

Member Insider

Women in HVACR - Year End 4th Quarter Newsletter



Patti Ellingson
– Director of
HVACR Sales,
Cooper Atkins
Corp

Thank you all for the opportunity to serve as your President for the past 2 years. I take great pride in being part of this organization and am proud to have served with you all. I look forward to continuing to work within the organization on committees and on special projects, and I look forward to seeing where and how Women in HVACR continues to grow and blossom with the new ideas and new board members.

Patti Ellingson
Immediate Past President, WHVACR

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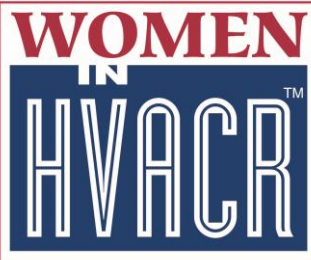
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Visit us next week!
Booth 6106



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



Networking. Education. Mentoring.

Women in HVACR Elect New Executive Board And 2014 Women in HVACR President

As we move into a new year, Women in HVACR elects Ruth Ann Davis, Sr. Vice President of Sales & Marketing at Williams, the 2014 President to succeed Patti Ellingson, Director of HVACR Sales- Industrial for Cooper- Atkins, who will move to the Immediate Past President position on the executive board.

"I look forward to a new and exciting year as the 2014 Women in HVACR President. We have a wonderful team of women who continue to dedicate their time and talents to our board and I look forward to serving with each and every exceptional woman as we continue to grow the organization in 2014".



Ruth Ann Davis has been an active member of Woman in HVACR for the past 9 years, serving on the Board for the past 4 years.

"This year my goal for the organization is to continue on the path of growth and education that we are on. With the exciting group of women we have on the board this year I know we will do great things."- Ruth Ann Davis

Women in HVACR exist 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.

Meet your 2014 Executive Board

President



Ruth Ann Davis
Williams Furnace

Vice President



Marjorie McAllister
CPS Products/ 5-2-1

Immediate Past President



Patti Ellingson
Cooper-Atkins Corp.

Treasurer



Dianna Sovyak
DonWil Company

Co-Treasurer



Leslie Titcomb
Harvey W Hottel Inc.

Secretary



Mary Jo Gentry
Ritchie/Yellow Jacket

Additional Board Members

Vanessa Castro, Belimo
Amy Davis, Budget Services
Julie Decker, Carlisle HVAC Products
Donna Graham, Southwire
Jenn Laughlin, Famous Supply
Danielle Putnam, The New Flat Rate

Advisory Board Members

Nita Brooks, National Comfort Institute
Gwen Hostnik, National Comfort Institute
Ruth King, HVAC Channel TV
Barbara Keil, Keil Heating and Air Conditioning
Kimberly O'Neail Batham, Honeywell

Read more about these empowering women at
www.womeninhvacr.org



AHR EXPO®

**JAN 21-23 | 2014
NEW YORK CITY**



**Women in HVACR to host:
FREE Education Session**



**Come and Hear
Guest Speaker:**

Rodney Koop

(CEO of **The New Flat Rate**, inc.)

As He Shares on the Topic:



**The 7 Habits
of Effective Indoor Air Quality**

7 Steps to properly diagnose and correct
Serious Indoor Air Quality Hazards

When: Wednesday, January 22, 2014

Where: Javits Center

New York, NY

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

**FREE
SESSION!**

See You There!



Please Join Us at our Annual AHR Expo Meet & Greet

Wednesday, January 22nd
New York Marriott Marquis
1535 Broadway
Brecht Room - 4th Floor
6:00 p.m. – 8:00 p.m.

Connect with other women in the industry in a relaxed atmosphere after a busy day on the show floor

VISIT US AT
BOOTH 6106

2014
AHR EXPO
NEW YORK JAN 21-23

Join other successful men and women in the industry and forge lasting relationships while enjoying a drink on us!



Cosmos Air Purification & Environment Systems Inc.
Event co-sponsor

Through our innovation & creativity, Cosmos Air has strived to produce its product, service, quality and performance of its HVAC air filters to enhance building occupancy well-being, comfort and productivity by effectively producing "GREEN" HVAC products. With our experience in HVAC, building science and engineering, we will help our customers maintain a "GREENER" world. Cosmos Air is committed in making this possible for tomorrow's generation to breathe "CLEAN AIR."

Along with the Women in HVACR, we invite you to come experience what this organization is all about. Network with the Executive Board and members to learn how joining could benefit you.

Women in HVACR exists to improve the lives of our members by providing professional avenues for connecting with other women growing their careers in the HVACR industry. The organization empowers women to succeed through networking opportunities, mentoring and education.

HVACR Contractors:

Help us save lives!

Refrigerant Inhalant Abuse

One in five American teens has used household products, including refrigerants, to get high. "Sniffing" or "huffing" chemicals is also the high of choice for some 6 - 12 year olds. Consequences are severe and can result in death (Sudden Sniffing Death Syndrome)- even on the first use.

Parents are often unaware of the abuse and by the time they find out their child is abusing inhalants, it's too late.

As an HVACR contractor, you may be the first to spot signs of abuse and your awareness may save a life.



For additional information, please visit www.inhalant.org or scan this code.



Diversified Pure Chem
Essential. Pure. Refrigerants.



◀ HVACR jobs cannot be moved offshore.

▶ This critical and respected occupation improves the quality of life for all Americans.



◀ It's recession-proof.

Visit www.careersinhvacr.org to learn more and explore scholarship opportunities, educational institutions, and career details.



More Benefits

Accept Compliments with “THANK YOU”



How many of us actually accept compliments graciously by simply saying - **THANK YOU???** I know I have to stop myself from saying something other than Thank You - quite often.

It is almost ingrained in us to not accept compliments without giving a reason. More often than not - when someone praises the good in us, rather than accept the praise (*for fear that we may seem conceited or lack of humility - or perhaps because we are insecure*) we hem and haw and give all the reasons why we are not worthy of their compliment.

Compliments are unsolicited gifts of appreciation and acknowledgment - you should accept them in the same way you would accept a present from a friend - with grace.

So the next time someone uses their energy to say something nice to you in the form of a compliment - enjoy the praise and accept the compliment graciously with a simple **(THANK YOU)!**

Taken from “Don’t Sweat the Small Stuff for Women” –Kristine Carlson
Contributed by Patti Ellingson- Immediate Past President





Annual Membership Drive

Woman in HVACR
P. O. Box 386
Damascus, MD 20872

It is that time of year again,

Women in HVACR is holding their annual Membership Drive.

If you have not yet joined or renewed your membership this is a reminder that the membership year runs from January 1, 2014 to December 31, 2014.

Women in HVACR is growing and changing in new and exciting ways and we want you to be a part of this great organization. To learn more about the organization please visit our website at www.womeninhvacr.org

With more member benefits, discounts and regional events, you do not want to miss out on this new year of growth and change.

Your Membership in Women in HVACR provides You:

- Opportunities for you to network with other women in the industry
- Quarterly Newsletter
- Free WHVACR Sponsored educational sessions
- Mentorship & Outreach Programs
- Discounted Educational Opportunities
- Member only discussion forums through HVAC-Talk
- Discounts on Safety Girl Products through our website
- Membership Directory
- Discounted Annual Conference attendance in September of 2014 at Comfortech- Nashville

To Join or Renew today, visit www.womeninhvacr.org

Thank you,
Patti Ellingson
Membership Committee Chair
Don't Delay! Renew Today!



Not Yet A Member?



Join the **First**
International Organization for
Women in the HVACR industry!



Teambuilding Exercises, Networking Opportunities,
Dynamic Speakers, Interactive Seminars, Online Courses
and more!

Become a part of Women in HVACR, the first international organization for women in the heating, ventilation, air conditioning and refrigeration industry! To find out more about member benefits and how you can join please visit us at : www.womeninhvacr.org !



Million Women Mentors Movement!



Million Women Mentors Launches National Movement to Mobilize One Million Mentors of Girls & Young Women in STEM Education and Careers

Join the Million Women Mentors Movement! Pledge to Mentor Here: www.millionwomenmentors.org

JANUARY 8, 2014 - WASHINGTON, D.C.-

Million Women Mentors (MWM), a ground-breaking collaborative effort designed to engage one million science, technology, engineering and math (STEM) mentors, launches today at the National Press Club in Washington, D.C. The initiative aims to educate and empower girls and young women to actively pursue STEM education and careers. In conjunction with National Mentoring Month, MWM has constructed a vast network of 13 corporate sponsors, and more than 40 partner organizations that are dedicated to cultivating multiple pathways of mentoring to bolster girls' confidence and increase access to professionals working in the STEM field. Collectively, these public-private entities represent more than 18 million women and girls.

Inasmuch, young girls and women are less likely than their male counterparts to work in STEM fields. In fact, just 24 percent of women work in STEM fields. The good news is that women in STEM careers earn 92 cents for every dollar male-STEM counterparts earn versus 75 cents in other fields. What's more, 80 percent of the fastest growing occupations in the United States depend on mastery of mathematics and scientific knowledge and skills.

MWM is an initiative of STEMconnector®, the national organization that works closely with corporations and thousands of entities to assist in STEM best practices and smart STEM investments.

"We have the responsibility as a country to move the needle on girls and young women in STEM careers from 24 percent of our current workforce to 50 percent," said Edie Fraser, CEO of STEMconnector® and Co-Founder of Million Women Mentors.

Today's launch includes the debut of the website (www.millionwomenmentors.org) that will be developed in phases with Tata Consultancy Services (TCS). The first phase will include a nationwide call to action to capture and pledge commitments from individuals, organizations and companies that have an interest in mentoring. In the second and third phases, the website will be enhanced with matching capabilities to pair mentors with mentees in STEM fields. Additionally, the site will recognize those with model mentoring programs and learning resources.

The problem at hand.

HVACR Workforce Development: The Problem at Hand

The U.S. Department of Labor has predicted that the market for heating, air conditioning, and refrigeration mechanics and installers will grow 34 percent between 2010 and 2020, a rate much faster than the average of all mechanical trades. If accurate, that's over 90,000 jobs in those specialties alone and, if extrapolated to all jobs in the industry, we face thousands more vacancies that will need to be filled just to keep pace with attrition and expansion. It's obvious the current rate of graduates from technical schools, colleges, and apprenticeship programs will be unable to fulfill the demand.

Unfortunately, the lack of skilled workers is not limited to the HVACR industry, but is rampant in virtually all other areas of the workforce, from healthcare to manufacturing. This means the HVACR industry must compete with all other industries for the same shrinking pool of trained and skilled workers.

So, why the shortage? Recent educational studies have found the current U. S. educational system is failing millions of young adults because of the system's focus on a one-size-fits-all approach with an emphasis on four-year degrees. A two-year study by the Pathways to Prosperity Project at Harvard University found that in spite of the emphasis on high school students going on to a four-year college, only 30 percent complete a bachelor's degree. And a 2012 Rutgers University study showed that only 51 percent of those graduating college since 2006 had a full-time job while 11 percent were unemployed or not working at all. So, it's not surprising that 20 percent of the students in career and technical schools have a four-year degree and are back in school, this time seeking the skills to attain a technical career. The well-intentioned, but misguided approach by the educational establishment has left many students by the wayside, burdened with debt and without a degree or a certificate.

Long thought to be the path to reasonable financial independence, a four-year degree no longer defines success, as countless individuals with associate degrees from career and technical schools and community colleges are making more money and carrying less debt than those with a four-year college degree.

With the growth of foreign competition and the collapse of the steel and peripheral industries in the 1980s, the idea of lifetime employment in factories faded and the importance of a college degree for success took over. Families who had grown and prospered in manufacturing and skilled employment changed their outlook and even today only 3 in 10 parents would encourage their own children to pursue a career in manufacturing or technical occupations. In the same vein, secondary schools moved away from technical course work such as drafting, machine, and auto shop and put their focus into college preparation studies. This approach ignored the reality that existed then and still exists today, namely that a significant number of high school students are either not inclined toward higher education or are not educationally suited for it.

Million Women Mentors Movement!

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"STEM careers offer women and girls the opportunity to engage in some of the most exciting realms of innovation. TCS believes we collectively need an all hands on deck approach, clearing hurdles as women navigate careers in STEM, and paving the way towards realizing greater equality and economic success," said Surya Kant, Tata Consultancy Services' President for North America, UK & Europe. "We are proud to be a Founding Partner of MWM and pledge our commitment to make mentoring accessible to girls and women across the nation, especially those from underrepresented minorities."

Founding Sponsors include: Accenture, Cisco, Sodexo, Tata Consultancy Services (TCS) in addition to Diana Davis Spencer Foundation, Microsoft Research, Walmart and ADP. Silver sponsors include: Adecco Group North America, General Motors, Intellectual Ventures and UST Global.

"As a proud founding partner of MWM, nothing is more important than mentoring and supporting girls and women into STEM careers, especially in the underserved communities. We are thrilled to work in more than 1,400 communities with more than eight million girls," said Karen Peterson, President and CEO of National Girls Collaborative Project (NGCP) and one of the initiative's founding partners.

"For Accenture, the combination of STEM and women is a natural fit," said Jorge Benitez, Accenture's Chief Executive of the United States and senior managing director of North America. "Technology-led innovation is at the heart of our business, and our women are key to our ability to deliver high performance to our clients. Pairing girls and young women with successful role models is a key step to encouraging them to bring their intelligence, talent and ability to STEM careers, and we are pleased to be part of this important initiative."

"It's incongruent that in 2013 women accounted for 57 percent of bachelor's degrees awarded in the U.S., but STEM accounted for less than 10 percent of all degrees," said Michael Norris, Chief Operating Officer & Market President, Sodexo North America. "Given that by 2020, 81 percent of new workforce entrants will be women or minorities, at Sodexo we hear a call to action today to mentor and prepare girls and young women for unbridled success in tomorrow's demanding global marketplace, and are excited to support this critical STEM careers imperative."

Million Women Mentors Movement!

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"We need to do more than just tell young girls that they can be engineers, rocket scientists, or computer programmers. Mentors can inspire girls and give them an insider's view of what it's like to work in STEM. That's why AAUW fully supports this new initiative, which complements our ongoing efforts to empower women and girls as innovators and leaders in science and math. Career options in STEM disciplines are endless, but we won't reach our full potential as a nation until women and underrepresented groups are fully included," said Linda D. Hallman, CAE, AAUW Executive Director and CEO.

MWM is the collective action of 42 national partners (as of January 8, 2014). The four founding partners are STEMconnector®, National Girls Collaborative Project (NGCP), MentorNet, and NPower. Lead partners include The National 4-H Council, Girls Inc., The Manufacturing Institute, MENTOR, Teach for America, AAUW, Great Minds in STEM, American Institute of Architects (AIA), Association of Science-Technology Centers (ASTC), Business and Professional Women's Foundation (BPW), National Center for Women and Information Technology (NCWIT), YWCA, Junior Achievement, Sally Ride Science, Skills USA, Girl Scouts of the USA, Lean In, US News & World Report, Diversity Woman, Diplomatic Courier, Enterprising Women, Discovery Communications, National Utilities Diversity Council (NUDC), National Women's Political Caucus, eWomen Network, Girlstart, Global WIN, Innovate+Educate, My College Options, National Alliance for Partnerships in Equity (NAPE), US 2020, Women in Engineering ProActive Network (WEPAN), Computer Clubhouse Network, LATINastyle, Society of Hispanic Professional Engineers (SHPE), Success in the City, Arizona State University, and Nepris.

The launch includes several VIP speakers, partners, and an original song by GRAMMY award winner Tena Clark. Television star and author Hill Harper will also attend the launch event. To further elevate the importance of mentoring girls and young women in STEM, all MWM partners and sponsors will highlight part of their organizational efforts related to girls and young women, mentoring and STEM during January, in conjunction with National Mentoring Month. In addition to events and partner efforts from these entities, MWM will also engage support from women Senators through mentor/mentee luncheon and reception to be held March 5. For the most updated calendar of events, please go to www.MillionWomenMentors.org.

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The problem at hand.

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And the push for “college for all” has wasted valuable time and resources for thousands of students who could have benefitted from a career and technical education. It is estimated that since 2006 only 36 % of the students enrolled in college actually attained a degree.

Today, far too many college graduates, saddled with tremendous debt, are under employed or unemployed. 20% of the students presently enrolled in two-year community colleges or career and technical schools have four-year degrees, and returned to school to get the training and skills necessary to attain an excellent career in the industry.

For our industry’s workforce development efforts, the issue becomes one of changing the image of skilled careers in the mechanical trade both with parents and with the secondary education establishment.

We need to promote careers in our industry in such a way as to make them attractive to today’s male and female teenagers – pointing out, for example, the high-tech nature of today’s HVACR and water heating equipment, and stressing the enduring nature of the work (everyone will always need this equipment and these jobs cannot be outsourced to other nations) and the tremendous opportunities for success.

If the educational community, including guidance counselors, kept a more open mind and spent more time working with students to identify their interests and goals, more could be guided toward fulfilling careers in the mechanical trades, at a fraction of the cost and to the great benefit of ours and many other industries.

When the HVACR Workforce Development Foundation was conceptualized, three primary objectives were established: To raise the awareness of the HVACR industry and the importance it plays in daily lives; to lead in the recruitment of new entrants into the industry, and to develop programs and materials to promote careers in HVACR.

Given the challenges of changing the perception of the HVACR industry and educating those who are influential in students’ career decisions following high school, several target groups were identified. The first is secondary school counselors, teachers, and administrators, which have virtually no knowledge of the HVACR industry and its career opportunities. With the dismal statistics on college graduation rates and the critical demand for skilled workers, there is an increasing interest in finding ways to turn the course of education to serve all students equally.

To be successful, the industry will need to take the HVACR message to educators and students, a task that will require the active and sustained involvement of many in the industry to make an impact. Speaking opportunities, field visits, career fairs, and other interactions with schools can be arranged and coordinated with talking points and collateral materials-for those interested in getting involved.

The problem at hand.

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The next target group is parents, and while many may think that will be the most difficult to impact, it may be relatively easy because much of the information can flow from the students. In fact, many parents will be reached through the activities in the above paragraph. By creating an excitement and interest in students and providing information about job opportunities, salary ranges, work environments, advancement opportunities, and the portability of skills and knowledge, parents will readily understand the advantages and provide encouragement. Career HVACR personnel can easily contribute to this effort by talking to friends, parents, and church and social groups about the industry. Their enthusiasm will be infectious.

To assist students in pursuing an HVACR career and technical education, industry scholarships are available as well federal funding through the Perkins Act to attract women into the trades. The third primary target group is veterans. The Foundation is already interacting with some of these groups and that effort will continue to expand with job boards and the coordination of Military Occupation Specialties (MOS) with skill and technical requirements in HVACR. The need to locate jobs for returning male and female military veterans is critical and there are many ways to contact and engage with them including through the Foundation.

The Foundation also sponsors an annual HVACR and Mechanical Conference for Education Professionals which brings together 250 – 300 teachers, trainers, and administrators of secondary and post-secondary career and technical schools and community colleges. The educators interact with industry representatives and network with peers to learn about new advances in HVACR products and technology, enhanced teaching techniques, techniques for attracting talent to their schools and how the skills gap can and is being impacted.

In summary, there is a tremendous demand for skilled workers in manufacturing, contracting, and distribution and there is no short term fix. It will take years for us to make a significant impact on this problem. Working together as an industry, with a coordinated plan, can ensure our industry's growth and viability. Please join in the effort.

Please visit the website at www.careersinhvacr.org for more information.

The HVACR Workforce Development Foundation is supported by the following industry associations: AHRI, ACCA, ASHRAE, HARDI, HRAI, NATE, PHCC and RSES. Donald Frendberg is the Executive Director.

For more information on this group you can stop by the WHVACR Booth at AHR EXPO Booth 6106 – We will have someone from the foundation there to answer questions.