



Young Engineers in ASHRAE

# Presents HVAC on Tap

## Educational Series

The Rocky Mountain ASHRAE YEA committee has organized a HVAC educational series of events for young engineers to enjoy a night of free education, dinner and networking. The educational programs are aimed to focus on basic fundamentals of HVAC design to help reinforce young engineers' design skills. The presentations will last about an hour while attendees enjoy dinner and there will be time for questions and discussions before and after the presentation. Information for the program is below:

### **You Don't Have to be a Rainmaker to Make Rain!**

**Kate Allen, Managing Director of Deerns America**

Kate will be presenting on different approaches to marketing and sales through the various levels of an engineer's career. In the A/E industry we tend to promote people based on their technical ability and sometimes their management skills; however, to become a leader or owner in a firm – you must make rain. Few of us are taught how to market and sell and I'd like to share with you – it's not as hard as you think!

When: Wednesday, February 15<sup>th</sup> at 5:30pm

Where: Jackson's  
1520 20<sup>th</sup> St, Denver, CO 80202

*Thank you to Deerns and Western Mechanical Solutions for Sponsoring this event!*



Please RSVP by **February 13<sup>th</sup>** to [YEA@RockyMtnASHRAE.com](mailto:YEA@RockyMtnASHRAE.com) to reserve a spot. Please email with any questions in regards to this event or if you would be interested in sponsoring the next program for the educational series.

### **About The Speakers**

Kate Allen PE, MBA is the Managing Director of Deerns America. Deerns is a global MEP and technical consultancy firm, based in The Netherlands with about 600 total staff worldwide. Kate is past president of the Rocky Mountain Chapter of ASHRAE and started her career as a mechanical engineer with MKK Consulting Engineers. She co-founded Caveo Consulting Engineers and after selling her interest became a management consultant with PSMJ Resources. Kate has a passion for teaching and has taught in the MBA program at the University of Denver and she's equally as passionate about working with engineers and engineering leaders to help build their business acumen.