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40 Years of  
Exceptional Service

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By: Heather Navarra, The Write Type



From left to right; Dan Whitten General Manager, Bill Whitten President, Kevin Whitten Technical Sales & Design, Bob Videki Vice President.

It's rare to find qualified service in refrigeration, heating and air conditioning that comes with such professionalism. With over 40 years of experience, Rosetown Central is leading the industry in terms of service, and their high level of success is directly attributable to the knowledge and expertise that management and staff bring to their respective roles.

Purchased in 1966 as Roy's Refrigeration, owner Ron Dolden renamed the company to Rosetown Refrigeration & Air Conditioning Ltd. in honour of Brampton's reputation as the 'Rose Capital of Ontario'. Bill Whitten joined the business as a partner in April 1967. In 1975, Ridlers Central Refrigeration was purchased

by Ron, Bill and a third partner Garry Fraser. In 1981, the two companies were joined under the name Rosetown Central Refrigeration & Air Conditioning Ltd. In 1983, a valued service technician named Bob Videki joined as a partner.

With a corporate strategy that targets growth, the company is focusing on both obtaining new clients and acquisitions. In 1986, Rosetown Central moved to its current 12,000-square-foot building on Wilkinson Road in Brampton, Ontario. This custom-built facility includes warehouse space and mechanical shops in addition to administrative head offices. In 2001, Tri Mechanical Limited was acquired, as part of its growth strategy to increase the products and services offered and to expand its client

base. Today, there are over 50 employees between both companies; they mainly serve an area from Hamilton to Oshawa to Barrie but will travel anywhere their talents are required.

After 40 years in business, some of Rosetown Central's founding members have retired or are currently semi-retired. A focus on succession management has insured continuity in leadership, and the company has achieved 'success in succession' through focusing on handing over control of the business effectively by mentoring and blending management experience. Together with the help of their dedicated management team, new owners Dan Whitten and Kevin Whitten are leading the company into the future.

With its tradition of quality service, Rosetown Central has extensive expertise in system design, project management, installation and service to heating, air conditioning and refrigeration systems for commercial and industrial businesses. Target industries include food transportation and storage, food processing, and environmental control systems for computer rooms, manufacturing plants, office environments, pharmaceutical and health care clients. Qualified service technicians, equipped with up-to-date, fully-stocked trucks, are skilled in dealing with all types of refrigeration equipment, from cafeterias to very specialized ultra-low temperature equipment used in research and development laboratories.

Indeed, one of the key contributors to the success of this business is their staff of expert, well-trained personnel. They understand the constantly changing world of environmental management and are eager to assist in meeting each client's specific goals. "A contributing factor to the long-term loyalty of our clients is the dedication of our technicians, who make a difference every day in the way they communicate with customers," says Kevin Whitten. Many of their technicians have more than 30 years working for this industry leader. It's that level of expertise that



clearly sets this company apart from its competitors.

Specializing in design-build installations, retro-fit installations, preventative maintenance, and service of all mechanical and HVAC/R systems, Rosetown Central's approach to service is very customer-oriented. "Each client is assigned a sales representative, a service technician and a back-up service technician," says Dan, "who then form a relationship with the customer with the purpose of understanding how we can benefit their business. With each system

installation and equipment maintenance program custom-designed, our goal is to continually provide unique, value-added services that benefit each client's business."

Rosetown Central's client base includes major hospitals, computer rooms, blood banks, grocery distribution centers and food processing facilities. "Many of these have been our clients for the past 40 years and often demand 24/7 emergency service," says Dan. "Clients choose to partner with Rosetown Central because of our diverse industry capabilities." Environmental controls are vital to



From left to right; Steve Bothwell Sales Manager, Kevin Whitten Technical Sales & Design, Dave Partridge Service Manager, Dan Whitten General Manager and Ben O'Rourke Financial Controller

the operation of these businesses. In addition to providing regular service and preventative maintenance on equipment, validation services are provided that allow the client to demonstrate that equipment is performing to the required standards.

Recognizing and complying with all federal, provincial and municipal regulations and environmental protection guidelines, management and staff keep abreast of changing regulations for those industries they serve in order to ensure customers are compliant. Another key component involves relevant employee training and communication to customers of any changes in regulations, such as Ontario Regulation 220/01 (Boiler and Pressure Vessels Act).

Rosetown Central has developed a solid reputation by putting customers first. "Our customers have made significant financial investments in their HVAC/R equipment; it is our job to make recommendations to protect the customer's investment." Staff are motivated, committed and technically superb. Through preventative maintenance programs, the employees strive to minimize unexpected downtime and plan for equipment replacement. Rosetown Central is reliable and consistently provides exemplary service.

Client testimonials indicate that

solutions to their needs are recognized and implemented quickly and efficiently. "Our people are our greatest asset," states Dan. "It takes true teamwork to deliver quality service."

In order to provide value-added service and end-to-end customer solutions, subcontractors who act as business partners are selectively chosen. "The expertise that our subcontractors bring complements Rosetown Central's core capabilities and together we provide customers with full HVAC/R solutions."

With such a high degree of success, it's not surprising that about 95 percent of business comes from repeat and referred customers. With a long-term goal of continuing to expand the business, potential new customers are identified through researching targeted industries in locations Rosetown Central knows they can serve well. New business opportunities often present themselves when other satisfied customers share accolades about this dynamic organization. "When companies have an opportunity to change service providers, our reputation often precedes us," says Dan.

An active member of the Brampton Board of Trade, Rosetown Central has been an avid sponsor of sports in Brampton and Caledon for over 40 years. Steve Bothwell acts as both a coach and convener in the Brampton Youth Minor

Hockey Association; Dan Whitten is a Representative Coach for the Town of Caledon Minor Hockey Association. Bill Whitten is a Life Time Lion with Lions Club International, recognizing over 37 years of serving in the Bramalea Lions Club.

Rosetown Central is a member of the Ontario Refrigeration & Air Conditioning Contractors Association, and Bill Whitten has served two terms as President. Bill also represents the industry at the Heating, Refrigeration and Air Conditioning Institute-Contractors Division, and the Canadian Refrigeration and Air Conditioning Contractors Association. Bob Videki sits on the Provincial Advisory Committee for Refrigeration and Air Conditioning Apprentices in the Province of Ontario and is a 40 year member of the Refrigeration Service Engineers Society. This dedication is providing value to the industry as a whole.

Forty years in the making, Rosetown Central's reputation for being the best in their core industries has been built on creating profitable, win-win partnerships through long-term commitments that exceed customer expectations. With the benefit of dedicated employees who know how to take care of customers, along with solid leadership from a management team that focuses on developing long-lasting client relationships, there's continued success in the forecast for this recognized market leader.



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