



How Women Are Impacting the Industry and What You Can Do To Help

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 **AHR[®]EXPO** *Atlanta*
FEB 6-8

Lisa Cherney

Education Manager, AMCA International
Session Moderator

- Joined AMCA in February 2019
- Responsible for development of AMCA's education programs; staff liaison for the Education & Training Committee
- Projects include webinars, online education modules, presentations at trade shows, AMCA Speakers Network and many other items.



Participation Guidelines

- Please place your cell phone on silent or vibrate.
- There will be Q&A at the end of the session.
- To receive PDH credit for attending:
 - Be sure to have your badge scanned by a room monitor so a complete attendee list can be generated.
 - You must be present for the entire session and complete a post-session online evaluation. Partial credit cannot be given for anyone who arrives late, leaves early or does not complete the evaluation.
 - There will be a QR code for the survey on screen at the end of the presentation, and a link will be emailed to everyone within 2 weeks. The survey must be completed to qualify for today's PDH credit. If you do not want PDH credit, completing the survey is optional, and your feedback is greatly appreciated.

AMCA International has met the standards and requirements of the Registered Continuing Education Program. Credit earned on completion of this program will be reported to RCEP at RCEP.net. A certificate of completion will be issued to each participant. As such, it does not include content that may be deemed or construed to be an approval or endorsement by the RCEP.

*Attendance for the entire presentation
AND a completed evaluation are required
for PDH credit to be issued.*



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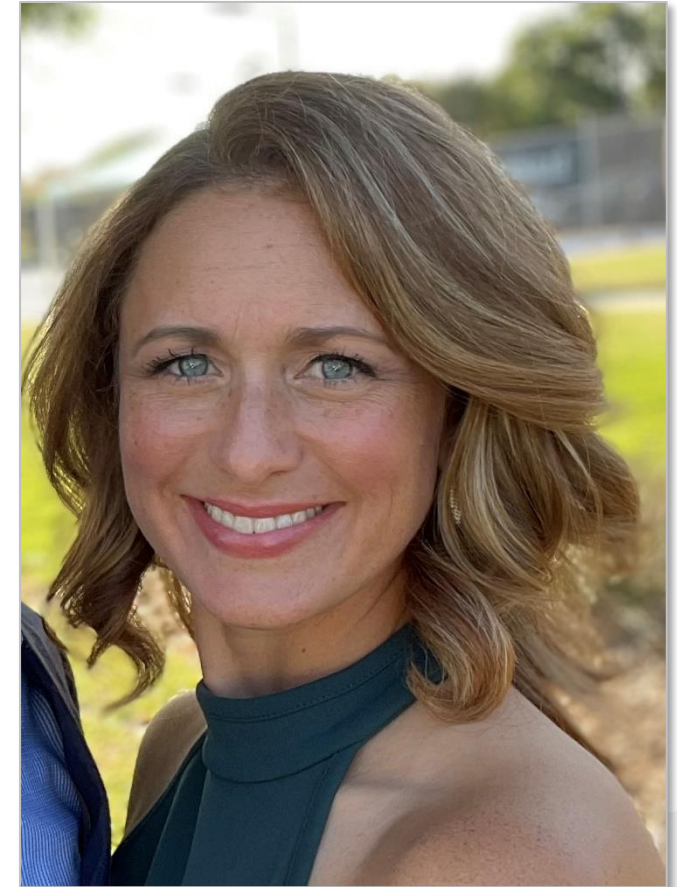
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Laurelyn Arriaga

Director of Business Development GoodLeap LLC

- Passionate about collaborating with others for mutual benefit and success; focuses on helping not only the customer, but business owners as well, to make an impact
- Holds a Bachelors of Business Administration in Marketing
- Joined Women in HVACR in 2016 and is a member of the Board of Directors, managing their membership
- Personal growth, self-development and enjoying the outdoors are key priorities



Kristin Gallup

Director, Product Management Marketing & Communications Carrier Enterprise

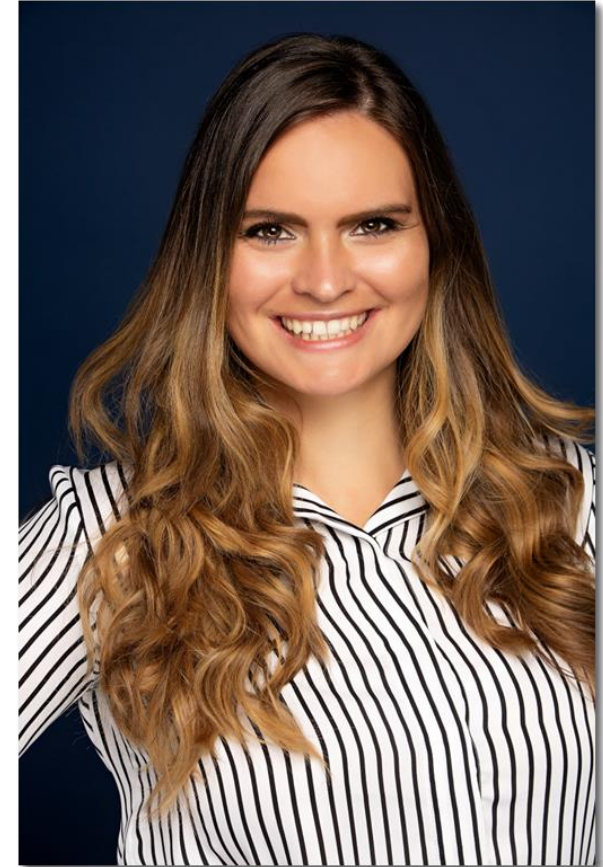
- Responsible for management & execution of product launches, marketing, sales strategy & results
- Passionate about building relationships and using her expertise to help dealers strategize their businesses
- Over 15 years experience in the HVAC industry
- Member of Board of Directors for Women in HVACR; actively involved in mentoring, recruiting & education for its members
- Holds a Bachelors of Science from Barry University



Erica Leonor

Director of Business Development GoodLeap LLC

- Passionate leader in the Home Services industry
- National speaker, trainer, workshop facilitator & sales coach for the trades
- Has served on the Women in HVACR Board of Directors for over 5 years
- Bachelor of Arts degree in Anthropology from Brigham Young University, Hawaii
- Extensive world traveler, fluent in Spanish, loves all things The Lord of the Rings, Harry Potter, and Star Wars



How Women Are Impacting the Industry and What You Can Do to Help

Purpose and Learning Objectives

The purpose of this presentation is to highlight ideas & practices for, and the benefits of, recruiting more women into the HVACR industry, and how to support the growth of that segment as a tool for overall business success.

At the end of this presentation you will be able to:

1. Identify the market opportunities & conditions that highlight the need for more women in HVACR.
2. Explain ways in which potential & current female industry professionals can support each other and network more effectively.
3. Outline how HVACR businesses and their employees can benefit from incorporating more women into their establishments, as well as encouraging professional growth & advancement.

Founder- Ruth King



Networking. Education. Mentoring.



Opportunity #1: Language



Solutions:

- Mentorship
- Sponsorship
- Amplification

Opportunity #2: Understanding Demographics

- 2013 - Present Generation Alpha
- 1997 - 2012: Generation Z
- 1981 - 1996: Millennials
- 1965 - 1980: Generation X
- 1946 - 1964: Baby Boomers



Industry Represents 12% Women

Opportunity #2: Hiring Avenues



Solutions:

- Ambassador
- Scholarship
- Endowment
- Education
- Recruiting

Opportunity #3: Finding Your Tribe



Solutions:

- Membership
- Networking
- Investing in Self

Thank you AMCA!



Lisa Cherney

Resources

- **AMCA International:** www.amca.org
- **Women in HVACR:** www.womeninhvacr.org

Q & A

Survey QR Code:



Thank you for your time!

*To receive PDH credit for today's educational session, you **must** complete the online evaluation, either via the QR code or a link, which will be emailed to you 2 weeks of this program.*

*PDH credits and participation certificates will be issued electronically **within 30 days**, once all attendance records are checked and the completed online evaluations are received.*

Attendees will receive an email at the address provided on your 2023 AHR Expo registration, listing the total credit hours awarded and a link to a printable certificate of completion.

If you have any questions, please contact Lisa Cherney, Education Manager, at AMCA International (lcherney@amca.org).



NEXT SESSION @
1:00PM:

*Fan and System Curves
with Fan Energy Index*