

INDOOR COMFORT

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NEWS

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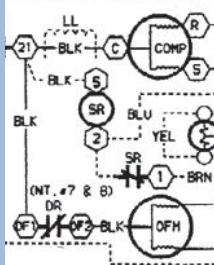
THE WEST'S LEADING MONTHLY NEWSMAGAZINE FOR THE AIR CONDITIONING, HEATING, REFRIGERATION, SHEET METAL AND VENTILATING INDUSTRIES



Editorial Focus

ICN takes a look at some of the latest offerings and improvements in Comfort Based Systems, Indoor Air Quality and Zoning.

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Troubleshooting

In this month's troubleshooting situation, you're doing a preventative maintenance check on a five-year-old AC system.

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Industry Education

With the phase-out of R-22 refrigerant underway, one company advises refrigerant users to consider all options when deciding on an R-22 retrofit.

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PG&E Hosts National Conference on the Future of Energy Efficiency

Bob Wiseman, WHPA Executive Committee member and IHACI past president, makes presentation.

Pacific Gas and Electric Company (PG&E) recently hosted a conference called "Building a More Energy Efficient Future: A National Perspective." The goal of the meeting was to have industry leaders from throughout the U.S. come together to make a difference in energy efficiency by thinking outside the box. The majority of the attendees were energy efficiency staff members with Investor Owned Utilities (IOU) or



Bob Wiseman



Talbot Gee

government-sponsored agencies.

Two Western HVAC Performance Alliance (WHPA) Executive Committee industry members spoke at the meeting on behalf of both the WHPA and their own organizations.

- Talbot Gee, COO and EVP

of Heating, Air-conditioning and Refrigeration Distributors International (HARDI)

- Bob Wiseman, chairman of

Government Affairs and past president of the Institute of Heating and Air Conditioning Industries, Inc. (IHACI)

Gee and Wiseman had the unique opportunity to provide industry perspectives to an audience that appreciates hearing directly from the ground level in the market to help inform continuous improvement in IOU and government energy efficiency planning.

Gee began his presentation by explaining the collaboration

between industry and government that occurs within the WHPA. "A partnership between industry and utilities can be a powerful force in

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Inside

Editorial Focus

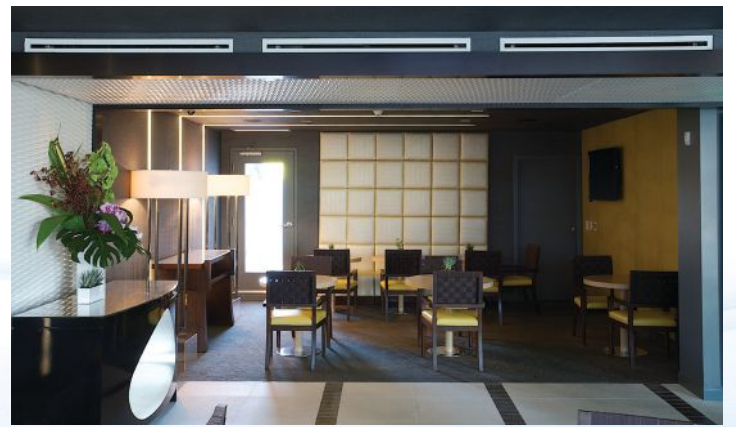
In Their Comfort Zone...

Miracle Mile Hotel Creates Comfort for Guests with VRF Zoning System.

Located in the Miracle Mile between Beverly Hills and Hollywood, The Hotel Wilshire is a luxury 74-room boutique hotel created from a 1950s six-story medical office building. Less than 12 months after its September 2011 opening, the hotel was awarded a Four Diamond Ranking by AAA, listed as one of the top 10 new hotels by *Fox News*, received kudos from *Redbook* and *Harper's Bazaar*, and made *California Home + Design* magazine's list of "The Top 50 Best Designed Hotels."

Chic Boutique Hotel from the 60-Year-Old Bones of a Medical Office Building

Los Angeles real estate partners Michael Orwitz and Spence Mitchum have developed residential apartments, commercial retail projects and boutique hotels throughout the



(Above) The Hotel Wilshire team used different indoor unit styles to best suit each area of the hotel. The ceiling-concealed indoor units add an architectural element to a common area. (Below) An exterior shot of The Hotel Wilshire in Los Angeles.

city in partnership with OSM Investment Company. The sweet spot for these developers is finding hidden gems and overlooked opportunities in up-and-coming neighborhoods.

In 2008, the pair identified a dilapidated six-story medical building situated between Beverly Hills and the Miracle Mile. Where others saw an outdated structure, Orwitz and Mitchum recognized an opportunity to



make a good investment in a great location. The densely populated Miracle Mile is the

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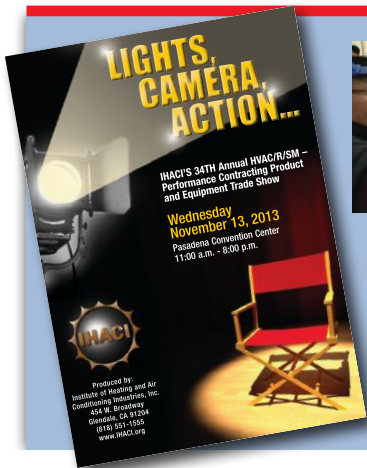
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