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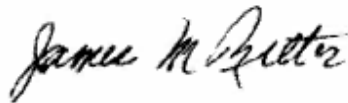
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April 27, 2012

Paul Melton
ASHRAE Region VI Historian

Dear Mr. Melton,

I am enclosing the La Crosse Area Chapter's 30th entry for the Gold Ribbon and Lou Flagg award. The La Crosse Area Chapter, 115, is Schneider Heating and Air Conditioning, Inc.



James M. Ritter, P.E.
Chapter Historian
La Crosse Area Chapter

cc:
Chris Hsieh

CHAPTER MAY NOT ACT FOR SOCIETY

History of a Company

Schneider Heating and Air Conditioning, Inc.

A Heating, Ventilation, and Air Conditioning business was started by Leo Schneider in 1937 at 413 South Third St. in La Crosse, WI. After 61 years in business, a third generation of the family has taken over the helm at Schneider Heating and Air Conditioning, Inc. at 413 South Third St. in La Crosse, WI.

Former company president Mark Schneider began working for his father – founder Leo Schneider – when he was 15, during summer vacations and holidays.

“Now I’m basically a sounding board for them,” Schneider said of his sons, Mark Jr. and Rick. “In the next few years, I’ll be completely out of business.”

Today Mark Jr. has been work at the business since he graduated from the University of Wisconsin – Madison in 1990. Rick graduated from the University of St. Thomas in St. Paul, MN in 1991, then worked for Norwest Financial in the Twin Cities before managing Juicy Lucy’s Restaurant for his father and two partners for three years. He has worked at the Heating and Air Conditioning Business since that time.

“They both started in the field doing the dirtiest jobs,” the senior Schneider said. “That the way I started – the crawl jobs to get to the old coal and wood furnaces that had to be torn out.”

The family’s business may have a new home in the next few years. Early in 1988 Schneider bought Breidel’s Heating and Air Conditioning at N3227 HWY 16 in La Crosse, WI. This offers an opportunity to expand different kinds of markets.

In July 1998 the La Crosse company was named runner-up in a nationwide contest for residential heating and Air Conditioning system design for a new home in Onalaska, WI. It won the award in the category of new homes exceeding 6,000 square feet in the contest conducted by the trade magazine contracting business.

Schneider said the company has received several other awards through the years, including Distinguished Dealer Award in 1995. The award based on technical and customer service criteria, was presented to 10 of more than 8,000 system dealers nationwide.

Schneider has seen a lot of change in his nearly 40 years in the business.

In a 1954 Tribune Interview his father Leo quoted a national association as estimating one in five homes would have air conditioning within seven years.

“Now probably 99 out of 100 new homes have central air,” said Schneider. “They really started becoming popular in the ‘60s; it started in the ‘50s.”

Before that he said “there wasn’t much air conditioning just fans.”

There was only one employee when Leo Schneider started the business in 1937. Twenty five years ago there were about 11 employees. Now, there are about 42 employees.

Business has been an annual increase. The main reason is our whole outlook on customer satisfaction. We go the extra mile to ensure it.

Rick says, “I enjoy dealing with the people. Trying to come up with solutions to problems people have.”

Mark Jr. said, “He enjoys working with builder and contractors to design comfort systems.”

The business designs, installs, and services systems for residential and commercial customers. Other services include radon mitigation, carbon monoxide testing, air quality diagnostics and installation of in-floor radiant heating, water heaters and gas fireplaces.



James M. Ritter, P.E.
Chapter Historian
La Crosse Area Chapter