



P R E S S R E L E A S E

For Immediate Release

**Contact: Mary Martin, Creative Director
(516) 745-9200**

**Sid Harvey's appoints Billy Bennett to
Regional Sales Manager for West Virginia
and Pittsburgh**



Garden City, NY, Dec. 1, 2011 — Sid Harvey's, the Long Island based HVAC/R wholesale distributor, announced the appointment of **Billy Bennett** to Regional Sales Manager for the company's outlets in West Virginia and Pittsburgh.

Sr. VP of Sales and Marketing, **John Rynecki**, made the announcement and said, "Bringing Billy on board as the RSM is just one of a number of changes that we've made in key personnel and infrastructure in this market as a result of growing demand. With the combination of Billy's solid management experience and

technical background, we have high expectations for even further growth."

Upon completion of his Business Management degree in 1988, Bennett began a 20+ year career in the HVAC/R wholesale distribution business. Like many industry veterans, he began in entry level counter position, working his way from inside sales to an outside sales position and moving up to the position of Sales and Service Manager. In later employment, Bennett managed a crew of installation technicians and provided sales support in the form of detailed job layout designs and consumer proposals. As his responsibilities grew, so did his technical competency. Billy has continually participated in many types technical training, including NATE-certification.

In his last position, Billy was the Product Manager for a wholesale distributor, responsible for development of their on-line website sales program and geothermal equipment sales at the branch level.

When asked about his approach to wholesale selling, Bennett says, "People who sell on low price and low price only, generally won't build sustaining relationships with their customers. Today's contractor is looking for a distributor who can bring the added-value of expertise to the table. Our team is going to focus on developing the types of service strategies that will result in long term partnerships with our contractors."

Bennett is being tasked with the sales management of 3 branches in West Virginia: S. Charleston, Huntington and Morgantown; and 2 branches in Pittsburgh in South Hills and Penn Hills. He will responsible for area sales and profitability; hiring and training of personnel; building relationships with key accounts; and design and implementation of area marketing programs.

Billy's will locate his office in the S. Charleston branch located at 301 B Street, phone (304) 744-5386.

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Sid Harvey Industries, Inc. is one of the nation's largest wholesale distributors of Air Conditioning, Heating and Refrigeration equipment products and parts since 1931, with over 75 branches nationally.