

2011

Editorial Calendar

Issue	Residential Market Focus	Commercial Market Focus	Close & Materials Due	TECHNOLOGY UPDATE: Residential & Commercial – Each month on a first come, first served basis
JAN	<ul style="list-style-type: none"> Economic Overview Social Media Strategies 	<ul style="list-style-type: none"> International AHR Pre-Show Coverage Economic Overview Impact of Smart Grid 	12/1/10 12/08/10	COMMERCIAL: Chillers, VRF Systems, Applied Equipment RESIDENTIAL: Hybrid Heating, Geothermal, and Solar Products and Systems
FEB	<ul style="list-style-type: none"> Residential Contractor of the Year Maintenance Agreement Magic 	<ul style="list-style-type: none"> Performance Contracting Building a Strong Team Refrigeration Executives Roundtable 	1/4/11 1/11/11	COMMERCIAL: Hydronic Boilers, Burners, Fan Coils, Controls, Pumps/Circulators RESIDENTIAL: Ducted/Non-ducted Heat Pumps
MAR	<ul style="list-style-type: none"> "First Officer" Excellence: Qualities of Great Managers Partnerships that Work 	<ul style="list-style-type: none"> Commercial Contractor of the Year AHR Post Show Review 	2/1/11 2/8/11	COMMERCIAL: Refrigeration/Recycling Equipment, Ice Machines, Displays, Coolers RESIDENTIAL: Ducted/Non-ducted Air Conditioning, and Geothermal Systems
APRIL	<ul style="list-style-type: none"> Annual Service Issue Residential Commissioning Annual Air Conditioning Guide 	<ul style="list-style-type: none"> Single Source & Bundled Services Innovation Wins Business 	3/1/11 3/8/11	COMMERCIAL: Cooling Towers, Water Treatment, Filters RESIDENTIAL: HVAC & Refrigerant Tools & Instruments
MAY	<ul style="list-style-type: none"> Software Resource Guide Social Media's Impact On Business Build a Real Salesforce 	<ul style="list-style-type: none"> Refrig. Contractor of the Year Refrigeration Executives Roundtable 	4/1/11 4/8/11	COMMERCIAL: Design/BIM/Engineering Software RESIDENTIAL: Business/Service/Sales Management, Design, Estimation Software
JUNE	<ul style="list-style-type: none"> Total Comfort Issue Open Book Management Trends in Spot Cooling 	<ul style="list-style-type: none"> Best of the Best: Top 50 Design/Build Contractors Making Sales "Intangibles" More Tangible 	5/3/11 5/10/11	RESIDENTIAL & COMMERCIAL IAQ: Humidifiers/Dehumidifiers, ERVs, HRVs, UV Lights, Filtration Systems, Filters, Duct Cleaning Products, Instruments and Testers
JULY	<ul style="list-style-type: none"> Quality Home Comfort Awards Analyzing Financial Statements Embrace Energy & Environmental Awareness 	<ul style="list-style-type: none"> Woman of the Year Project Planning Computer Room Air Conditioning Design 	6/1/11 6/8/11	COMMERCIAL ROOFTOPS: Dual-Fuel, Built-Up, Built-Up, Central Station Heat Pumps & AC Equipment RESIDENTIAL: Controls & Thermostats, Zone & Solar Controls
AUG	<ul style="list-style-type: none"> HVAC Comfortech 2011 Show Issue Mixing Technology & Sales: The Truth About Selling IAQ 	<ul style="list-style-type: none"> Refrigeration Executives Roundtable Key to Successful Retro-Commissioning 	7/1/11 7/8/11	COMMERCIAL: Motors and Drives: Variable Speed, Variable Frequency RESIDENTIAL: IAQ Monitoring and Detection Equipment/Products
SEPT	<ul style="list-style-type: none"> Annual Heating Guide Formula for Satisfying Customers 	<ul style="list-style-type: none"> LEED from a Contractor's Perspective Trends in Spot Heating 	8/2/11 8/9/11	COMMERCIAL & RESIDENTIAL Air Distribution: Grilles, Registers, Air Handlers, Fans, Fan Systems, Dampers, and Ventilation Products
OCT	<ul style="list-style-type: none"> Track Key Financial Indicators Is Franchising for You? 	<ul style="list-style-type: none"> Design/Build Awards Issue The Value of Project Planning 	9/1/11 9/8/11	COMMERCIAL: HVAC Controls and Control Systems, Zone Controls, Zone Controls, VAV, Facility/BAS/EMS RESIDENTIAL: Sheet Metal Fabrication Systems
NOV	<ul style="list-style-type: none"> HVAC Comfortech 2011 Post Show Review Make Search Engine Optimization Work for You 	<ul style="list-style-type: none"> Commercial HVACR Symposium Review Demand Control Ventilation 	10/1/11 10/8/11	COMMERCIAL & RESIDENTIAL VALVES: Air, Check, Balancing, Check, Shut-off, Discharge, Expansion, Flow Control, Gate, Line, Metering, Mixing, Needle, Pressure, Purge, Relief, Reversing, Solenoid, Temperature and Zone Control.
DEC	<ul style="list-style-type: none"> 2011 Tax Tips Insurance Strategies 	<ul style="list-style-type: none"> Refrigeration Executives Roundtable 	11/1/11 11/8/11	COMMERCIAL Refrigeration: Cases, Coolers, Freezers, Ice Machines, Controls RESIDENTIAL: Hydronic/Radiant Systems, Hot Water Heaters, Boilers, Valves/Controls, Pumps, Panels, Accumulators

MONTHLY EDITORIAL TOPICS

Air Distribution	Business Management	Commercial Comfort Products	Design/Build	Green Products	Hydronics/Radiant	Indoor Air Quality (IAQ)	Residential Comfort Products	Refrigeration/Refrigerant	Residential/Commercial Controls	Sheet Metal Products/Equipment	Test Instruments & Equipment	Training & Certification	Zoning Systems	Service Clinics	Bonus Distribution
●	●	●		●	●	●	●	●	●		●		●	Chiller Service Checklist	International AHR Expo
	●	●	●	●	●		●	●		●		●	●	Balancing Zone Systems	ACCA Annual Meeting
●	●	●	●	●	●	●	●	●	●		●		●	Troubleshooting Commercial Air Handlers	MCAA Annual Meeting
	●	●	●	●			●	●	●	●	●	●		Residential Split-Systems Clean & Check Procedure	
	●	●	●	●		●	●	●					●	Maintaining Chilled Water/DX Fan Coils	RSES Annual Meeting in October
●	●	●	●	●		●	●	●	●	●		●		Water-Source Heat Pump Troubleshooting Check List	HARDI Summer Meeting
	●	●	●	●	●		●	●	●				●	Troubleshoot Walk-in Cooler Systems	National Quality Home Comfort Awards Bonus Builder Distribution
●	●	●	●	●		●	●	●				●		Airflow Diagnostics Routines	HVAC Comfortech, RSES Annual Meeting
●	●	●		●			●	●			●			Forced Air Furnance Clean & Check Procedures	MSCA Annual Meeting, SMACNA Annual Meeting
	●	●	●	●			●	●	●			●	●	Troubleshooting Heat Pumps	HARDI Annual Conference
●	●	●	●	●	●	●	●	●	●		●	●	●	Boiler System Maintenance and Troubleshooting Procedures	AHRI Annual Meeting
●	●	●		●	●		●	●		●				Troubleshooting Thermostatic Expansion Valves	