



NOW

MAY/JUNE 2020

SERVING CONTRACTORS
IN THE HVACR INDUSTRY



LC ANDERSON, INC.

2020 COMMERCIAL CONTRACTOR OF THE YEAR

**FIGHTING FOR OUR
MEMBERS DURING
THE COVID-19
PANDEMIC**



LC ANDERSON INC., A DIFFERENT KIND OF FAMILY BUSINESS

By Katie Kuehner-Hebert



A

SCOO-OWNERS AND CO-PRESIDENTS (AND BROTHERS) OF LC ANDERSON INC., KURT HUDSON AND KARL HUDSON HAVE LEARNED THAT A SUCCESSFUL COMPANY NOT ONLY MEANS PROVIDING TOP SERVICE TO CUSTOMERS, BUT ALSO TOP SERVICE TO THEIR EMPLOYEES. "FOR US, IT'S REALLY BEEN ABOUT BUILDING A STRONG CULTURE OF INTEGRITY AND



Skyrocketing Growth. What's the Secret?



"I've heard stories of residential services companies that have had rocket-like growth. I had to know the secret sauce. It's now a year later, and my business is growing like crazy.

The secret sauce is an organization that provides thoroughly researched, highly tested, state-of-the-art training for every position in my company. Our relationship with this organization has delivered extraordinary success.

My life, and the lives of my team members, have been changed forever. Every person is now the best at what they do, every day. We're prepared for victory like never before.

The secret ingredient is Nexstar. I only wish I'd joined sooner."

Joshua Davis, Owner
AccuTemp Services, LLC
Member since 2018

Are you ready
for the growth?



Call 888-240-STAR(7827) or email
membership@nexstarnetwork.com

valuing our people," says Karl. "We have exceptional people working for LC Anderson, and we not only do what we can to create a great culture, but also give everyone the opportunity to be a part of that process."

So while it's not uncommon for a business like LC Anderson, a 55-employee commercial firm based out of Brighton, Mass., to do an annual SWOT analysis (strengths, opportunities weaknesses and threats), what is unusual is that every single employee is invited to participate.

"It's great because we hear firsthand what everybody sees," he adds. "It's not just our internal leadership team – anyone who wants to participate is able to."

Including a young service technician, fairly new to the company, who surprised everyone last year.

"He'd never been involved in sales in his life, and he brought all these interesting and important things about customer service and what we were doing and what we could improve on," says Kurt. "It was fantastic. We get such great and valuable feedback from everyone."

More than information about their operation, the Hudsons also received even more critical feedback: the culture they had been actually working hard to build was actually happening.

A FAMILY (IN SEARCH OF) A BUSINESS

LC Anderson was established in 1943, and started out as a GE Appliance store before eventually morphing into a full-service provider of industrial heating, air conditioning and refrigeration systems and service to Boston and Eastern Mas-

"We have exceptional people working for LC Anderson, and we not only do what we can to create a great culture, but also give everyone the opportunity to be a part of that process."

KARL HUDSON



Finally

Putting you in
the filter business



The **only** efficient way
to sell filters to **ALL**
your homeowners.



www.jacksonsystems.com/filter-fetch • 888.293.9488



"He spent 10 years internally making that diversification happen for the company. We brought in retail, we brought in life sciences projects. Boston has a lot of education, a lot of research and development companies – we started to bring in more of that work."

KARL HUDSON

sachusetts. The original owner, Leslie Anderson, sold the company to several employees before it was acquired by Warren and Barbara Hudson in 1995.

"Our dad, Warren, had always worked in the industry, specifically in direct air conditioning sales for the local Carrier distributor," said Karl. "During his career, he got to know a lot of contractors in the area."

Even though he had a successful, established career, his sons note that he always wanted to own his own business.

"He spent a really long time looking at possible companies and talking to people," said Kurt. "He was interested in finding a good company with a good reputation but that would be receptive to new ideas and new leaders. He was talking to two companies and finally purchased LC Anderson."

He asked his wife, Barbara, to join him in the business as she had book-

keeping experience, and they got to work. Three years later, he picked up the phone and called Karl.

"Our dad always had this vision that he wanted to build a company and have our family involved," Karl says. "But until that time, we were off doing our own things. We had other careers."

"We both had gone to college, we were both engineers – but I think he wanted us to get that experience, to give us that opportunity to see we didn't want to be tin knockers the rest of lives," said Kurt. "But he also eventually made it clear that he really wanted us to be part of a family business."

Both brothers joined the company along with Karl's wife, Sheila, who joined a few years later and is now responsible for the financial and accounting work Barbara previously did.

Warren kept the strengths of the existing business in place but also looked to diversify the company. The company had a great client in place – CVS stores, with 323 locations throughout New England – and existing residential customers.

"He spent 10 years internally making that diversification happen for the company," said Karl. "We brought in retail, we brought in life sciences projects. Boston has a lot of education, a lot of research and development companies – we started to bring in more of that work."

More importantly, the company tried to show existing and new clients what made it unique.



Join our network and grow your business

Call us at (800) 531-3466
cinchhomeservices.com/join-network



where a design on paper isn't all that workable or practical in real life. It also avoids the inevitable earful they would get internally from employees during the install, maintenance and eventual replacement phases that occurs for long-term clients for a poorly designed project.

"We give bandwidth in projects that other companies can't do without that engineering staff in place," says Karl. "Having engineers on staff allows us to work with the engineer of record, and it makes the process much more collaborative."

RETHINKING CULTURE

While the company has worked hard to maintain a high level of support and quality work for clients, the same philosophy holds true internally, and in some unique ways.

"We actually hired a Marketplace Chaplain, which is a little unusual," says Karl. "He's a non-denominal chaplain who is here on a regular basis to help our employees however he can."

"We have about 10 engineers on staff, which is a little unusual, especially for a company of our size," says Karl. "But it really is an advantage for our customers."

The brothers note that their company now does a fair share of work in design-build, design-around and plan-and-spec projects.

"We sort of bridge the gap, in that we think of ourselves as doing 'reality engineering,'" he adds.

Having this resource helps the company avoid situations





Whether that means assisting an employee who has a loved in in the hospital or being a supportive ear when an employee needs to talk through a personal issue, the chaplain is available.

"Thirty to 40 years ago, people had a place of worship that they went to on a regular basis where you could get these

services," says Kurt. "But with the pace of life right now, people really don't have that access. We've found that our employees really do lean on him, they do appreciate having him as a fixture in our business. He even recently officiated for an employee wedding."

Another area that LC Anderson

"A lot of the senior guys will then start talking, maybe sharing a firsthand experience about something that happened or a near miss they've had themselves, and that's when everyone really starts listening."

KURT HUDSON



www.acca.org/qtech

Offer your employees on-demand training in quality HVACR installation, maintenance, and home performance

Contractors often tell us they are looking for **convenient, affordable ways to improve technician performance, reduce callbacks, increase job margins, and reward quality employees.** That's why ACCA has developed Qtech, an online training program that can help meet those needs.

Qtech is made up of individual online courses built around ACCA standards. Courses are broken up into short 5-15 minute segments so that technicians can complete the class on their own time.

Qtech courses allow the user to learn at their own pace, on their own time — from any computer.

Current Courses

Home Evaluation and Performance Improvement	Technician Field Practices for Quality Installation
Duct Design Basics	Basic Electricity for the HVAC Contractor
Duct Diagnostics and Repair	Maria's Restaurant
Hydronics	EPA 608 Test - Prep Course
Entry Level Technician Bootcamp	HVAC Zoning

Visit www.acca.org/qtech for more details on how the programs work, specific CEUs, sample videos, and to sign up!



focuses on is integrating safety into its culture. It's a critical area for everyone in the industry, but it's something that's a primary focus, say the Hudsons.

"We have someone come in and provide training for what we consider high risk areas," says Kurt. "He recently did ladder safety - I thought, 'Who could talk about ladder safety for that long and make it interesting?' but it really was."

The company also uses the outside service to do surprise inspections, which are used as teachable activities.

"They go through and do an inspection just like they were from OSHA," says Kurt. "We use that for feedback, to show what we can do better."

The company also tries to make safety a relatable thing for everyone, using real life news clips from something that happened the area to start a conversation.

"A lot of the senior guys will then start talking, maybe sharing a firsthand experience about something that happened or a near miss they've had themselves, and that's when everyone really starts listening," said Kurt. "We really appreciate it - that they feel comfortable sharing these experiences that everyone has, and that everyone can learn from."

Both brothers stress that the company culture is something they focus on daily.

"It's not some kind of dead document for us," said Kurt. "We try to make it relatable for everyone and it's something we're always thinking about. How can we make what we have stronger and even better than what we already have? That's where our focus is." ❁