

## UPCOMING INDUSTRY EVENTS

- **ASHRAE Conference**  
Jan 23-27, 2010  
Orlando, FL
- **AHR Expo**  
Jan 25-27, 2010  
Orlando, FL
- **MCAA Annual Convention**  
Mar 28-Apr 1, 2010  
San Francisco, CA

## CLASSES & WEBINARS

- **January 7, 2010**  
Facebook 101  
Webinar - 3pm EST
- **January 20, 2010**  
Online Classes  
Begin
- **January 28, 2010**  
Linkedin 101  
Webinar - 3pm EST
- **February 17, 2010**  
Online Classes  
Begin
- **February 18, 2010**  
Social Media  
Strategies Webinar  
3 pm EST
- **March 11, 2010**  
Twitter 101  
Webinar - 3pm EST

Article submission, reprint  
authorization or editorial comments  
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## Reflections from 2009...

Another year has come to pass. Let's reflect on the progress we've made in our industry and place hope in the fact that it will continue to be the foundation for ever brilliant years to come!

### We Have Plenty to be Thankful for!

1. THANKS to our SPONSORS who help us along our path.
2. Thanks to Barbara Keil of Keil Heating & Air who led us through 2009 and faced her fear of public speaking head-on.
3. Thanks to Donna Lanier, *Contracting Business'* 2009 HVACR Woman of the Year (pictured with Kim O'Neal of HARDI, 2010 WHVACR President.) Donna shared with us her vision of "The Climb" at Conference and how it can be a source of daily inspiration.
4. We're thankful for the opportunity to meet friends at our Annual Conference and to network and share experiences. (Board Member Gwen Hostnik with Lisa Merritt and Karla Leskovsky of Emerson.)
5. Thanks to Mr. Blane Fox of Warm Thoughts Communications, who reminded us that Superior Customer Service is a very effective way to "brand" your company.
6. Thanks to our friend, Vicki LaPlant, who shared with us a personal story of how life can throw changes at us when we least expect them. It's how we adapt to change that makes us who we are.
7. Thanks to another friend, Sharon McGee, who helped us "Embrace and Feel Empowered" by who we are and what we can do. She even helped us establish some goals for 2010!
8. Thanks to Women in HVACR Past President Ruth King and the fantastic panel of professionals she gathered at Conference to help guide us through an introduction to the world of Social Media.
9. Thanks to the 50 women who attended the first WHVACR Chicago Chapter meeting in November. (This slide shows their spirit!)
10. Thanks to all our members who will help us continue to grow and serve other women in the industry!



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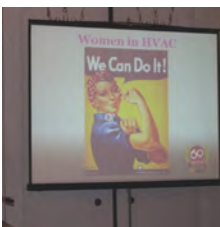
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*Here's to a fabulous  
2010!*

## Women In HVACR—Chicagoland Chapter

*New chapter's first meeting a huge success*



Michele Mele (JC Power and Controls), Charlotte Flesher (IPS), Erin Sperry (Fulton), Jayne Guerrieri (SBT), Karen Riffice (Soderlund Brothers) and Kathy McCauley (McCauley Mechanical) were among the 50 women present for the event.

The first meeting of the newly formed Chicagoland Chapter of Women in HVACR took place Thursday, November 12, at the Drury Lane Convention Center in Oakbrook, IL. Approximately 50 women from around the Chicagoland area gathered to network and learn more about the HVAC industry.

Steam Sales, the local Fulton representative, sponsored two keynote speakers for the evening: Erin Sperry, commercial heating products manager, and Kathy Segal, executive vice president and general manager, both of Fulton USA. Erin provided technical insight on the different types

of boilers, general boiler operation, and specifically what Fulton offers in their many product lines. Kathy Segal inspired and encouraged women in the HVAC industry to stay positive, stay strong, and stay together. Kathy ended her presentation with a summary of Maria Shriver's *A Woman's Nation Changed Everything* (posted on the WHVACR LinkedIn area). She included statistics that women now make up more than 50 percent of the workforce, and 4 out of 5 employees laid off in 2009 were men.

Overall the evening was very successful. The efforts of John Greenwood, Kathy Segal, Erin Sperry, and the officers of the Women in HVAC – Chicagoland board, made this event possible.

The Women in HVAC – Chicagoland Chapter plans to meet quarterly. The organization's purpose is to advance women in their careers, in the Chicago vertical, by networking, educating, and mentoring its members.

Interested in this local group? Please contact the Chicagoland Chapter at [WHVAC-Chicago@hotmail.com](mailto:WHVAC-Chicago@hotmail.com) for more information.

Want to start a Women in HVACR chapter in your area? Please contact Women in HVACR at [administrator@womeninhvacr.org](mailto:administrator@womeninhvacr.org).

## Welcome New Board Members!



**Kathy Corr** is the Director, Strategic Relationships at NATE. She has primary responsibility for managing NATE's testing network and executing a plan that stimulates test sales. She provides marketing and communication support, develops and coordinates testing procedures and acts as a liaison to the training community and partners who administer testing.

Kathy has over 25 years of experience in teaching and training adults in various career pathways. She is a former Vice President for Student Services at Clover Park Technical College in Lakewood, Washington where she supervised their testing centers and had responsibility for managing the offices of the registrar, financial aid, workforce development and adult education. She supervised curriculum development and testing for multiple trades. She oversaw the development of career courses in Spanish. More recently she was the acting Director of Continuing Education and Workforce Development at Northern Virginia Community College where she managed their certification testing center and initiated new business and marketing strategies.



**Alyssa Irish** is a Media Design Manager for the Duro Dyne Corporation, a manufacturer of Sheet Metal Accessories for the HVAC Industry. She handles

all the marketing and advertising for Duro Dyne at their headquarters in Bay Shore, NY. Starting with Duro Dyne as the graphic artist in 2004, Alyssa quickly expanded her role to include: advertising coordination, promotional campaigns, and most predominately, trade show management. She is currently pursuing Certified Trade Show Marketer (CTSM) certification which is the only university-affiliated certification program in the trade show industry. She was promoted to Media Design Manager in 2006 but still manages the graphic design of the company including ad creation, literature, promos, website, packaging and more.



**Patti Ellingson** is the Director of Wholesale Distribution, RemTec International

Patti Ellingson has an extensive background in sales, business development and marketing within the HVAC/R industry since 1993. Currently she heads up RemTec International's newest Wholesale Division featuring the **Refrigerant Buy Back and Recovery Program** that focuses on creating partnerships with HARDI wholesale/distributor members.

Patti earned her degree in Human Resource Management with a minor in Marketing from Saint Leo University (1993).

She is active in the HVAC/R industry as a member of HARDI, Women in HVAC/R, AHRI, and as a member of the USGBC, U.S. Green Building Council. She is focused on the issues of environmentally beneficial "Green" solutions, Indoor Air Quality and energy efficiency within the industry.

# Lisa Merritt (and Emerson) WANTS YOU!

If you are looking to enter or advance in the HVACR industry, you'll be pleased to learn Lisa Merritt, Human Resources Supervisor for Emerson Climate Technologies, is looking for a few good women.

Emerson has a long history of reaching out to women and minorities and when Lisa joined the company in 2007, she enthusiastically joined the cause.

As a Human Resources Supervisor in the Corporate Human Resources Department, Lisa's responsibilities include external professional recruiting and immigration compliance, as well as other generalist duties.

Prior to joining Emerson, Lisa held HR roles in manufacturing and service industries. She has a BS Degree in the Human Resource Management/Organizational Behavior from Miami University in Oxford, OH and she earned her Senior Professional in Human Resources (SPHR) certification in June 2009.

Lisa was new to HVACR when she joined Emerson so she worked hard to learn everything she could about the industry. She attended industry meetings offered by organizations like Women in HVACR, perusing trade media, networking with various associations, and working closely with the hiring managers at Emerson. Her efforts have also helped her uncover the best places to find good candidates for her company.

According to Lisa, "The biggest challenge in my role is finding women with the right education and experience. Because Emerson is committed to fairly representing the workforce, we are constantly looking for female engineers. Engineers make up 70-75% of our employee population." Emerson has numerous initiatives in place to search out these elusive engineers and HVACR technicians. They include cooperative education, internship and scholarship programs such as the one developed for The University of Northwestern Ohio by Judy Peterson, also a corporate Human Resources Supervisor.



Lisa Merritt, Emerson

"In addition to these initiatives, it takes the commitment and energy of the entire HR team to meet Emerson's diversity initiatives," says Lisa. "We must constantly be searching for networking opportunities and Women in HVACR provides an excellent means of connecting with women in all areas of the industry."

When she's not recruiting for Emerson, Lisa enjoys spending time with her husband and two young sons as well as participating in church and community activities. Lisa is an avid reader ("I'll read anything!") and has been singing since she was five years old. She regularly performs at church, weddings, funerals and other events.

To reach Lisa about the positions available through Emerson email her at: [lisa.merritt@emerson.com](mailto:lisa.merritt@emerson.com).

## JOIN US ONLINE!

Women in HVACR has expanded its presence online through various Social Media outlets like **Facebook**, **LinkedIn** and **Twitter**.

- Connect with other members.
- Learn about industry news.
- Participate in polls.
- Join/start discussions with our members to get or provide help with challenges we face on a daily basis.
- Share tips or tricks you've learned that will help others!

Get **ONLINE** today and Follow or Friend us at **WomenInHVACR!**

If you need help finding us, call Julie Eudy at 636-379-1750.

## Are You Going To the AHR Expo?

If you're planning on attending the Expo in Orlando in January, then we hope you can gather for a quick meet-up to network.

**WHEN:** Tuesday, January 26th  
**TIME:** Approximately 6:00 pm  
**LOCATION:** TBD (Watch Facebook or LinkedIn for More details.)

If you're able to attend, or need more information, please email [patty.ellingson@remtec.net](mailto:patty.ellingson@remtec.net) so we can plan our spacing needs accordingly.

This gathering will be at one's on cost as it is not a sponsored event.

**THANKS!**  
Hope to see you there!

## Four New Webinars Will Help You Navigate Social Media

You asked for them, and Women in HVACR is pleased to announce a series of webinars to help you get started with Social Media, as well as to develop your own Social Media Strategy. Each 90-minute webinar will be available free to the first 50 WHVACR members who register. If a course is popular, it may be repeated at a later date.

### January 7: Facebook 101 (3 pm EST)

This course will help you:

- See the value of Facebook
- Create an account
- Learn how to manage friends
- Discover Facebook features
- Learn the difference between Fan pages and Groups

### January 28: LinkedIn 101 (3 pm EST)

This course will show you:

- The value of networking on LinkedIn
- How to create a dynamic profile
- Where to find connections
- About LinkedIn Groups, like the one we have for Women in HVACR
- Additional applications available through LinkedIn

### February 18: Social Media Strategies (3 pm EST)

In this course, you will:

- Learn the benefits of social media in your overall marketing strategy
- See the various social media outlets (articles, video, profiles, etc.) that are available
- Review priorities for getting started
- Discover how to conduct a basic market evaluation
- Create a 12-month plan of action for your marketing goals
- Identify ways to measure your success and adjust strategies as needed

*It is suggested that participants have basic knowledge of Twitter, Facebook, LinkedIn and blogs in order to identify a comfortable monthly investment of time on each.*

### March 11: Twitter 101 (3 pm EST)

In this course, you will:

- Get tips for establishing an account
- Learn Twitter terms
- Review Twitter strategy
- Discover the top 10 Twitter tools to help you manage your account
- Develop a plan of action

Again, each course is limited to the first 50 people, so please register through the link on our website today at [www.WomeninHVACR.org](http://www.WomeninHVACR.org)! NOTE: Confirmation and Webinar Access information comes directly from Julie. Please be sure her email, Julie@GoldenServicesGroup.com, is marked as an approved recipient in mail program.

### About the Instructor:

All courses will be taught by WHVACR Board Member Julie Eudy. Julie is a Virtual Assistant who specializes in Marketing, Communications and Publishing Support. She has over 20 years professional experience including over 8 years marketing and communications in the HVAC industry. She currently helps her clients not only understand the value of Social Media through courses and workshops, but her team also provides support service options to simplify the execution of Social Media campaigns.

She is the owner of Golden Services Group and currently manages a team of 5 Virtual Assistants who are all highly skilled in Social Media tasks. She works from her home office in St. Peters, Missouri, where she lives with her husband, Deron, and two teen daughters, Taylor and Madison.



Julie Eudy