

# Cool It

Published by

**MB MASTER-BILT**  
Refrigeration Solutions

## *This Issue*

2
NAFEM 01: SHOW SUCCESS CONTINUES
2
ENTREKIN NAMED NEW BDM
3
CONTRIBUTIONS RECOGNIZED AT SALES MEETING
4
FROM THE DRAWING BOARD: WALK-IN REFRIGERATION UNDER CONTROL
6
PARTNER IN SUCCESS: UTAH FOOD SERVICES

## Terrorist Acts Lead to “Terrible Resolve”

On the morning of September 11, 2001 my main concern was dismantling Master-Bilt's trade show booth at the Orange County Convention Center. We'd had a great NAFEM show and I was helping crate up and send back our equipment. At 8:45 a.m., however, the shining success we had enjoyed at NAFEM was totally eclipsed by a shadow of horror. At that moment, everything forever changed for all of us.

While many are calling the attacks in New York, Washington and Pennsylvania a “modern” Pearl Harbor, the cold-blooded slaughter of innocent civilians surpasses the infamy of 60 years ago. I am proud, however, that in the aftermath of this carnage, America has united as we did in 1941.

After Pearl Harbor, Japanese Admiral Yamamoto, the architect of the attack, said, “I

fear all we have done is awaken a sleeping giant and filled him with a terrible resolve.” Terrorists responsible for these unspeakable acts should remember his prophetic words.

American flags fly all around our nation displaying our unity, as do the countless donations of money, blood and other resources coming in from all over the country. As we move from shock and sadness to grim determination, terrorists will soon see our “terrible resolve.” In our anger, however, we should remember that these few madmen do not speak for their entire people.

We at Master-Bilt join all of you in the resolution to overcome this tragedy. Our hearts, hopes and prayers go out to all Americans who have suffered loss in this time of chaos.

– Lynn Burge, Editor

### Sites where you can donate resources for attack victims

#### The American Red Cross

[www.redcross.org](http://www.redcross.org)

Online donation page:

[www.redcross.org/donate/donate.html](http://www.redcross.org/donate/donate.html)

Online blood bank locator:

[www.redcross.org/services/biomed/blood](http://www.redcross.org/services/biomed/blood)

#### FireDonations

[relief.yahoo.com/firedonations](http://relief.yahoo.com/firedonations)

All proceeds go to aid the survivors of firefighters, EMS, and other rescue relief personnel

#### The New York Red Cross

1-877-REDCROSS or send an email to: [contribute@arcgny.org](mailto:contribute@arcgny.org)

#### The September 11th Fund

[www.uwnyc.com/eplledge/sept11.cfm](http://www.uwnyc.com/eplledge/sept11.cfm)

#### Helping.org

[www.helping.org](http://www.helping.org)

#### The Salvation Army

[secure.salvationarmy.org](http://secure.salvationarmy.org)

#### Emergency Supplies

[home.nyc.gov](http://home.nyc.gov)

#### Amazon.com

[s1.amazon.com/exec/varzea/paypage/PKAXFNQH7EKCX/002-3768933-0187256](http://s1.amazon.com/exec/varzea/paypage/PKAXFNQH7EKCX/002-3768933-0187256)

#### Yahoo PayDirect

[paydirect.yahoo.com/PD onePage/onePageRedCrossMoney-drv.pd](http://paydirect.yahoo.com/PD onePage/onePageRedCrossMoney-drv.pd)

#### Volunteering General Services

Call 1-800-801-8092

## NAFEM 01: Show Success Continues

Master-Bilt's booth at NAFEM was once again a hub of activity as we showcased a wide variety of refrigeration solutions.

CCR series reach-ins, UC series undercounter refrigerators and SPT sandwich/salad prep tables continued to draw close attention, as did the Deli-Master merchandisers.

Our new electronic controller board technology was also a big attraction. These

boards offer new solid state reliability for controlling temperature and defrost settings as well as diagnosing refrigeration system problems. Visitors got a chance to see the electronic controller in action on low temp reach-ins. There was also a

demonstration of the master controller system which is installed as an option in our walk-ins (see "From the Drawing Board" for more on this system).

Customer Appreciation Night was also an unqualified success with many of our friends dropping by to visit at the nearby Peabody Orlando Hotel.

Topping this show will be tough but join us in Las Vegas for NACS when we give it a try. We'll be in booth 6408 in the Las Vegas Convention Center from October 21-23. Hope to see you there.



The master controller, mounted on the left side of the walk-in evaporator coil, was one example of new innovation at the NAFEM show.



Master-Bilt's Don Rooker (center) explains the benefits of the CCR Series reach-ins to customers.



New signage and lighting enhanced Master-Bilt's presence at NAFEM.

## Entrekin Named As New BDM for Northeast

Master-Bilt is pleased to announce the appointment of David L. Entrekin to the position of Business Development Manager (BDM) for the northeastern United States.

David brings both a strong sales and service background with him to his new position.

For the last 14 years, he was a regional sales manager for the Northeast with a major supermarket equipment manufacturer. Prior to that position, David spent seven

years with a refrigeration dealer as a service mechanic and a service and installation manager responsible for 10 mechanics and six installation personnel.

David graduated from Southeast Missouri State College and holds a B.A., Magna Cum Laude.

"David will be a great asset to Master-Bilt and our Customers in this important sales region," said Bill Huffman, Vice President of Sales and Marketing.

## Contributions Recognized At Sales Meeting

During the week of July 14th, Master-Bilt held its annual national sales meeting in Tunica, Mississippi. While the main focus was on finding ways to improve our products and services, we took time out to recognize many individuals who contributed to our success in the last fiscal year.

Many awards were given on the basis of contribution, improvement and performance. Among the presentations were the third annual "Extra Miler" awards. These are special recognitions presented to those who best demonstrated a spirit of teamwork and dedication with both customers and co-workers. The "Extra Milers" were voted on by the recipient's peers.

The "Vision Award," a new category this year, was created to recognize outstanding ideas and contributions that have furthered the growth of Master-Bilt and our Customers.

The winners of the 2001 Achievement Awards were:

- **Business Development Manager (BDM) of the Year** - Richard Burrows
- **Most Improved Territory of the Year** - Mike Crossen, BDM
- **Largest Sales Volume** - Steve Pope, BDM
- **Sales Representative Group of the Year** - Nichols Associates
- **Sales Representative Best of Plan** - PRF Marketing, Inc.
- **Vision Award** - Don Rooker, BDM
- **"Extra Miler" for Inside Sales & Marketing** - Nancy Briscoe, Customer Service Representative
- **"Extra Miler" for Field Sales** - Mike Krueger, BDM
- **"Extra Miler" for Sales Representative** - Donn Frizzell, Eagle/Frizzell & Associates



## Product Scene

### Stainless Rules in Foodservice Reach-ins

Everyone involved in foodservice knows that stainless steel construction is a must for a reach-in refrigerator or freezer.

Stainless is necessary in many cases to meet NSF codes and other sanitary conditions. When it comes to durability, no other metal finish tops it.

Master-Bilt's CCR series refrigerators and freezers are constructed entirely of stainless steel. We have also recently switched our TAC/TAF series top mounted reach-ins to all stainless construction as standard. For more information about our foodservice reach-ins, visit [www.master-bilt.com/products/fservice.htm](http://www.master-bilt.com/products/fservice.htm).

### Deli-Masters™ More Versatile Than Ever

Since their debut at the NRA show back in May, Deli-Master merchandisers have taken off like a rocket. Customers around the nation are excited to see Master-Bilt back in the deli business with such a strong offering. Although we reviewed the Deli-Master cases in April's issue of *Cool It!*, many options have been added since then. So we thought it would be worthwhile to revisit this versatile series.

To begin with, there's now a front sliding glass option to the DMS line. Sliding glass allows convenient self-serve access to inside items.

Deli-Masters can also be used for fresh fish storage. Customers may order an accessory kit consisting of ice

bins and a set of instructions on converting the case.

Probably the biggest news is that these merchandisers are classified to NSF standards for food zone requirements. In plain English, that means you can store foods in open containers, pans and platters. Open storage also allows reduced packaging costs and quicker service to patrons.

Get more information on Deli-Master cases at [www.master-bilt.com/products/deli.htm](http://www.master-bilt.com/products/deli.htm).



Deli-Master models on display at the NAFEM show. On the right is a DMS-48 with the front sliding glass option.



## From the Drawing Board

### Walk-in Refrigeration Under Control

Last issue we introduced the electronic controller boards that are now available on low temp reach-ins. This time we focus on the new optional master controller for walk-in refrigeration systems.

The master controller is part of a Master-Bilt refrigeration system which also contains either a B-Series or M-Series condensing unit, evaporator, electric expansion valve, temperature sensors, an optional remote display and an optional remote data logging and control system.

Among the many mechanical components eliminated are the room thermostat, defrost timer, liquid line solenoid valve, thermostatic expansion valve and defrost termination/fan delay thermostat.

With the master controller, settings may be adjusted on the panel mounted directly on the evaporator. An optional remote panel is available and can be located on a walk-in wall, door or anywhere within 500 ft.

Both master controller interfaces feature two levels of access to system settings. The user level allows the adjusting of the room

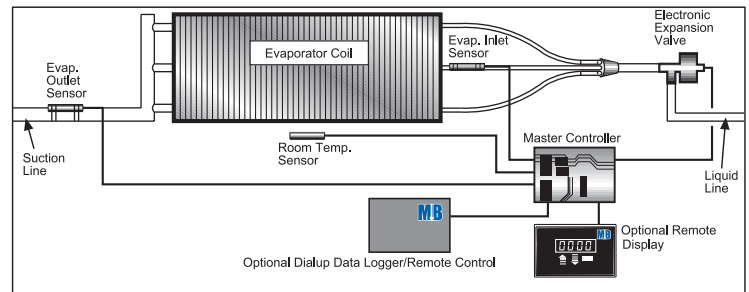


Diagram showing the components of the master controller system.

temperature set point and time of day while the technician's level opens access to all other operating parameters.

Another outstanding feature of the master controller system is demand defrost. Demand defrost automatically detects the buildup of ice on an evaporator to determine if defrosting is required. Our extensive laboratory tests indicate that many unnecessary defrosts can be eliminated with this technology. Electricity consumption is also dramatically reduced. In some applications, up to 15% energy savings is possible. Demand defrost is preset at the factory as the standard method of defrost in the master controller.



## Sales Toolbox

### New Price List Revision

It never fails. As soon as you publish a price list, it's out of date. Our July 15, 2001 price list has been revised with new pricing on our TAC/TAF series foodservice reach-ins as well as updated refrigeration information on our MDT series open display merchandisers. The new price list effective date is September 30, 2001.

A mailing with the new information went out mid-September to our dealers. We ask that you replace the old pages with the two new ones mailed to you. We will be glad to supply additional copies via mail or email.

In the same mailing, we also included a new electronic controller brochure. This brochure outlines features and benefits of our

new electronic control boards described in the last issue of *Cool It!* You can view the brochure online at [www.master-bilt.com/coolnews.htm#ec](http://www.master-bilt.com/coolnews.htm#ec).

### Next Training Seminar Drawing Near

As announced last issue, the next Customer Training Seminar will be on November 15-16 in Tupelo, Mississippi. That date is just around the corner, so make arrangements quickly before the meeting fills up.

Contact your local Business Development Manager or area representative or call Donna Teague at 800-647-1284, ext. 308 for further details. There is also a tentative agenda for the seminar posted at [www.master-bilt.com/coolnews.htm#cts](http://www.master-bilt.com/coolnews.htm#cts).

## New Key Customers

Thanks to the following companies for joining the Key Customer network:

**Delta Equipment Co.**  
Ridgeland, MS

**Pyramid Sales Co.**  
Memphis, TN

**Federal Equipment  
Dealers**  
Memphis, TN

**Aydelott Restaurant  
Equipment**  
Centerville, OH

**Precision Refrigeration**  
Pflugerville, TX

**Wilson Restaurant Supply**  
Waterloo, IA

**The Fagan Company**  
Kansas City, MO

**Servco**  
St. Louis, MO

**Commercial Kitchen  
Unlimited**  
Tallahassee, FL

**Clark Foodservice**  
Lancaster, PA

**Gelmarc Distributors**  
Cherryhill, NJ

**Lynch & Bass Commercial  
Refrigeration**  
Fayetteville, NC

**A & H Enterprises, Inc.**  
Holly Springs, NC

**B & B Distributors**  
Everett, WA

**McCormick Distributors**  
Urbana, IL

**Trewco, Inc.**  
W. Sacramento, CA

**All Valley Heating &  
Refrigeration**  
Hamilton, MT

**M & M Distributors**  
Phoenix, AZ

**W.C. Zable Co.**  
Youngstown, OH

*See You In*

**LAS VEGAS**

*Slap on your rhinestone jumpsuit,  
climb into your pink cadillac  
and head for the*

**NACSSHOW**

**MB MASTER-BILT**  
Refrigeration Solutions

**Booth 6408 • Las Vegas Convention Center • Oct. 21-23**



## Partners in Success

### Utah Food Services Salt Lake City, Utah

In today's business world, timing is everything. This statement couldn't hold more true for Utah Food Services, the foodservice operator at the Salt Palace Convention Center. When the company found out that their city won the bid to host the 2002 Winter Olympics, they had to move fast to build a brand new refrigerated warehouse.

Heightened security for the Olympics would not allow Utah Food Services to freely move from their kitchens inside the Convention Center to outside of the structure. Therefore, the company had to provide a new home and production kitchen for their mobile and outside catering division. They knew whatever choice they made would be a key to their future success, as the facility would need to contain over a quarter of a million dollars of food during the Olympics.

"We began, in earnest, only one year ago to start looking for space," said Robert L. Sullivan, chef/owner of Utah Food Services. "With the help of Master-Bilt we were able to satisfy all our monetary needs and our completion deadline of October 15," states Sullivan.

Utah Food Services' new facility covers 20,000 square feet. The two Master-Bilt refrigerated warehouses inside this building are side by side and measure 40 x 60 feet, serving as a cooler/freezer split. To keep up with newer stringent foodservice requirements, each section will feature double entrances, back and front, to service delivery in the rear and straight through to the kitchen. The facility will not only contain cold food storage, but also a full production kitchen to help handle outside catering.

"We did some extensive research in coolers, and for

many reasons, we found Master-Bilt's to be the most durable and long lasting," said Sullivan

One of the considerations Sullivan cited is Master-Bilt's metal reinforcements. "With the large size of our coolers, the roof needed to be strong. The sturdy steel reinforcements are more competent than plastics and other composites used by competitive manufacturers," states Doug Curry, Director of Maintenance and Special Projects at Utah Food Services.

Curry also found that Master-Bilt is one of few companies still utilizing steel connector straps in their refrigerated warehouses. "A lot of companies have done away with that...a testament to the durability of the Master-Bilt product," claims Sullivan.

According to Sullivan, one of the deciding factors on choosing Master-Bilt was overall performance as it related to price. "It's a matter of well built versus cheaply built...the main point here is that when one looks at all of Master-Bilt's structural attributes and enhancements, the additional cost is not much more than a cooler without these improvements."

Master-Bilt's team satisfied several of Utah Food Services' needs beyond that of a normal refrigeration supplier. "We were very impressed with Master-Bilt's engineers. They went above and beyond their duty and assisted us in our floor service as part of the package. We didn't need to go to an outside source to provide these needs which again saved us time and money," says Sullivan.

With such a large merchandise investment sitting in the coolers at Utah Food Services, the company knows they can rely on Master-Bilt to stand behind their products, service and warranty.

### We need your help!

To make **Cool It!** a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to the addresses listed below.

*From the Drawing Board* suggestions: E-MAIL [cbeng-ms@master-bilt.com](mailto:cbeng-ms@master-bilt.com) • FAX 800-684-8988, ext. 573, attn: Kenny Owen

*Quality Check* suggestions: E-MAIL [clucas@master-bilt.com](mailto:clucas@master-bilt.com) • FAX: 800-232-3966, attn: Chuck Lucas

All other suggestions: E-MAIL [lburge@master-bilt.com](mailto:lburge@master-bilt.com) • FAX: 800-232-3966, attn: Lynn Burge



Published quarterly by the  
Master-Bilt Sales & Marketing Department  
Lynn Burge, Editor



908 Highway 15 North • New Albany, MS 38652  
Phone: 800-647-1284 • Fax: 800-232-3966  
Email: [sales@master-bilt.com](mailto:sales@master-bilt.com) • [www.master-bilt.com](http://www.master-bilt.com)