

# Member Insider

Volume 3 ♦ Issue 4

August 2010

**WOMEN**  
IN  
**HVACR™**

Networking. Education. Mentoring.

## UPCOMING INDUSTRY EVENTS

### ■ 7th Annual Women in HVAC/R Meeting

September 22, 2010

Baltimore, MD

[www.womeninhvacr.org](http://www.womeninhvacr.org)

### ■ HVAC Comfortech

September 22-24, 2010

Baltimore, MD

[www.hvaccomfortech.com](http://www.hvaccomfortech.com)

### ■ Mechanical Service Contractors of America (MSCA) Annual Educational Conference

October 17-20, 2010

Scottsdale, AZ

[www.msca.org](http://www.msca.org)

### ■ 2010 HARDI Annual Fall Conference

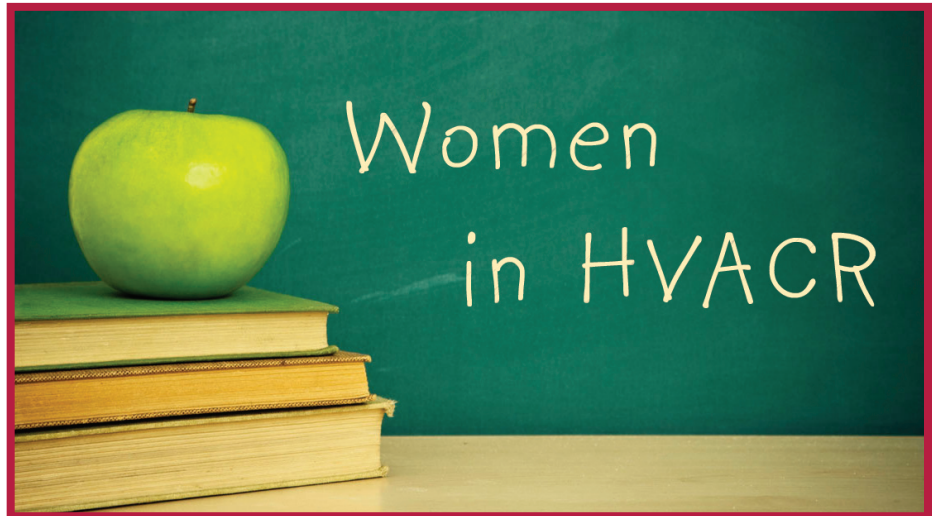
Oct. 23-26, 2010

Hilton Americas - Houston

Houston, TX

[www.hardinet.org/conference](http://www.hardinet.org/conference)

## Back to School with Women in HVACR!



As an organization focused on connecting and educating women in our Industry, we've sought to bring educational opportunities to our members so they can continue to grow and develop skills that will help them advance in their careers. To do this, we have connected with a variety of educational partners to offer a variety of learning opportunities for our Members like Online Courses, Webinars and Teleconferences, and access to industry resources at little or no cost.

### Online Courses

Our most diverse education partner, ed2go, is a premier distance learning provider. Their courses are offered in hundreds of Universities and Colleges across the country. Their curriculum includes a wide range of topics from personal development, computer and technology, career and professional, to publishing and writing. These sessions are instructor led and have high marks on quality and educational value. In addition, by taking these courses, you can generate added revenue to the organization which allows us to provide more benefit to our members at no additional cost to you.

New course sessions begin every 6 weeks. As they're distance learning courses, you'll need a computer with internet access and in some cases – be required to participate in a group conference call with the instructor and other participants. We particularly liked these courses for our members because you can basically be anywhere to participate! The average course runs approximately \$89/course, but some advance courses may run slightly higher.

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*Interested in connecting with Women in HVACR  
members in your area? Why not start a chapter?  
Contact us to find out how.*

Featured Member Of the Month



**Leslie Peckham,**  
**Senior Marketing Consultant**

Warm Thoughts Communications, Inc.  
Secaucus, NJ 07094

Leslie Peckham joined the HVACR industry 7 years ago. Coming from the corporate world, Leslie has continued her career in marketing, adding to it a real appreciation for family-owned business both large and small.

“I did not plan on working in the HVACR industry. I planned on making a location shift after 9/11, and was seeking an opportunity where I could use my marketing and business development skills. Warm Thoughts Communications was one of several offers I entertained. And it stood out from all the others. The challenge of learning a new industry and honing my business2consumer side with a small, up and coming business that was making it’s mark in the energy and HVACR industries was extremely appealing.”

Leslie’s experience comes from years of business2business marketing in the Big Apple and tri-state area with fortune 500 companies and mid-size corporations across a number of industries. Leslie began working with Warm Thoughts Communications in October of 2003. With her business development knowledge and successful marketing skills Leslie was able to take her experience and apply it easily to her new role as Senior Account Manager at Warm Thoughts Communications. She quickly established herself in her new role with the added bonus to the company of gaining more sales from existing accounts and closing new business. Management at Warm Thoughts Communication saw her potential immediately and transitioned her into her current sales and consulting role. “It was a great move for both me and the company, and has resulted in great success both personally and professionally over the past five years.”

“It is very rewarding to work with businesses who are so close to the customers and communities they serve and who go to great lengths to take care of them like family.” This understanding of the HVACR industry is what makes

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Contracting Business Women of the Year

**Congratulations, Carole Papesh**  
**Contracting Business 2010 Women of the Year.**

*Come meet her and other exciting women in our industry at the  
7<sup>th</sup> Annual Women in HVAC/R meeting*

*Where? Baltimore, MD*  
*When? September 22nd*

For more information and to register on line go to:  
<http://www.womeninhvacr.org/webapp/GetPage?pid=33>



## Featured Book Of the Month

### *The Ugly Truth about Small Business*

#### Earn Success by Learning Failure

The Ugly Truth About Small Business by Women in HVACR founder Ruth King reveals the real-world situations that they never teach about in business schools. Her story appears along with dozens of other small business entrepreneurs who have made the mistakes, weathered the disasters, and now share their personal stories. The book also includes a must-know laundry list of “lessons learned the hard way.”

Help Women in HVACR. Order on Amazon today!

The Ugly Truth recounts 50 actual disasters, from worst case scenarios to “never-saw-it-coming” avalanches. Its no-holds-barred approach teaches entrepreneurs and would be entrepreneurs to consider, handle, and/or avoid situations such as:

- No one showed up.
- I lost 25 percent of my business in one day.
- We trusted the wrong people.
- I got sick and couldn't work.
- And many more...

Unlike most books about starting and operating a small business, The Ugly Truth About Small Business deals with reality, not theory. It includes some HVAC industry stories while focusing on the day-to-day grind that all business owners face, not the few glamorous success stories that will “make it look easy.” Instead of empty promises, the book presents usable information, making it a must-read for all entrepreneurs, and for those dreaming about owning a business someday.

Here's what small business owners have to say about The Ugly Truth About Small Business:

“I didn't know whether to laugh or cry when I finished this book.”

“When I'm having bad days I like reading stories of others who have made it through. This book inspires.”

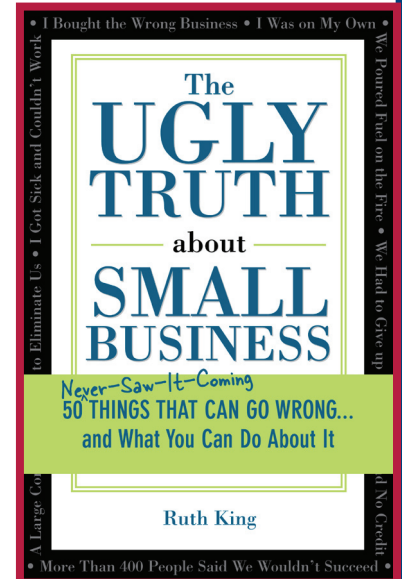
“Your book is terrific...at once reassuring and a swift kick in the pants. It's the perfect “get going” read for frightened entrepreneurs.”

“I finished your book on the plane today – very good. It makes me feel invincible compared to some of those business nightmares.”

Women in HVACR receives 15% of all book orders when you order Ruth's book through our link:

**THE UGLY TRUTH ABOUT SMALL BUSINESS**

Thanks for helping!





## Back to School with Women in HVACR!

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Another education partner - and long-time supporter – HARDI, offers members of Women in HVACR the ability to participate in a variety of industry focused courses at their member rate. Their programs include online courses and self-study materials. Their curriculum includes sales, customer service, operational, management and technical training for the HVAC field. They also have affiliations with other industry training resources, so it's a good idea to really check out their website to see the added value they provide.

### Webinars

We recently offered a series of free Webinars focused on helping our members better navigate several popular Social Media resources. For the few that participated in these sessions, which ran on a series of Thursday afternoons, they were well received in the information they provided. So much so that we have had some inquiries to repeat these sessions as well as offer more Webinar or Teleconferences on a variety of resources. To do so effectively, we need more information from you on what topics you'd like to see covered and what might be the best times in your schedule to hold an online session like this so the majority of our members can participate.

To help us, please complete this very quick survey so we can get more Webinar opportunities scheduled in the near future. The link is: <http://www.surveymonkey.com/s/266XVWK>

*Contributed by Julie Eudy  
Board Member, Women in HVACR*

### Online Courses Currently Available:

- Accounting Fundamentals
- Introduction to QuickBooks
- QuickBooks for Contractors
- Managing Customer Service
- Successful Construction Business Management
- Business and Marketing Writing
- Marketing Your Business on the Internet
- Understanding the Human Resources Function
- Basic, Intermediate and Advanced Excel
- Achieving Top Search Engine Positions
- Learn Spanish or Italian
- Courses to help You Publish a Book

*And More...*

## Featured Sponsor of the Month

### *EWC Controls Inc.*



As EWC Controls, Inc celebrates its 48th anniversary this year, Anne Reilly, takes ownership as the third generation to run the family business. It is rare in to today's competitive market to see a small family owned business doing so well. For over 40 years now, EWC has built a reputation on customer service and product knowledge. Many industry professionals rely on EWC's technical experience for comfort control products and their applications.

In early 1961 EWC Inc. was formed as a manufacturing company of power transformers for military and commercial use. Today, EWC Inc. transformers

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Follow Women in HVACR On  
Facebook, Twitter and LinkedIn!





Featured Member Of the Month

Leslie Peckham,  
Senior Marketing Consultant

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Leslie successful. "And it's what makes each contractor successful. It is my job to help the contractors see the true value of what they deliver combined with what really good marketing can do for their businesses. This fundamental, supported with proven marketing and customer retention programs developed by Warm Thoughts translates into higher margins, accelerated sales gains, and quantum leaps forward in overall business growth for the contractors that Leslie works with.

Leslie stays busy at work and at home, volunteering at her church, gardening, biking and ballroom dancing, as well as getting involved in local politics. "I love cooking and testing new recipes on unsuspecting friends and colleagues." Leslie is a graduate of Douglass College (now part of Rutgers University) with an MBA in Marketing.

When asked what advice she would give other women who are in or looking to join the HVACR industry, Leslie said, "This is a great industry with a lot of potential, find your niche and grow, and always have fun at what you do." "Being a member of Women in HVACR has allowed me to meet lots of other successful business women and be inspired by their stories, this has been great for me especially in an industry where women are few and far between."

MEET LESLIE AND OTHER WOMEN LIKE HER AT THE 7TH ANNUAL WHVAC/R MEETING- SEPTEMBER 22ND IN BALTIMORE, MD.

For more info. [www.womeninhvacr.org](http://www.womeninhvacr.org)

*Contributed by Patti Ellingson  
Board Member, Women in HVACR*

(Warm Thoughts Communication [www.warmthoughts.com](http://www.warmthoughts.com) is a marketing communications company for oil dealers, HVAC contractors, home energy auditors and other home comfort providers. Warm Thoughts helps their clients improve how they communicate with their customers, and develop innovative marketing solutions that increase sales and improve profitability.) Check out the dedicated HVACR site at [RPYHB.com](http://RPYHB.com) an acronym for Recession Proof Your HVACR Business.

Chicago Chapter Premier Annual Event

**LUCKY STRIKE LANES in Lombard, IL**

**Thursday, August 12, 2010**

**6:30 p.m. - 9:30 p.m.**

**\$65 per ticket Ticket includes:**

bowling, shoe rental, billiards, unlimited appetizers and pizza, 3 hour open bar and all gratuities.

Cash, Check and Credit Accepted. Reserve your spot now!

**Corporate Sponsorships Available:**

**STRIKE: \$200:** (2) tickets, company logo displayed at event & on marketing materials

**SPARE: \$100:** company logo displayed at event & on marketing materials

**For more information and the event flyer please click here!**

### Featured Sponsor of the Month

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are located on smart guided missile systems, helicopters, airplanes, the space shuttle and many other applications. The successful growth of this business allowed EWC to expand its manufacturing capabilities and enter into the HVAC industry.

At EWC the mission is CUSTOMER SUCCESS. There is no other statement that speaks louder than those few words. "We at EWC have only one goal and that is to make sure that distributors and dealers have what they need to succeed. Our V.P. of Sales, our Regional Managers and our inside customer service agents have the power to accomplish every request without the "Red Tape". EWC guarantees that our customers receive prompt and courteous service and are treated as if they are the only customer." "The long term goal of EWC is to service the industry for another 48 years. To make this happen we must be totally committed to 100% customer satisfaction. I believe EWC has the "complete package" of products; people and service for making this goal materialize. All of us at EWC look forward to achieving our goals with our commitment to the customer and the product."

With more than 55 sales people on the road every day making calls and updating customers EWC believes in face to face customer training and contact. "By staying in touch we are able to combat the challenges of changing regulations and new rules coming out of Washington by doing what we can to assist our customers navigate these changes." Said Anne.

Sustainability and Energy Conservation are at the top on the list of changes coming out of Washington. The EWC product line offers end users an approximate 30% savings on the average utility bill by eliminating the useless waste of heating and air conditioning areas of the home that are not in use. EWC's products will control the air produced by the HVAC unit and deliver it only to the areas of the home that are being occupied at any given time. This is a huge benefit and falls into the "SUSTAINABILITY" movement that is so prevalent today.

EWC value's their employees as much as their customers. Proof of this statement is the above industry average of employee retention. EWC boasts an average retention rate at 17.5 years of service. EWC currently has 5 employees with more than 30 years of service, 4 with over 25 years of service, 3 with more than 20 years of service and 15 with more than 10 years of service. Anne believes that this employee devotion is one of the key factors that lead to their corporate success.

EWC is a proud sponsor of Women in HVACR. "I believe that this organization is well over due. We have so few women in this industry that are out on the front lines, any that are need to know they have support and peer members along with them. I think this is a great resource to help cultivate the women in this industry as well as attract more into the industry." Anne Reilly said.

*Contributed by Patti Ellingson  
Board Member, Women in HVACR*



*Anne Reilly*

### 2011 AHR Expo

**ABOUT THE AHR EXPO 2011:**

This is the first-time the World's Largest HVAC/R Exposition will be in Las Vegas!

As the largest and most comprehensive HVAC/R exclusive event, 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 HVAC/R professional's leading 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 learning environment unequalled in size and scope by any other industry event.

**A Women in HVACR happy hour will be held at the AHR Expo on Tuesday, February 1.  
Details will follow in future newsletters, website and e-mails.**

## The Women in HVACR Needs Sponsors!

Each year women leaders in the HVACR industry come together, to share information on current topics, network with attendees to form lasting relationships, and hear speakers on relevant topics of today in our industry. We invite men and women members and supporters to join us in taking part at this exciting annual event, held prior to Comfortech.

Ours is a non-profit organization, focused on the development of women in the HVACR industry. We invite men and women to grow with our organization as we support and promote the growing opportunities for women in the heating, ventilation, air conditioning and refrigeration industry.

We rely on the financial support of sponsors to keep our conference costs and membership dues reasonable and enable more participation. We invite your company to join our growing list of supporters by becoming one of our sponsors for the annual conference.

### Conference sponsorship benefits include the following:

- *Company name & logo on all Women in HVACR conference materials, publicity and marketing materials*
- *Mention on the sponsor thank-you page in our seminar workbook*
- *Opportunity to network with women in prominent roles in the HVACR industry*
- *Logo and link to your website on our website sponsor page*
- *1 Year complimentary membership with Women in HVACR (Platinum, Gold & Silver Levels)*
- *Highlight article in the Women in HVACR newsletter (Platinum & Gold Levels)*
- *Recommendation on our Linked-In site (Platinum & Gold Levels)*
- *Highlight on our Face Book Page (Platinum & Gold Level)*

### Sponsorship Levels

- **Platinum:**           **\$3,000**

Sponsor the Breakfast or Luncheon for this level. Your company representative will be invited to make a 5 minute presentation to welcome attendees to this function.

- **Gold:**                   **\$1,250**

Sponsor the Refreshment Breaks for this level. Your company representative will be invited to greet attendees during your sponsored break.

- **Silver:**                 **\$500**

Set up an exhibit table during our Meet 'n Greet Kick-Off Reception, held the evening prior to the meeting, for this level. Your sponsorship includes one display table for literature or a simple table-top display, hors d'oeuvres, and drinks during this networking event.

- **Bronze:**               **Donated Products, Services, or Other Resources**

Provide a variety of products or services related to our event. We also accept any cash donation!

To pledge your support, visit our website at [www.womeninhvacr.org](http://www.womeninhvacr.org) and then choose the "Sponsors" link. Click on the sponsorship application to complete online, or you may download the form to fax.

## Confirmed Sponsors as of August 1, 2010

