

Systems & Services Division
Johnson Controls, Inc.

Monitoring *The Field*

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Conquering the Eighties JC/85 sales continue to soar

During 1980, our first year selling JC/85 systems since they were introduced at the Innisbrook meeting, total BAS sales for the US and Canada were twice as high as the previous year. All regions showed increased BAS sales, with the Northeast region 420% higher than the year before.

The number of JC/85s under contract has fast surpassed 300 systems. Our JC/85 customer list reads like a "Who's Who in North America," and includes such prestigious names as Exxon, Mobil Oil, IBM, Blue Cross, Ford, General Motors, General Electric, Proctor & Gamble, and major universities and medical centers across the continent.

The JC/85 product managers from BAS Marketing are Dick Bobincheck, left, JC/85/10, and Bill Lydon, JC/85/40. Their duties and responsibilities include developing and monitoring marketing strategies and long-range product plans. They are also responsible for defining product alterations and additions and determining support and literature requirements.



Our conquest of the '80s is indeed underway!

The JC/85s have been enthusiastically welcomed by our field sales personnel and prospective customers alike.



Buyers have been responding very favorably to the on-line programming and prompting features of the systems — the person/machine interface. The systems were designed for use by non-technical people, a concept that minimizes expenses for a customer while insuring maximum equipment utilization.

Some statistics

The statistics on JC/85 sales are an obvious tribute to our field sales force in the US and Canada. In a little over one year, the number of JC/85s sold totals one-third the number of JC/80s sold since their introduction eight years ago. Some other statistics on JC/85 sales at the time of this writing are:

Region with most **JC/85s** sold: **Midwest**
Branch with most **JC/85s** sold: **Boston**
Region with most **85/40s** sold: **Southeast**
Branch with most **85/40s** sold: **Boston & Houston**

Region with most **85/10s** sold: **Midwest**
Branch with most **85/10s** sold: **Boston**
Region with highest **BAS dollar volume** for 1980: **Southwest**
Branch with highest **BAS dollar volume** for 1980: **Atlanta**

Past Successes Foster Future Goals

We are into the most critical period in history for energy conservation. Industry forecasters predict a strong surge in sales of building automation systems during the next five years. Approximately 4,000 computerized building automation systems have been installed in 90,800 buildings over 50,000 sq. ft. in size. More than 95% of this market is untapped!

Johnson Controls represents the customers' most viable source of "partnership" in solving energy conservation/HVAC management problems. Our reputation and depth of expertise set us aside from any other supplier of these products/services. We believe the SSD staff is second to none in our industry!

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Sales leads result from JC/85 seminar in Tampa



School administrators learn about Johnson Controls

The Systems & Services Division sponsored an exhibit at the 113th annual convention of the American Association of School Administrators. Held in Atlanta, Georgia during February, the theme of this year's convention was *Reach Out*.

Our exhibit staff demonstrated the JC/85/10 system and EPAK program for calculating energy savings, while Eddie Tullock, trade show product demonstrator magician captivated the crowds with his displays.

The response to our exhibit was more enthusiastic than ever because more school administrators are becoming aware of the acute need to control energy costs.

The Tampa branch recently conducted a very successful four-day seminar to demonstrate the operation and capabilities of the JC/85/10 and JC/85/40 systems. As a result of the good turnout and interest shown, Tampa has a potential for 15 to 20 JC/85 sales, with positive leads for more.

The seminar was held in a suite at a Holiday Inn. Three weeks before the event took place, printed invitations (available from Marketing Communications) were mailed to key building owners, consulting engineers, school board administrators, contractors and hospital representatives. Each customer was invited for a specific time. Because of the proximity to Tampa, the Jacksonville and Orlando branches also invited clients to the open house.

Throughout the four-day marathon, Tampa sales engineers demonstrated the systems every 90 minutes. The opportunity to experience "hands on" operation resulted in many of the attendees requesting that, as a start, EPAK studies be performed for their buildings. One of the attendees was a JC/80/35 owner who was so impressed with the color CRT and capabilities of the JC/85/40 that he intends to pursue possibilities for upgrading his system.

Robert Garcia, Tampa branch sales manager, summed it up by saying, "We have a series of leads that are very important and must be followed up in order to complete the sales cycle. I believe we should have a similar seminar at least once a year."



Robert Garcia, sales manager for the Tampa branch, is shown "pledging allegiance" to the JC/85/40.



Staffing the exhibit at the AASA convention were, l-r, Ben Gultch, Marketing Communications (exhibit coordinator); Glenn Reich, Field Engineering (EPAK); Eddie Tullock; Dick Bobincheck, BAS Marketing (JC/85/10), and Maureen Costello, BAS Marketing (customer relations specialist).



Our BAS marketing manager has the latest Delta system covered.

Macpherson nets big one in hockey country

Bob Macpherson has been netting some big business for Johnson Controls Ltd. Bob is the contract salesman in charge of our Moncton, New Brunswick office on the east coast of Canada (sub-office of Halifax).



A piece at a time

The success story began two years ago in April, 1979 when we received the first contract for work at Saint John Regional Hospital at Saint John, New Brunswick. The contract was for supply only of 2500 valves for a fast-track job with The Rocca Group Limited as project managers.

In August, 1979, the Moncton branch was awarded a contract for roughing in 800 room thermostats.

“Show me one that works”

Any time a new product is introduced, be it beer or BAS, there are bound to be those who will insist, “first show me one that works.”

That's just what happened when **Bob Zawacki** and **Bob Schwab** of the **Pittsburgh** branch were negotiating with the Westmoreland Hospital for the purchase of a JC/85 system.

The owners at Westmoreland Hospital said that if the Pittsburgh branch could have a satisfied JC/85/40 hospital owner recommend our system, then they would buy one also.

Pittsburgh called on the **Norfolk** branch which had installed a JC/85/40 at the DePaul Hospital (a system that was on-line and running a month sooner than promised).

The owners at DePaul Hospital gave an excellent report about our system. The result is an order from the Westmoreland Hospital. (Bob Zawacki says “it wasn't quite that easy . . .,” but you get the point.) Congratulations for a fine example of teamwork between two branches.



Bob Macpherson, left, and Jim Lothian, Halifax branch manager, at Saint John Regional Hospital.

In July, 1980 came another contract, this one for the remainder of the controls and rough-in of another 800 thermostats.

The whole pie

In December, 1980 Johnson Controls Ltd. was awarded the contract for a JC/85/40 system, bringing the total value of the contract to more than \$1.5 million.

Throughout the two-year time frame, Bob Macpherson worked hard selling the owner, The Rocca Group Limited, the consulting engineer and others on our capabilities and our systems.

We received favorable specifications as the result of his efforts. (Powers was a formidable competitor on the BAS portion of the job, and they took the owner and consultant to several job sites to see their System 600 in operation.)

In the end, thanks to Bob Macpherson and all those who helped him, we ended up with the whole pie. There will most likely be future work at the hospital for Johnson Controls Ltd., including a service agreement on the project.

Who's Who on the Saint John project:

Project Manager: Brian Russell
Pneumatic Foreman: Jimmy Rogers
Electrical Foreman: Pat Martin

JC/85 project record

A list of all JC/85/40 and JC/85/10 systems installed or under contract to Johnson Controls in the US and Canada has been published and is available for your use.

When combined with the JC/80 project record, the list presents the most impressive building automation system project record in the industry.

If you have not received a copy, order both from Marketing Communications, Milwaukee, 19-4201. Ask for Publication 2560 and JC/85 project record.



Achievement Awards 1980

Sales Goals Awards



ATC = automatic temperature control; **BAS** = building automation systems;
APS = automated protective systems; **SERVICE** — service sales

Certificates of achievement have been presented to US and Canada branch offices that achieved their assigned sales dollar volume goals for 1980. The awards were presented at the regional EBM sales/management meetings.

The following US and Canada branches achieved their assigned goals in **ALL FOUR** major categories (alphabetical listings). In addition, some branches achieved various other assigned goals, such as TABS.

Appleton	Calgary	Great Falls	Indianapolis	Richmond
Atlanta	Casper	Greenville	New Haven	Saginaw
Boston	Dallas	Honolulu	New York	Toronto
Buffalo	Grand Rapids	Houston	Phoenix	Union

The following US and Canada branches achieved their assigned goals in **three** of the four major categories (alphabetical).

Austin	Detroit	Harrisburg	Madison	Omaha	San Francisco	Sioux Falls	Vancouver
Charlotte	Duluth	Knoxville	Miami	Rochester	San Juan	South Bend	Winnipeg
Cincinnati	Edmonton	Los Angeles	Milwaukee	Sacramento	Seattle	Toledo	Youngstown
Columbia	Ft. Wayne	Louisville	Montreal				

Highlights

Southeast Region had the highest percent increase, 46% over previous year. This includes a 62% increase in construction and a 26% increase in service.

Northeast Region at 43% over previous year was a close second for highest percent increase.

Atlanta at 195% of total goals, **more than tripled** their previous year's volume. At 195%, Atlanta exceeded their goals by more than any other branch.

Norfolk (155%), **Albany NY** (151%) and **Boston** (151%) almost doubled their previous year's sales volume.

Special Mention

Gross Profit Secured in CONSTRUCTION as a percent of branch expenses (Branch rankings, over 100%)

Sacramento	Edmonton	Albuquerque	Cincinnati
Houston	Richmond	Little Rock	Columbia
Vancouver	Oklahoma City	Indianapolis	Wilkes Barre
Dallas	San Antonio	Austin	Grand Rapids
Tampa	Calgary	Seattle	Rochester
Norfolk	Great Falls	Casper	Toronto
Los Angeles	Atlanta	Charlotte	St. Louis
Memphis	Spokane		

Gross Profit Secured in SERVICE as a percent of branch expenses (Branch rankings, over 100%)

Wichita	Toronto	La Crosse	Madison
Charlotte	New Haven	Appleton	New York
Baltimore	Boston	New Orleans	Portland, OR
Montreal	Milwaukee	Richmond	Greenville
Casper	Great Falls	Spokane	Minneapolis
Regina	Wilmington	Winnipeg	Houston
Albany, NY			

Top Ten Branch Rankings (US and Canada)

Total Business Secured	Construction Business Secured	Service Business Secured	Gross Profit Secured	Gross Profit per Employee	Sales Dollar per Employee	Construction Secured per Salesperson	Service Sales Secured per Salesperson
Boston	Los Angeles	Boston	Boston	Casper	Calgary	Calgary	Charlotte
New York	Toronto	New York	Toronto	Great Falls	Casper	Richmond	Boston
Toronto	Dallas	Toronto	New York	Saginaw	Union	Atlanta	Columbia
Los Angeles	Atlanta	Baltimore	Indianapolis	Vancouver	Vancouver	Salt Lake	Vancouver
Chicago	Indianapolis	Chicago	Chicago	Calgary	Atlanta	Edmonton	Richmond
Indianapolis	Chicago	Milwaukee	Philadelphia	Edmonton	Great Falls	Great Falls	Grand Rapids
Philadelphia	Houston	Philadelphia	Houston	Union	Richmond	Sacramento	Winnipeg
Atlanta	Tampa	Montreal	Milwaukee	Indianapolis	Saginaw	Casper	Wichita
Milwaukee	New York	Washington DC	Dallas	Houston	Edmonton	Vancouver	Wilmington
Dallas	Philadelphia	Indianapolis	Edmonton	Wilkes Barre	Wilkes Barre	Union	Chicago

Award Presentations

Southwest/Pacific Coast
Southeast/Central



ALL FIRED UP at the sales goals achievement award presentations during the Southwest and Pacific Coast EBM meeting in Phoenix. From left are, Si Reedy, Pacific Coast regional manager; Ken Hsu, Honolulu branch manager; Bill Braak, vice president and SSD sales manager; Ron Caffrey, SSD vice president of marketing, and Barney Meyer, Dallas branch manager.



Bill Braak and Ferrel Phelps, Central regional manager, congratulate Mel Coobs, manager of the Grand Rapids branch, at the award presentation dinner during the Central and Southeast EBM meeting in Nashville.



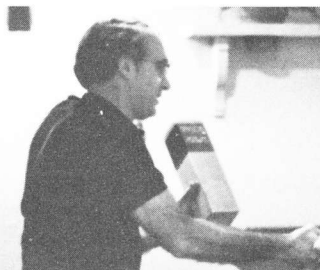
Bill Braak, Leon White, Atlanta branch manager, and Jim Kelm, Southeast regional manager. Congratulations were in order for the outstanding performance by the Atlanta branch in 1980.



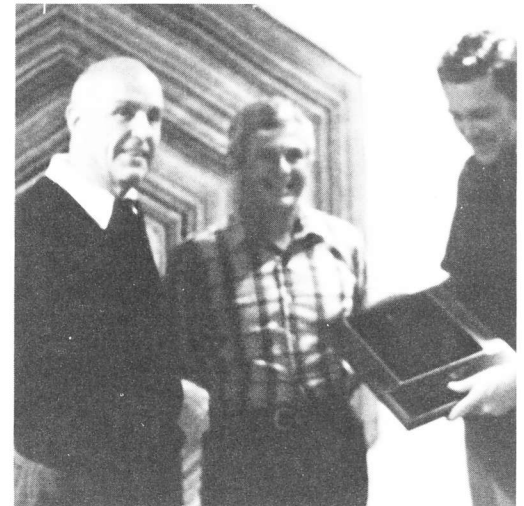
Terry Weaver, St. Louis branch manager (left) received the Southwest region's "Branch Manager of the Year" award. **John Wold**, Denver branch manager and Terry's predecessor in St. Louis, presented the award. Terry credits John Wold with contributing greatly to his development at Johnson Controls. Bill Braak is shown at the right. The "outstanding branch manager" awards presented by the Southwest and Pacific Coast regions were special plaques inscribed with a quote by Vince Lombardi on "What It Takes To Be No. 1."



Ray Lam, Tulsa branch manager, received the Southwest region award for having the highest positive contract variance for three years.



Left: The SOUTHWEST REGION presented regional branch awards during the EBM meeting. **Harold Thompson**, Wichita branch manager (left) received congratulations from Bill Braak for having the highest net profit in the Southwest region for a three-year average.



The PACIFIC COAST REGION also presented regional branch awards during the EBM meeting. In this photo, **Jim DeKleinhans**, Los Angeles branch manager (center) received the award for "Outstanding Branch and Branch Manager" for 1980. Bill Braak (left) and Si Reedy, Pacific Coast regional manager (right) presented the award. Other Pacific Coast regional awards presented were:

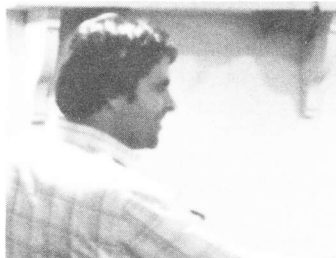
- Great Falls, Jack Harrison**, manager: Branch with highest return on branch investment.
- Honolulu, Ken Hsu**, manager: Branch with highest positive reclass.
- Phoenix, Dave Sterk**, manager: Branch with highest percent increase in volume.
- San Francisco, Fred Schafer**, manager: Branch with most BAS systems sold.
- Casper, Jack Harrington**, manager: Branch with highest percent increase in secured service volume.
- San Diego, Dick Burkey**, manager: Branch with highest percent in service gross profit transferred.



Achievement Awards

Credit for achieving 1980 TABS sales goals was included on the award certificates presented at the regional EBM meetings. The following branches achieved TABS sales goals:

Baltimore	Houston	Omaha
Boston	Milwaukee	Toronto
Charlotte	Pittsburgh	



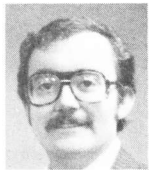
Lee Gummelt, who just became manager of the Lubbock office in February, 1980, won the Southwest region award for the outstanding branch plan for 1981.

JCII hosts Chinese delegation

Johnson Controls International, Inc. was honored to conduct a US tour of instrumentation firms for an official delegation from the People's Republic of China.

The members of the delegation, acting as a committee, represented various engineering bureaus in China. Their purpose as a study group was to assess the level of commercial and industrial instrumentation of US technology and to pursue potential business relations.

Jim Zander, market analyst for Controls International, coordinated the tour, with recommendations from the Chinese embassy in Washington, D.C. and the JCII consultant in Peking. Jim arranged for tours of firms in the western half of the US (Honeywell took the east). Companies visited during the two-week tour included Hewlett-Packard (computers, electronic test equipment) and Varian (industrial controls).



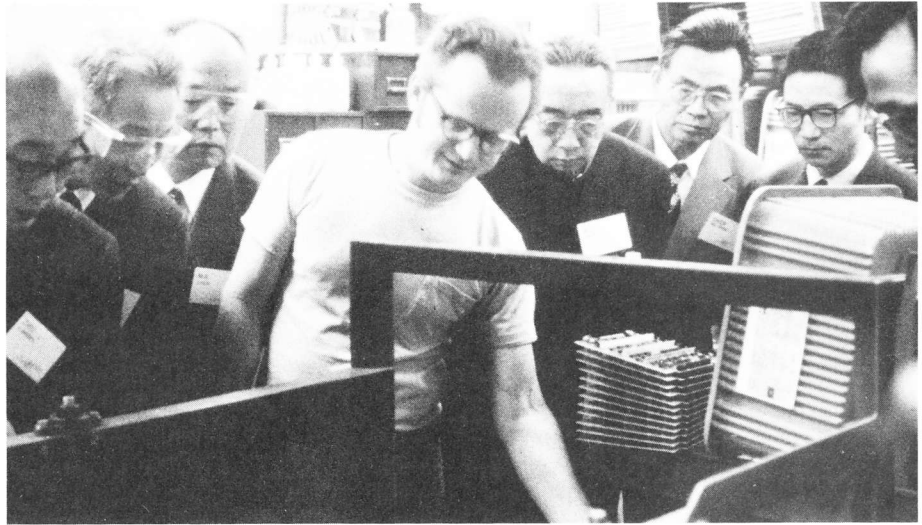
The highlight of the tour was the three days spent in Milwaukee, including a tour of our SSD headquarters complex. The agenda in Milwaukee emphasized manufacturing, training, construction practices, HVAC trends, fire and security systems and building automation system demonstrations.

"The construction techniques and materials we've been taking for granted for decades are new developments to the Chinese, yet there is real need for them at this time," said Jim Zander.

Evenings allowed the delegates to get to know Americans on a more informal level. The evening meal is a special event for the Chinese, with fine cuisine usually lasting at least three hours.

The Chinese delegation was quite impressed with Johnson Controls and Milwaukee. To tell us just that, Mr. Weng Dimin, delegation leader, wrote us a poem and presented it on the last day of the visit.

*Over the misty haze, I gaze
Beyond the boundless waters and sky.
Prosperous city rich with scenes,
Flocks of wild geese
Float upon the lake.
Amidst the winter breeze I smile
With great sentiments from
Far, far away.*



During a tour of SSD manufacturing facilities in Milwaukee, representatives of the People's Republic of China watched intently as Joe Schmidt wave-soldered a printed circuit board.

Reciprocal tour scheduled

The government of the People's Republic of China has invited Johnson Controls to share its expertise in controls and energy conservation. Norm Janisse, manager of SSD Field Engineering and Energy Management Systems, and Jim Zander left for Hong

Kong on April 5th, where they will be joined by George Maxwell, regional manager for the Pacific and South African territories. Beginning in Peking and progressing to other cities, they will present seminars as guests of the People's Republic of China. After leaving China, Mr. Janisse will continue on a worldwide tour, presenting energy conservation seminars in Australia, South Africa and Europe.

Bill Sigman wins top prize for forestry

Bill Sigman, manager of our Indianapolis branch, has won the top prize in the 1980 Tom Wallace Farm Forestry Awards competition.

The competition has been held for 38 years to honor the top farm foresters in Kentucky and Southern Indiana.

Bill's award-winning forestry activities began in 1973, when he and a state forester developed a management plan for 387 acres of woodlands. His conservation-related activities include planting wildlife cover and food, promoting forestry management among woodland owners in four Indiana counties, and making his woodlands available for education and recreation.

In addition to a monetary award from the contest sponsors, Bill and his wife were guests of honor at an awards luncheon in Louisville.



Bill Sigman won first prize over 220 other woodland owners nominated for the forestry awards.

Service mechanics heat up nation

Service mechanics from 15 branches gathered at Parsons, Kansas, headquarters of Power-Flame, Inc., to learn the ins and outs of boiler-burner service. The boiler-burner training covered combustion theory and testing, system operation and adjustment, CPM, repair, and troubleshooting. Power-Flame, Inc. is a leading manufacturer of commercial/industrial combustion equipment. Many of our branches have been purchasing Power-Flame equipment to replace defective, obsolete or inefficient

gas/oil burners. Power-Flame has made available to Johnson Controls the following benefits:

- *National purchasing agreement* with very favorable pricing terms.
- *Sales, Service and Training Manual*, now in each branch office.
- *Backup service and technical assistance* phone (316) 421-0480.
- *Classroom and hands-on training.*



Power-Flame boiler-burner training: Front row, from left, Don Harris, Indianapolis; Fred Brown, New York; Dale Carros, Norfolk; Charles Copp, Boston. Back row, from left, Jim Zander, Milwaukee; Ken Tyler, San Francisco; Davis White, Nashville; Charles Heath, Madison; Ron Watson, Minneapolis; Ed Brunner, Kansas City; Ken Stoppel, Wichita; Gene Coble, Casper; Wayne Lish, Fargo; Teg Honey, Washington, DC; Larry Richardson, Greensboro; Garrett Van Dyke, Sioux Falls.

Counterline valve actuator repair part information

When customers come to the branch and ask for a replacement for a certain valve actuator diaphragm, they sometimes refer to the replacement by a number, such as 13737, instead of the Johnson code number.

Numbers such as "13737" are molded on the diaphragm material during the manufacturing process. They can be found on all #3R through V-3800 diaphragms.

The following cross reference chart lists the numbers found on the diaphragms and the code numbers that should be used to order replacements.

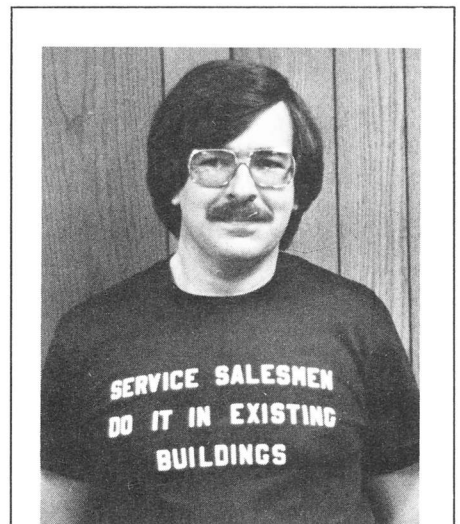
Valve Actuator Size	Part No. Molded on Diaphragm	Repair Part Code Number
3R	13737	V-4710-601
4R	13443	V-4710-602
5R	13444	V-4710-603
8R	13777	V-4710-604
V-3000-1 (exposed)	14-78-9 or 10-38460	V-3000-600
V-3000-2 (enclosed)	10-39605	V-3000-601
V-3800	10-39502	V-3100-611

Suggestion: You might want to make a copy of the above list, along with the cross reference list for damper actuator diaphragms (MTF, October, 1980) and keep it handy in your Counterline area.

EBM Superpeople



SERVICE SALESMEN DO IT IN EXISTING BUILDINGS. Faster than speeding bullets, more powerful than locomotives, able to leap tall buildings in a single bound! Not birds, not planes, they're EBM SUPERPEOPLE. After receiving theme T-shirts during a recent meeting in Milwaukee, the regional service sales managers were quick to show their support for a great idea. From left are Karl Diederichs, Canada; Alan Lyles, Southwest region; Tom Zukowski, Milwaukee; Ron Schmidt, Pacific Coast, and Bob Pagliasotti, Midwest.



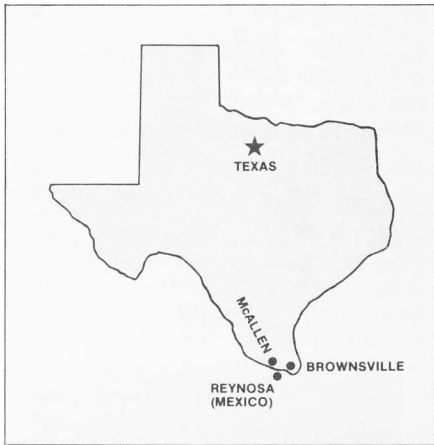
Bob Exline, regional service sales manager for the **Central region**, introduced the theme T-shirts. "We see the theme 'Service Salesmen Do It In Existing Buildings' as a way to let service salesmen know they are a very important part of the overall existing building marketing program. We will be using the T-shirts throughout the year as one way of recognizing existing building sales accomplishments by service salesmen."

Project RELO

New plant location approved

On March 25, 1981, the board of directors of Johnson Controls, Inc. approved plans for construction of a new SSD electronics manufacturing facility at Reynosa, Mexico.

The site for Project RELO (Relocation of Electronics Operations) was recommended after a project management team headed by Bill Ranganath visited a number of locations on the Texas-Mexico border and evaluated them on the basis of more than a dozen criteria. Reynosa is located about 50 miles west of Brownsville, Texas, across the border from McAllen, Texas.



Apartment leased in New York

Johnson Controls has leased and furnished an apartment in New York City for use by all employees traveling there on company business.

The apartment in the McAlpin House will accommodate two people comfortably and three people if necessary. It has its own security force and a doorman, and is equipped with firesafety devices. Daily maid service is provided, and valet service is available.

All employees going to New York on company business are requested to arrange for use of the apartment as far in advance as possible. Other hotel accommodations will generally not be made when the apartment is available. Questions and reservation requests should be directed to Jack Vierheilg in Milwaukee, M30-4774.

* * *

The Systems and Services Division has issued a policy statement on spouse attendance at company business meetings. This policy is contained in sales memo 349, dated 3/13/81.

Electronic Controls

8 point plan underway

The recent decision to move the electronics manufacturing facility from Dallas to Reynosa in no way effects the strategy of our Cybertronic/electronic marketing plan. Known as the "8 point plan," it includes:

- The entire Cybertronic product line will be included in the Counterline Catalog.
- A Cybertronic sound/slide program will be produced for use when selling the products.
- Full color wall posters for the Counterline area, featuring Cybertronic and pneumatic controls, will be available.
- Four-page brochure featuring Cybertronic Controls to be available.
- The 1981 Tech Tip calendars are featuring Cybertronic controls.
- A Cybertronic Applications and Systems manual will be available.
- Videotape programs featuring Cybertronic controls will be produced.
- Cybertronic training for branches will be conducted.

The Cybertronic branch training seminar will be held during April in

Dallas. Personnel from the selected branches have been notified.

As indicated in the February issue of *Monitoring The Field*, the redesign phase of the Cybertronic control line is on schedule. On March 27, a meeting was held in Milwaukee to review the product line. Those attending were Frank Kett, product design engineer, Dallas; Jim Hunter, drafting manager, Dallas; George Janu, ATC engineering manager, Milwaukee; Jim Greevers, field engineer, Milwaukee, and Dick Barth, CPD, Oak Brook, market manager for district sales and OEM sales of Cybertronic products.



From left, Frank Kett, Dick Barth, Jim Hunter and George Janu.

Jack Clark

It is with deep regret that we inform you of the death of Jack Clark, manager of our Richmond office. He died March 21 of a heart attack.

Jack was born in Manning, South Carolina 56 years ago. He graduated from the University of South Carolina after serving three years in the US Air Force. An employee of Johnson Controls for 32 years, he joined the company in Roanoke in 1949. He had been manager in Richmond since 1963. "Jack was trusted and respected by our clients throughout the industry, he had an outstanding rapport," said J. W. Morgan, Mid-Atlantic regional manager.



We offer condolences to his wife, JoAnn, daughter, Wendy, and sons Bill and Neal. The company made a donation to the Heart Fund.

Bill Mix

Milwaukee employees were shocked and saddened to learn of the death of Bill Mix, who died of a heart attack at work on April 10th. He was 46.

Bill was the BAS manager for the Milwaukee branch. He was widely known throughout the field organization for his work with control centers. He joined the company in 1963 in Field Engineering. He was one of only three people responsible for checkout, startup and troubleshooting all control center systems. He worked with the relay data loggers, T-6000 systems and JC/80s. When CCSG formed Bill became an integral part of that group, and was supervisor of troubleshooting support until 1978 when he was named BAS manager for the Milwaukee branch.



He is survived by his wife, Germaine, and three children, David, Jean and Paul. The company made a donation to the Heart Fund.