



WHAT'S HOT and what's not

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(New) Product

We are an authorized distributor for Solaira



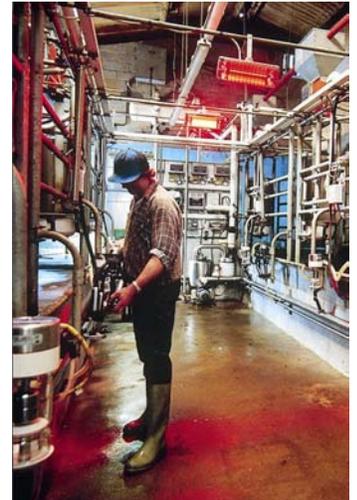
Solaira Commercial Quartz Infrared Heater - 120 or 240 Volts



UL Listed



CSA Certified



- Heavy Duty Adjustable Mounting bracket
- Effective, directional heat focal point
- Robust for numerous industrial applications
- Powder coated steel body. Dimensions: 15½" x 4" x 4¼"
- Anodized spectral quality aluminum reflector
- Finned heat sink for increased internal ventilation
- Hinged metal safety guard for easy maintenance
- Modular design enables grouping of heaters for any scheme
- Semi matt silver finish

These heaters warm like the sun, in other words, they warm the people and objects and not the air between making it the only form of heat that does not blow away. These heaters emit both radiant heat and a pleasant golden light.

120 Volt Model plugs into standard wall plug with 16 foot cord and standard household plug. 1,500 Watts.

240 Volt Model has 16 foot cord ready for direct wiring. 2,000 Watts



- Quartz heater average estimated life of 4,000 hours.
- Heats a minimum of a 8' x 8' area
- Can be hard wired to a switch
- 1-year limited warranty (6-month limited warranty on bulb)
- Replaceable quartz lamp emitter is available.
- Efficient energy saving Philips Gold Technology converts 92% of energy to Radiant Heat.

For more information on this product:
www.InfraredHeaters.com/solaira2.htm

The Importance of Transitioning In the Future of Your Business

By: Deitz Kracker, Retired Business Owner

I'm speaking from experience, as a 58 year old, successfully retired former business owner. I'm telling you that it feels great, and if that's a feeling you are looking for, start now to plan for it because it is not going to happen just by accident.

Whether you are selling your business to an outside party, an inside sale to employees, or passing it on to your kids, in order to "pass the baton" successfully, it takes planning, organization and time to adjust. Hopefully, you want your business to succeed without you., after all, it is your legacy, something you created or perpetuated. In order for this to happen, several things must be done. The first are the most difficult and personal and must be done before anything else can happen.

1. You must be ready to Let Go.
2. You must admit that Your Way is not the Only Way.
3. You must admit that Change is Necessary.
4. You must Leave.

These things are much easier said than done. You have been important for many years. You have been the leader that people looked up to and listened to. You have been in charge and possessed power to make things happen. It is not easy to walk away from all of this. Think of it as similar to teaching a child to ride a bike. You may start with training wheels. As the training wheels come off you may run along side holding on. Then you take your hand off, a little at a time, until they can successfully do it on their own. You feel an immense sense of pride, to be immediately followed by the realization of not being needed anymore. You, who have always had people dependent on you, are suddenly standing there alone. This is very scary and the first reaction is to not let this happen. But in order for your successors to be successful, you must let it happen. You must let pride and your sense of accomplishment dominate your feelings. You must prepare NOW to fill that hole of loss you will be left with. How do you do this?

1. Let this take place gradually. Slowly cut back on your working hours, your responsibilities, and your involvement. We transitioned our departure over a 5 year period.
2. Educate your successors on all aspects of the company. This too must be done slowly over the entire length of the transition period. Make a list of everything you, as an owner, do, then decide who the best person is to take over that task, then set up a time period to accomplish the transition which includes training, sharing the task, mentoring, and finally, monitoring their work.
3. Provide guidance from a distance. Set up a series of reports to be sent to you on a regular basis so you can see how the company is progressing without you. Comments on these reports should be very limited. You are not watching to see that they are doing things "your" way, or the way they have always been done, you are watching to see that the areas essential to the success of the business, such as planning, personnel, and budget are being given the time and attention they require.
4. There is a saying for raising children that it is best to Give Them Roots and Wings. I think this holds true for the "children" taking over your business too. The transition period is the time to reinforce and firmly plant the "roots" you have established during your time of ownership. Now it is time to see how it "flies" on without you.
5. Don't walk away with your tail between your legs feeling like a "has been". Feel the pride of accomplishment, and keep the memories of your working life in a special place. But then, look in the opposite direction and don't look back. Consider all of the things there are to do in this life that you now have the opportunity to do. The mental transition is much more difficult than the physical transition and it seems to be more difficult for men than women. You are a smart person. After all, you built a company. You certainly have the knowledge and skills to build a new life, and you have all the time and resources you need to do it. Refocus your energy and before you know it, when those monthly reports come in, you will soon find that you are too busy to open them.

mor ELECTRIC HEATING ASSOC., INC.

Manufacturer Alphabetical Listing:

Aitken	DuraKool	HeatTrak	Omega Eng.	Solaira
Athena	EasyHeat	Hotwatt	Omega Heater	Solar Products
Aube	Eemax	Honeywell	Omron	Stego
Avatar Inst.	Electromode	Indeeco	Partlow	Sun Electric Heater
Benchmark	ETI	Infrared Intl.	Payne Engineering	TPI
Berko	Excel Dryer	Johnson Cont.	Process Technology	Tempco
Calorique	Exergen	Markel	Pyromation	Thermon
Chromalox	Fast Heat	Marley	Pyrotenax	Ushio
Continental Ind.	Fenwal	MSI	Qmark	Warren
Control Products	Fostoria	Nuheat	Raytek	Watlow
Dalton	HBCcontrols	Ogden	Raywall	White Rodgers



Product Categories Listing:

Air Doors

Cable -

**Mineral Insulated
Pipe Heat Trace
Roof And Gutter Heat Trace
Snow Melting Wire & Mats
Floor Warming Wire & Mats**

Comfort Heating - Commercial & Residential

**Baseboard Heaters
Wall Heaters
Ceiling Heaters**

Controls -

**Temperature
Electronic
Mechanical
Power Control Systems**

Connectors -

**Ceramic Wire Nuts
Terminal Connections
Terminal Blocks
Insulators**

Duct Heaters

Fans - Commercial Ventilating And Ceiling

Heat Transfer Systems - (Boilers)

Industrial Process Heating

**Circulation Heaters
Tubular Heaters
Cartridge Heaters
Immersion Heaters
Band Heaters**

Infrared Heaters

**Ceramic Heating Elements
Quartz Heaters
Metal Sheathed Tubular
Flat-Faced Panel Heaters**

Infrared Sensors

Mercury Relays

Ovens

Radiant Heaters - See Infrared Heaters

SCR's (Silicone Controlled Rectifiers)

SSR's (Solid State Relays)

Steam Cleaners And Generators

Switches - Pressure Switches

Temperature Switches

RTD's (Resistance Temperature Detectors)

Temperature Controllers

Terminal Blocks - Ceramic

Thermocouples

Thermostats

Thermistors

Timers - Electronic

Wire -

**High Temperature & Accessories
Custom Nichrome Resistance Coils
Thermocouple
Nichrome Wire**

Business Resolutions

Check List

For

2006

It's that time of year again. Cut out this list of "Updates" that are essential for keeping your business up-to-date and moving forward.

- _____ Update our Mission Statement.
- _____ Update the written History of the Company.
- _____ Update our Organizational Chart.
- _____ Update all Job Descriptions.
- _____ Write our Long Range Plan for 2006.
- _____ Write our Long Range Plan for the next 2-5 years.
- _____ Rewrite our Marketing Plan for the coming year based on how we plan to accomplish the goals we have identified in our plan for 2006.
- _____ Set our Budget for 2006.
- _____ Set the date for our annual employee evaluations and re-examine the form we use.
- _____ Schedule all monthly meetings and Training Sessions we would like to have in the coming year.

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