



Carrier Transicold Dealer Network Shines

Carrier Transicold's North America and Latin America dealer networks performed in a stellar fashion in 2008, as demonstrated by a constellation of dealer awards that were recently presented.

Shining stars included 27 dealerships and three individuals, who collectively shared in 37 awards recognizing strong sales and service performance, significant business investments and achievement of business objectives.

"In 2008, our entire dealer network showed how committed they are to the customers we serve on a daily basis," said Joe Porto, director of sales for Carrier Transicold. "Each demonstrated how good, old fashioned hard work and a commitment to satisfying customer requirements sets them apart."

DeCleene Truck Repair and Refrigeration, Inc. of De Pere, Wis., was named Carrier Transicold's 2008 North America Dealer of the Year, and Reefer Services of Santo Domingo, Dominican Republic, was named Latin America Dealer of the Year.

DeCleene's award was well timed, coinciding with the dealership's 25th anniversary as a Carrier Transicold dealer and 40th anniversary as a business. Located near Green Bay, the family-owned operation was founded in 1969 as a trucking company and switched to an all-service operation in 1980. DeCleene became a Carrier Transicold dealer in 1984. Now run by Mike DeCleene, president, and his brother Craig, vice president, DeCleene has operations throughout Wisconsin in DeForest (near Madison) and Franksville (near Milwaukee), and a mobile unit based in Wausau. DeCleene also received Carrier NextLevel 2 Perfect Score awards for its De Pere and DeForest operations.

This is DeCleene's second Dealer of the Year award, having won their first in 2002. According to Porto, "Not many dealerships can claim multiple Dealer of the Year awards. DeCleene is a very focused service organization that believes high levels of service are a basic necessity to satisfying customer requirements."

Also celebrating a significant anniversary, Reefer Services was founded 10 years ago as a Carrier-authorized service center serving the marine container refrigeration needs at the Rio Haina port in Santo Domingo. Later, recognizing opportunities to serve the Dominican Republic's supermarket and agricultural businesses, Reefer Services expanded into truck and trailer refrigeration as a Carrier Transicold dealer.





Mike DeCleene, president, and Craig DeCleene, vice president of DeCleene Truck Repair and Refrigeration.



David Elias and Guillermo Iglesias, principals of Reefer Services.

“Reefer Service’s extraordinary sensitivity to market needs combined with the strength of the Carrier brand have helped them achieve an outstanding position in the market,” said Jesús Estrada, Carrier’s region director for Mexico and Latin America.

Led by Principals Guillermo Iglesias and David Elias, Reefer Services also received NextLevel 2 Perfect Score and Quota-Buster awards.

The NextLevel 2 program uses comprehensive performance criteria to gauge dealers’ performance each year. In all, 10 dealers received Next Level 2 Perfect Score awards, 12 received quota buster awards and four received Triple-Double awards for achieving double-digit growth in three areas. Additionally, six dealerships received Brick & Mortar Awards for construction related to expansion or significant upgrading of facilities.

Commenting on the entire dealer network, Porto said, “They recognize our job is never done and continue on a daily basis to exceed customer requirements. They have grown over the years because of this fundamental approach and desire to be the best in the industry, and our customers have recognized their passion.” ❖

Rising Take Individio

Every year, Carrier Transicold recognizes three individuals for outstanding achievements in parts, sales and service. This year’s winners hail from the Heartland and the Deep South but have one thing in common: an exceptional commitment to customer care.

Parts Manager of the Year

Mark Allen joined Gateway Industrial Power’s branch in Justice, Ill., in 2000 and has been making a difference ever since. Presently he oversees parts operations at two Gateway branches. Allen also serves on Carrier Transicold’s Parts Advisory Committee, representing the Central Region.



Mark Allen

According to Gateway President David Keach, Allen’s accomplishments in 2008 alone are numerous, many of which involved development of customized parts programs for various customers. In successfully promoting service and aftermarket sales, Allen helped several customers achieve compliance with California Air Resources Board (CARB) regulations through refrigeration unit engine upgrades. Keach gave Allen high marks for customer relationship-building. “Mark has great customer interaction,” Keach said, also noting Allen’s “supporting personnel at all of our branches and willingness to train parts personnel at our other branches.”

Sales Manager of the Year

With his two decades of experience in the industry, Hugh Giles of Carrier Transicold South, is “the epitome of an outstanding business partner,” according to Carrier Director of Sales, Joe Porto, who said Giles’ recognition this year “represents a lifelong body



Hugh Giles

Stars Annual Awards

of customer-focused work that consistently surpasses expectations.”

“Although he is a major reason for the continued growth and success of Carrier Transicold South in Lake City, Ga., he’ll be the first to tell you it’s a team effort requiring the principal, management personnel, service staff and the customer,” Porto said, adding, “He takes his profession to the highest levels of trust, respect, knowledge and customer satisfaction. Customers cannot say enough great things about his dedication to their needs and requirements. He never says ‘no’ to his customers and never misses an opportunity to make sure they know how much they mean to him.”

Service Manager of the Year

Although only 150 miles separate Midlands Carrier Transicold’s base operation in Omaha from Grand Island, Neb., where Danny Boes started his career as a mobile service technician, he’s traveled a long way in his 12 years with the company. “Life on a service truck in central Nebraska takes a special kind of individual



Danny Boes

— one who can think for himself, has strong personal motivation and can sell his service,” said Marty Huckins, operations manager of Midlands. That work ethic resulted in Boes’ promotion to service manager in 2002, adding supervision of a dozen technicians to his repertoire.

Huckins noted Boes’ significant achievements in 2008 included coordinating an installation of two major ComfortPro™ auxiliary power unit orders, simultaneously — at one point his team completed installations at a rate of 50 units a week. He also oversaw a large engine-replacement job, helping a rail customer achieve CARB compliance before year’s end, a deadline met by his devising a lifting bracket and assembly table so that a crane would not be required to remove and replace the engines.

In listing more of Boes’ accomplishments, including business growth, employee training and solidifying customer relationships, Huckins said, “Customers know Danny answers his phone 24/7/365 no matter what they may need. How much more ‘Above and Beyond’ does it get?” ☒

Dealers Reach for the Stars

United States and Canada

Dealer of the Year

DeCleene Truck Repair
& Refrigeration
De Pere, Wisconsin

NextLevel 2

Perfect Score Awards

Carrier Transicold of Detroit
Lincoln Park, Michigan

Carrier Transicold of Utah
Salt Lake City, Utah

Carrier Transicold South
Birmingham, Alabama

Carrier Transicold South
Lake City, Georgia

Carrier Transicold South
Kenner, Louisiana

DeCleene Truck Refrigeration
DeForest, Wisconsin

DeCleene Truck Repair
& Refrigeration
De Pere, Wisconsin

Kile Truck Refrigeration
Nashville, Tennessee

Reefer Sales & Service
Mississauga, Ontario

Triple Double Awards

Coast Truck Centers
West Sacramento, California

Harbor Reefer Services
Oakland, California

MHC Carrier Transicold
Springfield, Missouri

Reefer Sales & Service
Mississauga, Ontario

Quota Buster Awards

Carrier Transicold South
Lake City, Georgia

Coast Truck Centers
West Sacramento, California

Coast Truck Centers
Troutdale, Oregon

Kile Truck Refrigeration
Nashville, Tennessee

Nordic Refrigeration CT
Saint Laurent, Quebec

Reefer Sales & Service
Mississauga, Ontario

Southern States Utility
Trailer Sales
Jackson, Mississippi

Brick & Mortar Awards

Carrier Transicold Mid-Atlantic
Charlotte, North Carolina

Carrier Transicold of Northeastern
Pennsylvania
Wilkes-Barre, Pennsylvania

DeCleene Truck Refrigeration
DeForest, Wisconsin

Mid-States Power and
Refrigeration
Indianapolis, Indiana

Utility Trailer Sales of Boise
Boise, Idaho

W&B Service Company
Dallas, Texas

Latin America

Dealer of the Year

Reefer Services
Santo Domingo, Dominican
Republic

NextLevel 2 Perfect Score Award

Reefer Services
Santo Domingo, Dominican
Republic

Quota Buster Awards

Autoclimas del Noroeste
Sinaloa, Mexico

Reefer Services
Santo Domingo, Dominican
Republic

Refrigeración Especializada para
el Transporte de Occidente
Jalisco, Mexico

Refriservicio y Aire Acondicionado
Para El Transporte
Distrito Federal, Mexico

Transclima, S.A.
San José, Costa Rica

Service Comes First with Dealers

"It really is a service organization, first and foremost," said Tom Spencer, dealer network manager, in describing Carrier Transicold's dealer base.

"Certainly you've got to have good equipment to sell, but over the long haul the main focus is providing customer support and service. That's where Carrier dealers place the most time, energy and effort."

As Carrier customers know, that focus on service is a key differentiator, helped by the fact that Carrier service locations can be conveniently found in most major cities and transportation routes in North America. From Canada to the Caribbean, there are more than 200 Carrier Transicold locations, about 75 percent of which are full dealer sales

his career with Ford Motor Company serving in a variety of capacities, most of which involved working directly with dealers, with stints as Ford's customer satisfaction manager and marketing manager for the Jaguar brand. The refrigerated transport business is a different breed of cat, requiring a high sense of urgency.

repairs. Compressors, control boards, condenser coils, as well as basic parts such as hoses, bushings and fuses are kept in dealers' inventory. Carrier dealers are equipped to handle not just current refrigeration unit models, but older, legacy units as well, and even competitive equipment, supported by the 20 Series parts line.

"The dealers are provided with numerous types of technical support," Spencer said. "We have an action line where they can call into our service-engineering group to ask questions and get help. We have service engineers in the field who work directly with dealers and customers to provide support."

Spencer noted that Carrier's technician training commitment is significant, with all dealer technicians requiring instruction through Carrier's two-week basic training program in refrigeration and auxiliary power units, followed by frequent product update courses.

From training to facilities, Carrier's high standards help assure consistent support, no matter where in North America a customer pulls in for service. Carrier dealers also offer and support Carrier's full suite of aftermarket programs, including warranty service, Carrier's Priority Gold Card program, Comprehensive Maintenance and Repair Agreements, Extended Major Component Coverage and MOBILECARE™ on-site support.

"We put an emphasis on taking care of customers," Spencer said. "Much of it is customer support – dealers working directly with the customer to teach them how to get the most out of their equipment. They provide training, teach how to set the temperatures, how to load a trailer and how to manage the load for both single temperature and multi-temp units.

"Providing service is knowing your customer," Spencer said. "We're in a service business, so the Carrier dealer's main emphasis is providing exceptional customer support and service." ❏



Tom Spencer

"There's a lot of emphasis on load protection," Spencer said. "If someone has a load and a problem with their unit, they are a very high priority. A dealer must be available 24 hours a day, unlike the auto business where repairs can usually wait. It can't wait if it's 2 a.m. and you have a couple

hundred thousand dollars worth of cargo ready to melt in the back."

Having an adequate parts inventory is also critical, Spencer explained. Therefore all Carrier Transicold dealers are required to keep an inventory of critical parts, tools and equipment – what Carrier terms the "A-List" – for handling emergency



and service locations and branches, with parts-and-service dealers and mobile repair units making up the balance.

Spencer, who joined the Carrier organization a year ago, brings a unique perspective to the job. He has 30 years of experience in the automotive industry, having spent the first part of

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Visit our website at: www.trucktrailer.carrier.com

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