

## **Following the Golden Rule: A Winning Formula for Alpha Climate Control**

Few businesses can say they've had a three decade run, and what more, customers who have stayed the course as well. Such is the case with Alpha Climate Control, which provides high quality heating and air services throughout Metro Atlanta.

Alpha Climate Control was founded by President and CEO Lu Woodson in 1985.

Mr. Woodson was previously a Senior Project Engineer in the corporate world, and, as a teenager, always wanted to own his own business. So to make this dream a reality, he took action and went back to school, taking courses in air conditioning at Dekalb Technical College. Shortly after, he took and passed the state licensing exam.

And the rest, as they say, is Metro Atlanta history.

Services offered by Alpha Climate Control include: Spring A/C Checks, Fall Heat System Checks, Equipment Repair and Replacement, Preventative Maintenance Agreements, and Water Heater Replacements, to name a few. The company services homes, churches, and small businesses, and offers full scale residential and light commercial work.

Mr. Woodson attributes his success to treating his customers with respect. "I've always believed in the golden rule, that you do unto others as you would have them do unto you," Woodson states.

Alpha Climate Control has been recognized numerous times for its contributions to Metro Atlanta. In 2004, Alpha Climate Control was recognized as Outstanding Local Dealer for Carrier Products. In 2009, the company was a Nominee for Best East Metro Business for Crossroads News, and in 2012, Alpha Climate Control was a Nominee for the Georgia Piedmont Technical College Investing in Dreams Award.

Alpha Climate Control also plays an active role in the Atlanta community, sponsoring youth soccer and baseball teams. In addition, Mr. Woodson has been an active member of the South Dekalb Business Association for three years and is currently a Board Member.

So how does a business reach the thirty year mark with grace, dignity, and respect? For Alpha Climate Control, it's as simple as staying true to the company goal: to continue to earn our reputation of being fair by providing our customers with dependable service, sound advice and quality workmanship.

As CEO and President of Alpha Climate Control, Woodson has steered the company from its humble beginnings to a high quality heating and air services provider serving the Metro Atlanta community.

If the first thirty years are any indication of what the coming years hold for Alpha Climate Control, the future looks remarkably bright.