

Welcoming another generation

BWS Heating and Air Conditioning celebrates three generations

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Bruce Strandberg has been working alongside his dad, Del, since he could walk.

Today, Bruce calls the shots and Del helps out wherever needed at Bruce's business BWS Heating and Air Conditioning, 6520 Edenvale Blvd. in Eden Prairie, which just celebrated its five-year anniversary.

Bruce and Del were able to welcome a third generation to BWS a week ago. Bruce's son Kevin joined the team to help out with sales and marketing.

The three relatives are spread exactly 30 years apart, with Del leading the pack at 88 years old. Bruce is 58, and Kevin brings his new ideas at 28.

Air conditioning and heating has been a family business for the Strandbergs since 1969, when Del started up his own air conditioning business in Bloomington. Bruce started as a service technician in 1974, but helped his dad at his shop since he was a child picking up scrap metal.

After working at a caf-



Three generations of Strandbergs are now represented at BWS Heating and Air Conditioning in Eden Prairie. From left are Kevin Strandberg, Bruce Strandberg and Del Strandberg. (Sun Current staff photo by Natalie Conrad)

eteria in the Edina school district for several years following his retirement from the industry, Del returned to help his son at his new business.

"There's so much to do," Del said. "I pick up the pieces and keep it all together."

The company is comprised of the three Strandbergs and six technicians, along with a handful of administrative and customer support staff.

Kevin brings his background in Internet marketing. The youngest of the trio was spared no shortcuts as a new employee, going through the employee handbook and training.

"If anything, I am under more scrutiny than

other employees," Kevin said.

The business services the greater metro area, but BWS technicians can often be found throughout a 10-mile radius of Eden Prairie. Their calls are evenly split between commercial and residential.

"We do what it takes to satisfy our customers," Bruce said.

As far as the future of BWS, which stands for Bruce William Strandberg, things will continue to evolve under Bruce's leadership for at least another seven years, at which he has planned to either pass over the business or continue if "he is still having fun."

"We would like to con-

tinue to expand," Bruce said. "We found a niche market in service and (retrofitting)."

Having worked in the industry his whole life in every role, Bruce has a wealth of knowledge.

"I did everything, every aspect," Bruce said. "I know what it's like and the extreme weather conditions. I have sympathy for what the technicians are going through."

For more information on BWS Heating and Air Conditioning, visit bwsh heatingandair.com.

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