



SERVICE  
**NATION**

Premier Coaching



**PROVEN  
RESULTS  
FAST**

# Table of Contents

- Pg.3** Chad Hegreberg
- Pg.4** Roy White
- Pg.5** Scott Krahling  
Chris Michel
- Pg.6** Chris Michel Cont.  
Kristen & Justin Deese
- Pg.7** Kristen & Justin Deese Cont.  
Lou Hobaica
- Pg.8** Tracie Harper  
Daniel LaGarce
- Pg.9** Lori Tschohl  
Ed O'Connell
- Pg.10** Ed O'Connell Cont.  
Aaron Ruddick
- Pg.11** Kim Martin  
Buford Martin
- Pg.12** Buford Martin Cont.  
Jenn Shue
- Pg.13** Travis and Renee Lucas  
Rory Krueger
- Pg.14** Gary Oetker  
Dustin Mille
- Pg.15** Dustin Mille Cont.  
Corey Hickmann
- Pg.16** Justin Holmquist  
Roger Daviston  
Michael Bohinc
- Pg.17** Michael Bohinc Cont.
- Pg.18** Alana Ward
- Pg.19** Stan Johnson
- Pg.20** Stan Johnson Cont.  
John Eanes  
Jim Hinshaw
- Pg.21** Jim Hinshaw Cont.  
Tucker Yarbrough
- Pg.22** Tucker Yarbrough Cont.  
Andy Hobaica
- Pg.23** Andy Hobaica Cont.



## Chad Hegreberg

Chad Hegreberg is a distinguished industry leader with a rich background in mechanical services, unwavering commitment to his community, and a strong passion for his work. With over three decades of experience, he has left an indelible mark on the HVAC/Boiler industry. Chad's journey is a testament to his dedication, integrity, and relentless pursuit of excellence.

### **Professional Journey:**

Chad is the Founder and former CEO of Spicer Mechanical Inc., a thriving HVAC/Boiler business based in Southern California. Under his visionary leadership, Spicer Mechanical Inc. flourished from 1994 to 2021, setting high standards for quality and service in the industry.

In his current role, Chad serves as the Responsible Managing Officer (RMO) at Eagle Air Co. in Orange County, California. His expertise and industry insight continue to drive excellence in this new endeavor.

### **Service to the Nation:**

Chad's commitment to excellence extends to his service in the United States Navy, where he served as a Boiler Technician from 1982 to 1986. His notable service includes time aboard the USS Yellowstone and the prestigious recommissioning of the USS Missouri.

### **Personal Philosophy:**

Chad's life motto, "Kingdom first as a follower of Jesus," reflects his unwavering commitment to his faith and values. Beyond his professional achievements, he remains actively involved in his church and community, embodying the principles of service and compassion.

### **Life Beyond Work:**

Chad, along with his wife Lori, currently resides in Tennessee on a picturesque 6.5-acre property, their own slice of heaven. Despite his extensive experience, he remains deeply passionate about the industry, offering guidance to business owners and assisting technicians in diagnosing complex systems. Remarkably, Chad still enjoys rolling up his sleeves to run service calls and installations, staying connected with the heart of the business.

Chad Hegreberg's journey is a testament to the enduring spirit of a true industry leader, a devoted community member, and a person of unwavering faith. His contributions continue to shape the HVAC/Boiler sector, and his dedication inspires those around him to strive for excellence.



## Roy White

Roy's career commenced in 1990 when he stepped into the world of HVAC as a dedicated service technician. Over the years, he honed his skills and expertise, laying the foundation for remarkable growth and transformation within the industry.

In 2018, under Roy's leadership, his enterprise achieved remarkable milestones. They closed the year with an impressive \$632,000 in revenue, accompanied by a notable 1.5% net profit margin. This achievement laid the groundwork for what would become a remarkable trajectory of success.

Fast forward to 2021, just three and a half years later, Roy's commitment to excellence, combined with exceptional mentoring and a dedicated team, catapulted the company's performance to new heights. With an ever-growing base of delighted clients, the business soared, culminating in an outstanding year-end result of nearly \$2.8 million in revenue and a remarkable 16% net profit margin.

As of the second quarter of 2022, Roy's leadership has been instrumental in expanding the team from 12 to 16 members in just 60 days. The company's projections for 2022 are nothing short of impressive, aiming for a revenue of \$3.4 million and a 17% net profit margin.

Remarkably, the organization is on a trajectory for even greater success, poised to achieve a remarkable \$4 million in revenue with a 20% net profit margin for the current year. This consistent growth is a testament to Roy's unwavering dedication and strategic leadership.

Roy's professional focus lies primarily in residential service, replacement, and indoor air quality. His commitment to excellence has not gone unnoticed, as his company has been honored with the titles of "Best HVAC Company" and "Best Place To Work in Southern Maryland" for the past two consecutive years. In 2020, Roy's enterprise received the prestigious Service Nation Alliance Expeditious Advancement Award, a recognition of their exceptional contributions to the industry. Furthermore, in 2021, they were esteemed finalists for the coveted Service Nation Alliance Preeminent Performer Award.

Roy White's journey is an inspiring testament to the power of dedication, mentorship, and a relentless commitment to excellence in the HVAC industry. Under his visionary leadership, his

company continues to set new standards for success, providing an exemplary model for others in the field.



## Scott Krahlung

**Coaching Expertise:** Sales, Customer Service, Personal/Professional Growth, Leadership, Recruiting and Retention.

Scott Krahlung is a current Master Plumber in the State of Maryland. He has worked for Saffer Plumbing and Electric in Baltimore since 2007 and has over 20 years in the plumbing trade. He is fortunate to be married to his supportive and brilliant wife Danielle since 2001. She runs a sales office and lends tips and advice that Scott is happy to steal for his own use. They share a 20-year old daughter, Reagan, who will soon be heading into her senior year at McDaniel College where she is majoring in Business with a minor in Food Studies.

In late 2019, he helped develop a coaching role at Saffer Plumbing. After moving into this leadership position, he began directly mentoring a group of 5 to 7 technicians in the field with sales and technical support. Scott creates and conducts bi-weekly trainings and monthly company meetings at Saffer. Since moving into this role, the company has experienced continued growth of around 15-20% monthly and is projected to increase their yearly revenue from \$3.9 million to \$10 million by 2024.

After attending Service Nation's Boot Camp in early 2023, Scott began his journey as a Premier Coach with SNA. He is excited and incredibly passionate about customer service, sales and helping the growth and success of others in the trades. Scott looks forward to continuing to pursue his personal Mission Statement: ***Helping others. Improving lives. Achieving dreams.***



## Chris Michel

As a Sales and Business Consultant for the trades, Chris gets to help heal the self-inflicted sales harm that keeps you from being effective and profitable. He has been around sales and management for over 30 years and has seen people struggle with having a solid sales process.

Some are born with the ability to sell and need to be fine-tuned in their processes, while others need help finding a sales process that will help them get on track and become a solid salesperson. He is inspired to help people do what inspires them so that they may be fulfilled.

Specializing in consultative sales, Chris has years of sales, training, and management experience that has award-winning results. He has been the winner of numerous local and regional awards. He has mentored and coached some of the top salespeople and sales teams. He has also worked with all types of companies (small, medium, and large), helping decision-makers at all levels make the appropriate choices for their companies and their people to succeed in their business goals. Chris has managed P&Ls and budgets for multimillion-dollar organizations and successfully helped organizations in the following ways: Developing sales processes, developing leadership, reducing inventory levels, improving customer service representatives, service technicians, and installation personnel, improving A/R balances, and evolving cultures to achieve company goals.



## Kristen & Justin Deese

The Deeses are a dynamic coaching couple and the owners of Paradise Home Services, a highly regarded home service business in Pensacola. In 2022, their commitment to excellence earned them the title of “Best Home Service Business” in their community. With two decades of business experience, The Desses offer a wealth of knowledge and expertise.

### **Kristen’s Expertise:**

Kristen brings a multifaceted skill set to the table. As a Certified Behavioral Consultant, Business Coach, Systems Genius, and CFO, she excels in accounting, bookkeeping, personality profiling, systems development, process efficiency enhancement, work/life balance coaching, and the development and implementation of vision, mission, org charts, and job descriptions.

### **Justin’s Expertise:**

Justin is a seasoned leader with strengths in sales, fostering a positive company culture, advertising, recruiting, and employee retention. His expertise extends to service management, ensuring the smooth operation of Paradise Home Services.

## Coaching Styles:

Kristen and Justin have distinct coaching styles. Kristen enjoys longer-term coaching relationships and specializes in in-depth coaching, including accounting, system development, and work/life balance. Justin, on the other hand, excels in quick bursts of acute problem-solving, making him the go-to coach for short-term coaching through specific issues. They both share a passion for teaching and training, offering their expertise individually or as a dynamic coaching duo.

Together, Kristen and Justin Deese are a powerhouse coaching team, dedicated to helping individuals and businesses reach their full potential and achieve success. Their diverse skills and complementary coaching styles make them valuable assets in the world of business coaching.



## Lou Hobaica

Lou Hobaica is the President of Hobaica Services, a 71-year family-owned and operated multi-service company offering a wide range of services, including cooling, heating, plumbing, sewer/drain, electric, and wine cellar services. He has a deep connection to the family business, having grown up working in various roles within the company from a young age.

Lou's journey is marked by a strong work ethic and a diverse range of experiences, from a paper route and mowing lawns to building and selling bikes, cooking pizza, and even car repairs. His education includes attending Catholic grade school and high school, and he earned a bachelor's degree in Business Management from ASU in 1983.

Family holds a special place in Lou's heart, as he has been married to his high school sweetheart, Jane, for 40 years and is the proud father of three grown sons, with five grandchildren. Outside of work, Lou enjoys spending quality time with his family, helping others, engaging in creative projects, and traveling.

Notable among his hobbies is his passion for collecting and restoring classic muscle cars from the 1960s and early 1970s. Additionally, Lou finds joy in gardening, making jam, and taking on various restoration projects. Known for his friendly and approachable nature, Lou Hobaica is undoubtedly one of the most likable individuals you'll ever meet.

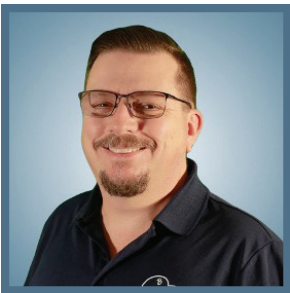


## Tracie Harper

**Coaching expertise:** Outside sales, Sales Management , Selling techs, Tech lead setting

Tracie Harper is the Sales Manager at Daffan Cooling and Heating. She is a Certified John Maxwell coach, trainer and speaker. With over 25 years in the sales profession, she has experienced first-hand the ups and downs of the commissioned salesperson and the challenges and triumphs of developing a winning team. Throughout her career, she has committed herself to breaking stereotypes and traditions in the field.

As a one-on-one sales coach, team trainer or keynote speaker, she combines years of real life lessons, practical applications, direct honest communication and a sense of humor to inspire others to find their path and grow to their potential. She is intentional about living a life of purpose, loving people and leaving a legacy of influence.



## Daniel LaGarce

Daniel LaGarce, the owner of Budget Heating Cooling and Plumbing in St. Peters, MO, boasts over 40 years of invaluable experience in the trades. In 2009, he founded Budget with a single van, transforming it into a reputable and dependable business within the community.

Daniel's vision for Budget was simple yet profound—to deliver outstanding 5-star service to every customer. Beyond being an owner, he takes on the role of a mentor to his employees, fostering growth and excellence within his team.

Community engagement is a cornerstone of Daniel's philosophy. Budget Heating Cooling and Plumbing actively supports autism awareness and collaborates with The Center for Autism Education in St. Peters, where Daniel serves as a board member. Through his dedication to his business and his commitment to giving back, Daniel LaGarce exemplifies the essence of a community-focused entrepreneur.





## Lori Tschohl

Lori Tschohl, the owner of Eagle Pipe Heating & Air and Managing Member of Eagle Pipe & Mechanical, boasts a remarkable journey from a humble start as a McDonald's crew member to achieving significant success in the HVAC and franchise industries. With over 35 years of experience, she has a proven track record of climbing the ladder to success.

Lori's extensive involvement in various professional organizations, such as AB80, WHVACR, and the Builder's Association of Jefferson County, highlights her dedication to her industry. Her achievements include receiving the Woman of Influence Award from the New York Business Journal and being recognized as the 2022 Service Woman of the Year and the 2022 Boundless Benefactor.

Lori's leadership extends to her role as a founding advisor of Women in Plumbing and Piping. In recent years, she has focused her full-time efforts on the growth and development of Eagle Pipe and Mechanical, specializing in commercial gas pipe and heating and cooling services in Washington State.

Through her diverse experiences and commitment to professional development, Lori Tschohl stands as an influential figure in her industry and a dedicated advocate for women in traditionally male-dominated fields.



## Ed O'Connell

Ed's one of the better-looking Mentor/Coaches in all of the all of Service Nation, and more recently, the 'Premiere' branch of the Service Nation. He's old – actually ancient – but's still capable of walking all by himself, and has a terrific sense of humor (though can get somewhat cranky and irritable when his Lady's (Rebecca) katz bite his ankles.)

On the biz side he's an expert – an absolute expert – at delivering and teaching a **STEP-BY-STEP** system of growth for either one, two, or three truck startups as well as for department managers looking for help in how to make each and every technician they manage **PROFITABLE**.

No one else in our entire organization offers this **STEP-BY-STEP** system. Yes, there are great sales-teachers, financial-guru's, and other terrific leaders who proffer tremendous ideas and

help, BUT where do you start? Where, when, & how do you implement that first step, then follow up with an organized, easy-to-follow step-by-step process to actually use all the information those other teachers, gurus, and leaders plop down on your plate?

Ed does **NOT** even remotely attempt to tell you he can teach sales, or learn financials, or how to be a great manager, but he is one of the better leaders who can help you with the all the steps necessary to implement the huge amount of terrific ideas and learnings within Service Nation. Fact is, the amount of information becomes the problem, because there is so much that it boggles the mind! <- So, without a **step-by-step set of ACTIONS** all else simply becomes a bunch of babble.



## Aaron Ruddick

**Coaching Expertise:** Financials (P&L and Balance sheet), Process development, Budgeting, Efficiency, Cash Flow, EOS implementation, Annual planning, Budgeting, Leadership, Problem solving, Culture

After wandering into the HVAC industry right out of high school Aaron found an industry he loved. Having spent over 30 years in the industry and over 20 years owning a company that was acquired by Heartland Home Services successfully in 2021, there is not any one position in a company that he has not spent time learning, understanding and improving. His passion is Financial Management, Process and Business development. Having received countless manufacturer and business awards including Inc 5000 fastest growing (three times), Carrier Presidents Award (3 times) and Daikin Fit top 20 dealer. Aaron strives to build success within any organization he's involved in. He loves to solve big complex problems and help implement massive change in an organization that provides the opportunity to gain freedom of time or exit successfully and profitably.



## Kim Martin

Kim Martin has worked in the HVACR and Plumbing industry for over 35 years. After achieving her accounting degree from the University of the Ozarks in Arkansas, she accepted a job as a bookkeeper for a HVACR supply house. She was involved in all day-to-day operations and earned title of Controller, Officer of the company as Sec/Treasury and a Board

of Director. She was an integral part of successfully selling the third-generation company to Ferguson.

She was also Co-Owner and integrator of a heating and air contracting business with her husband, Buford Martin. Her duties included setting up and maintaining accurate and timely financial books, human resources, and creating processes and procedures. Her expertise is analyzing data to make managerial decisions to reach the company's KPIs. She created a written vivid vision for their company that let everyone see the future of the company which also enriched the culture and improved employee's lives.

After 15 years of running a growing business, they were fortunate to sell their business. Kim is passionate about the trades and has served as President of the local HVACR Association and her HVAC company was the first "trades" company to be present at the local Chamber of Commerce Career signing day. With years of knowledge in the industry, she is excited to help other HVACR companies achieve their goals. Her favorite part of coaching is participating in onsite visits where she can embrace her personal mantra: Inspire and Be Inspired.



## Buford Martin

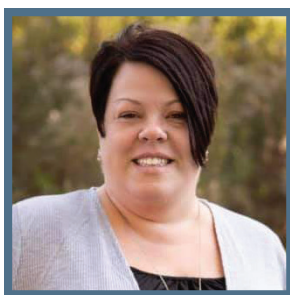
Buford Martin graduated from Arkansas Valley Vo-Tech in 1989 with an HVAC Certificate that sprang him into his career. Buford worked for a York distributor/contractor where he worked on everything from a window unit to a 250-ton chiller. While employed by the distributor, he passed the OK Journeyman test at the age of 21. The following year he obtained his

AR HVACR contractor license. By the age of 23, he earned Service Manager and responsible for five technicians.

After five years with that company, he went to work for a test and balance and digital controls.

He worked on setting up controls for multi-story office buildings and hospitals. Buford spent the next 10 years in the wholesale distribution business as HVAC manager for multiple locations. His duties included quoting jobs, sales, ordering materials and equipment, implementing show rooms and technical support.

In 2005, Buford and his wife started an HVAC contracting company with zero customers and the commitment that they could serve the community better and provide an out of this world customer experience. They made small profits until joining a best practices group, where they learned processes and procedures. After implementing the use of KPI's into their business, profitability increased to double digit percentages. They grew the company revenues to \$3.5 Million with a budget of \$4.5 million the following year before selling to a PE group in 2021. There were many ups and downs over the years in their business that could have been avoided if they had educated themselves earlier in their career. This has given Buford a passion for helping others not to make the same mistakes and struggles he went through with his company.



## Jenn Shue

Jenn is a seasoned professional with over 20 years of experience in the HVAC industry and five years in the Plumbing sector. Currently serving as the General Manager for Barbosa Plumbing & Air Conditioning in Dallas, Texas, she brings a wealth of expertise in Leadership, Management, FieldEdge, and QuickBooks Enterprise. Her prior military background

in the Army has further enriched her leadership skills, making her a pivotal asset in every organization she's been a part of.

Beyond her professional endeavors, Jenn is passionate about spending quality time with her family. She is an avid baker, known for her culinary creativity, and enjoys taking her dog on long outdoor excursions. Additionally, she has a knack for refinishing old furniture, breathing new life into time-worn pieces.

Jenn's varied skillset and interests not only make her an exceptional leader in her field but also a well-rounded individual dedicated to both her career and personal growth. This year, she aims to further expand her leadership impact by becoming a John Maxwell Certified Leadership Coach.



## Travis and Renee Lucas

Travis and Renee Lucas founded LCS Heating and Cooling in 2005, but it wasn't until 2016 that they decided to make a fresh start after years of hard work with little to show for it. With determination and a well-thought-out plan, they successfully transformed their business. Today, they enjoy operating a thriving \$5M+ company that aligns with their core

values and follows efficient processes, allowing them to maintain a healthy work-life balance.

Based in Indianapolis, IN, LCS Heating and Cooling specializes in providing HVAC services to residential and light commercial clients. Notably, their newfound success has afforded them the luxury of taking vacations for an impressive six months out of the year. This inspiring journey reflects their commitment to not only building a prosperous business but also crafting a fulfilling and balanced life.



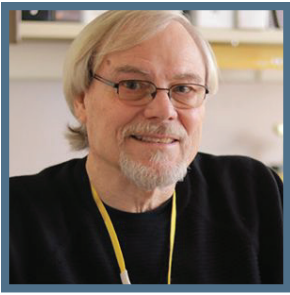
## Rory Krueger

Rory Krueger, a stalwart in the Mechanical Trades industry, boasts an impressive career spanning three decades, defined by unwavering dedication and unmatched expertise. Together with his partner, Mindy Krueger, he co-owns and operates Krueger Heating Air Conditioning Geothermal, setting a high standard for excellence in the field.

As an Alliance Premier Coach, Rory is at the forefront of industry leadership, shaping the future of the Mechanical Trades. His commitment to innovation and sustainability is exemplified through his 20-year accreditation as an IGSHPA Installer and his remarkable achievement in engineering and installing a Geothermal System in one of the world's largest homes.

Rory's accolades include being honored as a Boundless Benefactor by the Service Nation Alliance, recognition as a mentor in the Service Nation Alliance Retail Sales Mastermind Group, and the receipt of the National Sales award for his excellence in Geothermal Sales.

Rory Krueger's remarkable journey and unrelenting pursuit of excellence continue to inspire and elevate the Mechanical Trades industry.



## Gary Oetker

Gary Oetker is a seasoned expert in financial management and the intricacies of operational systems that drive financial success for HVAC and plumbing companies. With an impressive tenure exceeding 50 years in the HVAC industry since his start in 1969, Gary has amassed a wealth of knowledge and experience.

During his time as a Business Process Consultant at Service Experts, Gary played a pivotal role in documenting industry Best Practices, particularly in excellent centers. His expertise extended to aiding under-performing centers in their turnaround efforts, showcasing his ability to enhance operational efficiency and performance.

In 2005, Gary ventured into independent consulting, with a substantial focus on collaborating with Lennox Industries. In this capacity, he conducted financial training classes and conducted Business Reviews with select dealers. These reviews involved benchmarking company performance against industry Key Performance Indicators (KPIs) and guiding companies in establishing financial objectives, complete with actionable plans for achievement.

Throughout his illustrious career, Gary has had the privilege of working closely with a multitude of HVAC and plumbing companies, leveraging his expertise to optimize their financial performance and foster sustainable growth within the industry. His legacy is defined by his unwavering commitment to excellence and his profound impact on the industry's financial landscape.



## Dustin Miller

Dustin Miller, the founder of Comfort Now, embarked on his journey in the HVAC industry following the completion of his B.A. in Communications from Fresno State in 2011. However, his true calling emerged while working alongside his father, Tyler Miller, where he discovered a deep passion for

air conditioning.

Determined to excel in the field, Dustin pursued an Associate of Science degree in Environmental Control Technology and achieved NATE certification, solidifying his expertise. Over the next four years, he gained valuable experience as a service manager and technician.

Dustin's commitment to his craft culminated in the attainment of his contractor's license, marking a significant milestone in his career. His dedication and extensive knowledge have been instrumental in the success of Comfort Now, where he continues to lead and innovate in the HVAC industry.



## Corey Hickmann

Corey Hickmann is the driving force behind Comfort Matters Heating, Cooling, & Plumbing, a company that has been dedicated to delivering top-notch comfort solutions to homes and businesses across the Minneapolis-St. Paul metro area since its inception in 2005. Despite humble beginnings with a single used city truck, Corey's unwavering

commitment to customer satisfaction propelled the company's rapid growth and reputation as a preferred choice for both residential and commercial clients.

Corey's accomplishments are a testament to his pursuit of excellence:

10-time Readers' Choice Award-Winner in multiple areas, including Maple Grove, Osseo, Champlin, and the NW Metro region.

four-time recipient of the Contracting Business Quality Home Comfort Award, a recognition of superior service and quality.

A two-time honoree on the Inc. 5000 list of Fastest-Growing Private Companies in America, most recently in 2021.

At Comfort Matters, Corey and his team stand firmly behind their work, offering a 100% satisfaction guarantee to their clients. Their commitment to transparency is evident in their upfront pricing policy, ensuring that clients receive exceptional service without hidden costs.

Corey Hickman's philosophy is simple but profound: "We do things the right way, not the easy way." This ethos underlines the company's dedication to delivering results that truly matter to their customers, making Comfort Matters a trusted name in the industry.



## Justin Holmquist

Justin Holmquist, at Cool Air Solutions, is dedicated to revolutionizing the HVAC industry by emphasizing knowledge, skill, and customer trust. With a profound passion for HVAC, their mission is to empower individuals to confidently depend on their comfort in their residential and commercial spaces. Justin recognizes the importance of establishing trusting

relationships with customers, akin to those with local plumbers or electricians, built on expertise and experience to provide tailored solutions for home systems. Cool Air Solutions is committed to offering a more valuable and transparent approach to HVAC services, where customers are earned through excellence and reliability.



## Roger Daviston

Roger Daviston is a cognitive specialist who encourages and strengthens people to grow personally. Roger helps people with different ways of thinking to choose differently and get better results. Roger has a passion for helping leaders with boundaries to build more of what they want and less of what they don't want.

Roger has a corporate finance and investment management degree from The University of Alabama and was a bond trader in his early career. He later built and sold two businesses in the 80s and 90s, one of which was a residential service and replacement HVAC business. Roger has a solid understanding of the financial side of the business.

Roger has been a personal development coach and cognitive specialist since 2001 and has written two books, *The Service Call Blueprint: Field-Tested Strategies That Lead To Higher Revenue*, and *Pass the Baton, How To Book and Dispatch Service Calls*.

Roger lives with his wife, Inna, in Denver, Colorado



## Michael Bohinc

Michael Bohinc is a highly experienced accountant and the owner of Keeping Score, Inc., a financial management and accounting service catering to contractors in Cleveland, Ohio. Beyond his own business, Michael also serves as the Chief Financial Officer of Norhio Plumbing, Inc., a family-owned plumbing company located in Aurora, Ohio, a position



he has held since 1988. With a remarkable tenure of over 35 years, he has developed expertise in financial and business management within the plumbing heating-cooling industry.

A notable aspect of Michael's career is his dedication to knowledge sharing. He has presented financial management and business seminars to numerous trade industry groups across North America. His commitment to education extends to his role as a Service Nation Alliance Premier Coach, where he imparts wisdom on financial management and various other aspects of business management.

Moreover, Michael plays a pivotal role as an advisor and mentor within the Service Nation Alliance, having been involved since its inception. His contributions have led to significant success, with at least four Alliance members on his Advisory Boards selling their companies for in excess of \$4 million each. He has also provided valuable insights on accounting matters, including the development of an Alliance chart of accounts, and addressing the intricacies of running a business, including fraud prevention.

Michael's exceptional industry contributions have earned him well-deserved recognition and awards. Notably, he received the Contractor's Service Award from the Ohio Plumbing, Heating, and Cooling Contractors (PHCC) for his outstanding service to the PHCC, the industry, and the community. Additionally, he was honored with the Servant Leader Award by the Service Roundtable, an accolade that reflects his dedication to leadership through service.

In 2015, Michael Bohinc was acknowledged as an Industry Luminary by Contractor Magazine, solidifying his status as one of the most influential professionals in the plumbing and hydronic industry. He continues to share his expertise through his column, "Keeping Score," in the Ohio PHC Magazine, and has contributed to various publications, including Forbes.com, Plumbing & Mechanical Magazine, Contractor Magazine, and Contracting Business.

Michael's areas of expertise encompass accounting, financial statement analysis, KPI calculation, tax services, retirement and succession planning, and break-even analysis. His extensive experience in family business dynamics, including succession planning and working with family members, makes him a sought-after expert in this domain. Furthermore, with a rich history in the industry and his advisory role within the Service Nation Alliance, he can provide valuable guidance on various aspects of business management, excluding marketing.



## Alana Ward

Alana Ward is the accomplished owner of Baggett Heating and Cooling, Inc, a thriving HVAC company based in Clarksville, TN. With a career spanning several decades, Alana has achieved numerous accolades and made significant contributions to the HVAC industry.

Alana's dedication to excellence and her commitment to her craft are evident in her impressive list of certifications. She holds Manual D®, J®, and S® certifications, demonstrating her expertise in the precise design and sizing of HVAC systems. Additionally, Alana is a certified Building Performance Institute (BPI) professional, emphasizing her commitment to delivering high-performance solutions.

Her commitment to environmental responsibility shines through her Type I and II Environmental Protection Agency certifications for Refrigerant Handling. Alana understands the importance of responsible practices in the HVAC industry.

Alana's impact on the HVAC industry extends beyond her successful business. She served as an Editorial Advisory Board Member for Contracting Business.com magazine in 2013, contributing her insights and expertise to the industry's leading publication.

In 2012, Alana Ward received the prestigious Contracting Business HVAC Woman of the Year award, recognizing her outstanding contributions and leadership. Her commitment to professional growth led her to graduate from Dave Ramsey's Entleadership Masters Series in 2011, further enhancing her business acumen.

Alana's areas of expertise are multifaceted, ranging from branding and sales to small company operations, Quickbooks, and DISC profiling. Her extensive knowledge and experience make her a sought-after coach and mentor for small businesses in the HVAC industry. Her tailored approach ensures that businesses with revenues of \$2 million or less and teams of 10 employees or fewer receive the precise guidance needed for success.

With a proven track record of excellence, a commitment to professional development, and a passion for mentoring others, Alana Ward continues to make a positive impact on the HVAC industry and beyond. Her dedication to raising industry standards and empowering small businesses has solidified her position as a respected leader and coach.



## Stan Johnson

Stan Johnson: A Lifelong HVAC Visionary and Mentor

Stan Johnson's journey in the HVAC industry is a testament to dedication, resilience, and a lifelong commitment to excellence. As a second-generation contractor, Stan's connection to the HVAC world began at

a remarkably young age—around eight or nine years old. His formative years were marked by hands-on experience, working as a helper in various capacities, from installation to service.

In 1987, Stan assumed the role of President and CEO of a company in a financial crisis. Undeterred, he initiated a transformation, consolidating multiple offices into one company. He streamlined operations from well over 100 employees and 100 trucks to a leaner team of four trucks and four employees. Stan's vision and determination rebuilt the company to the size he desired. In 2011, he made the strategic decision to sell the company to buyers who would uphold its name and legacy.

Stan's influence extended beyond the confines of his business. He recognized that the HVAC trades deserved greater recognition and compensation, partly due to a lack of training, professionalism, and business skills within the industry. This realization led him to actively work towards improving the HVAC industry's image. He played pivotal roles in starting the Austin chapter of ACCA and the Texas chapter of ACCA. Stan served on the boards of both organizations and even assumed the role of President of TACCA during a critical period when Texas Licensing Law was passed.

With a Texas HVAC Master license to his name, Stan was deeply involved in the community and the building industry. He dedicated over a decade to the Board of the Austin Association of Builders. His involvement didn't stop at the local level; he joined the board of national ACCA, where he held every elective office, including Chairman of the Board. Stan's commitment to industry standards led him to chair the writing of Manual J8v2 and contribute to the updating of numerous manuals in the 1990s. He also co-founded Service Nation, contributing to its establishment.

Stan Johnson offers expert coaching in essential areas for HVAC professionals and business owners. His areas of expertise include acquisition, annual planning, community involvement, company culture, installation department optimization, inventory management, leadership team development, recruiting, employee retention, warehouse efficiency, and work-life

balance. With Stan's guidance, you can enhance your business operations, foster a positive company culture, and achieve a healthier work-life balance while achieving success in the HVAC industry.



## John Eanes

John Eanes is a seasoned professional with a rich background in the HVAC industry. He initially worked in his family's HVAC business but later pursued a degree in Business Management and Marketing at NC State. After graduating, he briefly returned to the family business before transitioning to a career in education, becoming a math teacher and earning a Masters in School Administration. Fate eventually led him

back to the family business, where he leveraged his teaching skills to transform Eanes Heating and Air, significantly increasing its annual revenue from 3 million to nearly 15 million. John's accomplishments extend beyond business growth, as evidenced by his numerous awards, including the HVACR NEWS Best Places to Work award, Service Nation Alliance Preeminent Performer award, and many more. He is passionate about coaching trade business owners and offers expertise in various areas, from team building to marketing and strategic planning. John Eanes is dedicated to helping others succeed in the trades industry.



## Jim Hinshaw

Jim Hinshaw has been in the HVAC industry for over five decades. He started his career with Trane, ran the Arizona sales district for years, where he enjoyed over 50% market penetration. Joined a mechanical contractor, moved up to President, the company was purchased by a utility. He then bought a small contractor in Phoenix, grew it and sold it.

Jim Hinshaw has been in the HVAC industry for over five decades. He started his career with Trane, ran the Arizona sales district for years, where he enjoyed over 50% market penetration. Joined a mechanical contractor, moved up to President, the company was purchased by a utility. He then bought a small contractor in Phoenix, grew it and sold it. Joined Donley Service as VP of sales and installations, a residential service and replacement company, stayed for nine years.

Started his own consulting business in 1999, developed training programs for manufacturers, distributors, and dealers all across north America. In 2011 he joined a consulting business that worked exclusively with Goodman-Amana dealers, ran the western US territory for eight years. Retired in 2019.

Wife encouraged him to go back to work. He called David Heimer, agreed to come aboard as Vertical Market Manager, HVAC for Service Nation. Moved to Dallas, enjoys what he does. He works with contractors of all sizes, from three employees to companies with over 1000. Helping improve sales and profits and helping prepare the company for a successful transition on the owner's timeline.

Jim is also a published author, he writes for several industry publications, had three books now in print (lessons Learned- how one employee can make a difference-plus or minus, The Good Stuff-stories of faith, family and focus, and Amazing Stories-stories that end up much different than you would expect!).



## Tucker Yarbrough

**Coaching Expertise:** Advertising, Company Culture, Leadership Team Development, Recruiting, Retention, Social Media

Tucker Yarbrough, a trailblazer in the world of residential and commercial HVAC services, has a remarkable journey deeply rooted in the trades. Born and raised in a family with a strong legacy in the industry, Tucker's work ethic and passion for excellence have been his guiding forces.

Tucker's professional journey began at the young age of 13 when he took his first steps into the world of trades by working in a scrap yard. As he pursued higher education at Oklahoma Baptist University, he continued to immerse himself in the HVAC industry, working as a Residential and Commercial Service Technician. Tucker's academic pursuits led him to study Management and Finance, providing him with a strong foundation in business acumen. After completing his education, he returned to his family's company in 2017, assuming the role of Chief Financial Officer. This transition marked a pivotal moment in the company's history.

Founded by his father in 1988, the company had grown steadily over the years, reaching \$4.5 million in revenue by 2016. In December of 2017, Tucker, along with his two older brothers, joined the company full-time, under their father's leadership. Together, they embarked on a journey to expand and enhance the company's operations, with a strong emphasis on creating a thriving workplace culture.

Under their collective vision, the company witnessed phenomenal growth, closing 2021 with a remarkable \$9 million in revenue, effectively doubling its size in just four years. The team expanded from 25 members to 48 during this time, reflecting their commitment to providing top-notch residential and commercial HVAC service, maintenance, and installations.

Tucker's business philosophy is rooted in leading by example and always prioritizing the customer's satisfaction. He and his team take pride in supporting their employees, fostering a culture of empowerment and accountability. They trust their team members to operate with a high degree of freedom and delegate decision-making authority to those directly impacting the situations.



## Andy Hobaica

**Expertise:** Leadership Team Development, Sales Department, Service Department, Work-life Balance

With a family legacy spanning 71 years, Andy's dedication to the business is deeply rooted. The company Hobaica Services is poised to reach a remarkable milestone with projected revenues of approximately 20 million this year. Their service portfolio is extensive, encompassing residential HVAC, plumbing, electrical solutions, and even wine cellars. In addition, they cater to the commercial sector, offering exceptional HVAC and refrigeration services.

Notably, in 2011, Andy made history within the company as the first technician to surpass a million dollars in revenue, a testament to his exceptional skills and commitment. His list of accomplishments includes being the first Comfort Specialist to achieve a remarkable 3 million dollars in sales. Last year, in 2022, Andy achieved an outstanding record by selling over 5.2 million dollars in equipment and services. This year, he is confidently on track to exceed this



achievement, with an ambitious goal of reaching 6 million dollars in sales.

Beyond his accomplishments in revenue generation, Andy takes immense pride in the positive changes he has implemented within the company's culture and training programs. He has fostered an environment that encourages growth, collaboration, and excellence, contributing significantly to the success and reputation of the business.

Andy's business philosophy reflects his commitment to integrity and ethics. He firmly believes in "always doing the right thing, even when no one is watching." This ethical compass guides his actions, both in business and in life, and it has been a driving force behind his remarkable journey in the industry.



SERVICE  
**NATION**  
*Total Contractor Solutions*

