



Modern's Millie

Modern Supply's design consultant and remodeling expert.

Spring has sprung, the grass is riz ... remember that childhood poem? Spring is my fav time of the year. Everything is coming alive – fresh and new – and a needed dose of natural Vitamin D!

As much as I love spring, it brings a lot of sneezin' and wheezin'. Knoxville was ranked the number one most challenging city to live in if you have allergies according to the Asthma and Allergy Foundation's 2010 ranking. Red, itchy eyes are not becoming to a fashionista.

My heating and air buds at Modern Supply, pictured to the right, have a suggestion on fighting pollen and improving overall home air quality. Changing air filters is a must-do! They should be changed every three months. Just like sassy shoes, there are choices in air filters. Elizabeth and Mike at the sales counter can help you find the right fit.

Here's a shocking statistic. EPA studies show that even in the smoggiest cities, the air inside most homes is usually at least 10 times more polluted than the air outside. OMG, how can this be?!

Energy efficient homes today are built as air-tight as possible. Super-duper for lower energy costs, but it traps airborne pollutants and bad guys such as viruses, dust, dust mites, mold and mildew. These nasties are killin' me!

Time to bring in the big guns! There's lotsa help to clear the air! Rheem team germ fighters offer a line of indoor air quality products. It's a dizzying list of stuff that can be added when installing or updating a Rheem system or other brands.

Don't let your mascara run this season. Contact a Rheem contractor to do a spring air conditioning inspection and ask how to best improve your air quality. Don't know one? I can point you in the right direction. And tell them ... Millie sent you!

Drop me a line at: millie@modernsupplyco.com
Find me on Facebook: Modern's Millie
Follow me on twitter: @modernsmillie

Millie

Rheem products are Modern mainstay

Pace Robinson calls it a solid partnership and Dottie Ramsey says it's like a marriage.

"Call it Rheem and us. We've been together for 45 years," said Robinson, chief executive officer of Modern Supply Company.

Modern Supply is the exclusive distributor for Rheem products in a service area that includes parts of Tennessee, Kentucky, Georgia and Virginia. And although Modern sells many products directly to consumers, the Rheem products are not included.

"We sell only to contractors," said Robinson. "We sell units through a network of professionals who install and service them so it is done right."

Ramsey, the chief operating officer at Modern Supply, said training is constant. "Compare the heat and air units to a vehicle. It takes a highly trained individual to work on them."

"Rheem is strong on research and development, always working to make better, more efficient products," said Robinson, recalling a joint venture with ORNL and Modern Supply a few years ago to promote heat pumps.

Rheem offers a range of price points, he said. And that's another reason to have a professional help evaluate which unit is best suited for each customer. "Every home is different. A contractor helps you step through those decisions."

Randy Williams, who heads the Heat and Air Department at Modern Supply, appreciates the quality and reliability of Rheem. Modern handles only Rheem products for heat and air.

Randy can rattle off multiple ways to heat or cool your house. He's the Wizard of PTAC, those units that stick through the wall at hotels. (It stands for packaged terminal air conditioner, by the way.) But his bread and butter is Rheem.

He finds customers "more educated and demanding," these days, probably as a result of the Internet.

Although the equipment is uniquely reliable, Williams stocks parts for the occasional need. And he cites the "ease of maintenance" as a benefit of Rheem.

Keith Floyd is Modern's "senior outside sales rep" with 22 years on the job. A resident of Friendsville, he says he's built lifetime relationships with his contractor customers.

"I cut my teeth on Rheem," said Floyd. He loves the company. "Rheem is privately owned, just like

Hatcher joins Modern supply

Joan Hatcher has joined Modern Supply Company, as director of marketing and communications. Hatcher will be responsible for developing and executing marketing strategies for Modern Supply as they continue to expand their product offerings. She will also be involved in internal initiatives such as business development and training.

"Joan's diverse background will be an asset in helping us to strengthen our name recognition and brand awareness, particularly outside of the Knoxville area," said CEO Pace Robinson.

Modern Supply," he said. "It was started by two brothers who were originally in plumbing."

Aaron Carr is a recent addition to the Modern team. He was amazed when one day a contractor brought his dog into the business. "Here's this guy with a little puppy. Everyone is touching it and laughing. That's when I knew this family-owned business was a good

place for me."

Pace Robinson says Modern Supply's Rheem team learns from its customers and he learns from them. He's satisfied with his 45-year partnership with Rheem – it's been good for both companies. But if he got one wish, he would vote for a new, aggressive slogan. Maybe something like, "nothing can stop a ..."

– Sandra Clark

Family owned and operated since 1949, Modern Supply is committed to a tradition of excellence and leadership in the wholesale distribution industry serving the professional plumber, HVAC contractor, builder and electrician. Also, selling to the public, Modern Supply's experienced consultants assist with premier brands of high-tech plumbing and bath furniture, cabinetry, appliances and lighting showcased in designer galleries in Knoxville, Chattanooga and Johnson City.

Modern Supply is headquartered in Knoxville with seven branches in Tennessee and Virginia. Info: 966-4567 or www.modernsupplyshowroom.com!

Meet the Rheem team

Randy Williams is manager of the Heat and Air Department at Modern Supply, joining the company in 1979. He worked in outside sales for 22 years, was branch manager of the Middlebrook Pike store for two years and was HVAC project manager for two years. He lives in Oak Ridge with wife Sherry, who works in outside sales for Modern Supply. Sherry has a 24-year career designing kitchens and selling lighting.

■ Keith Floyd, who lives in Friendsville, has been Modern's top producer for seven years. He really enjoys outside sales, and has sold Rheem for two decades.

■ Aaron Carr has a diverse background. He joined Modern in 2006 as warehouse manager. "I wanted to move on and move up," he says, so he transferred to purchasing where he was mentored by Modern's director of operations, Greg Stephens. Now he's soaking up knowledge from Randy Williams and the guys on the Rheem team.

■ Glenn Stooksbury is Modern Supply's Rheem technical specialist. He has been in the heating/air business forever and has forgotten more than most people will ever know. Glen fields technical calls from contractors and often visits



Stooksbury



Modern Supply's Rheem team: Randy Williams, Aaron Carr, Brian Crabtree, Keith Floyd and Michael Lampkin. Photos by J. Hatcher

job sites to help resolve challenges.

■ Brian Crabtree has 20 years in the heating/air wholesale business; six with Modern Supply. He says based on his experience with

other brands and customer reviews, that Rheem receives the best feedback.

■ Michael Lampkin has been with Modern Supply for three years. As the newest Rheem team

member, Michael has learned from his seasoned co-workers. He enjoys building relationships with contractors and the first-hand knowledge he gains from them. Each customer's need is different, he says.



Rheem's Business is Your Home Comfort

refresh

Chances are, the last thing you think about is your *air conditioner*...until it doesn't work. That's why you should consider a Rheem.

Rheem offers a step up in *design, technology* and *efficiency* with gas/electric units that combine whisper-quiet operation & environmental-friendliness to keep you and your family *cool* year after year.

Respected for *reliability*, Rheem is an industry leader for heating and cooling solutions. *American made*. Rheem was rated #1 in reliability by Consumer Reports, July 2009.

Contact Modern Supply to locate your Rheem dealer.

Visit our kitchen, bath & lighting showrooms full of designer galleries & bright ideas.

Tell 'em Millie sent you!

