

Member Insider

Volume 3 ♦ Issue 3

June 2010



UPCOMING INDUSTRY EVENTS

■ HVAC Comfortech

September 22-24, 2010
Baltimore, MD
www.hvaccomfortech.com

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

October 17-20, 2010
Scottsdale, AZ
www.msca.org

■ 2010 HARDI Annual Fall Conference

Oct. 23-26, 2010
Hilton Americas - Houston,
Houston, TX
www.hardinet.org/conference

Evolution of an Unexpected Career

A typical Facebook connection:

Friend: "So what are you doing these days?"

Me: "I'm in construction and safety training."

Friend: "Wow! How did that happen?"

Me: Hmm.. how did I get here?



There's nothing like reconnecting with people from your past to make you think about the interesting (and often unexpected) ways your work life can evolve.

Like many liberal arts students, I was told by career counselors in college that my education would leave me qualified for a wide variety of jobs. Unfortunately there was very little guidance on what jobs I should pursue, let alone finding them.

After four years of working in/trying out different industries, I went back to school for a master's degree. Two years later and another piece of paper in hand, I found myself in the same position of wondering where I belonged vocationally.

This time around, new guidance counselors were in order. And so began an ever-growing network of professionals who have impacted my career in ways never imagined. Although they hail from a wide variety of industries, it's no surprise that many of them are Women in HVACR members.

For example, one colleague looked at my resume and suggested becoming a corporate trainer, something I'd never considered but ended up being a perfect fit.

While researching the first launch of my consulting business, several members were instrumental in pointing me toward safety and told me what credentials to pursue. Once the business started up, consultant friends shared vital information on what to charge, how to bill, and how to market my services.

When pursuing a position as a safety manager with a general contractor, others advised me on what salary range the job should command and gave me negotiating advice.

Not that long ago, I found myself back at square one when work life got turned upside down. In a training class, there was a safety professional who appeared to be not only successful, but also a sympathetic soul. We talked about how my

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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



Donna Cooley,
Vice President, Marketing OEM Division

Southwire Company
Carrollton, Georgia

Wired for Marketing: (OEM to HVACR strategic growth for the future)

Donna Cooley knows the value of hard work and determination. Donna started with Southwire right out of college, and since graduating from the University of Alabama has been with them for 23 years. (Southwire Company is North America’s leading manufacturer of wire and cable products.) www.southwire.com

When asked how she came to work in the wire and cable industry initially, she answered, “Growing up in a small town on the Alabama/Georgia border I knew Southwire as a major employer in my town.” After graduation they were an obvious choice for a job. But what started out as a job has turned into a successful career.”

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Help Us Impact Our Industry!

Women In HVACR is a non-profit association dedicated to the growth of women in the HVACR industry. Our initiative is to enhance the industry workforce through Education, Mentoring and Networking opportunities that will support and empower women currently in the HVACR industry and attract more young women to the industry.

We invite you to help support the women within our growing industry by contributing to the Women in HVACR 7th Annual Meeting held at HVAC/R Week, Comfortech 2010 in Baltimore, Maryland.

Women in HVACR 7th Annual Meeting Sponsorship Opportunities:

Platinum Level:	\$3,000	Breakfast or Lunch at the annual meeting
Gold Level:	\$1,250	One of Two Breaks
Silver Level:	\$500	Table-Top Reception Display
Bronze Level:	Cash, Time, Resources or Supplies	

Sponsorship Benefits:

- Recognition at the Sponsored Event
- Name and/or Logo in Marketing Brochures & Publicity
- Cross Links provided on Website (Silver level and above)
- One-Year Complimentary Membership for One Person (Silver level and above)
- Name and/or Logo for listing on our Website. (Gold level and above)

Commit your support to a Gold level or above and receive a Highlight Article in our Monthly Newsletter on our Website, A recommendation on our Linked In site and a Highlight on our Facebook Page!

For more information on our organization or to enter your sponsorship request, please contact Nita Brooks at nitab@ncihvac.com or visit our website at www.womeninhvacr.org and then choose the “Sponsorship” link.

Featured Book Of the Month

The Ugly Truth about Managing People

Eliminate Employee Frustrations Increase Employee Productivity

How? Read on.

Over the years thousands of people have told Ruth King:

- That running their business would be fun if there were ROBOTS doing the work.
- That the boss showed favoritism to some employees and wasn't fair to others.
- That employees don't want to work.
- That they liked the customers and the work they were doing but hated their boss.

Sound familiar?

People Don't Leave their Company...they Leave their Boss
(According to a study by the University of Florida).

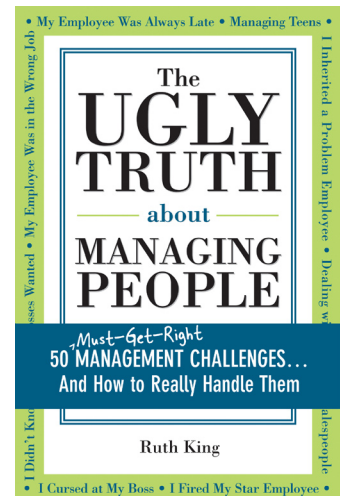
Enjoy productive employees. Enjoy more profits.

Invest in Ruth King's book, *The Ugly Truth about Managing People*.
You'll save time, money, and heartache. (Ruth is a founder of Women in HVACR).

We've all made mistakes. So have all of the business owners, managers and employees, from Fortune 500 companies to HVAC and other small businesses whose stories appear in *The Ugly Truth About Managing People*. They never teach what you'll read in business schools. YOU can learn from them and avoid them! We share our personal stories and how we weathered the disasters. You'll learn a must-know laundry list of "lessons learned the hard way."

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

- My employee was in the wrong job
- I fired my star employee
- I cursed at my boss
- I inherited a problem employee
- Managing teens
- I went from employee to boss



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Women in HVACR Conference

Get Ready for Team Building!

Women in HVACR will host their 7th Annual Meeting during HVACR Week in conjunction with Comfortech, September 22nd at the Baltimore Convention Center.

This year's annual meeting theme will be Team Building. With distinguished guest speakers and practical business applications to motivate and inspire both men and women alike. Speakers confirmed so far include:

Kim O'Neal - The Women in HVACR President
Patti Ellingson- Hands on Team Building Exercise – Building a Totem Pole
Ruth King - Unraveling the Dynamics of Personalities
Sharon McGee - How to say No
And The ***Contracting Business Women of the Year.***
Additional speakers to follow.

As we continue to grow and thrive, we invite women and men; engineers, sales associates, business owners, trainers, support professionals and students representing manufacturers, suppliers, contractors and trade associations to get involved with Women in HVACR. Together we can support each other in laying the groundwork for other women to enjoy a prosperous future in this industry. Register by June 1st and Save!!! Come early to meet the Women in HVACR & network with our members!

Kick-Off Reception Tuesday, September 21, 2010

Annual Meeting Wednesday, September 22, 2010

- \$125.00 Early registration at last years price. (Now thru June 1st)
- \$150.00 2010 conference fee (June 2nd – Sept 17th)
- \$175.00 On site
- \$250.00 Non-Members (This includes 1 year membership.)

HVACR WEEK has reserved a block of rooms at the Hilton Baltimore- 401 West Pratt Street - Baltimore, MD 21202. Ph (443) 573-8700. Event guests should make reservations directly with the hotel's reservation specialists. Be sure to mention the hotel reservation group code "CFT" to get the discounted rate. Reservation can also be made online via the HVAC Comfortech website: <http://www.hvaccomfortech.com/hotel-and-travel/>.

Evolution of an Unexpected Career

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career was at a crossroads, and I asked if she would share her perspective on what opportunities were out there (and by the way, could you please look at my resume?).

This conversation then led to meetings with several of her colleagues, which paved the way back to resuming my training/consulting business.

Lately, individuals have started asking me for career advice and guidance, and what a joy it has been to connect them with my most amazing network of business gurus.

*Contributed by Valerie Stakes
Advisory Board Member, Women in HVACR*

Follow Women in HVACR On
Facebook, Twitter and LinkedIn!



Featured Member Of the Month

Donna Cooley,
Vice President, Marketing OEM Division

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Donna began working at Southwire as an inside sales associate on the electrical team. Through hard work and dedication she was able to advance within the company.

Donna’s advice to young people looking to enter our industry is, “Work hard and learn the product whatever that may be- know your customer base and what their needs are – never burn your bridges and no matter what have fun in what you are doing.”

By following her own advise and learning both the products, but more importantly knowing her customers and their needs Donna was promoted 5 years ago to the OEM division VP of Marketing and is now responsible for all aspects of marketing, pricing, product placement, advertising, and making sure the sales team has the right tools. The OEM division recently expanded their offering into the HVACR market realizing the strategic growth opportunities our industry offered.

Donna joined Women in HVACR this year, and as a new member has enjoyed the networking opportunities. “I have met other professional women within the industry that has afforded opportunities to bounce ideas off of one another, as well as, benchmark both personal and professional successes. This industry allows you to build strong and lasting relationships both with the company’s you work with, but more often with people you meet outside of your company.” “Once this industry is in your blood you are hooked.”

Donna is the proud mother of 2 boys and enjoys playing golf, the piano and loves SEC football, “GO Crimson Tide”.

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

Featured Book Of the Month

The Ugly Truth about Managing People

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Unlike most management books, The Ugly Truth About Managing People deals with reality, not theory. It focuses on the issues that all business owners, managers, and employees 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 managers, and for those dreaming about being a manager someday.

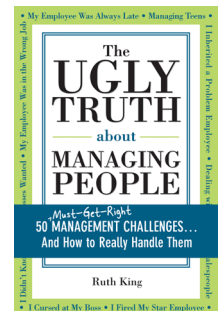
Help Women in HVACR. When you purchase Ruth’s book through our link our organization receives 15% of the revenue. Just order using this link:

THE UGLY TRUTH ABOUT MANAGING PEOPLE

Give the gift of management success to your friends and colleagues.

Pass this email along to everyone you think will profit from
The Ugly Truth about Managing People.

Order Now! Thanks for helping!





Life Style

Adding Value

We are adding a new feature article to the newsletter: Life Style. Life Style will be different ideas and topics to help make our lives easier as professional working women within the HVACR Industry. Upcoming topics will include: Tips for organizing home, office and life. Quick and Easy ideas for healthy meals as well as other issues facing today's busy working woman.

Organization for travel: How to Pack a Suitcase

Whether you are preparing for a business trip or planning for your family summer vacation, packing can always be a challenge...How do you maximize your suitcase space without wrinkling everything in the process?

How to Pack a Suitcase? The following 8 easy steps can help.

- 1) Gather your clothes: Gather all the garments you may need for your trip (Then edit down your selections to avoid over packing) Only pack ½ the items you think you need.
- 2) Roll Your Clothes: Tightly roll, wrinkle-resistant garments, like t-shirts and pants, jeans should also be rolled.
- 3) Place folded items on top: Starched shirts and blazers (Layer these folded items over the rolled clothes.
- 4) Drape longer pieces like suit pants and skirts: Fill length of bag alternating waists with hems.
- 5) Add Smaller items: Look for nooks to fill with smaller items like bras and socks.
- 6) Line suitcase with belts: Snake belts around the perimeter of the bag
- 7) Choose shoes wisely: Pick 3 pair of shoes (Casual, work out and evening) wear the heaviest pair in en route.
- 8) Pack your jewelry: Make sure to pack only inexpensive jewelry. Wear or take in carry on any fine jewelry.

Real Simple: Life made easier every day.

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

2011 AHR Expo

Monday, January 31 – Wednesday, February 2

Las Vegas Convention Center

Las Vegas, Nevada

www.ahrexpo.com

- The world's largest trade show for the heating, ventilation, air conditioning, and refrigeration industry
- The HVAC/R professional's leading resource for thousands of new products, new ideas and new services
- Exhibitors and attendees from around the world and every segment of the HVAC/R industry
- Nearly 2,000 exhibitors from every segment of the HVAC/R industry
- More than 350,000 net sq. ft. of exhibit space
- More than 40,000 visitors and exhibitor personnel

ABOUT THE AHR EXPO:

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.