

DISTRIBUTOR NEWS

J.D. Daddario Co.

Mass. dist'br draws big turnout of cont'rs to football stadium for radiant training

FOXBORO, MASS. — Ever think about hosting a training session for your contractor customers on the subject of radiant heating — and staging it in a world-class sports venue?

That's what full-line wholesaler J.D. Daddario Co. of Franklin, Mass., did recently.

It brought together 150 heating and mechanical contractors, mechanics and technicians, engineers and builders for an afternoon-long introductory course in radiant heating technology.

The instructor was Rich McNally, eastern regional manager for manufacturer Watts Radiant.

The setting was a spacious clubhouse overlooking the playing field at spanking new Gillette Stadium here, home of last year's Super Bowl champions, the New England Patriots, and site of an innovative application of a big Watts Radiant underground heating system to keep the turf healthy in the Northeast climate.

From the clubhouse suite perched high above midfield, the group came together to learn, compare notes, receive expert training and experience the marvel of one of the world's most extensive radiant heat systems — the vast hydron-

ic turf-conditioning system under the playing field (*February 2003, pg. 52*).

"Radiant heating is enjoying a very sharp rate of growth right now," McNally said, "but 90% of the market doesn't have it yet."

He said the fastest growing sector of hydronic radiant heating is snowmelting applications, and the fastest growing sector of radiant heating for Watts Radiant is electric radiant heating.

Patriots turf manager Dennis Brolin was on hand to explain the design and operation of the heating system that keeps the 92,000-sq ft natural turf playing surface healthy year-round.

"This facility was certainly a headliner," said Kevin Kelly, general manager of Daddario's plumbing and heating division. "We're a diverse, aggres-

sive, entrepreneurial wholesaler. To stay sharp we need to shake things up every so often.

"We rented this high-profile facility and its 'Field of Dreams' as a training outreach, chiefly for our base of core

contractors," Kelly said.

"There was real energy and enthusiasm," commented McNally, noting that the presentations were well received, and the hands-on stations were popular spots.

Assisting in the program from manufacturers' representative Emerson-



High level of interest in radiant heating, and in the home digs of the National Football League's New England Patriots, is evidenced by this healthy turnout of mechanical contractors and mechanics to manufacturer Watts Radiant's recent seminar on radiant heating systems held in a clubhouse overlooking Gillette Stadium in Foxboro, Mass., in conjunction with wholesaler J.D. Daddario Co. of Franklin, Mass., and manufacturers' representatives Emerson-Swan Inc. of Randolph, Mass.



A successful technical seminar for contractors requires the participation of professionals up and down the channel. Here's the line-up for the recent seminar on radiant heating held in Foxboro, Mass.: (l. to r.) seminar presenter Rich McNally of manufacturer Watts Radiant, wholesaler Jack Daddario Jr. of seminar host J.D. Daddario Co., Joe Walsh of manufacturers' representatives Emerson-Swan Inc., Jack Daddario Jr., Jack Daddario Sr., and Bob Opiel and Clinton Oxley of Emerson-Swan.

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Swan Inc. of Randolph, Mass., were sales rep Joe Walsh and senior vice president Bob Opiel.

"Radiant heating is Emerson-Swan's No. 3 product category," Walsh said.

One of the attendees was Bill Woods, owner of A-Dad's, a Barnstable, Mass., mechanical contractor who does most of his business on Nantucket and Cape Cod, mainly plumbing, hydronic heating, water softening and reverse osmosis systems.

"We do mostly high-end work, but I've been losing business to radiant," Woods said. "A local architect who specifies radiant heat installations has chosen other installers to do these because we haven't gotten into it.

"I'm not afraid of something new, but I don't want it to be at the expense of (Turn to Radiant session... page 76.)

DISTRIBUTOR NEWS

Radiant session draws 150 to Patriots' home turf



Principals in family-owned, full-line wholesaler J.D. Daddario Co. of Franklin, Mass., are (l. to r.) president/chief financial officer James Daddario, board chairman Jack Daddario Sr. and senior vice-president/chief operating officer John Daddario Jr. The firm evolved from a plumbing contracting business founded 66 years ago by Joseph D. Daddario, father of the current chairman.

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disappointing or losing a high-end customer. When we get into radiant — and it'll be soon, thanks to the encouragement I got today — we'll do it the right way and after some detailed training."

Mike Totman, owner of Canal Plumbing in Monument Beach, Mass., was taking it all in with his friendly competitor, Joe "J.R." Ruo, owner of

J.R. Plumbing.

"It's only a matter of time before I get into radiant heating" Ruo asserted. "I use many of the products already."

Wholesaler J.D. Daddario (www.jd-daddario.com) sells plumbing, electrical, lighting and appliances as well as heating supplies. In addition to its headquarters in Franklin, Mass., it operates facilities in Newton (near Boston),

Marlboro and Mashpee, Mass.

"We saw an opportunity to elevate the craft and give our contractor customers an introduction to new radiant heating products and applications," commented Jack Daddario Jr., vice president for operations.

The origins of the family-owned wholesale operation date back to 1937 when Joseph D. Daddario established a plumbing contracting business in Franklin, which prospered during the war. In 1947 Daddario shifted to wholesale plumbing and heating.

In late 1962 founder Joseph Daddario died and his eldest son, John L. Daddario Sr., took over and, with considerable long-term effort, grew the business.

Today the company is a major wholesaler in eastern Massachusetts, operating from a 60,000-sq ft facility in Franklin that serves as corporate offices, warehouse and showroom.

The company is headed by John Sr. as chairman/ceo, with his sons James Daddario Sr. as president/cfo and John Daddario Jr. as senior vice president/ coo.



Wholesalers James Daddario (left) and Jack Daddario Sr. engage a couple of area contractors following a recent seminar on radiant heating hosted by J.D. Daddario Co. in a stadium clubhouse overlooking the NFL New England Patriots' playing field in Foxboro, Mass. The Daddarios are known for staying close to their customers.



Displays of components and installation tools for Watts Radiant's popular radiant heating systems complemented a recent lunch & seminar program on radiant heating hosted by full-line wholesaler J.D. Daddario Co. of Franklin, Mass. Here Daddario's Kevin Kelly explains the Watts line to a couple of contractor customers.

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— Rich McNally

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