walk-in. "We got

more usable space in the same size footprint. All the doors turned into much-needed shelving space," says Marshall. In addition, Frizzell outlined a new freezer walk-in that held temps better than before as well as more food.

When Marshall arrived at Masonic Homes of California, he faced the same situation as before. "I was looking at equipment that had been there for 20+ years. It was time to optimize the space and make it more workable," says Marshall.

So, again, he called Frizzell. "At Masonic Homes we were looking at a situation where the units weren't holding temperatures, the compressors were constantly icing up and the seals were leaking," says Frizzell.

The Union City location of Masonic Homes underwent serious cosmetic surgery, according to Marshall. In the main kitchen, he replaced multiple walk-ins with a single 9 ft. x 20 ft. x 8 ft. unit. In the storage area, he took the under-utilized space and put in three new walk-ins, a combo unit measuring 10 ft. x 14 ft. x 7 1/2 ft. and a cooler measuring 9 ft. x 20 ft. x 8 ft. In addition, he added a Master-Bilt two-door TAF-48HD reach-in freezer for the service line. Staff can now pre-prepare entrees for immediate cooking which saves tremendous time on the front end. "We prepare 30,000 meals each month, so we need to have reliable equipment in order to maintain a high level of customer service for our residents," adds Marshall.

"This is the third location I've implemented Master-Bilt equipment," says Marshall. "The service has been great each time, the equipment installed very easily and fit into tight, cumbersome places." Marshall is looking forward to later this year when he will replace the older freezer walk-in with a new Master-Bilt unit.

"Now I see why I got such positive feedback 10 years ago. If someone calls me tomorrow to know about my equipment, I too would recommend Master-Bilt without thinking twice," proclaims Marshall.

### We need your help!

To make **Cool It!** a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to Lynn Burge at [lburge@master-bilt.com](mailto:lburge@master-bilt.com) or fax them to 800-232-3966.



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