

Invest in Your Community!

Giving back to your community is a great way to help support your business, be a contributing member of your district and become a good example to your family and peers. Local charitable organizations depend upon volunteers to donate their time and funds for their success. There are many organizations that are able to use your skills and a pair of helping hands.

There are so many benefits that come from giving back to your community. Among these are tax deductions, personal satisfaction, community recognition and a good feeling of connecting with your local area, knowing that you are trying to make the world a better place. It can even be good for your business, presenting great publicity and marketing opportunities.

To choose ways to give back to your community, take a look at the local needs around you. Do you have a lot of homeless people? Have you noticed a shortage of help in the local library, children's facilities, schools, hospitals or other charities? Do you have a special skill that would meet the specific needs of your community? These are all ways to examine how you can best serve your local area.

Community service is more than just helping people; it's also developing a sense of human compassion and gaining an understanding of the people around you. It is a way to count your blessings and bring true meaning to your priorities. It is also about building a stronger community, one in which you are a contributing partner. Even the little services are meaningful and worthwhile.

Imagine volunteering to help homeless people create a resume that will help them find work. Imagine helping build a home for a worthy family through a Habitat for Humanity project. Imagine honoring our war heroes by contributing your time and resources to a Homes for Our Troops project. Have you considered visiting extended care facilities or homes for the elderly, just to bring a friendly face with a basket of cookies?

It is easy to get caught up in the day-to-day tasks of working and providing for your family. Giving back to your community is a way of extending your family to include those less fortunate. By doing so, you will receive so much more than you give.



*Contributed by Nita Brooks
President, Women in HVACR*

Member Spotlight



Leslie Titcomb
Operations Manager
Harvey W. Hottel, Inc.

As Operations Manager for the Commercial Service Department of Harvey W. Hottel, Inc. the tenth largest Washington DC Mechanical Contractor according to Washington Business Journal Book of Lists 2011, Leslie and her staff are responsible for ensuring that forty HVAC Service Mechanics and Plumbers take care of hundreds of customer sites every week. Leslie has worked for Harvey W. Hottel Inc. for the past 20 years. She started as a Dispatcher shortly after the birth of her son Sid. "I often joke that this was supposed to be a temporary job until I could decide what I really wanted to do. Twenty years later...here I am, the commercial service operations manager for one of the top 10 mechanical contractors in the Washington Metropolitan area." Like many of us in the industry today, Leslie did not see herself in this field long term, however, came to love the industry and the people in it.

Harvey W. Hottel, Inc. www.harveyhottel.com is a 3rd generation family owned business that knows the value of family and community. "They treat me like one of the family", says Leslie, "I have never had to miss out on any of my son's activities. They support me and encourage me to be active in the community." Leslie is active in her community serving on the local Salvation Army Board of Advisors and involved in Germantown HELP, a program to provide food to local families. Her husband often jokes by saying, "how come whenever you volunteer I get volunteered too." They have always volunteered as a family and Leslie was so proud when her son got his drivers license and continued to deliver food once a month for the local food pantry without any prompting. "That was a proud moment for me to see that I had instilled in my son how important it is to be involved with your community and to give back." Giving back is also a big part of Harvey W. Hottel's business model, every year the employees donate time and money to the local Salvation Army "Angle Tree Program" and have sent over 100 care packages to the troops this year.

Leslie joined Women in HVACR last year at the 7th Annual WHVACR Conference in Baltimore MD, and quickly realized the benefits of the organization. "I first read about the organization and conference on the Comfortech website and when looking into the organization further I knew I wanted to attend." Leslie was an active participant during the conference and also volunteered to work booth duty. "After the conference I knew this was an organization that would benefit other women in the industry." Leslie expressed her desire to take an active role in the organization and get more involved on the conference evaluation form - Leslie is now the newest member of our Board.

"I am proud of the work I do in this industry and will continue to do the best I can."

"My advice to all women within the industry is to get involved, and don't let the fact that this industry is mostly men stop you from doing anything, always try your best, and if you need help, don't be afraid to ask, use the resources around you and learn."



Leslie Titcomb
Operations Manager
Harvey W. Hottel, Inc.



Contributed by Patti Ellingson
Vice President, Women in HVACR



WHVACR Needs Members to Volunteer!

Committee members wanted!

WHVACR is looking for interested individuals to serve with our Committee Chairs. If you are interested in supporting one or more committees, or would like to learn more about the programs offered, please follow the link to our website and fill out the inquiry form.

https://fs8.formsite.com/whvacr/form884139724/secure_index.html

WE LOOK FORWARD TO HEARING FROM YOU!

Education & Outreach Committee

This committee focuses on the ongoing development of the Mentoring Program, which connects two people with similar goals and encourages them to build a relationship that will facilitate personal and/or business growth. It also manages the Outreach Program that works with primary and secondary educational facilities to develop an awareness of the careers available in the HVAC industry and is working toward the creation of a Scholarship Program designed to foster financial support and encouragement for young women considering careers in the HVAC industry.

Chairs: Ruth Ann Davis & Patti Ellingson

Marketing Committee

This committee works in conjunction with all other committees to promote our organization to the press and partner communication directors. They create marketing materials for press opportunities, the annual conference, education opportunities offered via HVACChannel.tv and other programs and services.

Chairs: Patti Ellingson, Alyssa Peluso & Nita Brooks

Membership Committee

Members of this committee are WHVACR's ambassadors, sharing our message and recruiting members. They work with the Marketing and Programs and Events committees to participate in trade events and spread the word through trade publications. This group also manages WHVACR's day-to-day membership recordkeeping.

Chairs: Leslie Titcomb, Barbara Keil & Kathy Corr

Partnership Development Committee

This committee works with existing association partners and develops relationships with new partners with the goal of furthering WHVACR's reach within the industry. Their activities include: establishing cross-marketing efforts, securing and managing sponsorships, and recruiting members to staff WHVACR's booth at various trade functions.

Chairs: Nita Brooks & Tammy Smith

Programs & Events Committee/Conference Committee

This committee coordinates the arrangements for WHVACR's Annual Conference, working with the other committees to ensure all the details come together for a successful event! Members of this committee also develop and implement programs and events for WHVACR members, including networking events, educational programs and webinars. They select speakers for WHVACR's Annual Conference and identify speakers for the HVACChannel.tv education series.

Chairs: Patti Ellingson, Nita Brooks, Kimberly O'Neal & Barbara Keil

*Contributed by Patti Ellingson
Vice President, Women in HVACR*

Sponsorship Spotlight



Meier Supply is a family owned business that cares about its employees and their community. Meier Supply was started in 1957 by Frank M. Meier. In the 1940's & 50's he worked for a distribution company called WA Case, that sold plumbing, floor covering and refrigeration. In 1957 WA Case was dissolved, Frank M. Meier bought the refrigeration division along with his son (Frank A. Meier), and they formed Meier Supply Co. In 1960 they were joined by John Norton who had married one of Frank's daughters and they continued to grow the family business.

Meier Supply continues today as a family business in HVACR wholesale distribution. Their customers vary from mechanical contractors, refrigeration service companies, manufacturing and industrials, along with various institutions focusing on refrigeration parts and equipment, HVAC equipment, food service and controls.

Meier Supply values itself on customer service, and takes pride in the fact that the customer truly is a priority. "Our vision statement is: 'Customer Satisfaction Guaranteed'. Everything we do as a company is with that statement as the end result. We go to every means possible to be sure our products operate as expected" said Bernadette Meier. Below is an email they received from one of their customers showing that the customer follow up at Meier Supply is key to developing a relationship and not just an order.

"Scott,

Just wanted to send a quick note to tell all of you "Thank You". I once again received a phone call from Mark Meier last night, checking in, talk some business, and him thanking me for our business. In all the years I have been in this industry I have NEVER received a call from anyone from other distributors just to thank me. It is very refreshing to deal with a company like Meier Supply!

John has said numerous times that he is thankful that your sales guy stopped in to let us know you were there. He has been especially impressed with you, and feels fortunate to have a contact with the knowledge that you provide.

We look forward to a prosperous future and a continued relationship with Meier! And again, Thank You for all you continue to do to help us be successful in our business!

Jackie"

Meier Supply continues this relationship with their customers through a formal customer communication package consisting of:

- **A semimonthly email going out to more than 1500 customers describing upcoming trainings**
- **A quarterly called "The Meier Minute" which includes 6-8 topics pertinent to their customer base**
- **And a recently created Facebook page**

Education is power and Meier Supply sets themselves apart from other wholesale distributors by offering their customers technical training. "Two years ago we decided to make this an even larger part of our offering" said Bernadette Meier. "The first step was to hire a former mechanic (previously an HVAC instructor at a local trade school) whose main focus was customer training. This trainer has instructed nearly 800 servicemen in year one, and over 1,200 in year two. We believe a well-trained mechanic is a valuable asset and consumer and we want to do our part to educate more. Additionally enhancing our training capabilities, our new state-of-the-art MATC (Mitsubishi Approved Training Center) in Buffalo is one of only six of its kind in the nation. Another unique component at Meier Supply is our MCD (Meier Core Development) Team. Historically, one of the more challenging aspects of the HVAC&R industry has been the availability of quality people. In 2008, we addressed the issue proactively. We had always focused on the technical training aspect. Meier had the reputation of being the best technical wholesaler in our served areas. To raise the bar



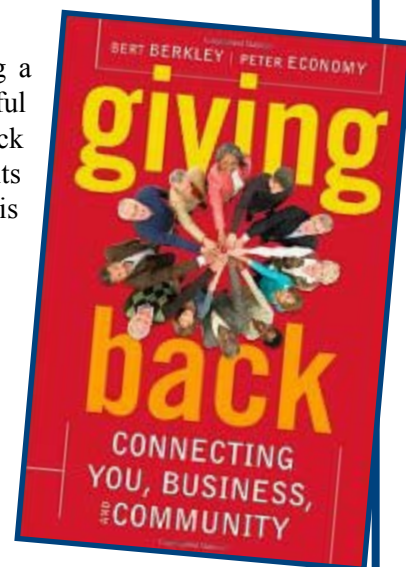
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Featured Book Of the Month

Giving Back, Connecting You, Business, and Community

Brimming with exclusive stories of leaders who have been successful at making a difference in their own communities, this book shows you how many successful businesspeople have made giving back a part of their everyday lives. Giving Back also shows how your business's participation in charitable activities can enhance its brand—and bottom line. Providing a wealth of hands-on, practical experience, this insightful book covers essential topics, including:

- **Why doing good is smart business**
- **Leading by example**
- **A revolution in retail**
- **Partnering with nonprofits**
- **A new spirit of volunteerism**
- **The venture philanthropists**
- **The personal benefits of giving back**



When businesspeople focus their energy, organizational talent, and personal connections on achieving a social goal, they can be a powerful force for community good. Giving Back provides you with the tools, facts, and know-how to build mutually beneficial relationships where the sum of the two parts can be greater than either one alone. There will never be a shortage of problems to be solved, but there will always be a need for talented and passionate people to help solve them. Giving Back will inspire you to give back to create a positive and long-lasting impact in your community and in the world around you.

About the Authors:

Peter Economy is a best-selling business author, ghostwriter, and publishing consultant with more than 50 books to his credit. He has also served as Associate Editor for the New York City-based Leader to Leader magazine since 2001.

Bert Berkley's book promotes civic engagement. Anyone can contribute to the community. That's Bert Berkley's message in his book. Berkley is the former president of Tension Envelope, he co-wrote the book, published by Wiley, with Peter Economy.

*Contributed by Patti Ellingson
Vice President, Women in HVACR*

Boast Host

LOOK WHATS NEW!!!



Let us Know what you think!

Women in HVACR has made it easy for you to call in and tell us what you think, leave a testimonial, make a suggestion or give us feedback.

Just call 248-724-9794, and leave your message.

It's that simple. Call Today!

Sponsorship Spotlight

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on the quality of our co-workers, MCD was created. One of the MCD key initiatives is the personal development aspect. Training in skills such as communication, time management, negotiation along with basic leadership skills is an integral part of the group.” To see more on this training visit <http://www.meiersupply.com/MCD.htm>

When asked, *what is a good story about your business?* Bernadette Meier told a true story of strength and determination. *“In June 2006, severe flooding devastated our local region. Many counties were in a state of emergency, and 123 Brown Street (our headquarters) was evacuated. We were able to enter the building 2 days later. The water had reached a height of 36”, leaving both the office area and warehouse in ruins. It was unbelievable. Furniture, computers, office files and supplies were destroyed. Every bit of product in the warehouse below 36” had been soaked through. The Meier co-workers rallied - crews of at least 15 people every day came to help over the weekend, and throughout the following holiday week also. We had to pull everything out, document it, store or dispose of it. Even the founder of our company worked, helping to remove drywall and insulation in the office areas. Most companies would have been out of business.”* Through faith, determination, great employees and strong family values, Meier Supply rebuilt and remains a strong pillar in the community. *“Our sales have grown 24 of the past 25 years, our employee turnover is less than 2%, and in June 2010, we congratulated the warehouse team here in Johnson City for shipping the most line items in a month, ever. Remarkably, there were 18,433 line items shipped out of here that month!”* said Bernadette.



Meier Supply continues to be recognized as a top company in upstate New York and in the HVACR industry. The following are some of the awards they received in 2010:

- **ESOP Company of the Year for the Northeast**
- **Mitsubishi Quota buster for 2010**
- **Emerson/Copeland Peak Performance Award**
- **Fast Track – Top 50 companies**

“Through all of our success we, like any business in this economy, face the challenges of remaining competitive and profitable” said Bernadette.

Meier Supply is very active in their community, and is always giving back in some way, weather through time, materials or cash donation. The business owners and employees actively participate in multiple volunteer events. For example, Habitat for Humanity –Bernadette Meier attended several builds personally and had the bruises to show for it. “Lesson to self, DO NOT try to lift roof rafters, even if you think you can.”

“We try to do as much as we can” says Bernadette, “Alzheimer’s Memory walk; Crohn’s walk; Food drive for CHOW; Donate blood; Toys for Tots, ACS, Relay for Life, American Cancer Society just to name a few. Many of our employees are on various charity boards: SEPP, YMCA, and United Way. Our employees volunteer their time through their churches, as scout leaders, as volunteer fireman, as Special Olympics coaches, and at dog shelters.”

Meier has been a supporter of many organizations through the years. “That comes from our belief that you get back what you put in. A large part of our success is due to our involvement in the various organizations such as: HARDI, ARW, RSES, ASHRAE, ACCA and Women in HVACR.”

*Contributed by Patti Ellingson
Vice President, Women in HVACR*

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