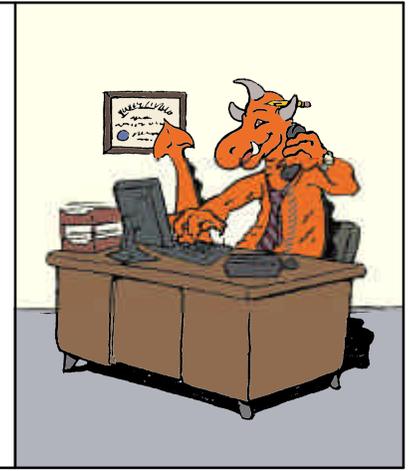




# WHAT'S HOT and what's not

June 2005 • Vol. 13 No. 6



**cULus** UL Listed

## Power Cat Portable Blower

We are an authorized stocking distributor for [Qmark/Marley](http://Qmark/Marley).



A300 and Accessories



A300 & 1200XL



1200XL and Accessories

- High velocity blower
- Duplex electrical receptacle
- 25 ft., heavy-duty grounded extension cord.
- A300 has a flood light
- Available with a variety of accessories.
- For ventilating & cooling a workshop & tight work spaces
- Drying a damp surface
- Remove harmful fumes from a freshly-painted room or from the job site or remove irritating smoke from near the welder
- Cool automobile engines

## Industrial Oscillating Air Circulator



- Oscillates in 90° arc or can be locked in fixed position.
- 1/4 HP, 1Ø, 2-speed, 115 volt, ball bearing, totally enclosed, permanently lubricated permanent split capacitor motor.
- Fan head tilt: Pedestal 15° up or down
- Double locking chrome plated guard.
- Column adjustment: 48-7/8" - 74-5/8".
- Column/base connection: 5 carriage bolts.
- 12' long 3 conductor SJT type cord.
- 27" diameter steel dome pedestal base.
- Pull chain switch.
- Coated steel blades.
- 1 year limited warranty.
- 24" blade model has 7,000 CFM
- 30" blade model has 8,200 CFM



UL Listed



For more information: [www.HeatersPlus.com/powercat.htm](http://www.HeatersPlus.com/powercat.htm) & [www.HeatersPlus.com/indfan.htm](http://www.HeatersPlus.com/indfan.htm)

# The Annual Strategic Plan

You come to work every day and have possibly fallen into a routine. Orderliness makes things easier. You don't have to think too much. But routine can be dangerous. Change can be good and "routines" are usually not very receptive to change. A business that becomes "routine" can be headed for trouble. If this is happening to you, it may be time for a wake-up call, and that wake-up call may begin with a "plan".

Not very many people like planning anymore than they like discipline. They don't like being told what to do, and they don't like telling themselves what to do. Spontaneity is much more fun. But it's interesting to note that the leaders of companies should be spending the majority of their time planning for the future than working in the present. If someone isn't out in the front "scouting" the way, how will the company know where to go?

Strategic Plans must be done annually and doing them each year provides a wonderful history of where you've been and what you've accomplished. Start by choosing your planning team. You don't want too many people on this team, but doing it yourself prevents you from taking advantage of the variety of opinions and insights of several people. You want differences of opinion and should welcome lively discussions not only on company direction but the different pathways to get there.

A good analysis of the existing company is a good place to start. Ask each member of your team to list the company's strengths, weaknesses, opportunities, and threats before meeting together. This is a good way to see the differences in how the team views the company. After discussing the results, combine their responses to make a master list. Remember, a Strategic Plan is a leadership tool, as opposed to a Business Plan, which is a management tool. The purpose of this plan is to set a direction, and align, motivate, and inspire your people. It is concerned with the long term, in this case, one year. The company's strengths are not a problem. Pat yourself on the back and move on to the company's weaknesses. A lot of time needs to be spent on weaknesses, how the company came by them and what needs to be done to improve or eliminate them. Brainstorm until you come up with some answers. These answers are important because they will eventually become your goals for the year. Look over the list of opportunities. Are there any that the group feels should be acted upon? If so, turn these into additional goals. Threats may be normal, such as competition, or eminent and require action to reduce it. Goals may have to be set to protect the company from anything that poses an immediate or dangerous threat.

Once a master list of goals has been created, it needs to be looked at for feasibility. How much can realistically be accomplished within one year? It will need to be prioritized as to importance, time and budget. Anything that doesn't make the "cut" can be either considered for the next year or added to the 2-5 year Strategic Plan.

The hardest part of a Strategic Plan is not in writing it, but doing it. It is essential that each Strategic Plan be followed by an Action Plan. An Action Plan lists each goal as an objective. Ask yourselves exactly what you hope to accomplish by this goal, or what is its purpose. In some cases, you may find that the goal you have chosen is really not the right one for the purpose you had in mind and you may have to rewrite it. Following the objective, list your strategies, or what you plan to do in order to accomplish that goal. Creating methods is much harder than naming the goal. These strategies should be exactly what you plan to do, followed by who is responsible for doing it. You can go one step further and add the date the task should be accomplished but I find it easier to do a quarterly progress check than to set too rigid of guidelines.

At the end of your fiscal or calendar year, always review the Strategic Plan from the year before beginning the new one. This gives you a good start on the new plan either by carrying goals over or eliminating any that became obsolete. It also helps you to see what was accomplished the previous year and if the company is still going in the same direction as stated in your Mission Statement. The key words here are: consistency, analysis, and change. These three should create a forward movement with enough flexibility to avoid your business from becoming "routine".

# Maury Otterbacher Dies at 84

After a lengthy illness following a stroke in January 2004, Maury Otterbacher passed away on April 30, 2005 in California. Mr. Otterbacher founded Mor Electric Heating in 1958 as the first Western Michigan distributor of Chromalox electric residential heating. He ran the company with his brother-in-law, Jim Trylch until he retired in 1980. Mr. Trylch ran the company for him until Mr. Otterbacher sold it in 1986 to his son-in-law, Al Kracker. Mr. Trylch retired in 1987. The following article appeared in the Grand Rapids Press as he opened the company.

## *New Firm 'Behind Scenes'*

### Distributes Electric Heat Equipment

Behind the scenes of this Gold Medallion home showing, is an entirely new business.

Mor Electric Heating Distributors of 1060 Ottawa av., NW, has been appointed an authorized distributor for one of the most complete lines of electric home heating equipment on the market . . . the Chromalox line, manufactured by the Edwin L. Wiegand Co. of Pittsburgh, Pa.

As a distributor, Mor Electric Heating will handle the distribution of the electrical heating equipment made by Chrom-

and is now living with his family at Bostwick lake.

Otterbacher announced that the electric heating equipment offers great advantages over conventional central heating systems. There is no ductwork, pipes, radiators . . . fumes, smoke or dirt with electric heat. The heat is generated and individually controlled in each room . . . for that room's best temperature. In modern slab or basementless homes, no space is required to house the equipment . . . no furnace room is required.

#### No Maintenance.

Modern electric heating, he states, is completely safe, noiseless and with proper insulation competes in operation costs with central "flame" systems. With no moving parts there is no maintenance cost of any kind. Installation costs are less than other types of heating systems. This is due in great part to advanced insulation standards. These advances not only make electric heat more economical, but also lend much to a cooler, quieter home in summer.

Electric heat plus these added insulation advantages, generally costs no more than a good conventional heating system.



**MAURICE OTTERBACHER**

alox. The company is owned by Maurice Otterbacher, who has been with Carmen Adams, Inc., of Detroit, as field representative for Chromalox in the Michigan area for the last five years. He is a native of Grand Rapids

## What is the office cat Midnight up to this month?



### Midnight Follows Al & Deitz into Retirement

It was a sad day at Mor Electric Heating last May 17th as Val turned over the cat treats in his top desk drawer. After so many years in the office, and the distinction of being the first office cat, Midnight also headed for the beach house in West Olive to his retirement years of basking in the sun on the deck overlooking Lake Michigan. One could say “it’s a dog’s life”, but in this case, it’s a cats. We should all be so lucky.

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