

Member Insider



Join us at the
AHREXPO In Chicago



Booth # 5323

Are You Interested in
helping us in the WHVACR
Booth at the AHR EXPO
January 28th-30th in
Dallas, TX

Email us at
womeninhvacr@gmail.com



**We hope to see
You there!**

Women in HVACR a Year in Review

As we move into a new year, Women in HVACR would like to reflect on the amazing year we have had thanks to our membership and dedicated board.

This year was one of exciting growth for the Women in HVACR organization. As we wrap up 2012, we want to share a look back at the events of the year.

- AHR EXPO 2012
- HVAC Excellence
- RSES
- ACCA
- CMX-CANADA
- MECHANICAL SYSTEMS WEEK
- HARDI NATIONAL CONVENTION

Look for us at these events and more in 2013.

WHVACR at 2012 HVAC Excellence National HVACR Educators and Trainers Conference



...Simple math tells us that the HVACR industry cannot recruit and train the number of people needed by recruiting men alone. Patti Ellingson, President of Women in HVACR (WHVACR) provided a solution by addressing the importance of all of us working to recruit females into our industry. While women are half of the U.S. population, they consist of 0.7% of our industry. WHVACR is an organization of men and women that empower women to succeed through networking opportunities, mentoring programs and education.

Meet your 2013 Executive Board

President



Patti Ellington
Cooper Atkins Corp

Vice- President



Ruth Ann Davis
Williams Furnace

Immediate Past President



Nita Brooks
National Comfort Institute

Treasurer



Leslie Titcomb
Harvey W Hottel Inc.

Secretary



Donna Graham
Southwire

Additional Board Members

Julie Decker, Carlisle

Mary Jo Gentry, Ritchie Engineering Co. Inc.-Yellow Jacket Division

Danielle Koop, The New Flat Rate

Jenn Laughlin, Arzel

Marjorie McAllister, CPS & Five Two One

Leslie Peckham, Warm Thoughts Communications

Alyssa Peluso, DuroDyne

Dianna Sovyak, Donwil Co.

Advisory Board Members

Karen Rifice, Almagamated Services

Gwen Hostnik, National Comfort Institute

Ruth King, HVAC Channel TV

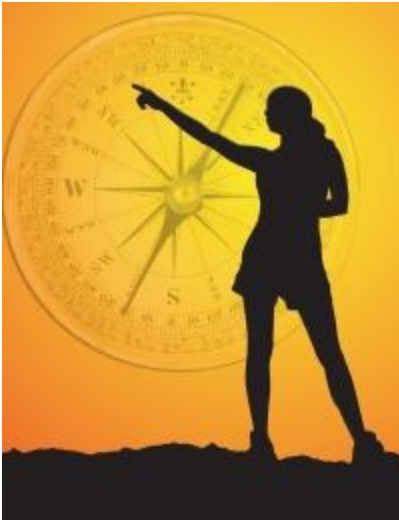
Adrienne Breedlove, MCAA Inc.

Barbara Keil, Keil Heating and Air Conditioning

Kimberly O'Neil Batham, Honeywell

"The more you praise & celebrate your life, the more there is in life to celebrate." - Oprah Winfrey

The 9th Annual WHVACR Conference "Navigating Change" was a Huge Success because of YOU!



Thank you to all who worked to make this event one to remember and to all who attended.

The conference kicked off in Schaumburg, IL during the 2012 Mechanical Systems week, with a Luau reception with Polynesian musicians and hula dancers on Tuesday night, September 18th, from 6-9 pm. A great time was had by all who attended. A special Polynesian menu was created by the chef of the Renaissance and the evening was full of fun and dancing.

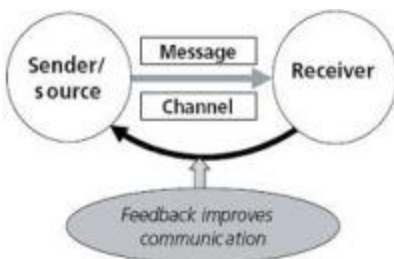
The reception was followed on Wednesday, September 19th, by a full day of workshops and educational sessions presented by industry leaders who shared their knowledge and experiences.

The day began with a full breakfast followed by The Women in HVACR President- Patti Ellingson sharing details of the year's success with educational outreach at HRAI, HVAC Excellence, AHR EXPO, HARDI and ACCA, the new Student Initiative and other organization details.

The group then participated in an Icebreaker exercise where Nita Brooks- Immediate Past President- led the group in an exercise demonstrating - that two way communication is key. She had us work in groups to define effective communication. We then discussed the elements of the communication process.

We then were asked to determine the barriers to communication we experienced in this exercise. Nita then spoke about the best communication approach.

- Positive attitude
- Active Listening
- Watching reactions & body language of those we are communicating with
- Using visual aids
- Minimizing barriers
- Getting feedback



And then as a group we discussed the value of effective communication.

- Reaching common goals
- Better use of time & energy
- Clearer understanding of others
- Problems are solved more quickly
- Needs can be identified
- Conflict resolution

Our first speaker and Key Note - Polly Craighill shared her story of success as the first women Sr. Legislative Council and how she navigated change in her career in her presentation of "Making it in a Changing World". Polly's story translates equally to our industry today. Women in the HVACR industry are just now starting to see the stereotypes overcome as women succeed as successful HVACR business owners, technicians and industry leaders.

(Continued to Page 7)

Upcoming Industry Events

AHREXPO

January 28-30
Dallas, TX

ACCA

February 27th
Orlando, FL

ISH 2013

March 12-16
Frankfurt, Germany

HVAC Excellence

March 17-20
Las Vegas, NV

MCAA

March 17-21
San Antonio, TX



Protecting Your Privacy in 2013

Beware of Phishing

Phishing is a scam that attempts to lure you into providing personal information so that it can be used to steal your identity. If you receive a phone call that seems suspicious, hang up and call the company back using a telephone number you have for them—NOT a number the caller gives you—to check whether it is a legitimate inquiry. If an email looks suspicious or is from an unknown source, do not click on any links, provide any information, or open any attachments.

Beware of Emails That:

- Require personal and confidential information, including SSN, account number(s), login ID numbers, etc.
- Threaten to close or suspend your account(s).
- State your account has been compromised and you need to confirm your information.
- Ask you to enter an account access code or personal password.

What to Do If You are a Victim:

- Change your Account Access password from an uninfected PC.
- Ensure that you have a current firewall, anti-virus software, and spyware detection software installed on your PC.
- Run a virus scan on your PC and clean up any viruses or trojans that are detected.



Our Mission: Women in HVACR exists to improve the lives of our members by providing professional avenues to connect with other women growing their careers in the HVACR industry. We empower women to succeed through networking opportunities, mentoring and education.

Come Network with Us



Women in HVAC/R invite you to our Meet & Greet



Dallas Omni Lobby Bar

Tuesday, January 29th

6:00 p.m. - 8:00 p.m.

Come meet the new 2013 Board of Directors and other great women in our industry



Event co-sponsorship

Cosmos Air Purification & Environment Systems Inc.

The **Women in HVACR** invite you to come experience what this organization is all about. Network with our Executive Board and existing members and learn how joining could benefit you.

Our organization exists to improve the lives of our members by providing professional avenues to connect with other women growing their careers in the HVACR industry. We empower women to succeed through networking opportunities, mentoring and education.

Join other successful men and women in the industry and forge lasting relationships while you enjoy a drink on us!

555 S. Lamar Dallas, Texas 75202

Phone: (214) 744-6664 Fax: (214) 979-4595

Meet and Greet other inspiring women and industry professionals.

2013 AHR EXPO- Dallas, TX



Networking. Education. Mentoring.

ABOUT AHR EXPO: As the largest and most comprehensive HVACR exposition, the AHR Expo attracts tens of thousands of attendees from all facets of the industry, including contractors, engineers, dealers, distributors, wholesalers, OEMs, architects, builders, industrial plant operators, facility owners and managers, agents and reps. Since 1930, the AHR Expo has been the HVACR professional's best resource for new products, new ideas and new services. It's a hands-on, interactive event that showcases a wide spectrum of equipment, systems, and components. This unique industry forum creates a dynamic marketing environment unequalled in size and scope by any other industry event.

The AHR Expo is produced and managed by International Exposition Company, 15 Franklin Street, Westport, CT 06880; telephone: 203-221-9232; fax: 203-221-9260; e-mail: info@ahrexpo.com; website: www.ahrexpo.com.

*Contributed by Patti Ellingson, WHVACR
President*



Our First International Event in Toronto Canada was a huge success!

Women in HVACR in conjunction with HRAI held the first International event of Women in HVACR at the 2012 CMX Show in Toronto Canada. The event was a huge success and with the assistance of HRAI, Women in HVACR will continue to grow and flourish in Canada.



Women in HVACR hosted a cocktail reception on Thursday evening from 5-7pm at the CMX/CIPHEX 2012 National Trade Show & Learning Forum. The event was well attended and the Canadian membership in WHVACR was increased by 50% during the show. We thank HRAI for their support of WHVACR and look forward to growing the Canadian Region of the organization.





WHVACR ANNUAL CONFERENCE CONTINUED:

(Continued from Page 3)

Polly was followed by Sandy Bleustine - Managing Director at Raymond James | Morgan Keegan, who shared his knowledge on financial planning and how to navigate the financial changes in life. Sandy made this overwhelming topic understandable and we all left armed with new knowledge and prepared to review our current accounts and financial plan.

Throughout the day we saw numerous wardrobe changes of products from "SAFETY GIRL", a new Women in HVACR member benefit. These items are now available to our members with the 10% discount through the link on our web site.

During lunch we had the honor of hearing from Contracting Business 2012 Women of the Year, Alana Ward, President of Baggett Heating & Cooling from Clarksville, TN. Alana shared her journey of a surprise change in her career path, her ambition to succeed and the drive to do it right sharing her story of navigating change.

After lunch Blaine Fox, VP of Business Development for Warm Thoughts Communications, shared the 5 Steps to Positive Change. He tied these steps to both business and personal life so that no matter what position within the industry our members were in the message applied. Step 1- You must define your vision, Step 2- Always find the bright spot, and learn from it. Step 3- You must communicate this vision with your team, and ensure their buy in. Step 4- Handling the people Puzzle, not everyone will be on board and you need to know how to bring them along or let them go. Step 5- Establish and schedule milestones, because what does not get measured does not get done.



Our Educational sessions wrapped up with David Richardson, Curriculum Developer & Trainer for National Comfort Institute. David discussed making your HVACR business whole through Home Performance. By sharing his expertise in the HVACR field David taught us how to use our technical strengths to set our companies apart from the day to day HVACR contractors. By defining "Home Performance" as the control and verification of the individual interactions surrounding the home, David shared how to move your business into this emerging opportunity in our industry:

- Rule #1 always remains profitable.
- Your customers are your best testimonial
- This is opportunity to grow your service base
- Determine your goal, tools needed and additional skills
- Make the transition- this will not happen over night
- Start with your own home



The fact filled educational day wrapped up with wine and cheese sponsored by



We hope to see you next year
in Philadelphia, PA – September 17th & 18th



The Women in HVACR Conference is held each year in conjunction with Comfortech and is sponsored by Contracting Business.



Contracting Business has been the Platinum Sponsor for Women in HVACR each year and was the primary contributing sponsor in getting this organization operating.



Women in HVACR is a not for profit industry organization that exists to improve the lives of our members by providing professional avenues to connect with other women growing their careers in the HVACR industry. We empower women to succeed through networking opportunities, mentoring and education.

Membership is \$75.00 per year and runs from January 1- December 31.

If you are interested in becoming more involved please contact us at womeninhvacr@gmail.com

- Network with top individuals from all areas of the HVACR industry
- Take advantage of existing educational and professional development opportunities
- Expand your role in the industry
- Be a mentor and help recruit more women into the industry
- Be heard in the industry and beyond

JOIN OUR TEAM

We are strong because of the time and effort put in by those willing to lead and share their knowledge with others. We invite you to contribute your expertise or ideas to one or more of our committees. If you're interested in serving in a position on the Board, or supporting one or more of the WHVACR committees please e-mail us at womaninhvacr@gmail.com



Follow Women in HVACR on Facebook, Twitter, LinkedIn and H-Talk!

WHVACR Educational Session at AHR EXPO- Dallas



For more information on this and other educational sessions during the AHR EXPO go to : www.ahrexpo.com

Tuesday: January 29, 2013

10am -12:00pm

Room

Dallas Convention Center

Title/Topic: Making Your Company Whole with Home Performance



Guest Speakers: Blaine Fox, Vice President of Business Development for Warm Thoughts Communication

Session Summary: With many HVAC contractors continuing to feel the squeeze of a sluggish economy, smart companies are looking for alternative revenue streams to grow more profitably. One of the most interesting and potentially explosive opportunities is in the home performance industry. In fact, there are major opportunities available only to HVAC contractors, provided they know how to take advantage of them. Whether you're thinking about breaking into the home performance arena or have already started down this path, this session will teach you the real-world management strategies of implementing home performance as part of your HVAC business so that you can ensure growth and profitability for years to come. This session will help attendees identify "holes in the profit bucket" and explain how to plug them. Attendees will leave with the tools they need to immediately impact the profitability of their home performance operations. Home performance and HVAC expert Blaine Fox will teach attendees how to:

1. **Improve their retail sales and marketing strategy** to generate more leads, close more upgrade and retrofit sales, and achieve the lowest Cost per Customer Acquisition (CCA) possible.
2. **Understand and apply the core principles of labor management** to ensure profitability on each job.
3. **Key Performance Indicators (KPIs)** and what the progressive home performance contractor manages and measures in a profitable business.

Blaine will also share proprietary market research about home performance contracting and help forecast how the landscape will evolve in the future, and how top companies can position themselves for success. If you're serious about growing your HVAC business and embracing home performance as a pathway to profitability, be sure to make time for this can't miss session!

2012 Event Photos

Were you there?

