

**LARRY TAYLOR**  
TAYLOR COACHING  
Weatherford, Texas  
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Larry Taylor is widely recognized in the HVACR industry, having been involved in the industry since 1965. Larry retired from AirRite Air Conditioning after building his company into an award winning business, receiving ACCA's Contractor of the Year Award. He has been awarded ACCA's Spirit of Independence Award and *ACHR The News* Legends of HVACR award.

As a business owner, Larry was heavily involved in ACCA's MIX Group program. After being involved in a couple of existing MIX Groups, he started a home performance contracting MIX Group which continued for many years under his leadership.

Larry retired as a business owner in 2012 and formed Taylor Coaching, helping other contractors form and manage MIX Groups. Recognizing the difficulty in forming a new MIX Group, Larry is interested in helping new MIX Groups form, and seeing them through the difficult tasks of creating topics, events, agendas, bylaws, minutes formats, and the other operations needed for a group to succeed.

Taylor Coaching is also able to help existing MIX Groups expand, focus, and ensure contractors are seeing the return on their investment. Larry is able to help groups gain more structure, improve the exchange of information and conduct meaningful site visits and briefings.

Larry's facilitation style allows the host or chairman of the group to focus on their business and not worry about running the meeting, etc. It improves the experience of all attendees.

Professional references include:

- Steve Saunders, CEO, Tempo Mechanical
- W. Theodore Etzel, III, Conditioned Air
- Danny Jackson, CEO, Jackson & Sons, Inc.
- Richard Dean, President, Environmental Systems Associates

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