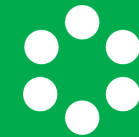


ENGAGING HIGH SCHOOL STUDENTS IN THE HVAC TRADE

Karl Hilker, Charlie Willkomm March 18, 2022



focus on energy[®]

Partnering with Wisconsin utilities

FOCUS ON ENERGY OVERVIEW

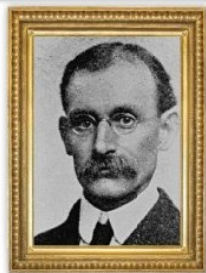
- Wisconsin utilities' statewide program for energy efficiency and renewable energy.
- Since 2001, worked with eligible residents and businesses to install energy efficiency and renewable energy projects.
- The program provides financial incentives, education, information, and other resources to encourage participation that leads to increased energy savings and reduced utility bills.
- Program offerings for residential customers, businesses, schools, and agricultural facilities.
- Trade Ally Solutions:
 - Residential HVAC incentives.
 - Renewable energy incentives.
 - Insulation and air sealing incentives.

LENNOX INDUSTRIES BRIEF OVERVIEW OF 127 YEARS

1895

Lennox was founded in 1895, in Marshalltown, Iowa, by Dave Lennox, the owner of a machine repair business for railroads.

Dave builds and markets the industry's first riveted-steel furnace.



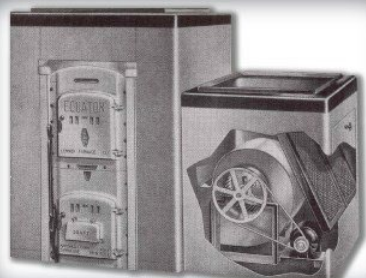
1904

Dave Lennox decided to sell the furnace business and was purchased by D.W. Norris, editor and publisher of the local newspaper. He incorporated the operation as Lennox Furnace Company, and proceeded to sell 600 furnaces in the company's first year.



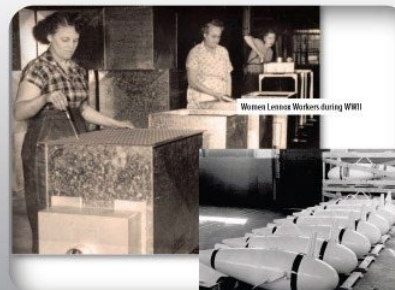
1935

Lennox pioneers the introduction of a forced-air furnace for residential heating.



1943

During the war, the company's production included not only heating equipment for military use, but also parts for aircraft and bombs.



1995

Lennox Global Ltd. (LGL) is established to expand the company's presence in worldwide commercial air conditioning, commercial refrigeration, and heat transfer product markets.



1999

Lennox International completes an Initial Public Offering becoming a public company on July 29, 1999.



FEEL THE LOVE

LENNOX

WHAT IS THE PAST PERCEPTION AND LOOK OF HEATING AND AIR CONDITIONING

ASBESTOS



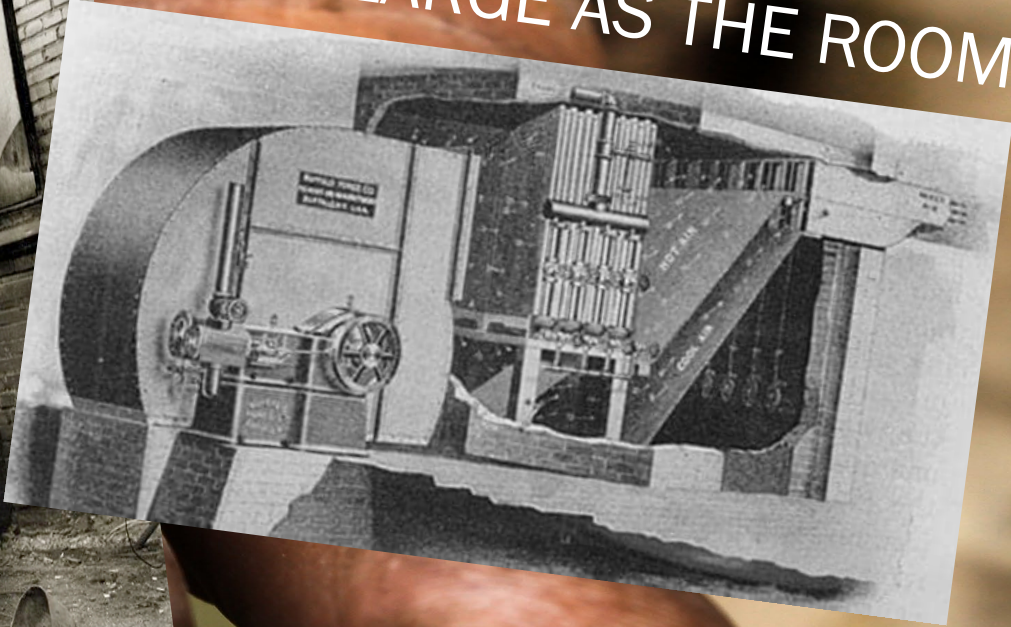
DIRTY



LOUD

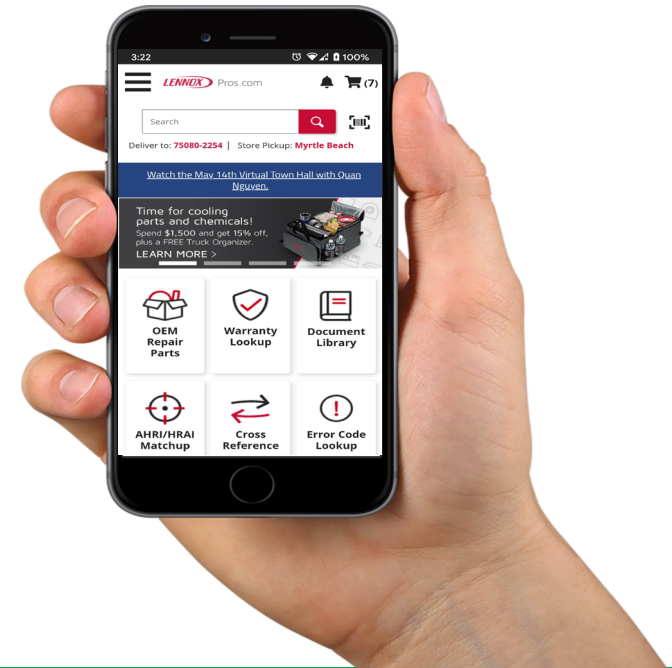
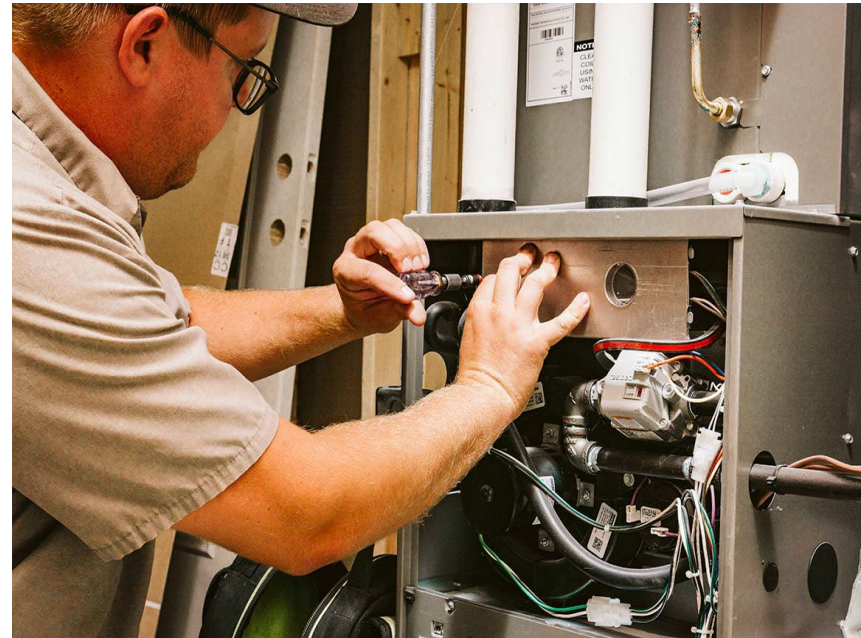


AS LARGE AS THE ROOM



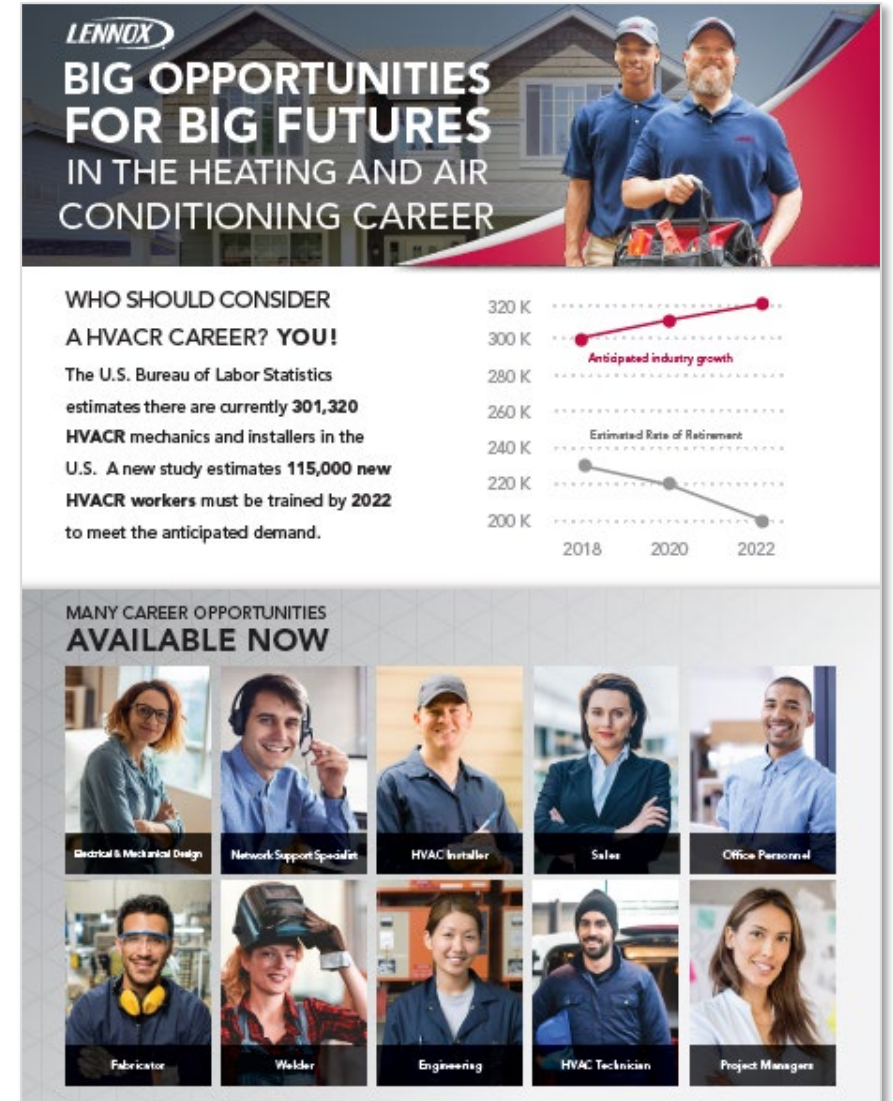
TODAY'S LOOK

- Much cleaner, in most cases.
- Easier to diagnose through technology, such as your phone or computer.
- How is it adapting to the younger culture.
- More tools available, less effort.
- More work available, less layoffs.



WIDE RANGE OPPORTUNITY, NOT JUST FIXING OR INSTALLING

- Electrical and Mechanical Design.
- Network Support Specialist.
- Sales.
- Office Personnel.
- Engineer.
- HVAC Installer.
- Fabricator.
- Welder.
- Pipe Fitter.
- Project Manager.
- Human Resources.
- Etc.



LENNOX
BIG OPPORTUNITIES FOR BIG FUTURES
IN THE HEATING AND AIR CONDITIONING CAREER

WHO SHOULD CONSIDER A HVACR CAREER? YOU!
The U.S. Bureau of Labor Statistics estimates there are currently **301,320 HVACR mechanics and installers** in the U.S. A new study estimates **115,000 new HVACR workers must be trained by 2022** to meet the anticipated demand.

Anticipated industry growth

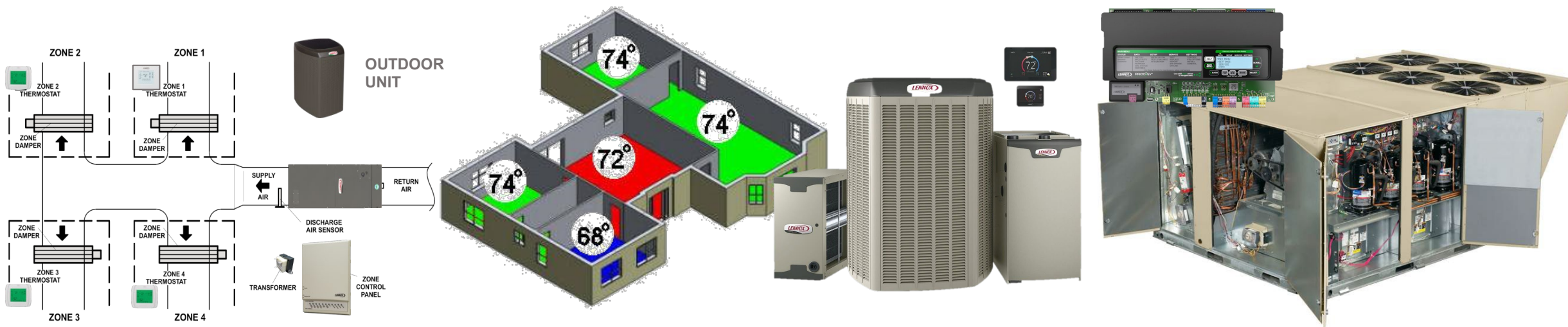
Year	Anticipated industry growth	Estimated Rate of Retirement
2018	~290 K	~230 K
2020	~300 K	~220 K
2022	~310 K	~200 K

MANY CAREER OPPORTUNITIES AVAILABLE NOW

- Electrical & Mechanical Design
- Network Support Specialist
- HVAC Installer
- Sales
- Office Personnel
- Fabricator
- Welder
- Engineering
- HVAC Technician
- Project Managers

IT IS NOT JUST HEATING AND AIR CONDITIONING

- Dirty air to filtered air.
- Irritants and mold in the air to safe and clean air.
- One condition in the building, to multiple conditions in different spaces through zoning or different types of equipment.

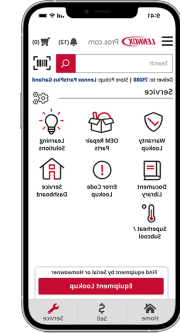




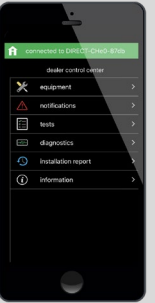
Technician Accessibility, Adaptability, and Ease



iComfort
Dealer
Setup App



SERVICE DASHBOARD



- Present & Remote Diagnostics
- Remote Setup
- Remote Alert Notification
- Scheduling to a Technician

FEWER TOOLS REQUIRED



INSTALLATION REPORT



- Line Voltage
- CFM
- Heat Rise
- Temperature Drop
- Superheat
- Subcool

SKILLED TRADE SHORTAGE – CHALLENGE AND OPPORTUNITY

- Employment in the industry is growing but so is the gap.
- Average technician age is 53 years old.

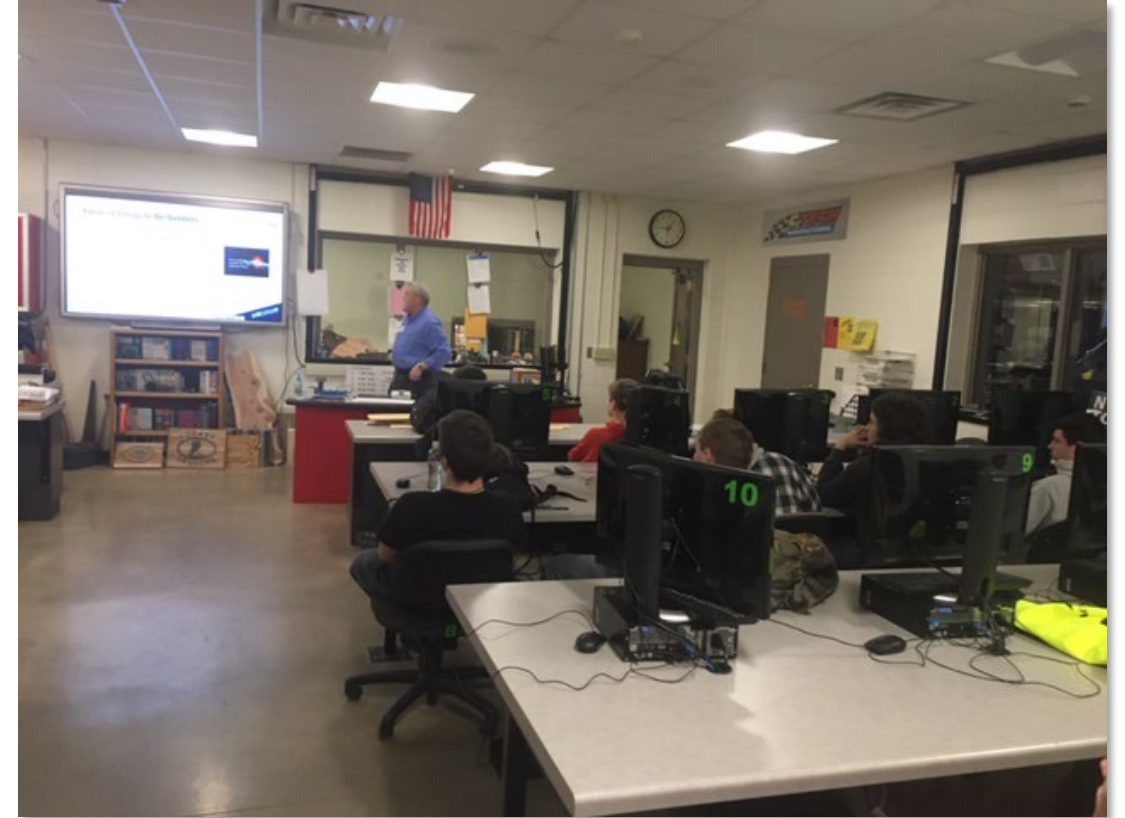
Quick Facts: Heating, Air Conditioning, and Refrigeration Mechanics and Installers	
2021 Median Pay	\$55,590 per year \$26.73 per hour
Typical Entry-Level Education	Post-secondary non-degree award
Work Experience in a Related Occupation	None
On-the-job Training	Long-term on-the-job training
Number of Jobs, 2021	381,600
Job Outlook, 2020-30	5%
Employment Change, 2020-30	19,000

WHY FOCUS ON ENERGY

- Many of our Trade Ally partners are reporting challenges with recruiting and hiring staff.
- 900 participating HVAC contractors (Trade Allies).
- Focus on Energy works with schools across the state.
- Adds value to our program offerings.

EFFORTS TO DATE

- Spring 2020 collaboration with Wausau East High School, Lennox Industries, and a local HVAC contractor.
- HVAC career opportunity workshop.
- 12 students in attendance.



LESSONS LEARNED

- Strong value proposition for both high school instructors and HVAC contractors.
- Students are interested in receiving career information.
- Younger HVAC contractor employees are able to connect.
- Hands-on demonstrations.
- Significant time and effort setting up the event – is not scalable.



HVAC CAREER EXPLORATION PRESENTATIONS







- Turnkey design.
 - Minimal time commitment.
- Advisory group input and feedback on program.

BUILD YOUR HVAC WORKFORCE

Get Support Recruiting New Technicians to Your Team

There's a need for young skilled HVAC tradespeople in Wisconsin, and FOCUS ON ENERGY® is here to help Trade Ally contractors grow their teams. We are in the unique position to build a connection with local high schools, giving you the opportunity to speak with students about starting a career in the HVAC industry.

We offer a range of HVAC career exploration materials, including:

-  **Messaging:** Recruitment email, talking points, and best practices for Trade Allies contacting Tech Ed teachers and guidance/career counseling offices at local high schools to set up workshops.
-  **Promotional workshop flyer:** A customizable PDF template that allows Trade Allies to add the date and time of their HVAC career exploration workshop along with their name and company logo. This will also be offered for schools to use.
-  **Video:** HVAC industry recruitment video that can be shown by the Tech Ed teacher before or during the workshop. You can also use this in your own recruitment efforts.
-  **Workshop presentation outline:** An outline with recommended talking points and best practices for engaging students.
-  **HVAC industry overview:** Provides a high-level overview of the HVAC industry for high school students and their parents.
-  **Customizable press release:** Highlights how the career exploration workshop at the school helps students explore career opportunities in the trades. Trade Allies or schools can submit the press release to local newsletters and other community publications.

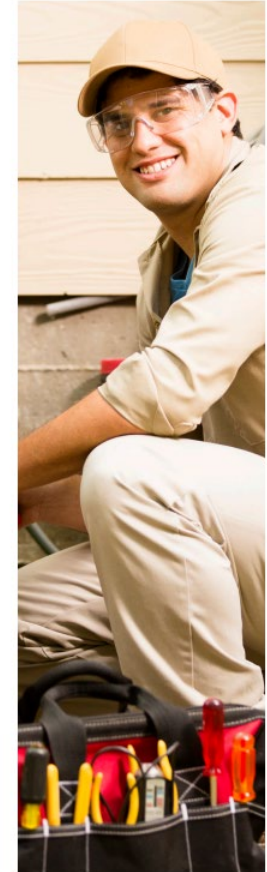
All resources were created with input from an advisory group comprised of Tech Ed teachers and HVAC industry professionals.

Let's Collaborate

Focus on Energy works closely with nearly 1,000 HVAC contractors in Wisconsin, and we also have relationships with high schools across the state. We're ready to do our part to address the skilled labor shortage and help you recruit the next generation of HVAC industry professionals.

Get Started

For more details on our HVAC career exploration tools, contact Focus on Energy's Senior Market Outreach Manager Karl Hilker at karl.hilker@focusonenergy.com.



REDUCING ENERGY WASTE ACROSS WISCONSIN

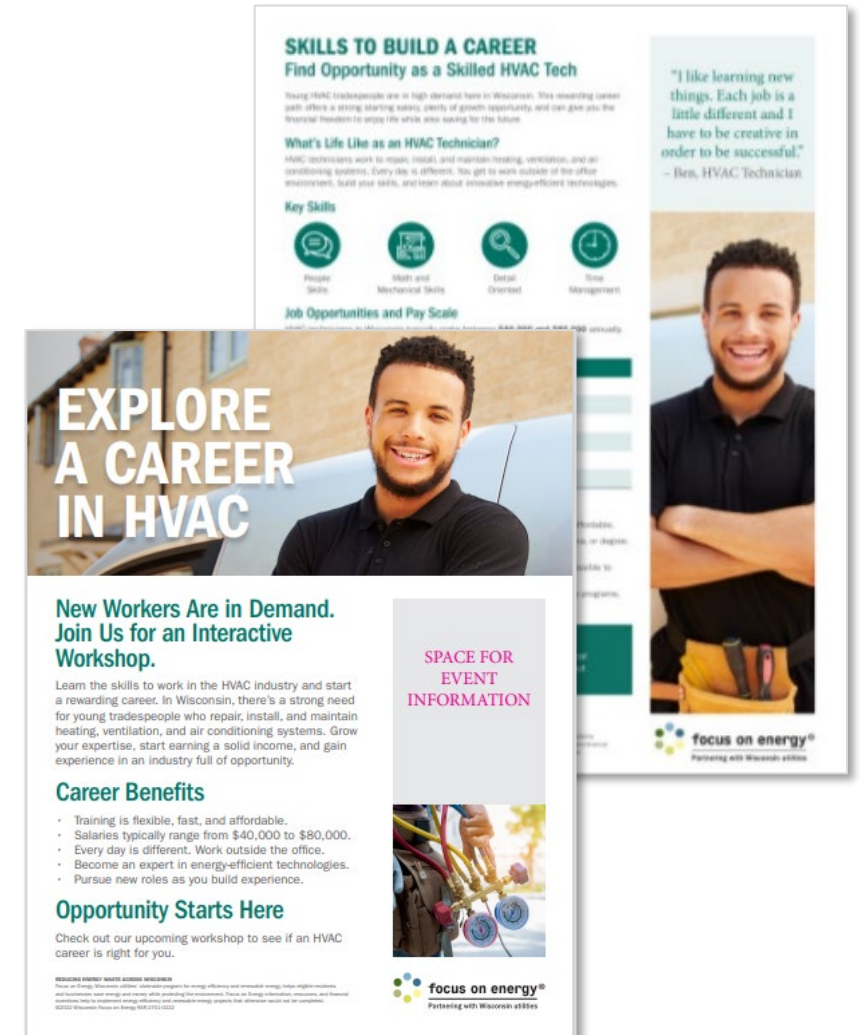
Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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KEY PROGRAM ELEMENTS

- Email templates and best practices for contacting schools and HVAC contractors.
- Focus on Energy program staff assistance in recruiting HVAC contractors.
- Industry overview handout.
- Presentation flyers.
- HVAC industry overview video.
- Presentation outline.
- Press release template.



PRESENTATION OUTLINE

- Teacher interviews HVAC contractor.
- Suggested discussion items:
 - How did you get started in the industry?
 - What does typical day look like?
 - What is typical work schedule?
 - What types of equipment do you work on?

PRESENTATION OUTLINE

- Typical career ladder.
- Key skill sets.
- What on the job training entail.
- Average salary for various roles.
- Education recommendations.
- Job shadowing.
- Hands-on demonstrations.



ROLL OUT STRATEGY

- March program launch.
- Program offering to be sent to 900 HVAC contractors and schools across the state.
- Program information to be sent to Tech Ed Instructors across the state.
- HVAC Career Exploration Workshops to take place March-May and September-October.



NEXT STEPS

- Contact your local HVAC contractor.
- Contact Focus on Energy for help recruiting a local HVAC contractor.
- How can Focus on Energy best communicate this offering to schools across the state?



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