

Mitsubishi Electric Cooling and Heating Solutions' Annual Distributor Conference Convenes in Hawaii

SUWANEE, Ga., March 3, 2011 – With more than 500 distributors, manufacturer's representatives and employees attending, [Mitsubishi Electric Cooling and Heating Solutions](#) (Mitsubishi Electric) celebrated an exceptional year at its annual Distributor Conference at the Fairmont Orchid in Kohala Coast, Hawaii, from January 25-29, 2011. The relationship between Mitsubishi Electric and its distributors is critical, as distributors are a key connection between the company and its customers of split-ductless, ducted, zoned comfort control and VRF systems in the United States.

“The theme of this year's conference was ‘Individually Strong,’ which pertains to the idea that strong individuals make strong teams. Collectively, all Mitsubishi Electric distributors make this company what it is today,” said William Rau, senior vice president and general manager, Mitsubishi Electric Cooling and Heating Solutions. According to Rau, this year's conference logo, which portrays an individual surrounded by sporting equipment, including a football and an oar, reflects the focus on working together to “move the ball forward.” The conference also reinforced the commitment of Mitsubishi Electric and its distributors to reaching the goal line together, which represents significant business growth opportunity as ductless awareness continues to accelerate.

“The conference offered informative speaker sessions designed to reinforce the importance of working strongly both individually, and as a team,” said Rau. “We shared the meaning of positive results driven by teamwork, and discussed the importance of the split-ductless and VRF market today and how we can leverage our teamwork to continue to be successful. The people on our team—including partners, vendors, manufacturer's representatives, distributors and dealers—really are our greatest asset.”

Over the three-day conference, distributors actively contributed to discussions during strategy sessions, presentations and speeches facilitated by Diamond Advisors (accredited Mitsubishi Electric distributors) and staff. These sessions focused on topics such as inventory, service and social media.

Attendees were also treated to guest speaker [Bobby Bowden](#), former head coach of the Florida State University football team, whose presentation focused on teamwork; and [Jim Fannin](#), known as “The World’s #1 Coach of Champions,” gave a motivational speech titled “Get in the Zone – Positive Thinking.” Both speakers’ athletic history tied into the conference theme of teamwork, and helped the audience understand how working as a team can garner success.

The conference also served as a venue for Mitsubishi Electric to honor distributors and manufacturer’s representatives whose performance exceeded expectations in 2010. The Distributor of the Year Award recognizes the organization that has performed above and beyond all others in sales, market development and service levels with Mitsubishi Electric’s products. The *2010 Distributor of the Year* was awarded to [Aireco Inc.](#), Laurel, Md., and the *International Distributor of the Year* award went to Quality Electric Supply, Inc., Christiansted, St. Croix, Virgin Islands.

Quota Buster and *Superior Sales* awards were given to distributors who sold above and beyond their established quotas for the past year. Also awarded at the conference was the *2010 Manufacturer’s Representative of the Year* award which went to [Gunder & Associates, LLC](#), Dallas, acknowledging the company’s overall growth in sales territory and commitment to the Diamond Alliance program.

The second annual Donna Applebee award, a tribute to the late wife of Mitsubishi Electric Product Manager Chuck Applebee, is given each year to the person who emulates Donna’s qualities of hospitality and encouragement. The 2010 winner was Geree Martin, wife of Cliff Martin, [Roy C. Martin & Company, Inc.](#), Birmingham, Ala.

“Having so many distributors and manufacturer’s representatives who are committed to our products helps us to successfully market heating and air-conditioning technology and makes us extremely proud,” said Rau. “We look forward to many more successful years as we partner with our distributors and employees to move the ball forward with Mitsubishi Electric.”

For more information about Mitsubishi Electric Cooling and Heating Solutions products and technology, please visit www.mehvac.com.

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About Mitsubishi Electric Cooling and Heating Solutions

For more than 30 years, Mitsubishi Electric Cooling and Heating Solutions, with headquarters in Suwanee, Ga., has been a leading marketer of intelligent air-conditioning and heating technology, manufactured by its parent corporation, Mitsubishi Electric. The Division’s market distribution includes North America, Latin America, the Caribbean and Bermuda. In 2011, the Dedicated Outdoor Air System received a first place AHR Innovation award in the ventilation category, and the VRF H2i® Y-Series and the Hydronic Heat Exchanger both received honorable mentions in the heating category and green building category, respectively. In 2009, the CITY MULTI® VRF system was judged a Product of the Year Gold Award winner in the HVAC/R category by subscribers of *Consulting-Specifying Engineer (CSE)*. Mitsubishi Electric HVAC’s Mr. Slim® P-Series Hyper-Heat INVERTER systems received a Readers’ Choice Award from *Building Products* magazine and CITY MULTI received Honorable Mentions in the HVAC Commercial Equipment and Dealer Design award competitions from *ACH&R News*. In 2008, Mitsubishi Electric HVAC not only received a Top Products Award from *Building Operating Management* for its P-Series four-way cassette, but its Mr. Slim MSZ-FD09/12NA was voted #1 in the *Contracting Business* HVAC Comfortech Product Showcase Awards in the Forced Air Heating category.

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