

Cool It

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MB MASTER-BILT
Refrigeration Solutions

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Help Still Needed On Mississippi Gulf Coast

As reported in the last issue, Master-Bilt recently donated two walk-ins measuring a total of 160 square feet, to St. Paul United Methodist Church in Ocean Springs, Mississippi, directly following the devastation brought on by Hurricane Katrina.

Two months after delivery, Reverend Mitchell Hedgepeth of St. Paul's told Master-Bilt that both walk-ins were still serving 500-600 plates of food each day. According to the Reverend, a fellowship hall at the church remained standing in the aftermath, and that is where workers and residents are being fed daily. The coolers will remain at St. Paul's in Ocean Springs, delivering food for those rebuilding their lives, until everyone is back in their homes.

We're glad that the walk-ins have been of service but there's still a desperate need for equipment, food and other supplies on the

Mississippi Gulf Coast.

"We're happy to be able to feed so many, but we are asking for meat donations. We've got milk, eggs, and other foods, but are in need of a meat supply, if anyone can help donate that," said Reverend Hedgepeth.

To find out more on the relief efforts or to make donations to St. Paul United Methodist Church in Ocean Springs, Mississippi, please contact Reverend Mitchell Hedgepeth, Mark Gehres or Chasity Bilbo at 228-875-5701.

Other donation sites for victims of Hurricanes Katrina, Rita and other recent disasters include:

- www.redcross.org
- www.bushclintonkatrinafund.com
- www.uw.org
- www.savethechildren.org
- www.give.org (for an extensive list of charitable organizations)

New Sales Representatives Hired For Michigan, Indiana And Midwest

Master-Bilt announces the hiring of two new representative firms covering lower Michigan, Indiana and the Midwest.

HRI, Inc. is headquartered in St. Claire Shores, Michigan with satellite offices in Grand Rapids, Michigan and Indianapolis, Indiana.

Heartland Reps, LLC is based in Kearney, Missouri and will be the new group covering the Midwest states of Nebraska, Kansas,

Missouri and Iowa as well as southern Illinois.

"We're very pleased to have both HRI and Heartland as part of our sales team," said Bill Huffman, Vice President of Sales and Marketing, "One of the biggest benefits to having them aboard is that our customers will be able to draw on both firms' vast sales experience and equipment knowledge to help make the best equipment decisions."

Wilson Appointed Vice President Of Operations

Master-Bilt proudly announces the recent appointment of Kevin Wilson as Vice President of Operations.

Wilson brings 20 years of combined refrigeration and air conditioning experience to Master-Bilt, most recently spending 11 years with Carrier. As plant manager in Tyler, Texas, Wilson was responsible for a commercial air conditioning plant for five years. Prior to that, he was part of the Carrier refrigeration team for six years in Scottsboro, Alabama and Collierville, Tennessee. Wilson started in the commercial refrigeration and automotive air conditioning arena before

getting into the commercial refrigeration/air conditioning aspect of the business.

At Master-Bilt, Wilson is responsible for the New Albany, Mississippi manufacturing facilities. Additionally, he heads the purchasing, materials and distribution efforts in New Albany.

Wilson is a graduate of Western Illinois University with a B.S. in industrial education and technology. In addition, he has completed executive management programs at Southern Methodist University. He lives in Tupelo, Mississippi with his wife and two children.

Team Member Achievements Recognized At Sales Meeting

During Master-Bilt's annual sales meeting, held during the NAFEM show in September, several team members were recognized for their excellent work in helping the company achieve its 2005 sales goals.

Winners of the 2005 sales awards were:

- Runner Up, Most Improved Territory of the Year (sales representative):
Commercial Kitchen Reps
- Most Improved Territory of the Year (sales representative):
First Source Marketing, Inc.
- Most Improved Territory of the Year (regional manager):
Dave Entrekin, Northeast U.S.
- Sales Representative Group of the Year:
Avantage Sales Agency
- Regional Manager of the Year:
Richard Burrows, Southeast U.S.

- Greatest Growth Impact:
Rick Blinson, National Accounts Manager

• Special Award - New Frontier of the Year:
Jose Tapia, sales representative
"We're really proud of our entire team," says Bill Huffman, Vice President of Sales and Marketing. "They exceed our expectations each year and it's exciting bringing everyone together to share in the success stories and the challenges ahead."

For the past five years, Master-Bilt has recognized the success of its sales force through their annual achievement awards dinner. This year, NAFEM proved to be the ideal platform to host an integral dinner with the Master-Bilt factory and field sales team all coming to Anaheim, California for the show.



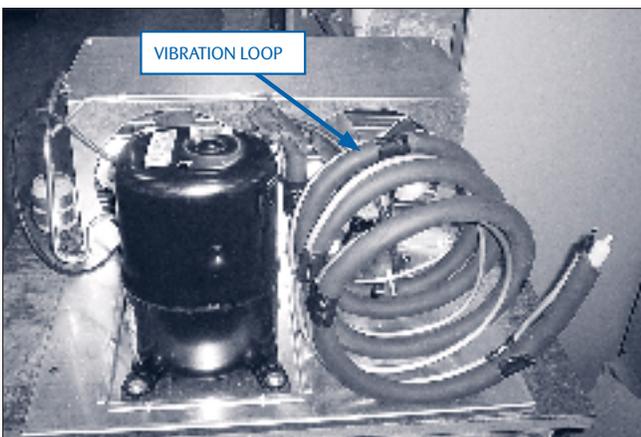
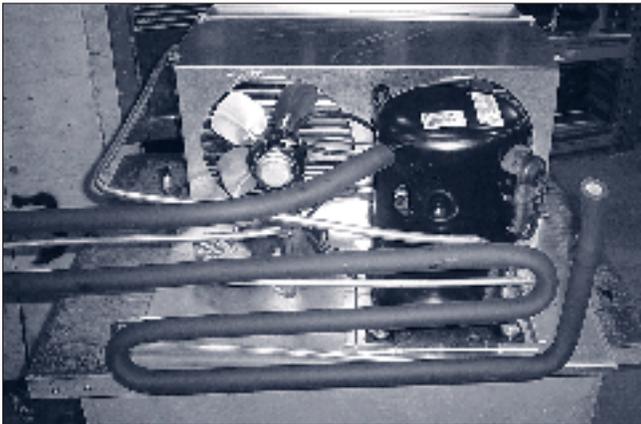
Product Scene

Helping End The DOA Nightmare

It's a store owner's nightmare:

Two days before grand opening your brand new glass door freezer arrives. You set it in place, plug it in and let it run. After a while, you notice the inside temperature is still reading 75°F. Frantically, you call your service tech. A few agonizing hours later, the tech arrives and you get the bad news: the freezer is DOA and an internal refrigeration leak is the culprit.

Unfortunately, this nightmare becomes reality from time to time. Most often, leaks are due to vibration of the refrigeration lines during shipping. The vibration causes the lines to break at the brazed connection points



and the refrigerant leaks out.

However, Master-Bilt has designed an improved system, being used in BLG-74 glass door merchandisers for now, which will reduce the shipping damage potential and make servicing condensing units easier.

Joining different sizes and types of piping in a refrigeration system requires brazing and each brazed point is a potential leak. That's why the first objective in this system redesign was to reduce the number of brazes. Through careful analysis, the design team was able to decrease brazing points from 21 to 12. The fitting on braze joints was also improved by using special couplings called reducers to join different sizes of copper piping.

Another improvement was the introduction of a vibration loop. This curling of copper lines distributes vibration during transit and operation and keeps stress off of brazed joints.

To make servicing easier, the service connections were moved closer together for quicker access. Both service points are now within inches of each other.

As stated earlier, the BLG-74 is our "test case" for this new system. We have plans to extend it to other glass door merchandisers and beyond in the near future.

We have already seen internal leak rates drop to less than one percent. With that kind of potential the "DOA nightmare" may soon be a thing of the past.

A comparison of the current condensing unit design vs. the new design (bottom left) shows some major enhancements including the vibration loop. The loop, designed to reduce stress on brazed joints in the copper lines, is an improvement on the more horizontal lines found in the current system pictured above left.

“

One of the most glorious messes in the world is the mess created in the living room on Christmas day. Don't clean it up too quickly.

– Andy Rooney

”

JUST FOR GRINS

A New View On The Holidays

Many of us approach the winter holidays with dread, exhaustion, anxiety and isolation. We're victims of the Christmas blahs, the Hanukkah malaise, the Kwanzaa ennui, and, for the pagans among us, the Solstice slump. But, while science has not yet found a cure for the holiday blues, there are definitive coping strategies:

Shop for the most important people first. We always want to get our loved ones something unique and special, so there we are at the quickie mart at 3 a.m. on Christmas Eve, trying to put together a "gift basket" of Twinkles, Crazy Glue and car air fresheners.

Don't load up on fats and sweets. There's nothing worse than being bloated and wired at the same time. If you eat sensibly, you'll be in a better frame of mind. But if you insist on overdoing it, get a pair of those pants with the elastic waistband—at the very least, you'll avoid the midmeal unbuttoning, which is always a humiliating experience.

Get up from the table and get some exercise. It is a proven stress reducer. Take a hike. Make a snowman.

Before you start up a conversation, make a mental list of topics to avoid. If you're feeling at all blue, you'll probably want to rule out discussion on: your career, personal life, health, religion, politics, the past, the future and, most often, the present. Topics that are almost always safe: the weather, sports and gardening. And don't lie about your career. Mom knows you're not an astronaut.

Relax. Take a deep breath. Take time out to rejoice at the little things: The smell of bread baking, the sound of fire crackling, the sight of a little piece of broccoli wedged between your stuck-up cousin's teeth.

Don't make resolutions now. There's too much pressure this time of year. Wait until you're in a better frame of mind, like in February, which is the Chinese New Year. And if you happen to be Chinese, you should wait until the Jewish New Year, which is in September.

— from *Happy Holidays!* by Gary Greenberg. Greenberg is a stand-up comic and author of *Self-Helpless* and *The Pop-Up Book of Phobias*

Winning Bumper Stickers

- I get enough exercise just pushing my luck.
- My wife keeps complaining I don't listen to her ...or something like that.
- Sorry, I don't date outside my species.
- As long as there are tests, there will be prayer in public schools.
- Laugh alone and the world thinks you're an idiot.
- When you do a good deed, get a receipt, in case heaven is like the IRS.
- I took an IQ test and the results were negative.
- Give me ambiguity or give me something else.
- If at first you do succeed, try not to look astonished.
- If at first you don't succeed ... blame someone else and seek counseling.
- How many roads must a man travel down before he admits he is lost.

New Key Customers

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

Lincoln Poultry
Lincoln, NE

Nickols Store Fixture
Kansas City, MO

**Allan Vorda &
Associates**
Sugarland, TX



Upcoming

- Great Lakes Ice Cream & Fast Food Show
February 3-4, 2006 • Lansing, MI
- North American Pizza & Ice Cream Show
February 19-20, 2006 • Columbus, OH
- Upper Midwest Restaurant Show
February 19-21, 2006 • Minneapolis, MN
- Wisconsin Restaurant Show
March 13-15, 2006 • Milwaukee, WI
- Northwest Foodservice Show
April 30-May 2, 2006 • Tacoma, WA
- National Restaurant Association Show
May 20-23, 2006 • Chicago, IL
- Western Foodservice & Hospitality Show
August 26-28, 2006 • Los Angeles, CA
- Florida Restaurant Show
September 8-10, 2006 • Orlando, FL
- National Ice Cream Retailers Association Convention
November 8-11, 2006 • Savannah, GA

MB MASTER-BILT[®]
Refrigeration Solutions

CUSTOMER TRAINING SEMINAR

JANUARY 24-25, 2006

Join us for a two-day meeting designed to guide you through our company, our people and our products. Each session will be lead by experienced Master-Bilt staff who know the refrigeration industry inside out.

For a tentative agenda, go to www.master-bilt.com/trade/trade.htm#training. To sign up, contact your local Master-Bilt sales representative or call Donna Teague at 800-647-1284 or email sales@master-bilt.com.

FCSI members can now receive up to four CEUs for attending. Call us for details.





Partners in Success

Kwality Ice Cream Edison, New Jersey

When professional food technology consultant Dr. Kanti Parekh dreamed of opening up an ice cream parlor, he knew he wanted it to be different – something that would put a new spin on the taste of ice cream. Holding a Ph.D. in food technology with a specialty in flavor from Rutgers University, he wanted to create unusual, yet healthy ice cream flavors that would be unique to his shop. As the inventor of Lipton's Cup O' Soup, he knew the development of the ice cream would be the easier part of his endeavor. Finding a manufacturer to make the flavors and setting up an ice cream parlor to sell them would be a bit more difficult.

After establishing his manufacturing facility in Edison, New Jersey, Dr. Parekh was ready to test flavor mixes, try new ideas, and create the low fat, healthy ice cream alternative he envisioned. Inspired by his Indian heritage, Dr. Parekh used the finest spices, fruits and nuts to create indulgences like Alphonso King Mango, Tropiche Lychee and Kaju Khis (cashew raisin).

With 32 newly inspired flavors, Dr. Parekh was ready to move his ice cream from the manufacturing line to his new Kwality Ice Cream parlor. But, as the new flavors churned out, Dr. Parekh didn't know where to find refrigeration components necessary to run an ice cream parlor. Chuck Geisel, a good friend and 40-year ice cream aficionado, recommended that Dr. Parekh work with a single source equipment manufacturer for all of Kwality's needs and suggested Master-Bilt.

"It seemed like everyone we asked, the answer was still the same. Turn to Master-Bilt for your refrigeration needs; their quality, reliability and customer support is second to none," says Dr. Parekh.

After speaking with Dr. Parekh, Dave Entrekin, Master-Bilt's regional manager for the New Jersey area,

teamed up with Stan Berkowitz of Leon Berkowitz Associates, the manufacturer's rep in the New Jersey area, to consult with Dr. Parekh at the Edison location. From previous experiences, both suggested a DD-88 dipping cabinet. Since the cabinet was six feet long, there was no problem lining up two units to hold all 32 flavors. Additionally, Master-Bilt's FIP-50 was suggested for in-store display of ice cream cakes for special occasions. "I really like the FIP-50 as the lighting allows customers to see the cakes inside, as well the large display area for my sign to show that custom made ice cream cakes are available for sale," says Parekh.

Soon after the Edison parlor opened, Dr. Parekh opened up his Jersey City, New Jersey location. For this site, Kwality Ice Cream needed some additional storage space for gallons of finished product and ice cream cakes. So with Master-Bilt equipment in front, it was time to decide on equipment for back of house. "The decision was easy. My Master-Bilt equipment was working very well, and I knew they had the equipment I needed for back of house, so I called on Dave and Stan to help me spec out the space."

Entrekin and Berkowitz had two suggestions for Kwality's second parlor; a 6 ft. x 6 ft. walk-in freezer for finished product and an IHC hardening cabinet for ice cream cakes. Dr. Parekh implemented each piece of equipment.

Currently, two parlors are now open in New Jersey, with Dr. Parekh hoping to open more locations in Greenwich Village, New York, and Iselin, New Jersey in the next six months. He says, "we're hoping to go nationwide, but we're starting small and working our way to the West Coast. What I can tell you for sure is that wherever our parlors go, Master-Bilt equipment will come with us!"

To reach Kwality Ice Cream, please contact 1-888-KWALITY or visit them on the web at www.kwalityfoods.com.

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 or fax them to 800-232-3966.



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