

# HVAC Contractor Perspectives

## MES 2025

*Midwest ASHP Collaborative*

This initiative is delivered by Center for Energy and Environment, Slipstream, MEEA, and Elevate.



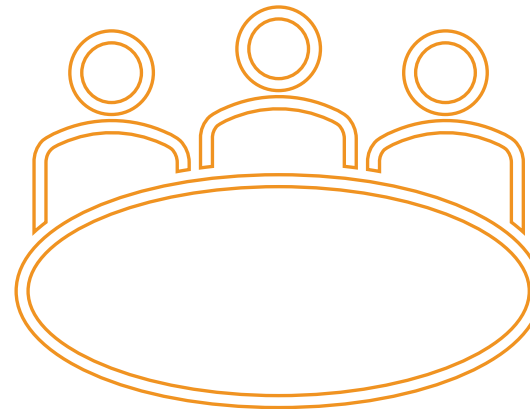
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# Agenda & Housekeeping

## Overview and Intro – Dan Wildenhaus

- Roundtable Discussions
  - Charles Elliot (LG)
  - Jon Blaufuss (Daikin)
  - JT Steward (Slipstream)
  - Jennifer Milazzo (Mitsubishi-Trane)
  - Brynn Cooksey (HVAC U)
  - Daniel Lawlor (EPA)
  - Wes Davis (ACCA)
  - Kevin Powel (BPI)
  - Paul Campbell (ICF)
  - Dan Wildenhaus (CEE)
- Report out
  - Table leads
- Midwest ASHP Collaborative Resources and Closing



# Overview and Introduction

## Dan Wildenhaus and HVAC Perspectives Workshop

- Experience
- Contractors and YOUR programs
- Current state of HVAC Workforce
- HVAC Contractor Challenges
- Opportunities and Successes in the Midwest
- Prep for Breakouts

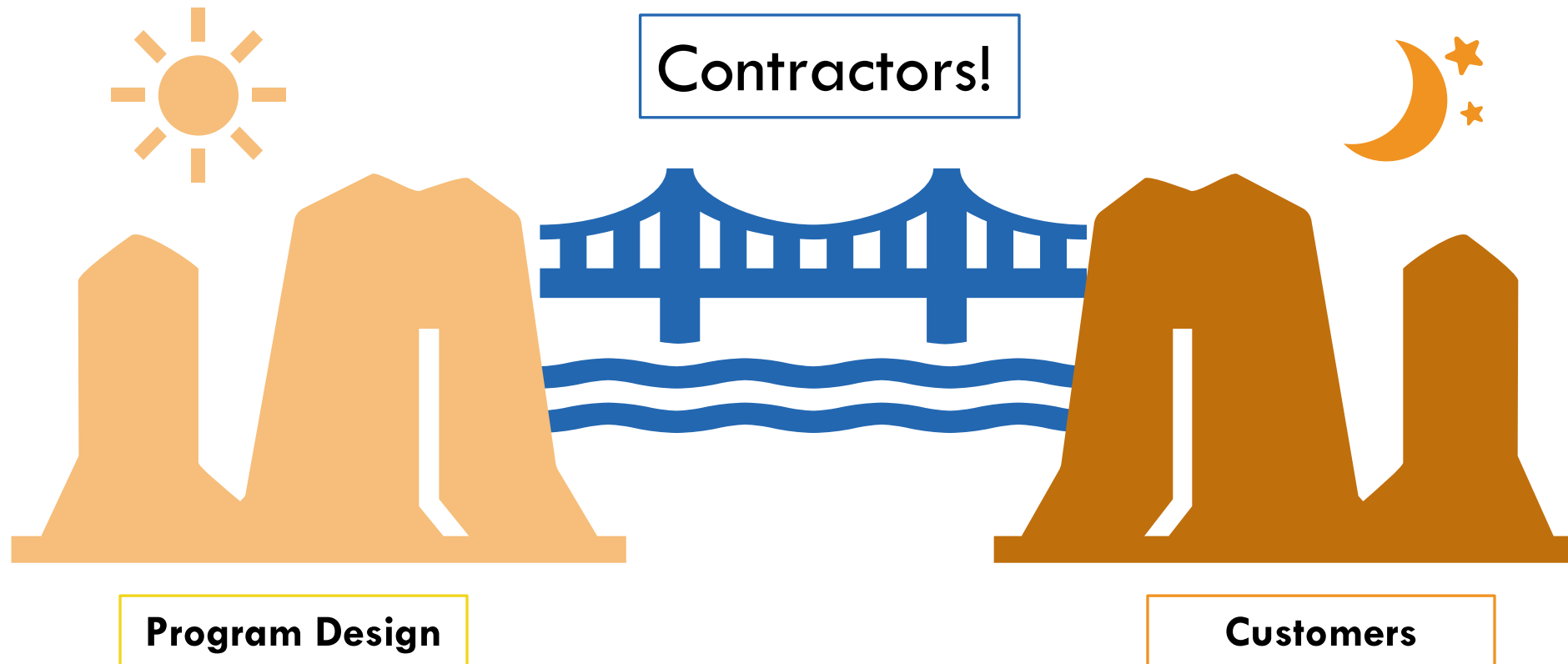


Weatherization  
Indoor Air Quality  
HVAC Install/Service  
HERS Rater  
Energy Auditor  
Sales lead

Trade Ally Manager  
Lead Trainer  
Consultant  
Project Manager  
Business Development  
Thought Leadership



# How do we get our measures adopted?

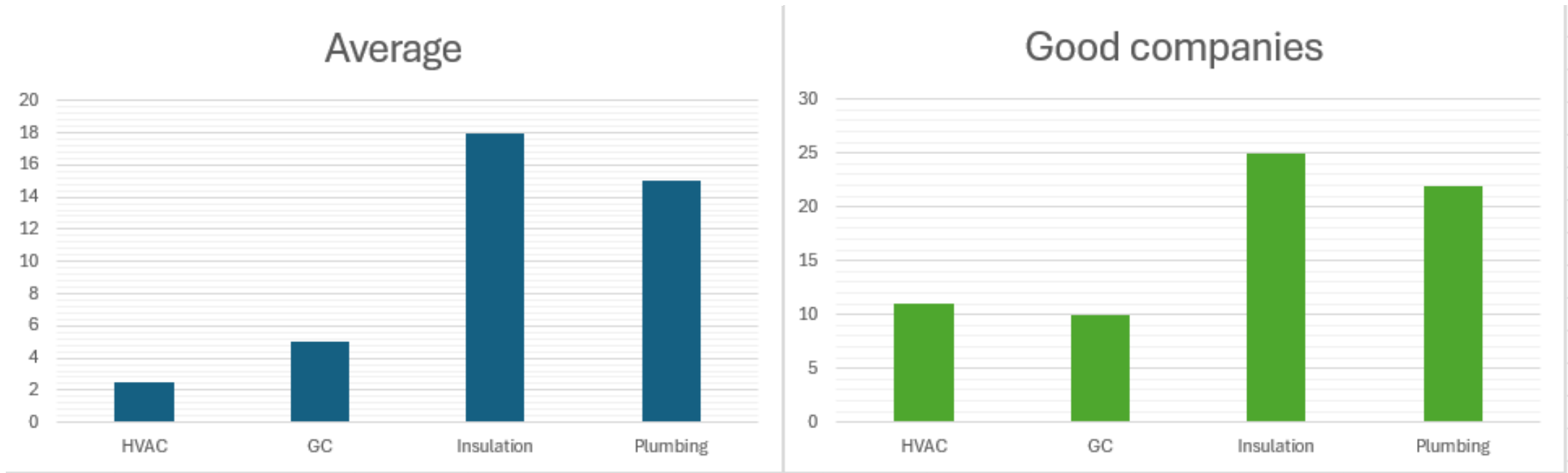


# What do contractors need?

- Programs that are simple
- Clear standards and specifications
- Measures that align with business models
- Programs that support healthy businesses
- Training that supports employee and employer growth
- Good employees!



# Why is this so important?



**Net Profit Margins**

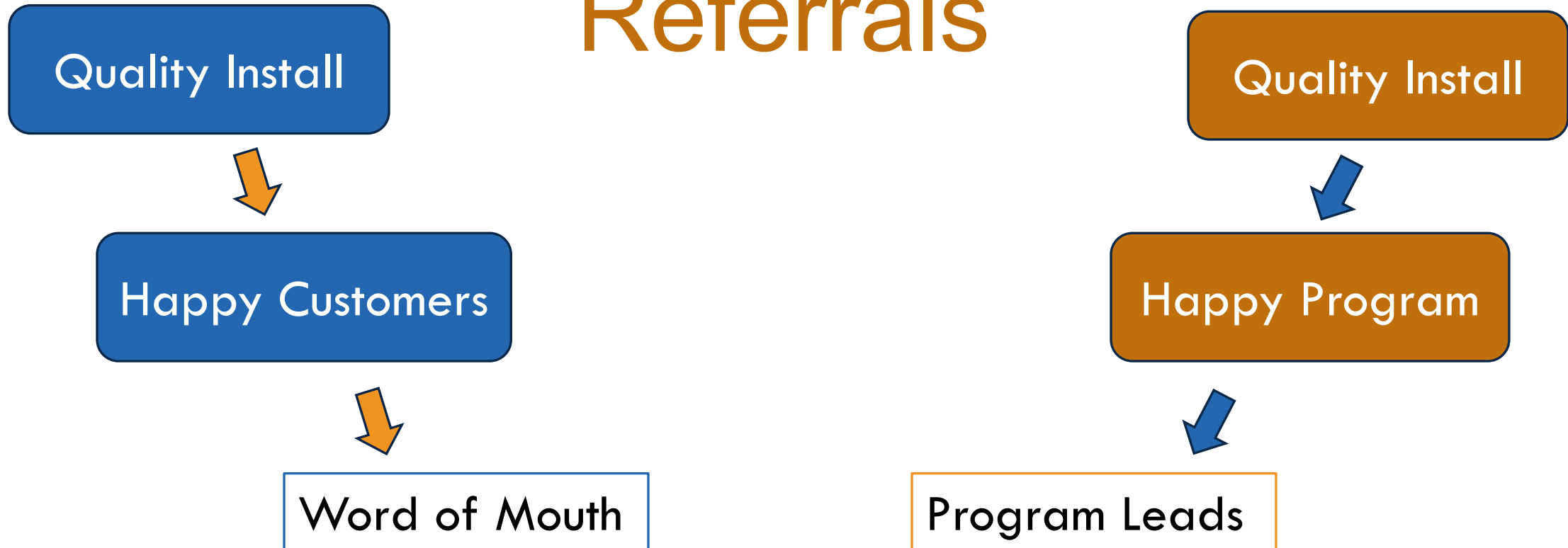
Service Titan, ACCA

# How much does marketing cost for HVAC contractors?

**\$1,000 to \$12,000 a MONTH!!**

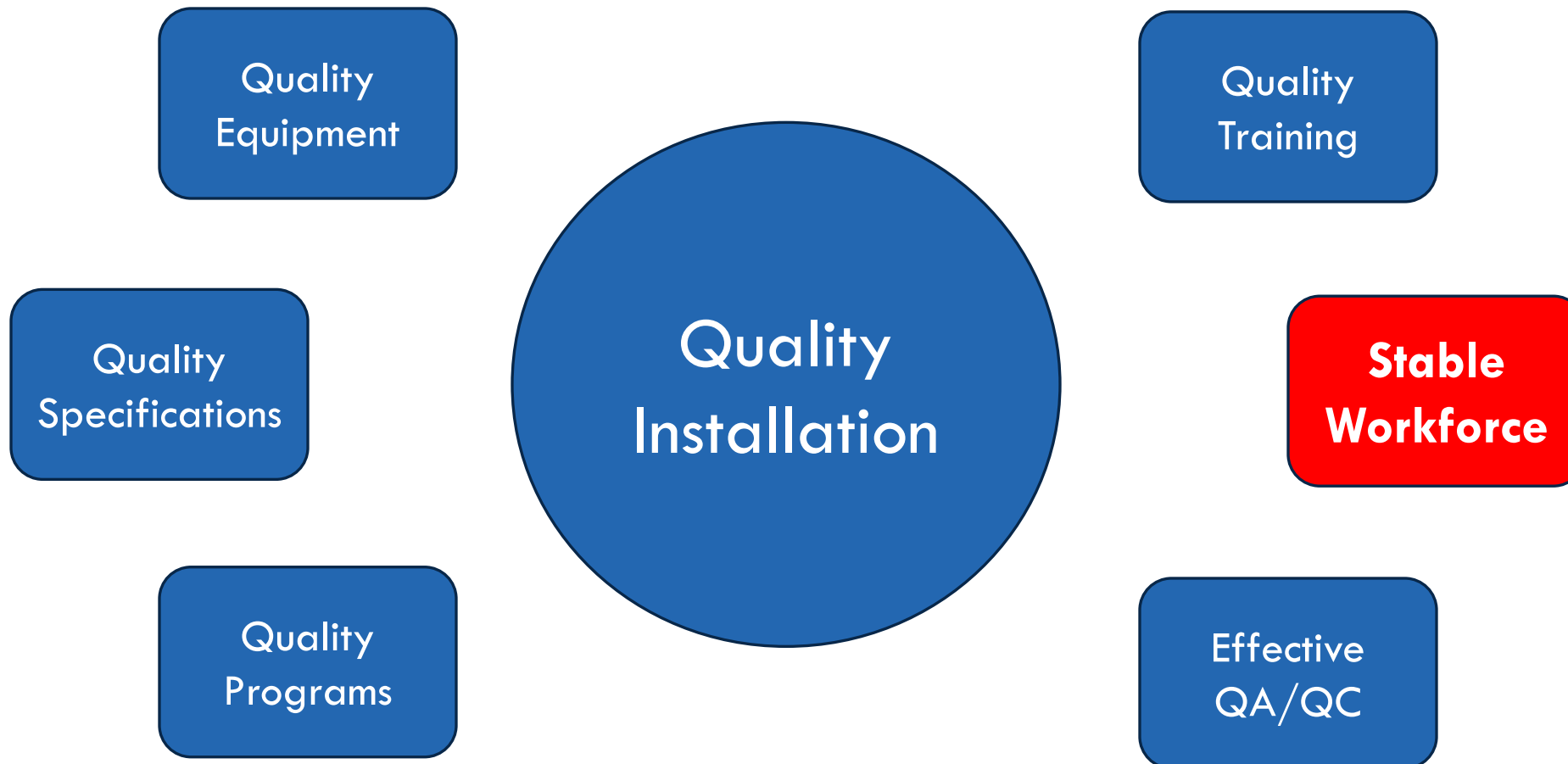
# How else do contractors get leads?

## Referrals





# What makes for a quality install?



# Challenges



Denver workforce assessment  
Minnesota EE workforce Gap Analysis



1/3 HVAC workforce is 45+  
~40% expected to retire by 2031



Efficiency specs changing  
Refrigerants changing



First costs  
Operational costs



Wx + HVAC  
Dual Fuel Systems

# The curious, the climbers, and the campers



# Career Lattice for HVAC

**JOBS** Where's my job?

RESIDENTIAL	+
COMMERCIAL	+
SALES & MARKETING	+
AUTOMATED CONTROLS	+
DESIGN & ENGINEERING	+
GREEN JOBS	+

Owner

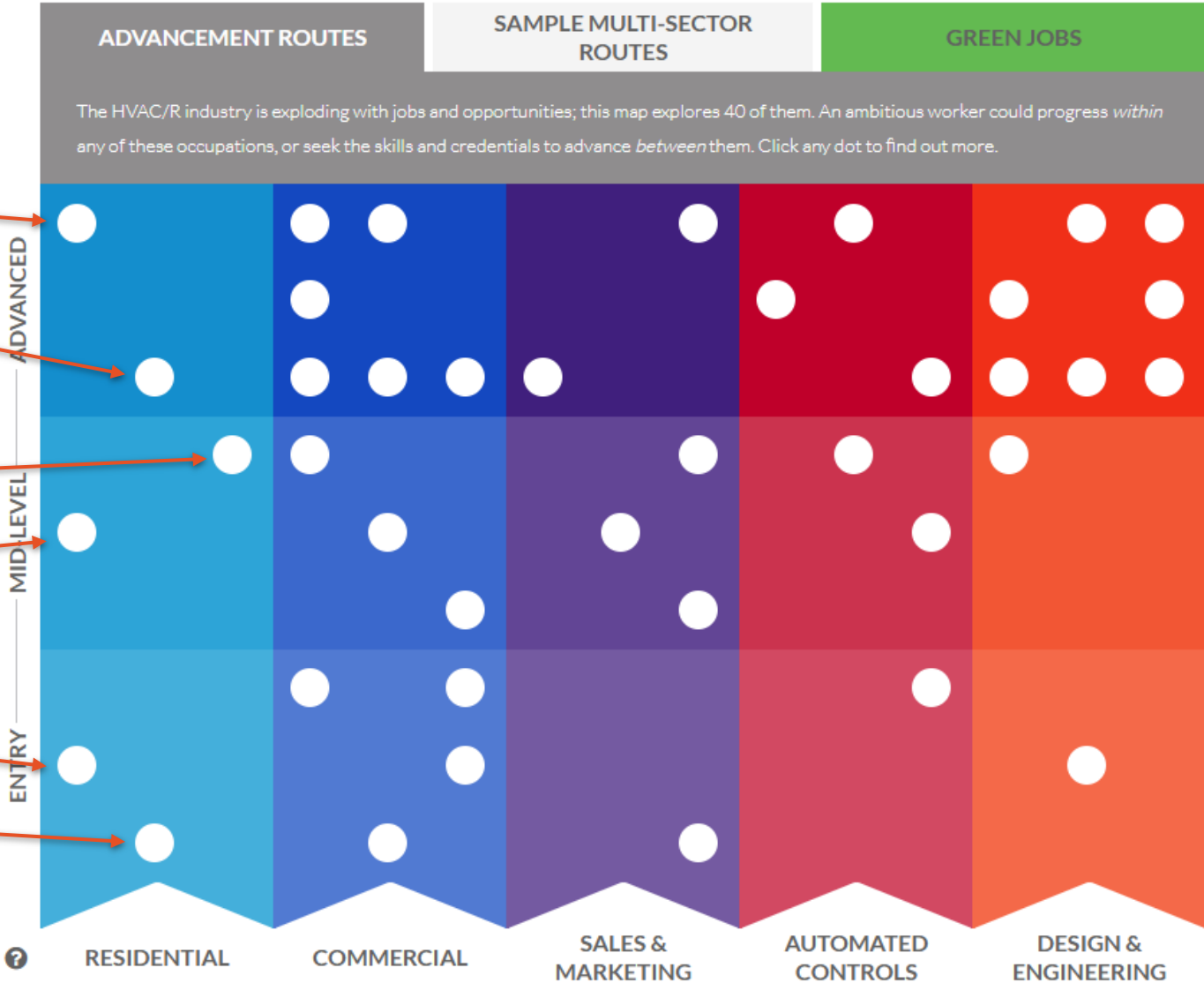
Manager

Sales/Field Lead/Office

Technician

Installer

Trainee/apprentice



# Good news



Bureau of Labor Statistics - 2023 to 2033

## ACHR News Article – Which States are Best for an HVAC Education and Career?

1. Illinois
2. Minnesota

Wisconsin, Indiana, Michigan, Ohio, and Iowa are all in the top 15!



### Resources!

- [Building America Solution Center](#)
- [Building Science Educ Solution Center](#)
- [Midwest ASHP Collaborative](#)
- [ENERGY STAR](#)
- [Consortium for Energy Efficiency](#)
- [Manufacturers](#)
- [Trade Associations](#)



# Roundtable discussions

## By topic

- Table Lead
  - Charles Elliot (LG) – Retention and Engagement: Keeping talent in industry
  - Jon Blaufuss (Daikin) – All Electric Approach – Solutions/Hurdles
  - JT Steward (Slipstream) – Dual fuel approach / replacing ACs
  - Jennifer Milazzo (Mitsubishi-Trane) – Career Pathways and Growth
  - Brynn Cooksey (HVAC U) – Mentorship and Knowledge Transfer
  - Daniel Lawlor (EPA) – Contractor/Customer Comms and Strategies (Energy Skilled)
  - Wes Davis (ACCA) – Innovative Training Models
  - Kevin Powel (BPI) – HVAC + Weatherization
  - Paul Campbell (ICF) – Recruitment Strategies
  - Dan Wildenhaus (CEE) – Emergency Replacement Scenarios

# Report Out!

- Each table
  - 1 to 2 minutes
  - 1 to 2 key take-a-ways
- Common themes?





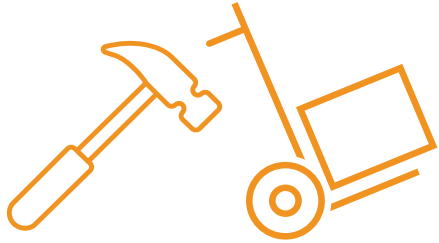
***Goal: By 2030, ASHP technology is the first choice for contractors and homeowners replacing heating systems or air conditioners, optimized to provide heating and cooling.***



**MIDWEST ASHP  
COLLABORATIVE**



# Market Partners



Manufacturers and distributors



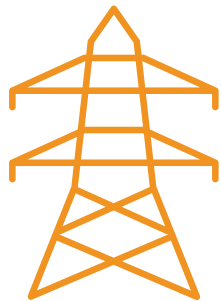
Local Governments



Trade schools and technical colleges



State Energy Offices and Regulators



Utilities



Community-based organizations



Dealers/contractors

# Website and Live Resources

<https://mwashpcollab.org/>



# Thank You

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CEE

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