

Meet Sadie, the Pup Behind Goettl Air Conditioning

Written by Jianna C. Vasquez

Monday, 26 June 2017 11:07 -



Ken Goodrich, owner of Goettl Air Conditioning, took his son to the pet store nine years ago for his seventh birthday. As they were searching for a pet to take home, a small dog put her paw against the glass window and, after that, they knew exactly who would be going home with them. A small, soft-coated Wheaten terrier was immediately part of the Goodrich family, but little did they know she would be a part of the family business as well.

They named the playful puppy, Sadie.



Goodrich, purchased Goettl Air conditioning in 2013 and has offices in Phoenix, Las Vegas and Southern California. But to work for the company, potential employees have to pass a number of tests including: Drug testing, technical testing, background checks, but, most importantly, the employees need to pass the Sadie test to become a Goettl employee.

Sadie is a playful puppy who jumps on mostly anyone and follows them around, but if she doesn't then this when you know Sadie senses something that can't be seen by humans—this is called the Wheaten Greetin'.

"One of my colleagues told me about this thing called the 'Wheaten Greetin' and how this breed of dogs can be perceptive of a person character," Goodrich says.

Goodrich recalls a time when he hired a landscaper to work on his yard and Sadie would not greet him any of the times he came over.

"Sadie must be on to something," Goodrich thought. And of course, Sadie was right. The landscaper stole a bike that belonged to Goodrich's son and never returned to finish the landscaping job he had started.

Since the landscaper incident, Goodrich thought it would be a good idea to bring potential technicians by the house so Sadie could get feel for their character. Since then, Goettl Air Conditioning has hired 218 employees that are Sadie certified.

"I think about my mother and how I would want her to be safe if someone went into her home," Goodrich says. The background checks the company gives only go back about seven years and, Goodrich says that even if the background checks come out clear he wants to be sure that his employees care about the customers.

Goodrich says that potential employees get nervous and anxious anytime they know Sadie will be making an appearance at company meetings.

"The anxiety is through the roof on those days," says Goodrich.

Women get nervous about the perfume they put on that day, and Goodrich has even had a technician put bacon in his boots to make sure Sadie really does like him.

All in all, the Sadie certification is something that Goettl company prides itself on because they know that they not only have good workers on the Goettl team, but they also have good people.

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Goodrich ran several ads that let customers know about the "Sadie Certification" that brought the company many customers who would specifically ask to send someone who is Sadie certified.

Goodrich is possibly thinking of getting a Wheaten Terrier for every company office to ensure that all Goettl employees are meeting the Sadie's standards.

"In today's culture, people who have pets treat them as family," Goodrich says. "And we want to be sure we treat our customers as family."