

CAPABILITIES. Your facility has its own set of needs. To properly service its wide range of customers, Air-Tro has developed a full stable of capabilities in the HVAC arena. In addition to installation, maintenance and repair of comfort cooling systems for manufacturing facilities, office buildings, and government and private institutions, Air-Tro regularly provides its customers with specialty services such as:

- Process cooling service and installation
- Water tower chemical treatment
- Boiler repair and maintenance
- Cold storage service and installation
- Clean room engineering and construction
- Chiller systems (including centrifugal, reciprocating and absorption chillers)
- Analog, digital and pneumatic controls expertise



CERTIFIED TECHNICIANS WORTHY OF TRUST. How good are the techs installing and servicing your HVAC equipment? Air-Tro makes sure all its field staff hold EPA certification to work on air conditioning and refrigeration equipment. Most Air-Tro techs also carry NATE (North American Technical Excellence) national certification. You'll get a refrigeration expert trained and equipped to handle your HVAC equipment with skill and professionalism. Just as important as skill is trust. Air-Tro performs background checks and drug screens for all incoming employees. You can be confident in relying on our field staff.

PLANNED MAINTENANCE PROGRAM. Trying to keep to tight budgets? Worried about expensive repairs and rising energy costs? Planned maintenance of your HVAC equipment is the answer. Studies show that HVAC replacement and operating costs are *halved* by planning regular maintenance using trained, expert technicians. Air-Tro has been doing planned commercial maintenance for its customers for over 40 years. We do it right.

SHEET METAL SHOP (CAD design, plasma torch cutting). Our on-site fabrication shop can produce any custom metal duct fitting you need, when you need it. We use CAD (Computer Aided Design) software with a built-in library that includes thousands of pre-designed fittings, while also giving us the ability to design and build a custom fitting exactly right for your project. Our shop features a computer-operated plasma cutting torch to ensure all fittings are built precisely to design.

YOUR SERVICE HISTORY AT YOUR FINGERTIPS. Want to review your HVAC service history? We store all service tickets on our database. You can review them from your desktop web browser, and our techs can check your service history from their smartphones. Curious if you keep seeing the same repair being done on the same unit? Now you can instantly find out.



AIR-TRO HEATING & AIR CONDITIONING
1630 SOUTH MYRTLE AVE. MONROVIA, CA 91016
626.357.5311 • FAX 626.358.9580 • LIC. #258228



DESCRIPTION: Air-Tro, Inc. is a \$7 million/year air conditioning contractor serving the Greater Los Angeles Area. We provide a full range of air conditioning, heating and ventilation services. We have in-house design engineers, fully equipped field installation crews and our own sheet metal shop for duct fabrication. We offer scheduled maintenance and on-call service to our customers.



HISTORY: John Helbing, a chemical engineer with a degree from Marquette and a former naval officer, founded Air-Tro in 1969. In 1975, John started a separate service department and began offering scheduled maintenance agreements. In ten years, service grew from two to fifteen employees. John's oldest son Tony joined Air-Tro in 1987 after a successful career in office equipment sales in New York City. The younger son, Bob, came aboard in 1990 from the aerospace sector. John retired at the end of 1993 and the sons now own and operate the firm.

MARKET: Air-Tro serves the Greater Los Angeles Area, including all of L.A. and Orange counties, as well as the metro areas of Riverside and San Bernardino counties. Our business includes residential (27%), industrial (34%), commercial (22%) and institutional (17%) customers. 68% of our volume comes from installing new equipment and systems; 32% is from maintenance or repair of existing units.

STAFF: Our staff includes 64 full-time employees. We have nineteen service technicians and eighteen equipment installers. Our management includes an engineer who holds a degree from Caltech and an MBA from Pepperdine. In addition to Tony and Bob Helbing, the management team includes Donn Capps and Jim Hunter. Donn and Jim between them have over 60 years of experience at Air-Tro and in the air conditioning industry. Our service salesman Dave Grammer is a former service technician who combines years of field experience with strong customer service skills.

PHYSICAL PLANT: Air-Tro has been located at the same Monrovia address since 1979. The building is 11,000 sq. ft. and serves as offices, warehouse and sheet metal shop. Vehicles include 22 service vans, 9 IZUSU diesel flatbed trucks for the installers, 6 pickups and two stakebed trucks. All field employees carry smart phones for instant access, and all service calls are dispatched via computer to the smart phones. The sheet metal shop uses a computer-controlled plasma torch to speed fabrication of the ductwork. The office uses Linux data servers and web hosts to ensure immediate, realtime customer information is available to our field staff, our offices and our customers.



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DONN CAPPS (Install Manager)

Donn started at Air-Tro as a service technician in 1975, when he was 19. He scored top in his class in training, and has proven to have one of the best minds in the HVAC industry. Donn has run our Install Department since 1993, managing 9 field crews. Donn runs the department from his office in the morning, and spends the afternoon at jobsites guiding, training and coaching our installers in the field.



JIM HUNTER (Service Manager)

Jim came to Air-Tro in 1976 as a service tech. He began managing the Service Department in 1984, and became a strong proponent for technical training and certification. When the NATE (North American Technical Excellence) program began in 2004, Jim was the top-scoring tech on the West Coast and was invited to a national finals competition sponsored by NATE. Jim works with the techs in the shop in the morning, and then assists them in the field the rest of the day.



TONY HELBING (Commercial Systems Sales)

Tony started at Air-Tro as a helper in the shop and in the field back in the 70's. Tony left Air-Tro to get his Bachelor's degree and first equipment sales experience on the East Coast, graduating from Boston University in 1983. He did field sales for Lanier Office Equipment in Manhattan, NY. Tony returned to Air-Tro in 1988, and specializes in quoting large commercial projects and managing the installations.



DAVE GRAMMER (Commercial Maintenance Sales)

Dave came to Air-Tro as a customer service representative and dispatcher in 1982. He found he also loved the technical side of the business and moved to the field, quickly becoming one of Air-Tro's top service technicians. But he missed the regular connections with customers, and became Air-Tro's Commercial Maintenance Salesman. Dave takes his tools with him on sales calls to keep his tech skills sharp, getting right into the equipment to keep you fully informed on its condition.



PETE GARCIA (Inside Sales)

Pete joined Air-Tro in 1998 as a service technician. His technical skills, combined with his personal touch, made him a natural fit to follow up with customers for all our technicians who recommend key repairs for HVAC equipment. Pete's years in the field means he knows HVAC equipment inside and out. He'll quickly find the right component your system needs.



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PARK CENTURY SCHOOL

Complete refurbishment of 60,000 sq. ft. building and conversion to private school. Installed 127 tons of cooling, including 33 systems. Provided all-custom sheet metal ductwork, ventilation equipment, and digital controls. Work involved up to 8 crews working together over a period of 10 months.



CRYOVAC COLD STORAGE

Installation of 160 tons of rooftop package cooling equipment for 100,000 square foot refrigerated warehouse. Included custom sheet metal ductwork, digital controls, and all electrical and roof work. Due to the elevated nature of the building, the equipment lift could not be done by crane; all units were set in place by helicopter.



OCCIDENTAL COLLEGE: BIOSCIENCE

Complete renovation of existing university research labs to improve safety and reduce energy use. Removed all air handlers, exhaust blower motors and interior ductwork, to replace with new equipment and ducts. All blower motors to include variable frequency drives to optimize performance and slash electrical usage. All equipment custom-built to Occidental College's specifications.



PASADENA DESIGN SHOWCASE

This prestige project involved dozens of high-end specialty contractors renovating an 11,000 square foot private residence for a showcase demonstration for 40,000 viewers. Included installation of 9 variable speed split systems with zoning tied into a central home control system for the property. Design included sound-absorbing ductwork, custom manufactured registers and grills, and a dedicated cooling system for the server room for media, computing and other electronic equipment in the residence.



BIOAGRI

Large-scale industrial ventilation system moving 60,000 cubic feet of air per minute through several hundred feet of custom-fabricated sheet metal ductwork. Included design and construction of structural steel support frame for ductwork. High efficiency media filtration and over 25 ultraviolet lamps included in the installation to protect Bioagri's biological pharmaceuticals from potential infection with Avian bird flu or Newcastle virus.



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Today's legal environment puts a premium on A-rated insurance coverage by carriers "admitted" by the State of California, including umbrella coverage. Air-Tro's policies deliver, giving you that peace of mind.

Air-Tro carries Commercial General Liability Insurance
 The insurance company is **QBE Specialty**
 You may call the insurance company at (714) 221-5200 to verify coverage.
 Insurance Policy # BA8537490



New Requirements for Contractors: Home Improvement Contractors & General Liability Insurance
Pursuant to California Business & Professions Code §7159.3 (SB 2029), home improvement contractors must provide this notice and disclose whether or not they carry commercial general liability insurance.

DID YOUR CONTRACTOR TELL YOU WHETHER HE OR SHE CARRIES COMMERCIAL GENERAL LIABILITY INSURANCE?

Home improvement contractors are required by law to tell you whether or not they carry Commercial General Liability Insurance. This written statement must accompany the bid, if there is one, and the contract.

WHAT DOES THIS INSURANCE COVER? *Commercial General Liability Insurance can protect against third-party bodily injury and accidental property damage. It is not intended to cover the work the contractor performs.*

IS THIS INSURANCE REQUIRED? *No. But the Contractors State License Board strongly recommends that all contractors carry it. The Board cautions you to evaluate the risk to your family and property when you hire a contractor who is not insured. Ask yourself, if something went wrong, would this contractor be able to cover losses ordinarily covered by insurance?*

HOW CAN YOU MAKE SURE THE CONTRACTOR IS INSURED? *If he or she is insured, your contractor is required to provide you with the name and telephone number of the insurance company. Check with the insurance company to verify that the contractor's insurance coverage will cover your project.*

WHAT ABOUT A CONTRACTOR WHO IS SELF-INSURED? *A self-insured contractor has made a business decision to be personally responsible for losses that would ordinarily be covered by insurance. Before contracting with a self-insured contractor, ask yourself, if something went wrong, would this contractor be able to cover losses ordinarily covered by insurance?*

For more information about Commercial General Liability Insurance, contact the Contractors State License Board at www.cslb.ca.gov or call 800-321-CSLB (2752).



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CHECK THE CONTRACTORS LICENSE

In California, any job that costs \$500 or more for material and labor must be performed by a contractor who holds a current, valid license from the Contractors State License Board in the specialty for which he or she is contracting. The CSLB maintains a toll-free telephone line at (800) 321-2752 from which callers can obtain a variety of information, including license status. The same information can be obtained from the CSLB web site, at <http://www.cslb.ca.gov>. Do not hire an unlicensed contractor.

The CSLB was established in 1929, and licenses and regulates contractors in the construction industry. Licenses have been issued sequentially since 1929, and can give you a good guide as to how long a contractor has been in business.

California’s contractor licensing rules divide HVAC work into multiple classes, making it vital that your contractors cover all the bases. In addition to our C20 (HVAC) license, Air-Tro also holds licenses in C10 (Electrical Contracting), C36 (Plumbing) and C38 (Refrigeration). That means we can handle all the utilities that HVAC equipment must connect to for proper operation. If a project requires even more outside trades (framing , roofing, etc.) We also hold a B (General Contracting) license, giving us the legal certification to manage any other trades on your project. Air-Tro employs a full-time Professional Engineer (PE-Mechanical) for plan submittals if needed.

LICENSED • BONDED

Air-Tro is bonded by:

American Contractors Indemnity Co.
 9841 Airport Blvd. Los Angeles, CA 90045
 Bond# 17027 for \$10,000

Larger bonds for specific projects available upon request.

License #	Year Issued
100,000	1946
200,000	1960
250,000	1967
275,000	1972
300,000	1974
350,000	1977
400,000	1980
450,000	1983
500,000	1986
550,000	1988
600,000	1990
650,000	1992
700,000	1994
750,000	1998
800,000	2001
850,000	2004
900,000	2007
950,000	2010



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State of California
Contractors State License Board

Pursuant to Chapter 9 of Division 3 of the Business and Professions Code
and the Rules and Regulations of the Contractors State License Board,
the Registrar of Contractors does hereby issue this license to:

AIR TRO INCORPORATED



to engage in the business or act in the capacity of a contractor
in the following classification(s):

**C20 - WARM-AIR HEATING, VENTILATING AND AIR-CONDITIONING
HIC - HOME IMPROVEMENT CERTIFICATION**



Witness my hand and seal this day,

December 21, 2000

Robert Kelbing
Signature of Licensee

James Goldstene
Signature of License Qualifier

State Of California
CONTRACTORS STATE LICENSE BOARD
ACTIVE LICENSE

Consumer Affairs

License Number: **258228** Entity: **CORP**

Business Name: **AIR TRO INCORPORATED**

Classification(s): **C10 C36 C38 B C20 HIC**

Expiration Date: **12/31/2012**



James Goldstene
James Goldstene
Interim Registrar of Contractors

258228

License Number

13L-24 (REV. 4-91) OSP 90 25882

AUDIT NO: 237281



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**IN THE SPOTLIGHT:
BOB HELBING**

President
Air-Tro Inc., Monrovia, Calif.
ACCA Commercial Contractor of the Year



Quality Installation Sets Contractor Apart From the Competition

The Helbing family has always had a strong desire to succeed. Each member looked for an opportunity to be successful and each started in a different field, but eventually they came together to build up Air-Tro as a successful company.

Before starting the business in 1969, John Helbing was a chemical engineer with the United States Navy. His children started their own careers, with his oldest son, Tony, selling office equipment in New York City before joining the business in 1985, and his youngest son, Bob, working as an aerospace engineer until joining in 1987.

Tony brought his strong marketing skills to the company and started using cold calling to build up the commercial sector of the company. It was a hardcore marketing plan and continues to be a key factor in the success of the business. Bob's strong technical skills built upon the existing strengths within the company. With both of them on board, the company was able to focus on making customers realize that they needed their services.

"Our backgrounds really helped the business prosper," said Bob, president. "We realized that with having our own business, we had more opportunities and freedom of choice. In turn, we had already cut our teeth in other very difficult fields, so we had the knowledge to get things done right."

The company takes a lot of pride in the fact that they are locally owned and operated, because according to Bob, "It's a great way to do business, and it's remarkable that we have been able to continue doing it this way for so long."

GETTING INVOLVED IN QI

One of the reasons why the company is so successful is that it adopted the ANSI-



Being able to follow the QI standard takes a lot of dedication and training on the part of the company, which includes (left to right) Jim Hunter, service manager; Anthony Helbing, vice president of sales; Bob Helbing, president; and Donn Capps, installation manager.

ACCA approved Quality Installation (QI) Standard. "We've always taken pride in taking care of our customers," noted Bob. "We found there was a lot of defective work out there, and we found tons of problems based on testing. We didn't want to be a part of the problem, and QI was just an easy way for us not to fall into that."

To some it may seem to be more expensive to follow the standard, but to Air-Tro, the investment really pays off in the end. They are able to show customers that units that are properly sized and installed work more effi-

ciently and longer, which, in turn saves them money in the long term. "We know there is a lot of value in delivering a better product," added Bob. "Following QI lets us show our customer that value through their cost savings and the cleaner package that we provide."

Bob is adamant that QI is the best way to meet the needs of customers, not only because it is just a good, solid business practice, but it is also recognized by utilities and local and state governments. And he sees QI as a collaboration, not just a single entity program.



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Air-Tro employees include (from left to right): Ruben Gamez, field supervisor, and Dave Maldonado, senior technician; Michael Bernstein, telemarketing; Kevin Berry, HVAC consultant; Timothy Miller, accounts receivable clerk; Jarren Guzman, HVAC consultant; and Maldonado, Bob Helbing, president, Gamez. COVER AND FEATURE PHOTOS BY TIM BERGER.



Bob Helbing believes QI is the best way to meet the needs of customers, not only because it is just a good, solid business practice, but it is also recognized by utilities and local and state governments. He also sees QI as a collaboration, not just a single entity program.

"The Department of Energy has taken notice of the Quality Installation standard, and when that happens, state and local entities start to take notice," said Bob. "It's so important to understand the standard, because once it is required, you will need to implement it to stay in compliance."

QI is not just a passion for the business though; Bob has been a part of making QI a bigger part of the way things are done in the HVACR industry by serving as a member of the Western HVAC Performance Alliance, chairing its ACCA-QI commercial committee.

TRAINING TO MEET THE NEEDS

Being able to follow the QI standard takes a lot of dedication and training on the part of the company as well. Untrained technicians are not going to be able to work to the quality standards that are set forth, and that is why Air-Tro has built a culture of learning and growing.

"We built a training room in our office to help facilitate training for our employees, and we always encourage them to seek outside training as well," said Bob. "We encourage all of our people to become NATE certified or

to get other certifications. We constantly tell them to go out and learn more."

The training pays off for the company, because almost 50 percent of Air-Tro's employees are NATE-certified.

GETTING INVOLVED

Bob also believes that being involved in various programs and groups is an important factor in his company's success. Air-Tro has been active in association activities, a MIX group, and even local government. He credits his MIX group with helping him move his company forward, because it gives him ideas from outside his company.

"I'm really lucky to have been asked to join the MIX group I am in," said Bob. "It gives me the opportunity to learn from other people's challenges, and it has made me set much more ambitious goals for the company."

Bob also thinks that by working through the Institute of Heating and Air Conditioning Industries Inc. (IHACI), local contractors can have a voice in what is happening in the California legislature. "It gives contractors credibility with the state to work with groups like IHACI and gives us a stronger voice," added Bob.

"We have always been actively involved to ensure that contractors are protected," Bob said. "Sometimes the local government thinks they are doing the right thing, but they just don't really understand that what they are doing may have unintended negative effects on the people they are trying to help."

Air-Tro continues to see success year after year and continues to strive for more. By having a strong sense of doing the right thing, focusing on following set standards, and being involved at many levels, they feel they will have no problems achieving the goals they have set. 

