

# APR Supply annual selling event packs 'em in

BY JOHN VASTYAN

“It’s one of the best shows of the year,” said Bruce Carnevale, executive vice president for Bradford White Corp., as he and several others from the company answered questions on the show floor. “This event is geared specifically to drive sales, and APR does it very well.”

Carnevale was referring to the 11th annual APR Selling Show held by Lebanon, Pa.-based APR Supply at the Hershey Lodge and Convention Center. This year’s event, held August 22, brought 1,200 HVAC/plumbing and mechanical attendees from 650 different contracting firms.

Trade pros from across the state, and from Maryland, Delaware and New Jersey came with one key goal: To buy inventory at best-of-year incentives from one of the Northeast’s leading suppliers.

“It’s a very important show for us,” Carnevale continued. “Even some of the national shows don’t give us this kind of exposure to so many contractors. We learn so much from our conversations with contractors at the APR show.”

By design, APR’s event puts buying customers, manufacturers and reps all in one place with a swarm of blue-shirts: APR managers and employees from its 29 branches, all of whom travel to Hershey to support the supplier’s biggest sales event of the year.

At the event, you can’t miss the folks with the bright blue polo shirts visiting booths, answering questions on the fly, and enabling all facets of sales activity. A 100-foot long bank of computers was managed by sales personnel, each station labeled by



Among the APR management team are (from left): Executive Vice President John Tice, President and CEO Scott Weaver, and Director of Sales and Marketing Terry Ludwig.

town or territory so that customers served by a specific branch would locate APR’s sales staff familiar to them.

Watching the activity, and on the move all day, were Scott Weaver, president and CEO of APR, and John Tice, executive vice president of APR. Randy Tice, chairman of APR, spoke with them briefly, then made his way to visit B. J. Terroni sales representatives John White III and Anthony Reikow, among others from the rep firm, there at the show to represent Modine, Taco and other manufacturers.

Reikow said, “The show was amazing; we were busy doing what we do best – selling.”

“This year was the show’s 11th year,” explained Terry Ludwig, director of sales and marketing at APR. “We exceeded our sales and attendance goals, again making it our biggest, best and most successful – giving us new goals

for 2014.”

Ludwig added that with a new branch opening this year in Atlantic City (the first APR branch out of state) the company’s senior managers have set ambitious goals during the past several years.

APR’s Outside Sales Representative Sam Rueppel is familiar to customers of the firm’s headquarters in Lebanon. Rueppel often manages counter sales there.

Rueppel’s signature blue polo was among the sea of blue shirts in Hershey. He said that just a few employees were in Lebanon to “hold the fort” that day and that most of his customers were in Hershey for the big sales event.

Rueppel and APR Inside Sales Representative Gina Wessner worked efficiently to complete a sale for Jim Deiter with Hoy Coal Oil Service based in Tower City, Pa. Dieter left the line with a smile.

At Modine’s booth, Richard

Boothman, director of North American sales at APR, and Ray Schaffart, marketing and sales support manager at APR, met with customers and answered questions all day long.

“APR really does it right: the way they organize the event and get buyers into the show and the venue,” Boothman said. “They also treated manufacturer sales directors and managers to a



Future customer Jordyn tries out a Yamaha Big Bear 400 ATV that APR was to give away in a drawing.



Wendy Tice, wife of APR’s EVP John Tice, and their daughter Maddie visit with Bruce Carnevale in the Bradford White booth.



*Jill Reidinger and Pam Brown from Hummelstown Fuel Oil Service, Inc. talk with Fujitsu HVAC Sales Engineer Mike Cartelli, and J. C. Mottinger Associates Sales Rep Wayne Warren at the Fujitsu booth.*

great dinner the night before the show. It's a first-class operation."

On the show floor, Fujitsu HVAC Sales Engineer Mike Cartelli, Pittsburgh, PA-based J. C. Mottinger Associates Sales Reps John Wszalek and Wayne Warren greeted show-goers Pam Brown and Jill Reidinger from Hummelstown Fuel Oil Service, Inc.

"We were at the show to streamline orders and to answer any product or installation questions," Warren said. "It's been a great show for us, and the sixth one of these for me. It's very well attended; we received steady traffic all day long."

Jeff Thompson, director of HVAC products at APR, met with Greg Peachey, owner of Greg Peachey Heating & Cooling. Peachey explained that he's been to 11 of the APR sales events.

"Although the social networking is fun, we come to the show to buy," Peachey stated. "I came today to buy 10 Fujitsu ductless heat pump systems; we've been installing their equipment for a decade or so. They're reliable, efficient, and we've had no problems with them in all this time – we're here today to stock up on supplies for the heating season."

Nick Ciasullo, sales representative at R. D. Bitzer Co., Inc., explained the benefits of Watts Radiant products to Keith Gemmill, plumber at W. W. Gemmill, Inc. Plumbing, Heating and A/C, and his wife Amber.

Rich McNally, regional manager at Watts Water, spoke with show-goers about Watts' preengineered HPX boiler trim-out package.

Tim Doran, regional manager for Taco Electronic Solutions, met with Jeff Russo, president of Air Wizard HVAC, Inc.

"I was surprised to learn about the modular iWorx controls solution," Russo said. "We've been looking for a controls solution just like this."

At the Beckett booth, a steady stream of trade pros stopped in to ask questions of Kevin Beckett, president and CEO of Beckett, Andrew Olcott, field sales manager at Beckett, and Craig Butler, sales engineer at Beckett.

"It's a great show for us," Olcott said. "APR does a really fine job of bringing in the buyers. It's an important event for us each year."

One of the largest displays on the show floor was the Maax/Aker display managed by Doug Ellsworth, president of Steadfast Sales & Marketing, Inc., a manufacturer's rep based in New Holland, Pa.

"Maax is a leading North American manufacturer of bath products known for their compelling designs, innovative features and superior quality," Ellsworth said.

"This show is terrific for us because so many of my customers don't visit showrooms," Ellsworth added. "Here, we give them an introduction to the Maax and Aker products. This show will likely result in sales of multiple truckloads topping well over \$100,000. That's why we consider the show extremely important." ●

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