



Networking. Education. Mentoring.

Empowering Women to Succeed Within Our Industry

Member Insider Update!

Including 10th Annual Conference Recap

Presidents Corner:



Patti Ellingson
– National Sales
Manager, Cooper
Atkins Corp

Presidents Corner – November Conference Wrap up.

First off I want to thank everyone who attended this year’s WHVACR Annual Conference - I hope you enjoy the recap and photos within this edition of the WHVACR newsletter. The conference was a huge success thanks to the hard work of the board and our sponsors. Thank you all!

Now, As we move into Fall, Thanksgiving and Christmas, I want to remind everyone to **“Be Grateful for the small things!”**

It seems that more often than not – we become immune to and less grateful for the small things in our lives. We allow our feelings of being overwhelmed and our desire for achievement and material satisfaction to overshadow the precious little gems of life that are all around us. We lose sight that most of life is made up of small things and small moments, one right after the other.

Learning to appreciate these things and moments plays a huge role in creating a peaceful and happy life. So take the time to relax... breath...take it all in and appreciate the small things - they all add up to a big beautiful thing called life.

May you all enjoy the coming Holidays!

Patti Ellingson – WHVACR President



INDEX

- 2) 10th Annual Women in HVACR Conference – Opening Reception Photos
- 4) Conference Review and Highlights
- 9) Conference Educational Session Photos
- 11) Mark Matteson - FREE e-Newsletter for WHVACR Members
- 12) **Central Region Meeting and Educational Session – Nov. 13, 2013**
- 13) **The 7 Habits of Effective Indoor Air Quality – FREE Session – AHR Expo Jan. 22, 2014**
- 14) THANK YOU SPONSORS! 10th Annual Women in HVACR Conference Sponsors
- 15) What’s New! HVAC-Connect.com
- 16) Safety Girl! WHVACR Members receive 10% off

Email us at: womeninhvacr@gmail.com / Visit us online at: www.womeninhvacr.org

WHVACR Conference Opening Reception





The 10th Annual Women in HVACR Conference "Philadelphia Freedom" 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 at the Philadelphia Convention Center Monday night with a 70's style reception, complete with groovy glasses, funky hats and an Elton John Impersonator. A "funkadelic" time was had by all who attended.

The reception was followed on Tuesday, September 17th, by a full day of workshops and educational sessions presented by industry leaders who shared their knowledge and experiences with the group.

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 AHRI, AHR EXPO, HARDI and RSES. Details about the new Student scholarship were shared and the winner of this year's Go- Vo Tech scholarship was announced. Patti read Stephanie Hallock's entry letter to the group and details about how to enter and who is eligible were shared.



Photos and details about the new regional meetings were shared and upcoming regional meeting details were discussed, as well as, other organizational details.



The group then participated in an Icebreaker exercise where Ruth Ann Davis- Vice President- WHVACR led the group in an exercise demonstrating - Networking. She had us step out of our comfort zone and really get to know the people around us while sharing with the group the basic skills to successful networking.

- Shaking hands
- Introducing yourself
- Smile
- Look the other person in the eye
- Place your name tag on the right



Our first speaker and Key Note – Laura DiFilippo - Contracting Business 2013 Woman of the Year; shared her story of success in the industry with a message of –Forward Thinking and Always be Yourself. Laura shared her amazing journey in the HVACR industry from helping out part time at DiFilippo’s Service Co. in Paoli, PA to becoming a part owner with her husband, Vince DiFilippo, to her term as the first female chairperson of ACCA.



Laura is a true leader in this industry and continues to focus her energy and efforts towards improving the industry. She is a champion for contractors; never hesitating to share her experiences and ideas as a mentor to others both men and women. Laura is a mother, a wife, a business partner, an industry champion and now 2013’s Industry-Woman of the Year! Congratulations and thank you for sharing your inspirational story and advise.



Laura was followed by Rodney Koop, Founder of The New Flat Rate. Rodney shared with us how important it is to know where you come from and always fight for what you believe in. (Because a Duck is not always a Duck...)



Next Emily Saving from HARDI, shared an enlightening view on the new Millennial's or Gen Y. Emily went into detail on how best to mentor and connect with this new generation.

She discussed ways to engage the newest generation in the work force and how to keep them excited to stay with your company. They are the future and can be an asset to the industry and to your company once we know how to communicate in their language.

Throughout the day we had numerous drawings for door prizes from Women in HVACR, "SAFETY GIRL", WW Grainger and Carlisle HVAC Products. There were even signed Elton John items- thanks to Julie Decker and her connections. 😊 Mike Hunt- the Safety Girl representative, shared the new (Free Shipping- promotion for our membership- on Items ordered through the link found on the Women in HVACR web site - www.womeninhvacr.com

During lunch we had the honor of hearing from another Key Note Speaker, Mark Mattson- motivational speaker, consultant and author of the best seller, "Freedom from Fear", and "Freedom from Fear Forever". Mark spent the afternoon with the group discussing the importance of Networking, positive thinking, and how life is not about finding yourself, but about creating yourself. Mark received a standing ovation and we hope to invite him back again soon. Mark stayed to network with the group through the end of the day- what a treat!





After a rousing workshop with Mark, Carol Wallace, CEO of Cooper-Atkins Corp. spoke to the group about “The Benefits of Becoming a Certified Women Owned Business”. Carol shared her story of how she got into the HVACR industry with her father and then later, her decision to have the company certified as a WOB. By becoming a WBENC, many additional opportunities were opened up to Cooper-Atkins due to diversity programs otherwise not available. “These opportunities”, she shared, “have been realized both directly and indirectly as a manufacture providing a product or service”. Carol also shared how to begin the process if you are thinking about becoming a certified WOB and the requirements. Carol has a teachers heart, and as a mentor in both her community and as an advocate to other women looking to better themselves she continues to shine as a leader in the industry and a proud member of WHVACR.



Our Educational sessions wrapped up with a session presented by Matt Michel, CEO of Service Round Table. Matt shared his knowledge and expertise with the group as he discussed “How to set yourself and your company apart from all the rest”. He discussed what makes a leader in the market a true leader, how to find that THING that makes you special and market it. “Brand You” with the right branding your company can reach success.

The fact filled educational day wrapped up with a wine and cheese networking session that was sponsored by Williams Furnace. It was a full day of inspiration and education attended by both men and women from the industry. If you missed us this year - We hope to see you next year in Nashville, TN the week of September 10th.



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 1st thru December 31st .

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

The success of WHVACR would not be possible without our network of sponsors: Thank you!

Comfortech, Yellow Jacket, Southwire, Jackson Systems, Williams Furnace, The New Flat Rate, Cooper Atkins Corp., Service Roundtable, Arzel, Donwil.com, CPS, NATE, Harvey Hottle, Meier Supply, Safety Girl- Online Stores.com, Grainger, DuroDyne, Carlisle, HARDI, Contracting Business, Online Access, NAFA, NCI, Ed2go, HVAC Channel.tv, MCAA, AC Today, HVAC Insider, AHR EXPO, AHRI, HRAI.

WHVACR 10 Annual Conference Educational Sessions







FREE e-Newsletter for WHVACR Members



Mark Mattson- One of our Key Note Speakers and an inspiring author of the international bestseller, *Freedom from Fear*. For over 20 years, Mark's positive humor and peak-performance tools have impacted organizations around the globe, igniting personal and professional success for tens of thousands of people. For our members Mark is offering his e-newsletter for free by following the steps below.

- To sign up for Mark's e-newsletter complete this simple 3-step process:
 - 1) Visit www.sparkingsuccess.net
 - 2) Direct below my demo video is a box that says: SIGN UP FOR EZINE STREET
 - 3) Enter email address in the box and follow the prompts (**First, Last name & Phone*) and scroll down to click enter
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AHR EXPO®

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Women in HVACR will host a **FREE** Educational Session at AHR EXPO.

Topic: The 7 Habits of Effective Indoor Air Quality

Summary of Session: 7 Steps to properly diagnose and correct serious Indoor Air Quality hazards

When: Wednesday, January 22, 2014

Where: Javits Center

Room: *To Be Announced*

Time: 10:00 A.M. - 12:00 P.M.

Free Session!!!

Speaker: Rodney Koop - CEO of The New Flat Rate



Speaker Bio:

Rodney Koop has been regarded as one of the nation's leading Indoor Air Quality experts, and as a consultant to this industry has helped hundreds of contractors bring a greater understanding to better serve their customers.

Rodney holds the highest average sale of \$35,000 selling Indoor Air Quality Solutions, by making it about health. Find out how you can too!

Rodney has captivated audiences for over 30 years at churches, colleges, corporations, and believe it or not...even Jail Cells! Rodney is known for his high-energy, highly motivational and memorable events. No one goes away without a new realization of their own unlimited ability and potential!

Rodney is the founder of several companies in many different industries including, Electrical, HVAC and Plumbing with the most recent business developed to help solve the daily ruts for all these industries called "The New Flat Rate". The New Flat Rate has won many awards including the most innovative new product at Comfortech for two straight years, and is being called the paradigm shift for the industry!



Networking. Education. Mentoring.

10th Annual WHVACR Conference "Philadelphia Freedom"

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

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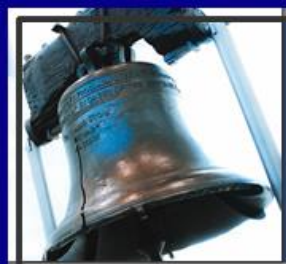


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What's New! HVAC-connect.com



HVAC Connect is online, add your business for free!

HVAC-connect.com is a new efficient and comprehensive business directory specialized in the HVAC, Refrigeration and Plumbing industry. From Contractors and Dealers to Manufacturer Brands, Rep Agencies and Engineering Design Firms, HVAC Connect lists all businesses located in the United States and Canada.

Potential customers can easily find the company they are looking for, searching by keyword, category, location and ratings. People can also rate companies and add their own comments. HVAC Connect provides an easy way for you to encourage satisfied customers to rate your business.



HVAC-connect.com is both web and mobile friendly. Listing your company is free and can generate new leads. Business owners and marketing managers can claim or add their company in a few quick steps.

It's also possible to boost your visibility by featuring your company. Featured Listings show up first in their categories and in search results. More and more people look for suppliers online and on their mobile. HVAC-connect.com is a great way to be found and a free marketing tool that should be used by every HVAC-R and Plumbing company.



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SELF DEFENSE



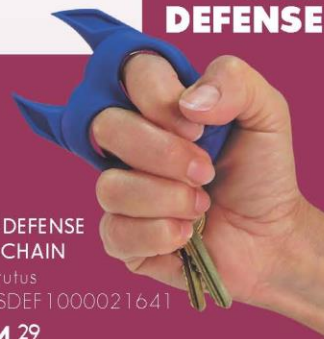
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