

Systems & Services Division  
Johnson Controls, Inc.

# Monitoring The Field

November, 1981  
Vol. 25, No. 11

## JCI: Olympics Advertising

Johnson Controls has signed an agreement with the ABC Television Network for advertising during the 1984 Summer Olympic Games in Los Angeles.

Fred L. Brengel, president of Johnson Controls, announced that the agreement, which calls for a series of 30-second spots between July 27 — August 13, 1984, is for approximately \$3.5 million.

Mr. Brengel said that the advertisements will be used to help reach the broad base of potential customers in the US, Canada and overseas for our installed control systems and services. The opportunity will also serve to inform the public about, and build name recognition for, the entire corporation.

Johnson Controls has never before advertised on television. We believe

this will also be the first time that television will be used to promote energy-saving control systems and services for non-residential buildings.

The Olympics advertising program will be implemented under the direction of Executive Communicators, Johnson Controls' SSD in-house advertising and public relations agency.

Among the other companies scheduled to sponsor the Summer Olympics on ABC are Coca Cola, McDonald's, Miller Brewing Co., Anheuser-Busch Brewery, Canon Cameras, Levi-Strauss, Arco and Stanley Tools.

Excerpts from the ABC presentation brochure for Johnson Controls Olympics advertising

THE 1984 OLYMPIC GAMES IN LOS ANGELES ON THE ABC TELEVISION NETWORK

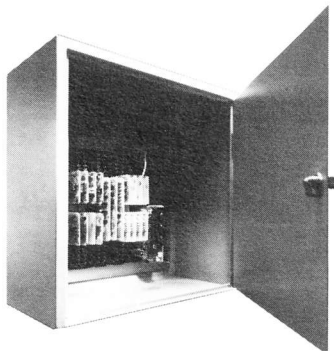
AN ABC-TV PRESENTATION

JOHNSON CONTROLS / abc

JOHNSON CONTROLS SPONSORSHIP 1984 SUMMER OLYMPICS

abc

## Smart FPU: New Concept in BAS



The Smart FPU has been introduced by Johnson Controls as part of the JC/85 field equipment. The Smart FPU will provide time program, duty cycle, and interlock functions locally if communications are lost to the FPU. The Smart FPU uses a programmable read-only memory to store the time

schedules, duty cycle, and interlock parameters.

**The Smart FPU provides the benefits of control of environment and energy cost, even if communications are lost between an FPU and the computer.**

The Smart FPU can be used directly with JC/85 systems. Furthermore, existing FPUs on a project can be converted to Smart FPUs with the addition of a single circuit card.

The Smart FPU was introduced at the Energy Management & Control Society conference at Houston, Texas November 4-6, 1981. It is being promoted by Johnson Controls with a four-page color brochure (Publication 2109) which describes the Smart FPU and the Fire FPU which both have smart stand-alone capabilities.



John Lazarus, vice president of Sports Marketing and Sales for ABC, and Ron Caffrey, president of Executive Communicators, finalized the agreement for Johnson Controls sponsorship of the 1984 Summer Olympics.



# EBM: On Target for 1982

The Existing Building Market (EBM) efforts on the part of all Johnson Controls branches are yielding significant results. To encourage this market development, several events have been planned for 1982.

An Existing Building Market Crusade blitz kit and program were introduced to the regional managers during their meeting in Milwaukee September 14th. The kit is part of the self-help tools for branches to use to conduct their EBM Crusades. The prime objectives of this crusade are:

- To qualify and prioritize a significant number of selected prospects for current and future sales actions.
- To identify further the specific branch potential in the existing building market.
- To provide training to improve our professional sales activities and stimulate continuing use of sales tactics used in the blitz.

The crusade, under the direction of each region, has various surprises and training aids. Branches participating in the program can expect to see them after the kits arrive in the branch.

The Existing Building Market Plan has been included in the branch planning process. The new "branch plan" is currently being introduced to branch managers by Bruce Ashenfelter and Harvey Siebert at the regional meetings.

EBM sales training sessions, similar to last year's program, will be conducted during 1982 in each region. This will allow additional sales representatives to become familiar with EBM sales methods and markets.

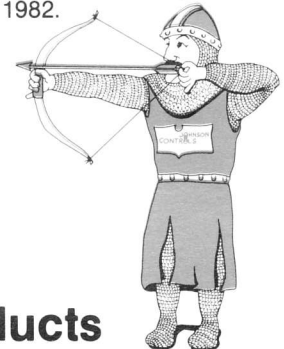
Sales training outlines for new sales persons have been modified by the

## Policy set for OEM accounts for SSD products

SSD has had a series of meetings with the Control Products Division regarding OEM sales customers, and a policy and procedure have been agreed upon.

CPD agrees that some companies classified as OEM customers have used the designation to obtain Johnson Controls pneumatic hardware for resale to unknown parties, presumably mechanical contractors and

Sales and Marketing departments to reflect the guidelines distinguishing between construction and building services businesses. Specialized training emphasizing new construction and existing building sales techniques will be initiated in 1982.



wholesale houses. For the most part, our concern is for the wholesaler who also operates a service business displaying the Johnson Controls logo.

Current OEM customers will be re-surveyed by CPD to determine their legitimacy. An agreement will be made with OEM customers to sell certain specified products which logically adapt to the equipment being manufactured.

In addition, future potential OEM customers will be screened by John Levenhagen, SSD Marketing, Milwaukee, who interfaces on a regular basis with CPD.



"Air flow controls: How much accuracy can we afford?", an article authored by Bob Tisdale of the Field Engineering Department in Milwaukee (right) was published in the August issue of *Heating/Piping/Air Conditioning* magazine. Dick Wilson, vice president and general manager of

SSD (center) congratulated Bob for his article when Robert Korte, editor of HPAC, presented Bob's honorarium. If you would like to write an article, contact Mary Hollrith in Milwaukee, C-19, 4128 for assistance with editing, obtaining committee approval, and submitting to a publication.

### Monitoring The Field

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JOHNSON  
CONTROLS

# CANADA CELEBRATES RECORD SALES YEAR

Record sales for 1981 have been reported by our Canadian operations. Total business secured in Canada during the 1981 12-month fiscal year increased by 38% over 1980. Highlights include:

- Construction goal, 118%
- Service sales goal, 108%
- Number of CPM contracts, 119% of goal
- Markup goal (construction and service) exceeded by seven percentage points
- During nine months of 1981 (reflecting fiscal year change) Johnson Controls Ltd. obtained **half** the BAS projects awarded in Canada.

Nearly 100 construction and service sales personnel from all Canada branches attended a national sales meeting to celebrate the record year and plan for the future. The meeting was held October 13-16 at Cleavelands House, a resort in the Muskoka Lakes district, three hours north of Toronto.

Among the notable attendees from Milwaukee headquarters was Fred L. Brengel, president of Johnson Controls, who gave the banquet speech and joined in the festivities.

Other guests from Milwaukee were Dick Wilson, VP and SSD general manager, and Bruce Ashenfelter, VP and SSD sales manager.



"It was a very good year," said Fred Brengel, president, obviously pleased with the Canadian effort.



Jim Whytock, Edmonton, accepted accolades for his \$4.4 million in sales, making him the top contract salesman in Canada for 1981.



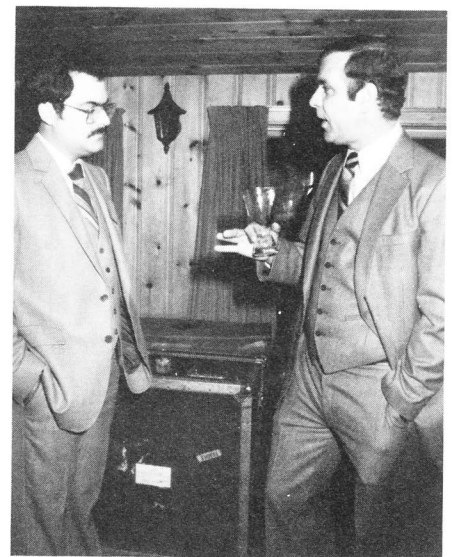
Frank Alton, Toronto branch account executive, joined Dave Bigler, VP and general manager of Canadian operations, and Mr. Brengel at the banquet table. Frank holds the longevity record for employment in the Toronto branch.



"Here's how I closed half my volume on the last day," explained Art Eisenbaum, Toronto branch service salesman, to Bruce Ashenfelter, VP and SSD sales manager, and Jeff Kraft, national BAS sales manager.



A toast to a good year: From left, Laurence Schrader, Regina; Doug Beebe, Vancouver; Dick Reitenbach, Vancouver; Art Eisenbaum, Toronto; Jim MacLean, VP and Canadian sales manager; Gerry Dedrick, Vancouver, and Mike Lecuyer, Ottawa.



Dave Glass, 1981's top salesman in the Toronto branch (more than \$3 million) chatted with Gary Bugler, Toronto branch district operations manager.

Photos by Brian Bennett, Toronto branch

# EFACT name is adopted

Field Engineering, Milwaukee has announced that the new name for the energy analysis software is EFACT (Energy facts). Known as EPAK in the past, the name change was necessary to meet trademark approval.

## Selling EFACT as a Product

Beginning October 1, 1981, our branch offices were allowed to sell direct access to EFACT as a product to consulting firms, contractors and other non-Johnson Controls clients. This means that a branch can request that a password be assigned to a customer and that customers will be able to access EFACT directly. In addition, sales representatives from General Electric Information Services Company (GEISCO) will also be selling EFACT to utility companies as a software package, effective October 1, 1981. All details for selling EFACT as a product, including pricing information, were outlined in a September 15, 1981 memo to branch and regional managers.

## Pre-bid approval conditions set forth

Sales memo 225 (10/1/81) introduces standards for contract review and approval.

The complexities of our business and the increased risks to which we are becoming exposed lead to the need for the establishment of a checklist of conditions and approvals for contracts. The pre-bid approval conditions are tied to both contract content and job costs.

The policies in this sales memo provide additional groundwork for the management of our business.

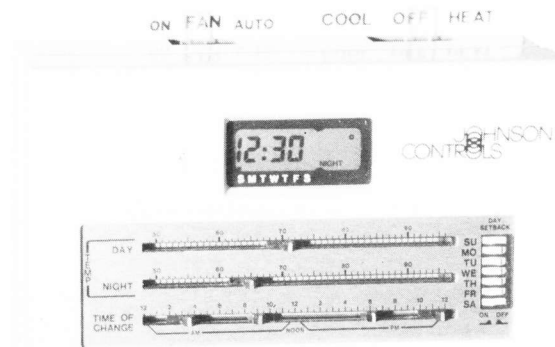
## UA agreement extended

The national agreement between the Pneumatic Control Systems Council, of which Johnson Controls is a member, and the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada, AFL-CIO, has been extended. This agreement will continue through October 31, 1982.

4/MTF

## T-53 Micro Electronic Thermostat

# Microprocessors Come to Counterline



Johnson Controls now has the newest, state-of-the-art energy management thermostat for residential and light commercial applications. The T-53 micro electronic thermostat is available from the Control Products Division for branch office use. Price and features are competitive.

The T-53 integrates micro electronics, solid state sensing and simple adjustments to become a thermostat for everyone. No keyboard, programming skill, clock pegs or blinking lights to confuse people. Just simply slide the selectors for time and temperature.

As a night setback thermostat, the T-53 is equal to any residential unit on the market. Three models, heating-only, heating/cooling, and cooling with two-stage heating, will fit a majority of single unit applications. A day setback feature is standard, with each day individually selected to use or ignore the day setback.

A liquid crystal display continuously indicates time, day of week, and room temperature. No more squinting at tiny thermometers or interpreting graduations. The same sensing element is used to control and indicate the temperature. This eliminates any differences between readings and insures maximum accuracy.

**The T-53 will also qualify for income tax credit under IRS rules for residential energy conservation and may also qualify for state credits or rebates. Check your local regulations for benefits available.**

A national advertising campaign is currently underway to promote the

T-53 (you may have seen the ads). Literature is available from CPD, Oak Brook, Illinois.

**SSD branch offices can order the T-53 directly from CPD, Oak Brook and will be considered wholesalers for this product. The rights to sell the T-53 belong exclusively to Johnson Controls and only authorized wholesalers and Johnson Controls branch offices will be allowed to sell our newest product.**

**Canada branches can order the T-53 from CPD; however, it is not available with Celsius scales at the present time.**

## Countertop Display



13" wide, 10-1/2" high  
with opening for thermostat display

This countertop display easel is available to help you sell the T-53 thermostat. The stunning black and gold display offsets the beige thermostat and will "dress up" your Counterline area in style.

To order the countertop display, contact Wendel Wolka at Control Products Division, Oak Brook, Illinois (2221 Camden Court, phone 312-645-4900).

There is no charge for the display and accompanying literature. There is a charge for the thermostat that fits into the display.

# Service Sales Broadens to **BUILDING SERVICES**

Our traditional service sales business is being expanded. Building services includes all retrofit/upgrade and expansion/installation projects in existing buildings that involve any product/service category and have the following characteristics:

- Initiated by Johnson Controls where the scope of work is generated by us and defined by a JCI proposal.
- Buying decision is heavily influenced by value and quality.
- Negotiated contract.

The new classification policy (see MTF, October, 1981) eliminates the restriction to classify BAS contracts only as "construction."

**Building services may include any or all of the following:**

- Energy Analysis
- Energy Management

- Equipment/System Application Engineering
- Expansions/Installation
- Scheduled Maintenance
- Repair
- Replacement
- Retrofit/Upgrade
- Air and Water Balancing
- Remote Time Monitoring and Operation of Equipment

- Building Operations Contracts
- Financial Services

The change to building services will allow for a more effective implementation of the Existing Building Market (EBM) strategy. A variety of new sales promotion and advertising tools are currently being produced to emphasize the total scope of our business.

## Managing Energy, Comfort & Protection

Our new identity statement, "Managing Energy, Comfort & Protection," will soon be appearing on all new promotional literature and advertising (see calendar below). The new statement replaces the current term, "Building Automation Systems," which currently appears on signage and vehicles, and "We Put You In Total Control," which appeared on advertising. Neither was found to have a clear meaning to anyone other

than Johnson Controls employees. "Managing Energy, Comfort & Protection" will be incorporated on all SSD vans, pickup trucks and mini-pickups, as well. Because our vehicles are, in essence, "rolling billboards," it is important that we convey the true meaning of our business. You will be hearing more about vehicle identification changes in the months ahead.

## Building Services Presents 1982 Calendar of Industry Events

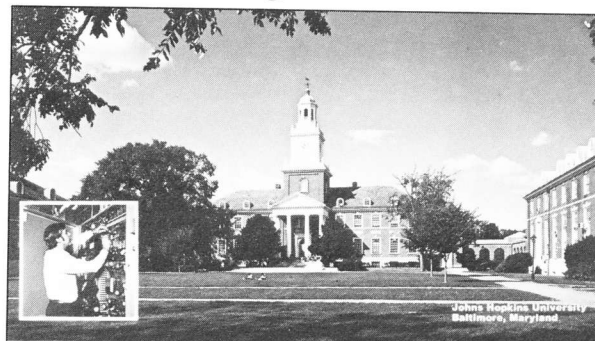
Johnson Controls has produced a Calendar of Industry Events for 1982. Produced in full color, the calendar will be inserted in 38,000 copies of the November, 1981 issue of *Heating/Piping/Air Conditioning* magazine.

Each page of the 12-month calendar features a different Johnson Controls building services customer from the United States or Canada. The customer's building is shown, along with an inset photo of one of our field service people at work on the job.

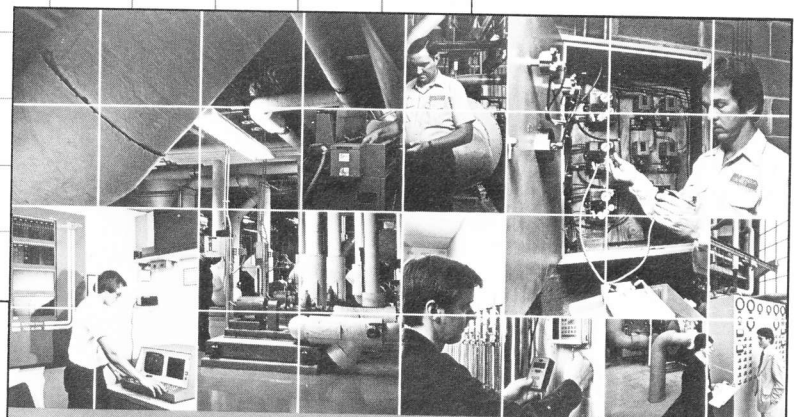
The calendar unfolds to the size of a two-page magazine centerfold, and is designed to hang on a wall. It will highlight holidays, trade shows, conventions and other industry-related events occurring each month around the US and Canada throughout 1982.

In addition to circulation in the magazine, the calendar will be offered to recipients of our new building services *Dispatcher* newsletter to be sent to each of our 5000, 7000 and repair billing customers in the US in December. Another 18,000 copies will be sent to our SSD branches in the US and Canada for distribution.

The monthly "Tech Tip" Calendars will continue to be mailed from Milwaukee to the thousands of registered Counterline customers, as well as other building services customers as requested by our branches.



JOHNSON CONTROLS						
SEPTEMBER 1982						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
	5	6				
	12	13				
	19	20				
	26	27				



1982 CALENDAR OF  
INDUSTRY EVENTS

JOHNSON  
CONTROLS  
Managing Energy, Comfort & Protection

# Field training plan results from mechanics' survey

The need for mechanics' training has existed for quite some time. In July, 1981 an HVAC service training survey was sent to the homes of our field mechanics. The purpose of the survey was to ask for possible future topics for training and for preferred methods of training.

**Response to the survey was overwhelming.** Survey results showed:

- 69% of those responding to the survey have more than 10 years of experience in their jobs. In addition,

32% have been employed by Johnson Controls for more than 10 years.

- 96% stressed that training is very important and their comments indicated they are willing to participate in a training program.

- 40% have not attended any training programs in the past year.

- Refrigeration/air conditioning was listed as the most important training need. However, electricity, electronics and pneumatics were not far behind.

## Union branch suggests end switch mounting arrangement

Tony Rodrigues from our branch in Union, New Jersey sent us his successful mounting arrangement of a "wisker valve" damper end switch. He saw the hardware in the Tech Tip section of the Standard Applications Manual and applied it as shown here.

"We find it to be easy to install and reliable on operation because the valve is directly mounted to the damper blade," said Tony.

The wisker valve is a Clippard Model No. MWV-1P and is mounted with bracket No. 11918-2 (order separately).

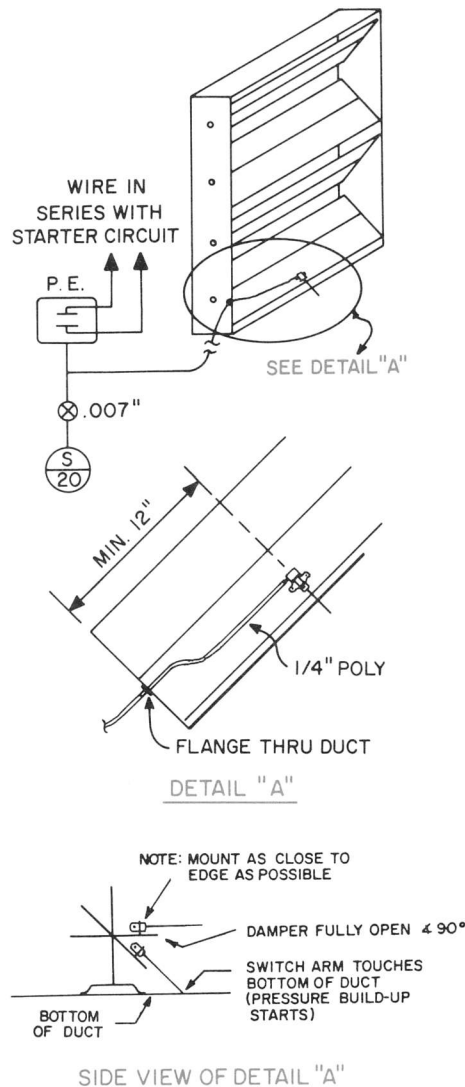
Thanks for sending your application, Tony.

## Cleaning agents recommended for air systems

Informal surveys of branches show that some are using refrigerants (Freon 113 or Freon 12, for example) to clean air systems.

Refrigerants are not acceptable cleaning solvents because they attack the rubber diaphragms, along with the polysulfone plastic used in our products. Stress cracks and early failures may result from the use of refrigerants.

The only recommended cleaning agents for Johnson Controls air systems are Freon TF by DuPont or Genesolv D by Allied Chemical. These agents are available locally from distributor houses.



## Here's What's Planned

Our commitment to begin a formal mechanics' training program has been made.



**An Installation and Service Training Manual** has been developed and sent to each US and Canada branch (manager). The manual contains information on which training programs are available and how to implement them. Included are:

- Descriptions of "HVAC Basics & Fundamentals" home-study course.
- Agenda and list of training materials required for branch office training meetings.
- Regional seminars and other manufacturers' schools.

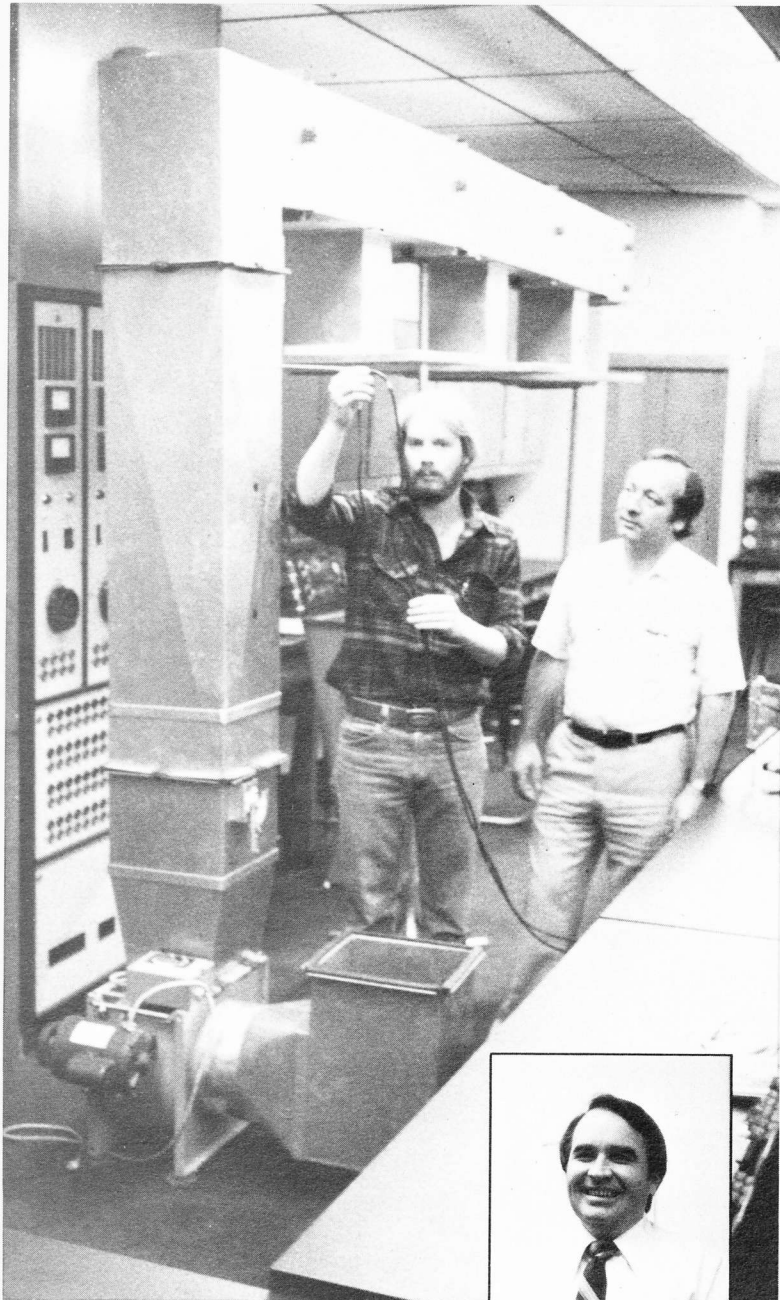
The Installation and Service Training Manual, along with responsibility for coordinating the training plan, is to be designated to one person in each branch. That person will then receive timely communications from Milwaukee's training department to assist in implementing the mechanics' training plan.

## Regions host A/C seminars

Ken Oakleaf, supervisor of HVAC service training, is scheduled to conduct air conditioning seminars in each US region and Canada during fiscal 1982. Each seminar will cover operation, maintenance, repair and troubleshooting of reciprocating, centrifugal and absorption air conditioning systems.



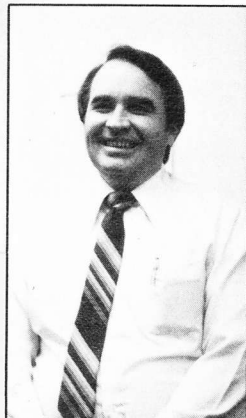
The first seminar was held in Dallas for the Southwest region the week of October 26th, followed by the Northeast region in Albany, NY November 16th. The seminar in the Southeast region will begin December 8th. The other regions will host air conditioning seminars early in 1982. Enrollments are being handled on a regional basis.



## Fluid Engineering Services

Hank Henderson, Richmond branch, learned the correct way to measure air flow in an air handling system. Darrel Hermans, manager of our Fluid Engineering Services Division (right) conducted a week-long seminar in Milwaukee for branch personnel to study the

techniques of air and water balancing. John Hendrickson, service salesman for the Little Rock branch (inset) assisted Darrel with the seminar. John was in the forefront of our branch FES business. He specializes in hydronic systems.



## JCI urges military to bar cut-rate EMCS bids

Johnson Controls was among the energy management and control system (EMCS) manufacturers who warned their military customers that awarding contracts on the basis of cost alone will result in bad installations and possibly lead the experienced EMCS manufacturers to stop bidding on future military jobs.

During a meeting at Fort Belvoir, Virginia, EMCS manufacturers also recommended that the military use less complex EMCS systems when possible. The manufacturers also recommended that military bases improve heating, ventilating and air conditioning systems before installing EMCS and simplify procurement, design and utilities departments at the bases.

**Department of Defense officials** called the meeting to give designers and manufacturers a chance to air complaints about the military's EMCS program, which has been based on the Tri-Service spec (see MTF, September, 1981).

Douglas A. Decker, SSD director of national accounts, represented Johnson Controls at the meeting. "Currently you are awarding contracts to companies that have inadequate technical, administrative and financial resources to address this business," he told the military. "Some of these contractors are in default on many projects but continue to receive new awards. This procedure must be corrected if the government is to receive beneficial use and a return on their investment."



**Mr. Decker pointed out the benefits** of a commercial system in meeting their military base applications. He stressed that this standard system offers the opportunity to be installed and operating in a brief period of time and achieve very cost effective energy-saving results.

Many of the manufacturers suggested a two-step proposal that would examine the technical capabilities of the firm prior to the actual bid.

# COLUMBIA, SC: Posing Is Work

The new Columbia, South Carolina branch office is located in the planned town of Harbison. The town features tree-lined streets and the branch office adjoins a new residential development. At first glance, it appears that the branch is located in the midst of a jack pine forest.

As a typical SSD branch, Columbia was selected to appear in the Johnson Controls annual report. The photography session began with light-hearted anticipation, but it soon became evident that posing for pictures is not as easy as it "looks."



The photographer gets ready to "shoot" . . . the Columbia branch built a special platform on a pickup truck.



Photos by Walter Carson, Columbia branch

Journeyman mechanic Bill Eddins was appointed to pose with the Johnson Controls sign.



Columbia branch employees in position for a group photo (Bill is still guarding the sign).



After more than an hour of smiling and posing, a welcome ten-minute break.



Then back for more posing . . . by this time smiles are not so evident.



Something to eat after a hard day's work.



The Service Department . . . still on the job at 6 p.m.