

THE CHILLER

Century Refrigeration Quarterly E-Newsletter



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Stay tuned.

We have a project that brings updates, information, and news to you through our new Rep Portal! Coming August 2022



STATE OF CENTURY REFRIGERATION

As you know, our industry has been in a whirlwind as of late. However, despite unyielding obstacles over the past couple years, we continue to persevere and push forward. Your hard work and dedication, combined with countless hours worked by our loyal factory employees, have placed Century in a position of strength within our market and, in turn, has provided us with the steady growth needed to sustain that strength.

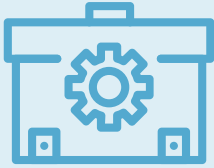
Through the first two quarters of 2022, we have been on pace to eclipse our largest sales volume year ever. However, we currently see and feel a softening of the market due to factors such as reduced quotation activity, extended project closure time frames, and interest rate increases. The supply chain issues, and component cost increases continue to be obstacles to overcome. We are always open to any market insights you become aware of in your territory or through your other product lines.

There is more going on behind the walls at Century than you can imagine, and we want to share it with you. During these times of constant change, we believe that a steady line of communication is more important than ever. To accomplish this, not only are we bringing the Chiller back, but we are also developing several outlets with the sole purpose of streamlining communication, such as online Rep meetings, a "Rep Portal," and a platform designed specifically for continuous feedback. These details can be found on page 2.

We were encouraged to wrap up the first two quarters of 2022 at the level experienced. Our hope is that the third quarter strengthens up from what we are currently seeing. Please keep us updated with what you are experiencing in your territories. Thank you for all your hard work and we look forward to seeing you soon!

– Larry Hudson, Century Sales Manager

OPERATION “TOOLBOX”



Providing you with the tools that you need to be successful is at the core of our newest marketing efforts. This campaign dubbed “Operation

Toolbox” is a result of the feedback received from the 2022 IIAR Rep meeting and is designed specifically for developing these tools and providing them at a central location. To kick off this campaign we will be introducing the RETURN OF THE CHILLER, online Rep meetings, and our new Century Rep Portal.

To ensure our efforts are providing a high level of value, we are asking for your feedback on the content of The Chiller, Rep meeting topics, and Rep Portal content.

RETURN OF THE CHILLER

As you know, businesses today are navigating through global uncertainty that is increasing the notion of the “Fog of War.” To stay ahead of the competition, Century is living in a constant state of innovation. In other words, we have more things going on than you can shake a stick at, and we want to share them with you! One of the ways we plan to do this is by launching the Return of The Chiller. These articles will include everything from market intelligence, marketing strategy, innovation, Rep shout-outs, as well as initiatives going on behind the scenes at RAE.



Please take a moment & scan this QR code to provide us with your feedback.



ONLINE REP MEETINGS

The value obtained from face-to-face Rep meetings is immeasurable. These meetings rejuvenate our team and send us away excited about the future. The world is changing fast; the feedback and brainstorming that comes from these meetings gives us the tools we need to pioneer the future.

During Q3 this year, we will be launching our new quarterly online Rep meetings. Our first meeting will be tentatively scheduled for Tuesday, September 27. As the date approaches, we will send out a reminder, along with a calendar invite to join. We hope to see you there!

CENTURY REP PORTAL



Operation Toolbox is a multifaceted campaign that starts with streamlining the flow of information. Our first step to accomplish this is to better utilize our Century website as a means of communication.

Coming soon, you will see a new section of the website titled “Rep Portal.” This will be a password-protected portal that only our Reps can access. This portal will give you the ability to use a database of tools, including but not limited to updated downloadable literature, PowerPoint presentations, Century press releases, The Chiller newsletters, price & lead time adjustments, recorded Rep meetings, and access to our online RAE gear store, as well as a platform to provide feedback to Century on a range of topics.

A LOOK UNDER THE HOOD



WESLEY'S FOCUS

As many of you know, Wesley Driver has taken on several responsibilities at Century over the years. As of late his focus has been on managing accounts and serving customers. During this time, a need for a strong business development presence has grown. To fill this void, Wesley has been asked to shift his focus back to business development. In this position Wesley is tasked with supporting the growth of Century's sales and will be focused solely on business development. Along with the continuous relationship building among our current key customers, Wesley will be engaging new end users, contractors, and engineers to support our mutual growth. The goal is to increase business by strengthening relationships with existing customers, while also bringing new customers to the table at Century. With Wesley's knowledge, experience, and relationship-building skills we are certain that he is the right man for the job!



A WORD FROM KEVIN

To my good friends and customers, thank you for investing your time and energy into our products.

We understand that your time is valuable, and it has brought each of our organizations an incredible amount of business. With supply chain disruptions and manpower issues over the past couple years, we have all experienced some chaos in our lives. I want to thank you all for your patience through these times and I hope each of you has time to enjoy the summer and recalibrate before the new (Can't believe it's nearly August.) year starts.

Thanks, Kevin.

GOODBYE, GARY!

After serving RAE in many ways over the past three decades, Gary Bedford has now clocked out for the last time. Gary has been an outstanding member of our record-breaking Century team for the past 25 years. Gary has not only diligently served our west coast Reps over the years but has also played a huge role in the culture that Century has become known for. His contributions have been vital to our company's success and his sacrifices are appreciated more than he knows.

Gary said that while he is excited to do some backpacking, camping, and hiking when he retires, he will really miss all of the people he has worked with, both inside and outside of the company.

So, here's to Gary for his detailed, consistent, and tireless efforts for this organization and the community that we serve. We wholeheartedly wish him all the best in his well-deserved retirement. Goodbye Gary!

