



*Empowering Women to Succeed Within Our Industry*

# Member Insider

## Women in HVACR 2<sup>nd</sup> Quarter Newsletter

### Presidents Corner:



**Patti Ellingson**  
– National Sales  
Manager, Cooper  
Atkins Corp

### Take Time for Yourself!

Taking time for You is perhaps the most obvious strategy for combating stress - however it is the easier said than done particularly for busy women (and who among us is not busy?).

We have all heard the saying...“Lazy Days of Summer”, but in this industry, our summers are anything but lazy days. Summertime is one of the busiest times in the HVACR industry. Almost every call is an emergency- and trying to juggle the stress at the office, the fact that the kids are out of school and coordinating their summer activities, and family cook-outs and other gatherings, summer can actually be quite stressful. So as you begin your summertime- remember to take time for yourself. I know this sounds obvious, however, for busy women this seems to become the last priority.

Taking time for yourself is not a selfish act, on the contrary, you will be amazed at how much more you can accomplish when you are mentally and physically refreshed. It doesn't matter if you are a mother, wife, sister, daughter, corporate executive, full-time employee, or all of the above. If you do not take care of yourself, you will not have it in you to keep up your current pace. So let us all make time for ourselves this summer as we work through the day to day stress that the summer heat can bring to our industry. Stay safe and enjoy the summer.



**Patti Ellingson - WHVACR President**

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# 10<sup>th</sup> Annual Women in HVACR Conference!



## Mark Your Calendar for the 10<sup>th</sup> Annual Women in HVACR Conference! "Philadelphia Freedom"

Women in HVACR will host their 10<sup>th</sup> annual conference **"Philadelphia Freedom"** in Philadelphia, PA at the **Philadelphia Convention Center**, September 16<sup>th</sup> and 17<sup>th</sup>, in conjunction with **Comfortech 2013**  
[www.comfortechshow.com](http://www.comfortechshow.com).



This year the conference will kick off with a **70's style reception with an Elton John Tribute Band** and Impersonator on Monday night, September 16<sup>th</sup>, from 6-9 pm. (*FREE for WHVACR Conference attendees- \$10.00 all others*)

The reception is followed on Tuesday, September 17<sup>th</sup>, by a full day of workshops and educational sessions presented by industry leaders. (Conference Attendance \$175.00 PP for members & \$250.00 PP for non-members)

Join Women in HVACR for this exciting event as you reconnect with old friends and network with other women leaders in the industry.

Registration opens on June 15<sup>th</sup> online at [www.womeninhvacr.org](http://www.womeninhvacr.org)

***Don't miss the dynamic scheduled sessions with Industry Leaders!***



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.

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# AIRECO SUPPLY SPONSORS WOMEN IN HVACR MEETING



**Aireco Supply in Savage, Maryland sponsored the 1st Regional Meeting of WOMEN IN HVACR.**

**Patti Ellingson, Industrial Sales Manager for Cooper Atkins Corp. and President of WHVACR hosted the event.**

**The meeting was both informational and educational** with two guest speakers, David Calabrese - AHRI General Council & Sr. VP of Policy - presenting an update and "Policy Overview", and Warren Linnerooth - Senior Design Engineer and Project Manager - Harvey W. Hottel, Inc., giving a "Geothermal 101" class.



**Patti started the meeting by stating,** "I am excited to extend our current presence in the HVACR Industry with regional meetings. By bringing industry updates and regulatory changes to our members, along with educational sessions, we are providing added value and access to the organization. WHVACR continues to strive to bring value through education by providing additional access to industry leaders".



**In the first session of the meeting, David Calabrese (AHRI),** gave an update on AC, Heat Pump and Furnace standards along with the current litigation status and tax credits for Residential and Commercial consumers.

**The next session was Geothermal 101 and was presented by Warren Linnerooth (Harvey W. Hottel, Inc.).** The session shared an overview of commercial and residential geothermal applications, how geothermal works, the state of the geothermal industry, the expected energy savings, incentives for geothermal projects and the various types of geothermal systems. Warren concluded with information on the best way to proceed with a geothermal system for your home or building.

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# Delivering Fabled Service

Presented by: Nita Brooks

WHVACR Immediate Past-President



**We have all had at least one nightmare customer service experience we can relate to.** We also have had those rare, memorable experiences in which the customer service wowed and impressed us. How can we reproduce those special occurrences and make them part of the culture of our business?

First, spend some time collaborating with your peers to decide upon what customer service means in our industry. Think about what customer service means to you; your customers are just like you, with the same expectations. It is important to understand what customer service IS and IS NOT.

## Follow the following tips to deliver YOUR fabled services.

**Never, ever tell the customer they are wrong or stupid**

**Respond to customer's needs with a sense of urgency**

Remember to respond to every question, concern, problem or issue with a sense of urgency, without fail. If you do not, I promise you the competition will!

**Exercise patience**

Remember that it is not the customer it is the stress, frustration and anxiety you are hearing when listening to complaints or concerns.

**Empathize with your customer**

Be sympathetic to the customer's needs and any issues they are facing. This is a relationship you are cementing... how would YOU want to be treated should the situation be reversed?

**LISTEN to the customer**

Take the time to really hear the customer's concerns. Paraphrase their issue or concern back to them, so they understand you really heard them and can confirm you understand any problems. Good listening skills are a very important part of responding to a customer.



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# Keeping Cool

Contributing Article by: Rodney Koop

Founder, The New Flat Rate / President, Masingill Clean Air



**I became the owner of a heating and air company in the fall of the year.** But I was warned, many times by the previous owner; “watch out for the first HOT WEEK”. You had better be ready. Well I had owned an electrical and mechanical business for 5 years and considered myself able to meet any emergency so I filed the advice away.

**Winter was probably average in Georgia where we think anything below 35 degrees is cold and if it ever gets below 20 we are frozen solid.** But we made it through the winter okay, no huge rush of phone calls or emergencies. As a matter of fact, by spring I sort of felt business was starting to stabilize and actually make sense. *(Only a fool, who has never lived through 90+ degree weather in Georgia, can think he or she understands stability.)*

**Anyway, along came May 29, 1995 and it hit about 93 degrees on a Monday morning...and the phones started to ring.** I had 4 lines and you could not possibly put your handset down. There were only two of us answering the phones and by the end of the day we had handled over 100 calls. Since we only had one service tech it looked like he would be busy.

Remember the warning “**Watch out for that first hot week**” well it was a week and by the second day we answered another 100 calls but 50 of them were from Monday’s group wondering why we hadn’t come out yet.



**By Wednesday 20 people called to cancel.**

**By Thursday another 20 cancelled.**

**By Friday we were pretty sure that at least 90 people hated us and swore they would never call us again.** Well it was probably the worst week of our lives from a business standpoint and it lasted 3 weeks. We were spending about \$18,000 per year on yellow pages then and it seemed that all it was doing was making people hate us..

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# HVAC Energy and You

Presented by: Julie Decker

Distribution Sales Manager, Carlisle HVAC Products



**Last quarter, we learned that the commercial/industrial buildings sector created more energy demand than any other.** Of the electricity we consume, over three-quarters (77%) goes just to operate the buildings we live and work in every day. By comparison, industry uses 23% and transportation, less than 1%.

**We also learned 39% of the energy consumed in the commercial sector is related to HVAC...our world.** How do we reduce this huge percent? The new energy codes offer instruction, higher efficiency ratings are required on equipment and other related supplies are helping us reduce this percent. Education about these improvement opportunities will also help positively impact our energy costs. The consumer, the installer, distributors and manufacturers are part of the educational process.

**We will attempt to bring some educational ideas** through the newsletter on various energy related topics throughout the year.

## Ductwork and Energy Savings

- **Leaky ductwork costs 2 billion dollars** in energy loss in *commercial buildings*.
- **Light commercial buildings** tend to have significantly higher duct leakage rates than large commercial buildings. Light commercial buildings typically are not commissioned (unlike larger buildings), so duct leakage problems are not identified and fixed. In addition, smaller commercial building projects may not involve an HVAC design engineer.
- **The average duct loss in a home is up to 35%.** For those of us without basements, that means the spiders in our attics may be more comfortable than we would like. For those with basements, leaky ductwork may cause a unit to work harder to keep the upper floors cool.

**The new Energy Conservation Code** is now mandating that all seams be sealed with approved sealants whether brush on or a rolled mastic sealant. Sealed ductwork will significantly reduce the loss of airflow into unconditioned spaces which will aid in energy loss.

**While some aspects of saving energy in commercial, light commercial or residential applications may seem small, the impact to the energy savings will grow exponentially over time.**





# Sponsorship Spotlight Interview

## Matt Mitchel - CEO, Service RoundTable

### How did you get started in this business?



*In the industry? I was hired straight out of college by the Turbo Refrigerating Company as a Project Engineer to design heat exchangers, refrigeration systems, control systems, and take on the factory automation and manufacturing engineering. From Turbo, Lennox Industries hired me to head the company's factory automation efforts. Later, I moved into HVAC marketing.*

*The Service Roundtable was started by a group of contractors to meet an industry need. Most of the industry programs, whether manufacturer driven, trade association driven, or alliance were focused on the top five percent of contractors. The majority of contractors were left on their own to figure things out. The Service Roundtable was conceived as a business alliance that any contractor could afford. The affordability requirement resulted in the Internet based design where it costs roughly the same to support 1 contractor as it does to support 100, 1,000, or 10,000.*

### What is a good story about your business?

*#1 – We have a strong contingent of members in Australia. While Australia is primarily a mini-split market, service is service and business is business. We create Australian content, sized to Australian paper, using Australian terminology. We even held a very successful meeting in Sydney last year.*

*#2 – We pay our members more in rebates than they pay us in membership fees. Every contractor won't get more back in rebates than he or she pays, but contractors who work the program and buy from our preferred vendors consider the Service Roundtable a profit center.*

*#3 – We are one of the fastest growing companies in the nation. With a compound annual growth rate of 83%, we are listed #16 in the Aggie 100. Inc Magazine listed us as the nation's 66<sup>th</sup> fastest growing business services company and the 238<sup>th</sup> fastest growing Internet company.*

### Who is your typical customer?

*We specifically serve business owners in the residential side of the HVAC, Plumbing, Electrical and Solar industries who want to grow their business. Our members run the gamut in size – from 1 to 200 trucks across the US, Australia and Canada. Our average HVAC member is \$3.3 million in size.*

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# Member Spotlight Interview

Sauermann

Maria Luisa Zanotto - Sales Executive, Commerciale



## What was your motivation to get into HVACR?



*It was not a choice. I used to work in a totally different field as an interpreter and sales executive. I decided to join my husband who had been always working in HVAC in order to start our own company importing components and accessories from various countries and distributing them into the Italian market.*

## How long have you been apart of the HVACR industry?

*Since 1996*

## What would you say has been your greatest achievement, AND what has been your greatest obstacle?

*I believe that regardless of the market segment , women in Italy have always had and still have a hard time trying to emerge due to family constraints, lack of technical skills and some prejudices towards women in general.*

*However thanks to the fact that we've been always working with foreign companies, I've always enjoyed quite a "privileged" position because they often have a more advanced view of women being involved in business also considering that my job is not technical but commercial and I believe that basically a good sales person can sell anything.*

*However frankly speaking I believe that nowadays once your kids have grown up you ,as a woman, can find the position that you desire provided you've got the qualities and skills for that and sometimes women find excuses to hide their own weaknesses and fears like, in my personal case, I hate driving and this has been always an obstacle for me.*

*My greatest achievement has been that of having been able to combine family and work in what I think has been the optimal way .I had to "sacrifice" some of my aspirations at the beginning because I preferred to dedicate more time to my kids but I managed to keep my position and improve it once they grew up and I was able to travel more and therefore do what I like, i.e. dealing with export*

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# Suggested Reading

## EntreLeadership

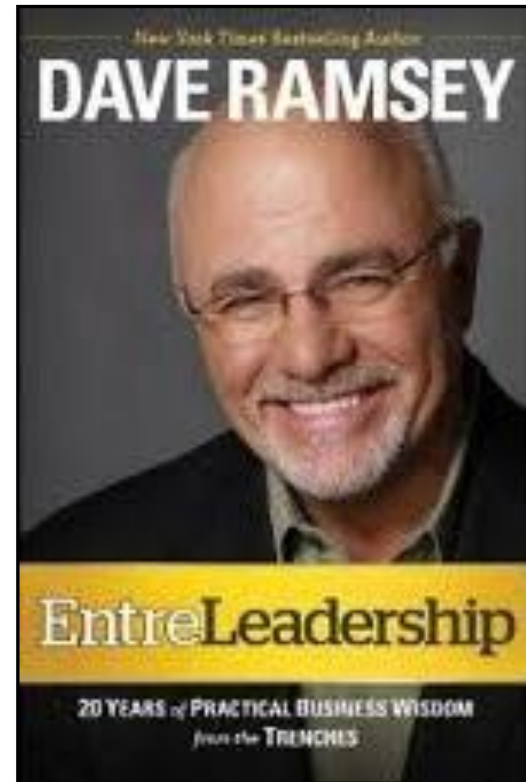
20 Years of Practical Business Wisdom *from the Trenches*

by: Dave Ramsey / Reviewed by: Nita Brooks

Dave Ramsey is the host of his own nationally-syndicated radio talk show program, *The Dave Ramsey Show*, heard by 4.5 million listeners each week throughout the United States. Perhaps best known for his “debt free” philosophy, Dave formed his company, The Lampo Group, to counsel people on how to overcome financial stress. Dave has built his company from the ground up by developing his team to become leaders of leaders. In his book, **EntreLeadership**, Dave shares practical wisdom and advice that he has learned from the past 20 years of building a dynamic company.

When asked, “What’s **EntreLeadership**?” Dave replies, “Growing leaders was too refunded and calm for me, but growing entrepreneurs was too wild and chaotic for me. So I decided we needed to grow a combination of the two... and thus the **EntreLeader** was born.”

This book contains practical, proven business principles and leadership advice – a collection of strategies and tactics Dave has personally used to create his company. It covers everything a business leader is likely to face, matching up real-life situations with practical advice.



### In this book, Dave covers:

- Living your dreams, visions, mission statements, and goals
- Making the most of time management and organization
- Making the hard decisions
- Understanding the truth about great marketing
- Hiring, firing, and personality styles
- Practicing the art of selling by serving
- Money, debt, and funding your future
- Grasping the importance of great communication
- Amplifying your success through recognition and inspiration
- Dealing with contracts, vendors, and collections
- Creating compensation plans that fire people up
- Mastering the art of delegation

**This book is an easy read, with a unique perspective of how to become a leader your team wants to follow instead of just “managing” employees.** Anyone who owns a business or is thinking of starting a business, or who leads a team, can learn from Dave’s principles discovered through personal experiences. His book is packed full of methods that follow common sense and create a principled team culture.



# AIRECO SUPPLY SPONSORS WOMEN IN HVACR MEETING



*Continued from Page 3*



**Along with information and education**, their were door prizes food and refreshments.

"WHVACR wants to thank Aireco Supply, AHRI , Harvel W. Hottel, Inc. and Cooper Atkins Corp. for their Sponsorship." "I want to thank David Calabrese, from AHRI, and Warren Linnerooth, from Harvey W. Hottel, Inc. for their time and expertise as speakers".

**Women in HVACR will host the next meeting in Pittsburg, PA.** The Northern Regional Meet and Greet with industry updates will be this Fall at Donwil Co., Pittsburg, Pa. The meeting will include a Luau reception, a welcome note by WHVACR President Patti Ellingson, an update of Regulatory changes happening in the industry by Jon Melchi, HARDI Director of Government Affairs, and a tour of Donwil Co., WHVACR will have a product raffle drawing and door prizes from CPS and local sponsors. For additional detail follow us on Facebook or go to our website at [www.womeninhvacr.org](http://www.womeninhvacr.org)



**For more information go to**  
[www.womaninhvacr.org/upcomingevents](http://www.womaninhvacr.org/upcomingevents)



# Delivering Fabled Service

Presented by: Nita Brooks

WHVACR Immediate Past-President

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## **Provide SOLUTIONS**

Your customer comes to you for solutions, whether it is a first contact or a repeat contact. Do not make it the last contact by being unable to address their concerns or provide a solution to their problems. Make sure that your entire team is equipped with the knowledge they need to respond to the customer with a sense of urgency and the answers they need.

## **Follow through with what you tell customers you will do**

This will create a level of trust. If you do not follow up as you promised, it will break that bond of trust and it will be difficult to ever gain it again. Do not over promise; if you are unsure do not commit.



## **Never lie to a customer**

It is OK to say you do not know, but will find out for them. DO NOT LIE. You will be found out and trust will be destroyed.

## **Be positive, polite and upbeat**

Your attitude will definitely affect the customer and they will respond accordingly. Customers can hear a smile through the telephone, when not dealing with them in person. Maintain a professional demeanor during all interactions.

## **Don't forget internal customer service**

Everyone in your working environment is entitled to the same great service as the customers who pay the bills. We tend to forget this in the day-to-day struggles to perform our responsibilities. We ALL want to be treated respectfully, be listened to, and have solutions presented when needed.





# Keeping Cool

Contributing Article by: Rodney Koop

Founder, The New Flat Rate / President, Masingill Clean Air



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Ok, this is about keeping cool. So you see we failed at keeping our customers cool and we sure weren't keeping our cool.

But this isn't about the first year. It's about the second year. Our great idea the second year was to be honest with people, so here is how we answered the phone.

**"Hello Mr. Customer,** yes we can help you, we are a little backed up so we will give you a number and your number is 125, that means there are 124 people ahead of you and when we get them cooling you will be next. And you can call us anytime to see what your number has moved up to. And if you find someone else please call us and we will take you off the list and still be friends."

**That worked well for keeping our cool and our customers did not get mad.** So if a customer got someone else to fix their system there was a good chance they would call us sometime in the future because we did not anger them.

Well that kept us and our customers' pretty cool but it was a flop from a profit point of view because now we were taking calls in the order they came in. The fourth year was when we started to take calls in the order of how much profit potential they might have.

**And that's when finally our customers and we stayed cool.**





# Sponsorship Spotlight Interview

Matt Mitchel - CEO, Service RoundTable



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## What is unusual or unique about your business, in comparison to your competition?

*First, we were built by contractors for contractors....so our perspective is always from the side of the contracting business owner. Second, we have been technology leaders and are usually the first to introduce our members to cutting edge business tools. Third, with our Internet strategy, we were able to create a program that any contractor can afford. It costs less to join the Service Roundtable than most industry trade associations. Fourth, because of our affordability and open enrollment practices we are the largest contractor alliance.*

## How would someone external describe your business?

**Benson Green from Tallahassee, FL said,** "It's the best bargain in the industry."

**Ken Goodrich from Las Vegas, NV called the Service Roundtable,** "A necessary part of our business."

**Robert Wilkos from Panama City, FL said,** "Service Roundtable is the DEAL of the HVAC industry!"

**Steven Long from Gastonia, NC said,** "I especially appreciate the Service Roundtable and all you do with the organization. It has been a great investment for myself and our company. You're an asset to our industry and please keep up the good work."

**Steve Saunders from Irving, TX said,** "It is full of ideas, thoughts, tools to help me grow my business. The discussions are interesting. It has a huge bang for the buck. It makes no difference your size, many of the problems facing contractors today are the same."



**Continued...**



## Sponsorship Spotlight Interview

### Matt Mitchel - CEO, Service RoundTable



**Larry Taylor from Fort Worth TX said,** *"Service Roundtable is without a doubt one of our finest investments in our company's business practices, our people practices and our customer relationships through the marketing information we obtain."*

**Steve Miles from St Louis, MO said,** *"Anyone, like me, that needs help with management, sales, marketing, profitability, growth, or other aspects of their business, should invest in Service Roundtable."*

**Bob Zahm from Huntington, IN said,** *"The Service Roundtable is the best program this industry has or is likely to ever see."*

**David Allen from Tuscumbia, AL said,** *"The Service Roundtable "is like having an invisible board of directors that seem to know 'just what you need' when you need it."*

**The late Tom Atchley from Fort Smith, AR said,** *"It would be a bargain at 3 times the price and anyone is passing a great opportunity if they don't get started with this. The Service Roundtable is a terrific value for the HVAC industry, regardless of the company size."*

**Steve Fouts from Bowling Green, OH said,** *"The Service Roundtable brings a peer group to my desktop. Wow. I mean it, this is huge! I now have the ability to plug into discussions with people who have similar histories, who do what I do, who struggle with very similar issues. Just knowing they're out there makes me feel warm and fuzzy all over."*

**Rodney Koop from Dalton, GA said,** *"I am a former member of one alliance for 5 years and another for 2 years. Almost everything available from other groups is available on the Service Roundtable for 50 bucks a month. It's really turned into a great source for people in need and I thank you for the entire industry."*

**Kerry Prudhomme from New Iberia, LA said,** *"The Service Roundtable "has been a tremendous benefit for us since leaving another contractor group. I especially appreciate the low investment required."*

**Tony Key from Aurora, CO said,** *"I have found Service Roundtable to be the single greatest investment I have made in any organization."*

**Doug Reed from Omaha, NE said,** *"The Service Roundtable is a really priceless resource."*



**Continued...**





# Sponsorship Spotlight Interview

## Matt Mitchel - CEO, Service RoundTable

### What are some interesting statistics?

*Over 3800 people use the site.*

*986,682 sales, marketing, and business management tools have been downloaded from the website.*

*There are 109,511 pages in our fully searchable knowledge base archive.*

*There are members in all 50 states, most Canadian provinces, Australia, the United Kingdom, and various island states.*

*There are over \$7 million of sales, marketing, and business content available for immediate download.*

### The Service Roundtable is:

- #16 in the Aggie 100
- 36<sup>th</sup> fastest growing company in Dallas
- 88<sup>th</sup> fastest growing company in Texas
- 66<sup>th</sup> fastest growing business services company, nationwide
- 238<sup>th</sup> fastest growing Internet company, nationwide

### How would your customers describe their experience with you?

*They are overwhelmed and excited by the amount of resources. They are relieved to be able to connect with, and benefit from other contractors who have been there, done it, and have a closet full of t-shirts. They are blown away to get cash back, wonder why we aren't charging more, and don't dare voice to us that they think we charge too little.*



*Continued...*



# Sponsorship Spotlight Interview

## Matt Mitchel - CEO, Service RoundTable



**What is a customer experience you are proud of or an interesting story about a customer interaction?**

*One of the things I am proudest about is the creation of the Service Roundtable's Servant Leader recognition. This is a rarely given award to people who have truly served others in the industry. For several, this was the first time anyone formally recognized their efforts.*

**How do you keep in touch with your customers?**

*On a daily basis, our team of Success Consultants reaches out to offer help to members who might not have time to call in. They can instantly offer marketing expertise, locate marketing and/or business tools from our \$7,000,000 content library or connect Contractors with one of our Preferred Partners who might help them solve a problem in their business.*

*In addition, customers get weekly announcements indicating special member-only offers along with details of our many gatherings throughout the year. Current members get the best pricing on Comfortech 2013 available anywhere. Our bi-annual International Roundtable will meet adjacent to that meeting this year to provide expert speakers and consultants, along with peer to peer discussions about everything important to growing your business in the service industry.*

**What challenges do you face in your business?**

*The same challenges any business faces... figuring out the best ways to invest in growth, recruiting top shelf people, managing overhead, getting things done, keeping the bottom line positive, and keeping the office a fun and rewarding place to work. In addition, we have all of the challenges of a technology company.*

**What are the effects and/or benefits of using your product?**

*More sales. More profit. In less time.*

**Why did you choose to sponsor the Women in HVACR organization?**

*Women are smarter than men. When women take over the industry, we want to be on good terms with them.*

*With an office that is 50% professional women, we have certainly put our money where our mouth is – supporting smart business people of all genders.*





# Member Spotlight Interview

Sauermann

Maria Luisa Zanotto - Sales Executive, Commercial



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**How would you sum up your experience in the industry?**

*This is basically the only industry that I know so I cannot compare it with others from a personal point of view. What I've realized for sure is that women are getting more and more involved also with leading roles which reflects the trend of several market segments nowadays*

**What benefits do you feel being Women in the HVACR industry has had for you?**

*Being an industry dominated by men I feel that if you acquire the necessary skills you can have great chances of succeeding because when you try to emerge not with your physical aspect but with your professionalism you certainly gain respect and men can even prefer to deal with you than with another man because they sometimes feel that if you, as a woman, have achieved a leading position it means that you must be really good. This is unfortunately a mentality that we still have to fight against. As a matter of fact a woman often has to be twice as good as a man in order to be given the same consideration*

**What are your personal interests outside of work- what keeps you sane?**

*I actually don't have much free time and since I'm travelling a lot I'm often forced to work also on weekends which makes it difficult to have hobbies. I mainly read books in all the languages that I know especially focusing on marketing. I unfortunately don't have much time to work out so I basically try to keep sane by eating well. The Mediterranean cuisine helps to keep you healthy.*

**Tell me about your company and your roll within the company, how has that changed over the years?**

*Sauermann evolved from a local French manufacturer of condensate removal pumps where Management mainly consisted of men to an International group with two factories and several branches worldwide where today many of the leading roles are occupied by women and this thanks to our present President who has a very advanced vision of business and high consideration for women. I'm in charge of marketing and sales in the Italian branch of Sauermann and I've recently been contributing more actively at Group's level in marketing.*

**What would be your advice to someone new to our industry?**

*It obviously depends on your background and your job but unless you're in Accounting I believe that trying to acquire some technical skills would definitely give you that "something more". By technical I mean also trying to keep updated about the new trends considering that the hvac industry is evolving so quickly also driven by the new energy saving technologies*



**Continued...**





# Member Spotlight Interview

Sauermann

Maria Luisa Zanotto - Sales Executive, Commerciale



**Tell me about yourself personally- Hobbies, Family, Sports, How do you stay grounded.**

*I've two sons, one of which lives in America and recently got married to an American girl in NY. He works in the Hvac as well. My younger son is studying marketing at the Bocconi University in Milan.*

*I love fine cooking since I find it very relaxing and creative. I used to play classical guitar and paint. I love foreign languages and I read books in French, German and English in order to keep my knowledge updated and possibly enhance my speaking ability.*

**Where did you go to school? Degree?**

*The school system in Italy is different from that of the US. I went to High School for math and sciences and I specialized in foreign languages.*

**I would like to add some personal comments to the value of the "Women in HVACR" Association.** *I first got to know about it during an Hardi Conference and I was very impressed by the concept of creating an Association that could help women growing in this specific industry.*

*I believe that every industry should do the same. This is the reason why my goal would be that of bringing the concept to Europe also because I believe that this is the right moment when women are getting more and more conscious about their possibilities.*

*However what I believe we're lacking towards Americans is the "spirit of aggregation", the fact of getting together to achieve a common goal and this is why I would like that people could first "catch the mood" of it by joining the association in America and understanding its profound principles before actually creating the same Association in Italy. It would be however extremely beneficial to all of us sharing experiences and cultures.*



Sauermann is a world leading manufacturer of condensate removal pumps for applications in the HVAC & R industry. It was founded in 1976 in France and specialized in trading fluid regulation components.

In 1989 it started the designing and manufacturing of condensate removal pumps.

The Group, now belonging to a Belgian Holding, employs nearly 100 people throughout the world and basis its leadership on an international presence, territorial proximity and strong networks built over 3 continents via 2 production sites, 7 subsidiaries and 2 sales divisions.

The Italian Branch of Sauermann where I work also distributes measurement instruments, special fans and HVAC controls that we import from several Countries and sell to the Italian market on an exclusive basis.