

Member Insider

Women in HVACR – 3rd Quarter Newsletter



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2014 Contracting Business Woman of the Year: Kathie Todd



Congratulations Kathie!

Kathie will be a keynote speaker on Friday morning September 12th at the 11th Annual Women in HVACR Conference in Nashville.



Kathie Todd, Administrative Manager and CFO
Central Oregon Heating & Cooling, Inc. Redmond OR



Kathie has been an integral part of Central Oregon Heating & Cooling from its inception in August of 1993. She sits on the Board of Directors for the company and is the CFO. Her Administrative Manager responsibilities include all financial aspect of the business, overseeing all administrative operations from HR and company culture/training to policies and procedures, ensuring that best practices are utilized.

During these 21 years, Kathie has helped build the company from the garage up to over the \$7 million dollar prospering and award winning company that exists today. Kathie's husband, Don, shared his dream of creating a HVAC business. Kathie, a fulltime tax accountant and preparer at the time, very willingly lent her talents to the additional project of building the supportive role that it would take to sustain and grow the business of his vision. Although she had little or no HVACR industry knowledge, her prior years of banking, insurance sales, accounting, tax preparation and office experience was vital in developing the solid foundation for Central Oregon Heating & Cooling to grow, mature and expand – and remain debt free.

Throughout Kathie's formative years, girls were encouraged to become homemakers – even had classes for that purpose. She felt she had more to offer and did not fit well into that 'skirt' box. Encouraged by her parents that she could do whatever she set her mind to, she chose a more unconventional path through her education and life adventures. Kathie has found her niche in the HVAC industry and, using her innovative spirit, is unequivocally thriving in her chosen field.



Networking. Education. Mentoring.


11th Annual Conference Speakers

Have you registered? There's still time to join us next week in Nashville!!!



Networking. Education. Mentoring.

WHVACR 11th Annual Conference "Innovations" The Act of Introducing Something New!

September 10th - 12th at the Nashville Convention Center, Nashville, TN
in conjunction with 

Harold Wood- Keynote speaker and motivational entertainer makes learning fun! Join us at our Thursday evening reception and come watch and learn as HAROLD motivates and inspires you into action with "Juggling Success."



Harold Wood

Ruth Ann Davis - Women in HVACR President will kick off the event on Friday morning with an inspirational welcome message on innovations, creativity and reinventing yourself..

"Innovate, Progress & Improve" Keynote speaker and 2014 Contracting Business Woman of the Year, Kathie Todd, will share her personal and professional experiences and her story of "Advancing in Today's HVACR Environment through Innovation."



Kathie Todd

Tom Jackson- CEO of Jackson Systems will present "Smart Controls in a Connected World." Technology has changed dramatically over the past few years. With nearly 60% of all adults owning a smart phone, the demand for these access to Internet-enabled devices has grown. The most popular demographic for these devices is the 25 - 34 year old with higher than average incomes. Tom will speak about this growing market and the opportunities for controls wholesalers and retailers to take advantage of new technologies to grow their business with this demographic.



Tom Jackson

"Business Innovations" Innovation drives businesses forward, creates sustainable differentiation, and builds greater than average profits. But why is it that some contractors innovate and profit while others follow and languish? David Heimer, COO of Service Roundtable, shares real life innovations that are moving contractors forward now, and shows how to create a collaborative culture of innovation that will provide market leadership and operational advantages



Ruth Ann Davis



David Heimer

Mike Moore, Director of Training at HVAC Learning Solutions and one of the original founders of the organization presents an interactive session entitled "Design Yourself for Innovation." Learn the process of designing yourself for innovation by managing first your personal goals and your personal brand by positioning yourself in corporate culture where you work and integrate the whole fast changing tech tools, apps and personal data.



Mike Moore



Visit www.womeninhvacr.org to learn more!



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2014 Annual WHVACR Conference "Innovation" Sponsors

The success of WHVACR would not be possible without our network of Sponsors who have donated time, money and resources to our organization.

A Very Special Thank You!

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2014 Scholarship Awards Presented

Congratulations to Anna Powers & Stephanie Hallock!

Certificate of Scholarship



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"GO VO-TECH CAREER LAUNCH"
\$1000.00

Women in HVACR is Proud to assist in your quest of a Career in the HVACR Industry.

Awarded to: Anna Powers

This 25th day of August 2014

Empowering Women to Succeed Within the HVACR Industry

Certificate of Scholarship



Networking. Education. Mentoring.

"GO VO-TECH CAREER LAUNCH"
\$1000.00

Women in HVACR is Proud to assist in your quest of a Career in the HVACR Industry.

Awarded to: Stephanie Hallock

This 2nd day of September 2014

Empowering Women to Succeed Within the HVACR Industry



Feeling Overwhelmed Lately? 10 to Zen Checklist

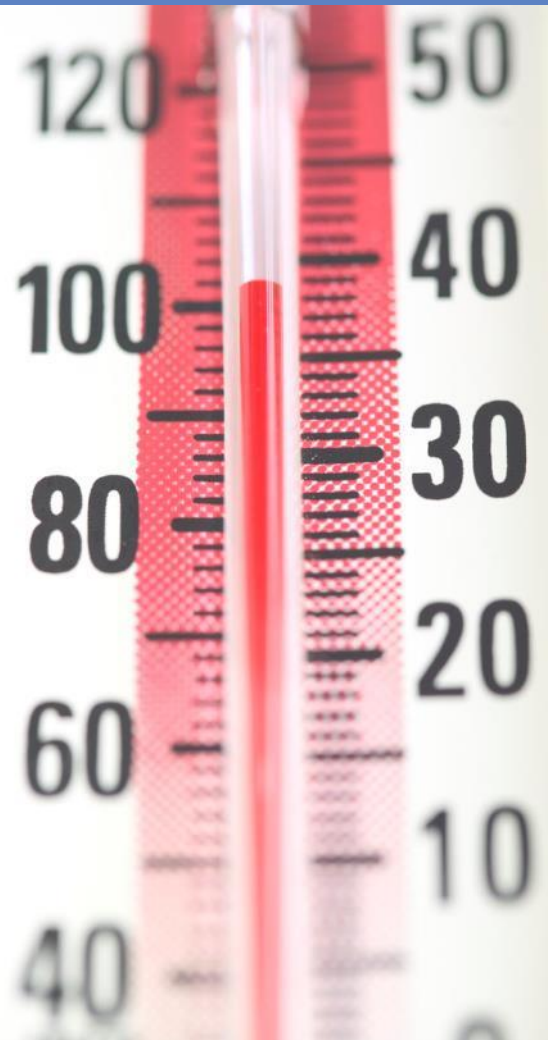
10 to Zen

1. Let go of comparing.
2. Let go of competing.
3. Let go of judgments.
4. Let go of anger.
5. Let go of regrets.
6. Let go of worrying.
7. Let go of blame.
8. Let go of guilt.
9. Let go of fear.
10. Have a proper belly laugh at least once a day (esp. if it's about your inability to let go of any or all of the above).

Facebook
Buddha Heart

Help Promote the HVACR Industry with the Ambassador Toolkit

HVACR involves
a lot more
than just
temperature...

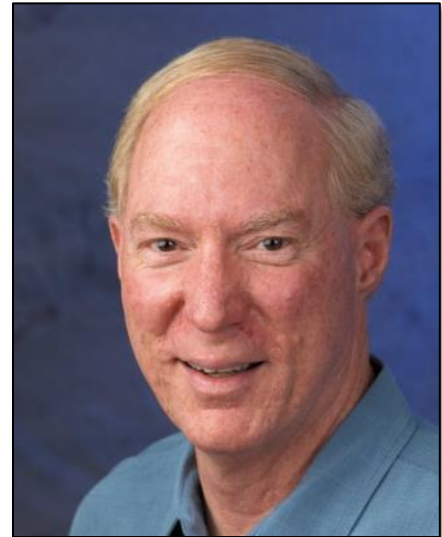


Download this FREE Ambassador Toolkit for presentations, handouts and resources to assist you when talking about our industry:

<http://www.careersinhvacr.com/site/304/Why-HVACR/HVACR-Ambassador-Toolkit>.

It's On My Heart: In Plain Sight Contributing Article by: Jim Hinshaw Founder of Sales Improvement Professionals

Bought a new car this year, an inexpensive highway car for back and forth to the airport. Was gonna mention the brand, but last time I did that, got some unpleasant remarks. There is no safe harbor, if you buy American, you will offend the import fans. If you buy an import, that is sending money overseas, even though most of the imports are made here in America. So stew all ya want, not gonna tell.



What I am going to share is the fact that I have a digital MPG readout on the dashboard. This is not the first time I have had that, but it is conspicuous in the center of the dash. So the number is always in front of me. Oh, I could turn it off, or go to miles to empty or another setting, but I don't. I rather enjoy having a gauge of my driving efficiency right in front of me, where I see it all the time.

Full disclosure, I am not one of those “economy drivers”, who put it in neutral a block away from the stop sign and coast up. And I do occasionally stick my right foot down to the floor on the long skinny pedal, it can be fun. Yet I enjoy watching the rating move as I travel to the airport and back. This tank I am at 34 MPG, 350 miles on half a tank. OK, little over half. It is a 4 door full size sedan, can seat 4 on a long trip, 5 on a day trip. My goal was to go 600 miles on a full tank, can do that pretty easy with a majority highway driving. Got 36 MPG last tank, went 640 miles.

It's On My Heart: In Plain Sight

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Founder of Sales Improvement Professionals

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Which brings me to my point. I had a goal, achieved that goal, now I am in a stretch goal mode. Not sure if I can do much better, but it is fun trying. I do wonder if I would watch it as carefully if the number was not right in front of me. Had a Equinox a couple of years ago, the MPG rating was almost the same, 32 or so, 600 miles to a tank on the highway. The difference was the MPG display was not up high on the dashboard, you had to look down to see it. In fact, it was one of 7 or 8 different displays that were possible, and many times I did not take time to scroll thru to find it.



In this car, my goal is right where I see it every time I get in. Which makes it a great motivator. Your goal; sales, profits, billings, customers added to the maintenance base, or whatever, needs to be where you can see it at all times. With today's electronics, you can get the numbers needed to measure progress from your office staff delivered to your smart phone anywhere you are. You do have a smart phone, if you don't, get one now! I visited a set of clients in the last two weeks in two states, far apart. One of them had the exact number of maintenance agreements sold this year up to the day before, 579. His team knew it was important for him to get the numbers, they were focused on that and several other KPIs each day. The saying is what you measure gets improved. You never know how far you can go until you have gone further than you ever have before.

In the other case, the owner gets several numbers on his smart phone each day, and if there is a problem with one number over a two or three day period, he checks into it. Turns out each time he has asked the team about a number, they were already on it, taking corrective action. He has a good team, but that is not what is important. He can take a member with the right combination of drive and people skills and move them from service to management in a very short period of time. Which he did this last year when his veteran service manager left him to work for a competitor. What makes his company efficient is the fact he has a system in place for each employee, what to say, not to say, how to do their job and what is expected in performance.

So if someone leaves, he has the tools to help the new employee move into the new role fast.

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It's On My Heart: In Plain Sight

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Next week at Comfortech I have the pleasure of interviewing Alana Ward, the owner of Baggett Heating and Cooling in Clarksville, TN. I have worked with Alana for over a decade, it is a joy. She has a great ability to do her homework, in fact she is a Dave Ramsey Entrepradership Masters Series graduate. Why is that important? Dave shares that one way to succeed financially in this life to set up a budget, stick to it, and avoid debt. Alana has done exactly that. She knows where she is at any time, knows when she is under (or over) the numbers she has established as her goal for the week, month, year, or even longer. Knows when to take corrective action. Some things just happen, she called last month unhappy because a customer did not buy from her. She found a customer that did buy, interviewed them and felt good about what she is doing in the marketplace.



About Comfortech, a couple of years ago one of the speakers told how they shared the numbers with their employees. They are in a rural market, with lots of low-ball competition, and yet they are very profitable and growing significantly each year. They sent out the profit contribution each employee made on a daily basis! Daily. Each employee. She said it was a very bad thing if you had to scroll down to find your name at the bottom of the list of contribution!



So if you have a chance, sit in on **Alana** and I talking about business, goals, sales, and life in general. If you are not able to get to Nashville, give one of us a call, we may be able to send over some of our notes and share how she runs her company by the numbers. My message today: set a goal and keep it in front of you at all times. Share it with the employees, let them know what is needed to succeed. Celebrate your success, work on improving your system to achieve more than ever before. Put together a system so that each employee knows what their job is, and what is expected from them in results. Let everyone know the progress, how the company is doing as you move through the year. Thanks for listening, we'll talk later.



Women in Industry Group Aims to Bring More Women into the PHCP-PVF Trade

Contributed by Mary Jo Gentry

Goal is to increase involvement and visibility and to expand the capabilities of women across all levels within the industry channel

Welcome to the sisterhood! We have a partner on the other side of the business. To foster the expanding role of women in the PHCP and PVF industry, ASA (American Supply Association) has formed the Women in Industry Division (WIN). Like ours, the focus of the group is specifically on women and how ASA can not only provide them with the opportunity to connect, but also to empower, inform, educate and engage.

WIN and Women in HVAC have much in common. Both groups aim to support and bring more women into the trade. And both groups face similar barriers as we advance our careers in this industry. The formation of formal membership groups allows us to participate and share experiences and ideas on how, as women, we can overcome many of these barriers and advance in our organizations.

I had a chance to have breakfast with Katie Poehling of LaCrosse, Wisconsin - based First Supply Company when she was in Minneapolis this spring working at the company's Kohler Signature Store in Edina, Minnesota. She and Ashley Martin of NIBCO are the driving forces behind the formation of this group.

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Women in Industry Group Aims to Bring More Women into the PHCP-PVF Trade *Contributed by Mary Jo Gentry*

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We discussed the fact that tradition is what seems to keep women from considering a career in this industry. Because it has traditionally been male-dominated, it isn't the first thing that comes to mind for many high-school graduates when considering their career options.



But we are now seeing the number of women in both the HVAC and PHCP-PVC industries grow as they realize they can find rewarding careers here. It is the goal of both groups to actively demonstrate that we are committed to welcoming and growing women in our industries. Membership in WIN is **FREE** throughout 2014 as they build their network of women leaders. Women that are employed by ASA member manufacturer, distributor and manufacturer representative firms who are seeking to build their careers in the PHCP- PVF industry are eligible for membership. Membership includes several educational webinars to a full day spring conference to a variety of networking events.

For more information, please contact Mike Adelizzi, Executive Vice President and Staff Liaison, at (630) 467-0000 ext. 201 or madelizzi@asa.net.

Member Spotlight

Featuring WHVACR Board Member Danielle Putnam
President, The New Flat Rate



1. What was your motivation to get into HVACR?

Who doesn't like a new opportunity! To be honest, I stumbled into it quite naturally by being the daughter of a contractor.

2. How long have you been apart of the HVACR industry?

In high school I worked as a dispatcher for our family HVAC, Plumbing and Electrical company. I then left for Bible School and college out west, fast forward 11 years...ended up working in the tech industry with startups and quit in 2011 to move back to Georgia to help start The New Flat Rate.

3. What would you say has been your greatest achievement, AND what has been your greatest obstacle?

My greatest achievement within the industry so far has been to turn an idea "The New Flat Rate" into an actual company and product that is changing the lives of contractors nationwide. I'm daily in awe and thrilled at the success stories I hear from our contractors on the front lines. In 2011 we were only a concept. My greatest obstacle was to push forward and not quit when people didn't understand what we were trying to do.

4. How would you sum up your experience in the industry?

Our industry is more than an industry...the people have become some of my closest friends. I like to say, "we make the world better", and together we do. So my experience is ever growing and for that I'm thankful.

5. What benefits do you feel being a woman in the HVACR industry has had for you?

We are still the minority which in many ways makes it easier. People want to talk to me because I'm a woman in the industry but personally I've always viewed men and women as simply friends and co-workers, clients, vendors, partners...regardless of their gender I prefer not to make a big distinction.

6. Tell me about your company and your roll within the company, how has that changed over the years?

My hands-on education has forced my role to change. In the beginning I was mostly involved in operations and product development. As we tested then successfully launched our first product (Flat Rate Menu Pricing for HVAC service providers) we quickly began to better understand how to position ourselves in the market and I had to juggle the gears throwing on a marketing hat and every now and then even play the role of a trainer.

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7. What would be your advice to a female new to our industry?

Never be afraid to ask for help and to be honest if you're not "technical". Be a team player but still fight for your position and always strive for growth, accept new challenges and move up in rank!

8. Tell me about yourself personally- hobbies, family, sports, how do you stay grounded.

I love to snowboard (and wakeboard)!!! But sadly I do not live on a snow covered mountain. As often as possible I sneak away in the winter to snow covered fluffy slopes to recharge and get my adrenaline fix. I'm secretly an adrenaline junky. Also, I'm very blessed to have a terrific husband who is my biggest fan and keeps me on my toes. Together we enjoy running, biking, boating, fine dining and as often as possible...international travel. This year we went to Ireland and France where we toured wine country.



9. Where did you go to school? Degree?

I spent four years in Texas at Teen Mania Ministries which is the equivalent to a Bible School, and later graduated from Colorado Technical University with a Bachelors in Marketing.

10. What are your future plans?

Lots of growth! To serve more contractors this next year than ever before. I've been working on some large hush-hush projects to be more digital on tablets (currently we're available only in print and on iPads). To grow my team and to be a better mentor to my employees.

**THE NEW
FLAT RATE**
MENU PRICING MADE EASY!



Not Yet A Member?

**Corporate
Memberships**

Now Available! Ask us
for Details.



**Join the First
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Women in the HVACR industry!**



**Teambuilding Exercises, Networking Opportunities,
Dynamic Speakers, Interactive Seminars, Online Courses
*and more!***

Become a part of Women in HVACR, the first international organization for women in the heating, ventilation, air conditioning and refrigeration industry! To find out more about member benefits and how you can join please visit us at : www.womeninhvacr.org !

