



# I. AHRON KATZ

Ahron founded and organized a network of six successful service companies in six different states. He is currently Chairman and Founder of A-abc Appliance and Air Conditioning, the company with the “little red trucks,” a division of Encompass Services Corporation. Encompass Services Corporation (ESR) is a four billion dollar NYSE-listed company.

Ahron started A-abc in Dallas in 1976 with two employees. Today A-abc is a leader in the service and installation of appliances, air conditioning, heating and plumbing. They're sales are over 10 million dollars annually. They employ over 100 people, and have a client base of over 100,000 in the Dallas-Ft. Worth area.

Ahron's success in the service business comes primarily through his and his organization's commitment to achieving and maintaining the highest level of professionalism in an industry that is not always perceived as such. He also pioneered the concept of same-day service in appliances, air-conditioning and plumbing, and was one of the first to offer his personal guarantee of client satisfaction.

He is well known in the Dallas – Ft. Worth area because of his role as host of two weekly

call-in radio shows on News/Talk 820-WBAP and legends 770-KAAM. Listeners call for professional advice on home appliances, air conditioning and heating repairs. Ahron also personally records all of A-abc's T.V. and radio commercials. His voice and personal guarantee, along with the company's “little red trucks” have become synonymous with high quality, dependability and professionalism to consumers in the Dallas-Ft. Worth area.

*Success Magazine* featured Ahron as a “sales visionary” in its editorial column of the May '97 issue. *Appliance Service News*, a national trade magazine, recognized him as a “superstar” in the industry. Ahron has served on the Board of Directors of Contractors 2000, an international trade organization, and on the board of the North Dallas Chapter of Air Conditioning Contractors of America (ACCA).

Ahron recently retired from the day-to-day operations of A-abc and spends his time consulting, doing seminars, radio shows, radio commercials and strategic planning sessions. He presently serves on the Boards of Directors of the Greater Dallas Chamber of Commerce and Community Services Foundation. He and his wife, Lucia, are Presidents of the Dallas Opera Guild.



## **A-ABC ApInc and Air Cond.**

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