

Empowering Women in the Workforce



LAS VEGAS
JAN 31 - FEB 2, 2022

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 Subcommittee
- Projects include webinars, online education modules, presentations at trade shows, AMCA Speakers Network and other duties as assigned.



Participation Guidelines

- Please place your cell phone on silent or vibrate.
- Q&A and discussion throughout the session is highly encouraged!
- 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.
 - The post-session evaluation will be emailed to everyone within 7 days, and it must be completed to qualify for today's PDH credit. If you do not want PDH credit, completing the survey is optional.

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Attend 5 or more of AMCA's educational sessions at AHR Expo and receive a special gift!

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C3628 – to claim your gift.

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*Attendance for the entire presentation
AND a completed evaluation are required
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Erica Leonor

Board Member, Women in HVACR

- Passionate leader in Home Services Industry; national speaker, trainer & success coach for the trades
- Serves on the Board of Directors for Women in HVACR for 3 years
- Creates opportunities for women to receive mentoring, networking, and relevant educational experiences
- Bachelor's degree in Anthropology; fluent in Spanish; enjoys traveling the world.



Ben Middleton

National Sales Training Manager,
Goodman Global Group

- In the HVAC industry for 25+ years as a comfort advisor, installer, service technician and business owner on the contracting side.
- He has owned his own HVAC business consulting organization; worked on the manufacturer and distribution side as well
- Holds certificates in: Advanced conflict resolution and SHERPA executive coaching; Residential geothermal installation and service training; IAQ professional



Rhonda McCaughey

Regional Sales Manager, Ruskin

- Worked with Siemens and Titus HVAC
- Drives growth of company revenue & improves sales team performance; exceptional mentor, coach and motivator
- Graduated from the University of Wyoming, also holds a B.A. in Foreign Affairs from the University of Virginia.
- Passionate about her job, securing customer loyalty and building strong relationships internally and externally
- Loves to travel



Emma Barnhart

Senior Marketing Specialist, Ruskin

- With Ruskin for over 5 years
- Specializes in customer events, trainings, advertising, public relations and communications.
- Bachelors of Science in Journalism with an emphasis in strategic communications, and a minor in sociology from the University of Kansas.
- Brings a unique & younger professional perspective to the industry and this panel.



Empowering Women in the Workforce

Purpose and Learning Objectives

The purpose of this presentation is to discuss some of the challenges women face in the HVAC/R workforce from several perspectives, and how it's possible to create a more equitable and inclusive work environment.

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

1. Identify current and upcoming changes in the industry that are posing staffing and employment challenges for the industry.
2. Explain how labels & tradition networking habits are detrimental to men and women in the workforce.
3. Outline ideas and practices that can aid in fostering a more inclusive industry and workforce.

Acceleration of Change

- What are the challenges the speed of change brings to the HVAC/R industry?
- Diverse thoughts, perspectives, and experiences needed to keep up with the changes.
- Currently, being in mixed company can be perceived as very risky – don't want to be misunderstood, feel unsafe, etc.



Labels Matter

- Bitch = Babe In Total Control of Herself
- Difficult = Assertive / Emotional = Passionate
- Male-dominated / Pre-dominantly male



Old School vs New School Networking

- Golf outings– tend to not be inclusive
- Inclusive, alternative activities:
 - NASCAR Events
 - Brewery/Distillery Tours
 - Bowling
 - Sporting Events
 - Arcade game themed outlets
 - Fishing
 - Axe Throwing
 - Top Golf
- Let's meet people where they are!



Following The Rules

- Men don't always follow the rules, or don't feel the need to
 - Apply for positions they may not be fully qualified for, but they want.
- Women tend to follow the rules & feel the need to
 - Don't apply for positions they want if they're not 100% qualified– but why?
 - They also follow the rules of “the boys club” because that is what is modeled for them, what everyone else is doing, so they want to also belong.



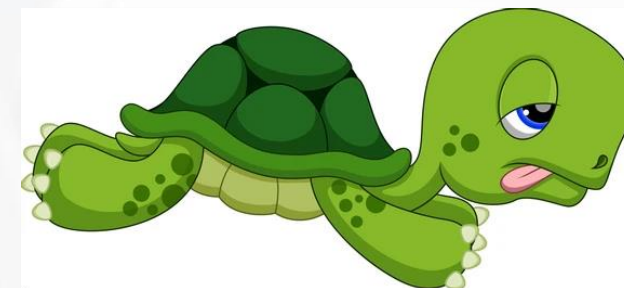
How Can We Work Together Better?

- Women supporting women is as important, if not more so, than women & men supporting each other.
- Challenges:
 - Gossip
 - Blocking/Preventing other's success; competition
 - Lack of mentoring & support
- The men's and women's clubs can co-exist well together



Why is change taking so long?

- Where and when does real change begin?
- Who can help make a difference?
- 2020-2022: Has the pandemic helped set the stage for a RESET?
 - Let's not go backwards or fall back into unhealthy & unequal roles and behaviors



Let's Talk!

- What's the worst thing someone has said to you in a job?
- How did you receive it? What did you do in response, or about it?



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, which will be sent to you via email within 7 days 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 2022 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).