



WHAT'S HOT and what's not

.....
February 2005 • Vol. 13 No. 2



Time out for Training

If you have ever called Mor Electric Heating on the second Wednesday of the month, chances are you got no one except the receptionist or voice mail. That's because, once each month, the company holds a morning meeting for the purpose of the sales staff interconnecting but most importantly for product training.

Deitz Kracker started these monthly meetings 17 years ago. With her teaching background, she knew the importance education plays in business. She believed that internal education is called "training" and external education is called "sales". Education is nothing more than communicating information. When you train and sell, you are actually informing someone about a product. If you do a good job, they learn enough about it to share the information with someone else or they can make an informed decision on whether or not to buy it.

Continuous training is very important at Mor Electric Heating. We take advantage of our staff's knowledge and years of experience by holding informal training sessions put on by a fellow employee with attendance depending on the other employee's need for information. Vendor's are invited on a monthly basis to take advantage of having the staff together once a month. They use this opportunity to introduce new products, new people, and provide hands-on training.



January's training was put on by ETI (Environmental Technology, Inc.) They manufacture snow sensors, a product of prime interest this time of year. Steve Koch and Chuck Gartland were here and introduced their new products, two of which can be seen on page 3 of this newsletter. It was an excellent meeting that included a PowerPoint presentation, new literature, interactive discussion, pizza and soda.

Mor Electric also likes to offer training to customers at either our site or theirs. In the past we have offered vendor sponsored events, in-house product-based programs put on by our staff, or personalized specialty training custom-designed for companies or individuals.

If you are interested in receiving training, please fill out the form on page 4 of this newsletter.

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Make Your Mission Statement A Mission "Possible"

Maybe the reason why so many companies don't have a Mission Statement is because there seems to be a lot of confusion as to what one really is, and even the correct name to call it. Some think of it as a Vision Statement, such as Disney's To Make People Happy, or a simple Statement of Purpose, To Maximize the Shareholder's Wealth. While others feel it should be more complex, like the Stanford Business School who claims to become the leading academic school of management in the world in terms of its impact on management theory, thinking, practice, and performance. But let's face it, any type of company statement as to purpose, vision, focus, direction or intent, is only worth its weight in type if it is believed by all who read it and serves as a compass for the direction of our day-to-day activities. After all, a "mission" is "a group sent to a place". It would be nice for everyone involved to agree where that "place" was.

A Mission Statement should be simple to understand, brief, and something everyone believes in. It should not only be shared with the entire workforce, but it should originate with them. Top managers may issue directives of where they would "like" the company to go, but it is the people working within it that are driving the vehicle, and they become better "drivers" if they understand where they are headed and why they are going there.

A Mission Statement should be meaningful and important to the employees and give them a sense of personal satisfaction and incentive for growth. Its achievement should result in success for the business. Be sure to limit the statement to "what" the mission is, leaving the "how to do it" for other areas of planning. How do you do this? Ask a good cross section of your employees these questions:

- What matters to them most as a member of your organization?
- What purpose do they think the company serves above all others?
- What does it take for the company to succeed as a team?
- What must happen for the company to thrive in the future?
- How do you want people to feel when they hear the company's name?

Collect and compare this information to see how each part of your organization feels about the company. Consolidate these answers to form your Mission Statement. Don't be surprised if you find some "misdirection" among the ranks. Use these feelings as an opportunity to adjust internal attitudes and work towards aligning all employees in the direction you have collectively chosen.

Once you have written a Mission Statement, use it. Publish it. Display it everywhere. The rewards of a believable and inspiring statement are many. It can create character and integrity among your staff, and amazing power through unified focus. Because you now think uniformly, a strong synergy can be felt through a team working in the same direction.

But you're not done here. Routinely track your company's performance in relation to your Mission Statement. You must work to keep it accurate, as it will change with new employees, new markets and fluctuating economies. Just as sailors must shift their sails to meet changing winds, business owners must keep their own ships on course by continuous evaluation and reassessment of their "Mission". A little time and effort on your part can make this mission, possible.

Information for the above article was taken from Mission Statements: Fad or Foresight? John J. Murphy Success Club Magazine, February 1995.

(New) Products

We are an authorized distributor for ETI (Environmental Technology, Inc.)



MODEL LCR-1 SNOW SWITCH Automatic Roof Deicing Controller for Residential Applications



FEATURES

- C-UL-US
- Ultra low cost
- Simple installation
- Sense conditions on the roof
- Extremely low standby power consumption

BENEFITS

- Minimum energy cost
- Long trouble-free life
- Reliable snow melting

Make automatic melting cost effective for residential roof deicing applications. Snow melting heaters operate only during snow and icing conditions. Sensor technology detects ice or snow. This provides an immediate response to icing conditions that starts the snow melting heaters before ice and snow accumulate.

The sensor mounts on the roof, without piercing the roof, near the heating cable and senses the actual environmental conditions. The moisture and temperature sensors combined provide effective automatic control. The rugged weather-tight enclosure allows for mounting outdoor and provides excellent protection at temperature extremes. Controls heater loads up to 16 amps at 120 volts.

MODEL LCG-1 GUTTER ICE CONTROLLER Automatic Gutter Deicing for Residential Applications



FEATURES

- Simple installation
- Sensor mounts in gutter or downspout
- Extremely low standby power consumption
- Ultra low cost
- C-UL-US Listed

BENEFITS

- Minimum energy cost
- Long trouble-free life

Make automatic melting cost effective for residential gutter deicing applications. Deicing heaters operate only during icing conditions. Sensor technology detects ice or snow as moisture. Immediate response to icing conditions starts the deicing heaters before ice and snow accumulate.

The sensor mounts in the gutter or downspout and senses the actual environmental conditions. This improves sensing accuracy. The moisture and temperature sensors combined provide effective automatic control. The rugged weather-tight enclosure allows for mounting outdoor and provides excellent protection at temperature extremes. Heater and line voltage connections are made in the enclosure and no additional junction box is required. Controls heater loads up to 16 amps at 120 volts.

For more information on these products: www.HeatersPlus.com/eti.htm

Training Interest

If you are interested in receiving training, please fill out the form below and fax it to Terry at 616-784-7775.

Name _____

Company _____

Phone _____ Fax _____

E-mail _____

Number of people needing training _____

Circle the location where you would like the training:

Mor Electric

Your facility

Circle the products you are interested in receiving training in:

Ceramic Infrared Heaters

Cold Weather Products

Comfort Heaters

Infrared Internationale

Chromalox

Easy Heat

Fostoria

Qmark

Dalton

ETI

Other

mor Electric Heating Assoc., Inc. &
Infrared Internationale of North America, Ltd.

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