

## Recognizing Excellence

At our Annual Conference Dinner, held September 2023, we recognized some of our talented members. It is one way to highlight just some of the talent within our growing organization.

### Women of the Year



*Kris DeLair*

Yes! **Women**. We had two very qualified women share this award since the Awards Committee had a tough time selecting just one. Our first winner was **Kris DeLair**, Executive Director, Empire State Energy Association. Her career at ESEA began in 2006 and she was named its Executive Director in 2018. She serves as both a spokesperson for the liquid fuels industry and the leader of ESEA's government affairs team representing the interests of energy marketers before New York's governor's office, state legislature and

various regulatory agencies. In addition, she currently serves on the Energy Marketers of America's Executive Committee as the Northeast region's association executive.

Prior to joining ESEA, she held a position as a paralegal in an Albany, NY law firm.

Our second winner, **Elaine Levin**, President and Principal of Powerhouse has been praised by her clients for serving and championing the industry for more than 30 years. Her meaningful relationships with her customers and peers have protected businesses and end-use customers across the country as she teaches and guides them how to leverage financial and physical tools to expand their businesses.



*Elaine Levin*

She graduated from Marymount University in VA summa cum laude with a bachelor's degree in business administration with a concentration in finance. She has been instrumental in teaching the principals of hedging to the energy industry for more than 20 years with Powerhouse.

### Judy Garber Rising Star Award Winners

This award recognizes up and coming professional women working in the energy industry who show promise of becoming our future leaders as well as leaders within the energy industry. Our two winners have quite different backgrounds.

**Shelby Schwartz** graduated top of her class from Lehigh County Community College with an associate degree in HVAC/R. She is a technician with RF OHL, Lehigh, PA. Shelby is respected by her peers and customers. Shelby is a gifted trainer who works with local high school students.

She is a supporter of single moms in her community by supplying school supplies and clothing to their children.

Our second winner is **Jessica Reeder**, who happens to be chairperson of the Awards Committee. Jessica began her career in the U.S. Air Force, serving almost 7 years. She is a graduate of the University of Maryland. After a career break to become a full-time parent, she began part-time with the Pennsylvania Petroleum Association as their Program Administrator & Membership Support.

Just recently Jessica was promoted to Director of Membership Services. Congratulations Jessica!

### Mentorship Award Winners

These two winners have completely different skills and talents.

**Lianna Faber** began with Petro, Hicksville, NY. She was part of a 40-member team of service technicians. She was known to be a talented technician according to her General Manager for Petro and she has been featured in industry magazines. After a couple of years with Petro, she took a position with the International Union of Operating Engineers that serves Long Island, NYC, and CT – Local 30. She is an HVAC Technician in the steam fitter's category. She will be maintaining and servicing commercial and industry boilers.

**Patti Hartman** is our second winner. Patti is the Operations & Finance Manager for RF Oil, Lehigh, PA. She graduated from Bloomsburg University and joined the RF Fuel team in 2019 and was promoted to her current position in 2023. She is active in her community and church.

### 1st Annual Scholarship Winner

Arisa Chue was awarded our scholarship. She is studying Computer Science with a focus on Natural Language Processing (NLP) and Artificial Intelligence at Stanford University.

Some of our Awards will be modified in 2024 so stay in touch by visiting our website. Our goal is to make it simple to nominate someone. **Women in Energy congratulates all our 2023 winners.**

## SAVE THE DATE



3rd Annual  
**JOINT GOLF  
TOURNAMENT**  
**OCTOBER 15, 2024**  
Conestoga Country Club  
Lancaster, PA

## A Message from our President, Beth Tocco



Beth Tocco

Hello All! We are officially into the new year and looking forward to all that it has to offer. Women in Energy continues to gain traction within the industry and this new year will be no different. As we continue to grow and bring on new members and are supported by

our generous sponsors, we believe we can achieve our goals:

1. Becoming the leading non-profit organization to support women in the energy industry. We will do so by continuing to offer targeted educational programs

and workshops via our online education platform, organize in-person networking events, conferences, and seminars to facilitate connections within the industry; and take strides towards continued partnerships with educational institutions and other industry leaders.

2. Increasing membership by 5%. To enhance the visibility of our organization, we have revamped and continue to leverage social media, newsletters, and our dedicated website. This will allow for greater credibility and collaboration with companies in the energy sector to promote membership among their employees.
3. We are making a more pointed emphasis and have restructured our board to

provide greater capacity with our sponsor engagement. We will identify potential sponsors within the energy industry and reach out to them with a clear value proposition. Additionally, we plan to increase our resources to cultivate and maintain these relationships to ensure future opportunities and experiences for our members.

This organization has come a long way - but that does not mean we have any intention of slowing down! It is because of our amazing members and sponsors that we can provide what we do to increase the visibility of women to have a seat at the in this ever-evolving industry. Thank you for your support!

## Meet Deena Doyle

Women in Energy President Beth Tocco has announced that Deena Doyle has accepted the role of reaching out to member and non-member companies to garner financial support and sponsorships for the association and Annual Conference.

Tocco said, "We are excited that Deena will focus on the important role of securing sponsorships and promoting the association. Deena is employed by Qualpay, one of our Corporate Members and has worked in the Energy Industry for quite a few years as she began her energy career as Operations Manager with Blue Cow Software and knows many of our members."

Deena has a degree in Elementary Education and taught in 4/5 multi-age inclusion classrooms before getting into retail. The roles she held were always diverse and purposeful centered around customers, both internal and external. She is a mother of two young men - 17 and 18 years of age. She challenges herself most days with a run and CrossFit. She believes movement helps keep her mind

clear and allows her to attack each day with a clear perspective.

Deena commented, "My initial contact with Women in Energy was meeting Judy Garber and Judaline Cassidy, Founder of Tools and Tiaras at an event in Hershey, PA. My mind was blown at how many powerful amazing women came together at this event and I knew that I wanted to be part of it.

"Now that I have participated in some of the Women In Energy events and conferences, I want a chance to help us spread the word to get more women participants and sponsorships to help influence more women and companies to join us!"



Deena Doyle



## 2024 CONFERENCE SPONSORSHIP OPPORTUNITIES

- Conference Sponsor- \$3,000
- Exclusive Keynote Sponsor - \$2,500
- Session Sponsor - \$2,000
- Wednesday Aquarium Reception - \$1,500
- Tote Bag Sponsor - \$1500 - Exclusive
- Lunch Sponsor - \$1,300
- Breakfast and Friday Brunch Sponsor - \$1,200
- Refreshment Breaks - \$750 each
- Welcoming Networking Sponsorship - \$750 each
- Create Your Own Sponsorship - \$600 each
- Tabletop Displays - \$550

# Real Life Leader

## An Interview with Allison Heaney, President of Skaggs-Walsh

**Judy Garber:** Tell us a little about yourself. How did you progress in your career?

**Allison Heaney:** I began my career by washing trucks at the very young age of 5, stuffing envelopes at age 8 and cleaning and tuning oil burners at age 14. I joined the company full-time in June of 1991 and was placed in the sales department and then quickly promoted to sales manager. This was the last place I ever wanted to be in! However, I learned to telemarket, generate leads, sell leads to homeowners, and eventually train and manage other salespeople. This position was difficult for me but also taught me some valuable lessons. I had always been shy, and sales taught me that everyone feels awkward in a new situation and that if you work to make it more comfortable for yourself, you end up setting everyone at ease. Unfortunately, I progressed to the next level of President just three years later due to my father's illness. At 24 years of age, I was not ready to lead our companies, but I did manage to cope and learn what I needed while on the job. I have been running our family of companies for almost 30 years! Yikes where does the time go?

**Garber:** What skills have you found especially helpful along the way?

**Heaney:** I often marvel at people who have talent. I like to say that I was born without talent which caused me to develop a strong work ethic. I believe that determination coupled with a refusal to believe that there isn't anything that I cannot do has helped me build a business and a life of which I am proud.

**Garber:** As an Owner and President of your company, how would you describe your style of leadership?

**Heaney:** I attempt to lead others by example. There is no job in my company that I am unwilling to do. If a truck needs to be moved, a boiler serviced, a phone call needs to be answered or the dishes need washed, I am ready to pitch in and get the job done. I try to surround myself with others who have a similar dedication to serving our customer base.

**Garber:** What do you believe is the biggest challenge for a leader today?

**Heaney:** Adapting to the supersonic speed of advancements in technology. As a relatively low-tech person, I have trouble integrating existing technology and I can't imagine what the future will look like. Artificial intelligence confuses and amazes me. I know that my generation has seen some of the greatest changes in all of history and my children's generation will see that change on steroids. It is so difficult to ensure that you stay relevant to customers.

**Garber:** I know that that you recently added Pest Control to your basket of customer offerings. How challenging was that to?

**Heaney:** Yes, this is a start up business for us. I have made over 32 acquisitions of heating oil, plumbing, HVAC and Electrical companies over the last 30 years, but this is the first to start from scratch. It is fun and exciting. I just completed my online Structural Pest and Rodent class and passed my DEC exam. I am a certified pest technician! I certainly did not see this coming even 5 years ago. The changes in the Biofuel industry and continuing pressures from government to move away from fossil fuels have forced me to look outside for ways to keep our family business relevant to our customers. It seems that there is a great need for pest control!

**Garber:** What is the most important risk you took and why?

**Heaney:** In 1996, I purchased Manhattan and Queens Fuel Oil which was a fairly large company. They had nine drivers and seven service technicians who seemed extremely concerned when they found out

that I had purchased the company. Despite a rocky start, we were able to maintain many of the relations with their customers and still have quite a few of them today. It was the toughest acquisition I have ever made by also the most rewarding. My customers service manager, Donna Nunez and my assistant service manager Lydia Quijano both came from that company, and both are important members of our team today.

**Garber:** What is one piece of advice you can share with others about considering a move into leadership or take over ownership of a company? What might they encounter that they aren't prepared for?

**Heaney:** Trust yourself! That is the most important piece of advice that I can give to anyone in business or at home. We all have a voice inside that tells us what we should and should not do. Listen to it! There will always be people to tell you what you can and cannot do, and they are usually wrong. Trust your inner voice and follow your own counsel. When I follow my own advice, I am unstoppable.



Allison Heaney

## Meet our Board

The new slate of Officers and Trustees were sworn in prior to the start of the Annual Conference and now includes six (6) trustees and officers as the board was expanded since its initial formation.

### Meet our team!

Executive Director:	Judy Garber, Litiz, PA
President:	Beth Tocco, Tevis Energy, MD
Executive Vice-President:	Liz Hill, PriMedia, NY
Vice President:	Pam Giordano, Cetane Associates, ME
Secretary:	Nicole Glase, Clyde S Walton, PA
Treasurer:	Marjorie Feinman, FMA, NJ
Trustees:	Loreli Headley, HOP Energy, CT
	Allison Heaney, Skaggs-Walsh, NY
	Katrina Ohi, Scully Signal Corp, MA
	Stacy Papa, F.W. Webb, ME
	Stephanie Schreyer, Cargas Systems, PA
	Charlene Tennison, Buckeye Energy, TX





# Memories of our 2023 Conference

As Women in Energy has grown and more companies are being drawn to our mission of Connecting and Empowering women working in the energy industry, so has our annual conference grown. Attendees at our 2023 event, held in Hershey PA, represented many sectors within the energy industry. Our theme, other than the Sweetest Place on Earth, was focused on energy – including solar, decarbonizing today's liquid fuels, plumbing and the future of energy.

As in past years, we featured several personal growth sessions – which are always popular.

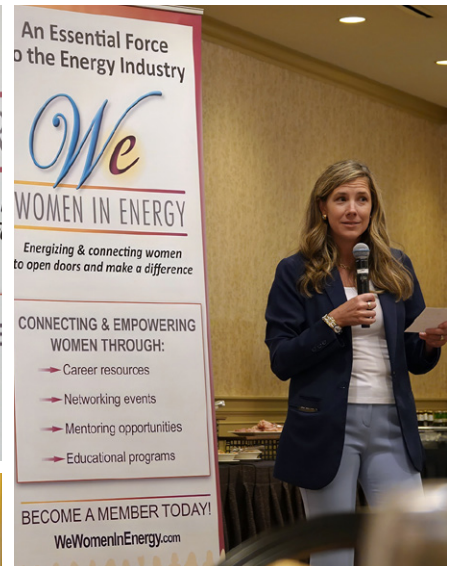
2023 was the first time that WE held a “stand-alone” event – not tied

to other industry events- and, proved that we were ready to host a major event on our timeline.

We had a great time connecting with one another, learning together and a little time for relaxation before the winter season.

Thank you to all our Sponsors and Attendees.

**Mark Your Calendar:** Our 2024 Annual Conference will be held September 10-12th, 2024 at the Mystic Hilton, CT. We are already planning some wonderful events and our programming is well on its way. So, mark the date in your calendar and join us.







## Thank you to our 2023 Conference Sponsors

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### Lunch Sponsors



### Breakfast Sponsors



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### Welcoming Dinner Sponsor



### Thursday Dinner Wine Service Sponsors





# Looking to Mystic, CT, September 10-12, 2024

SAVE THE DATES! Tuesday, September 10 – Thursday, September 12.

We are already looking forward to and planning our Annual Conference: A great opportunity to network and connect!

We are excited to host this year's conference at the beautiful Hilton Hotel in Mystic.

Plans are underway to host a fun Networking event at the Mystic Aquarium on Wednesday evening after a full day of sessions. After the event, attendees can

walk around the Olde Mystic Village, enjoy dinner, go down to the water and view the shops and restaurants.

Thursday morning will feature a brunch and keynote speaker and the event will conclude by 1pm leaving plenty of time for attendees to get on their way.

We have started to put together our conference schedule, so visit our website for updates and sponsorship opportunities that are available. We hope to see you in Mystic in September!



## New Program being Launched in 2024

Women in Energy President Beth Tocco recently announced the creation of an exciting new Mentorship Program. “We are thrilled to announce the creation of an inspirational new Women in Energy Mentorship Program! And we are excited to announce that the program will be spearheaded by Pam Morrissey, Cargas.

Judy Garber, WE Executive Director commented, “The energy industry shapes the world we live in, and women play a pivotal role in creating that future. That’s why we’re bringing together a circle of empowered female mentors and mentees who will uplift one another to new heights.”

Morrissey added, “The mission of the Women in Energy Mentorship Program is to embolden rising stars and encourage them to harness their innate strengths, amplify their voices with courage, and step into their calling as leaders in the energy revolution.

“When women support each other, magic happens. We can’t wait for you to be a part of this spark and this sisterhood.”

Stay up to date about this new program by visiting our website - just click under the tab - Events. We will unite to illuminate the future together! Who’s in to shine?



Pam Morrissey

2024 Calendar of Events	
April 17	1-day Workshop Peddlers Village, PA
April 30- May 1	Visions Conference Weehawken, NJ
May 19-22	Eastern Energy Expo Trade Show Mohegan Sun, CT
Sept 10-12	Annual WE Conference Mystic, CT
October 15	Annual WE/PPA Golf Tournament Lancaster, PA

## WE Award Winners Continue to Impress

As reported in the article on page 1, Women in Energy annually presents its Rising Star and Mentorship Awards. These winners are women coming into the industry or have a few years’ experience. Of course, We wants to see them succeed and stay in the energy industry.

We are thrilled when we learn of the achievements of these women!

Our 2022 winner, **Veronica Miller**, Hanahan, SC. had been a registered nurse working in the field of hospice. She wanted to change careers and thought long and hard about options. She realized one day that air conditioning was something people needed, and she decided that was her new career. After graduating from technical school and passing the requirements, including tests, she started her own business, Southern Belle Heating & Cooling, LLC. Since forming the company, she has landed a large apartment complex job and is ready to hire.

This year’s winner, **Lianna Faber**, is also moving ahead. In addition to her new job with Local Union 30, that serves Long Island, New York City and CT, she is continuing her education online and working towards her Building Engineering NYC license. She and other young tradeswomen have also started a group known as Pioneer Women.

As we learn more about other success stories we will share them.



*Thank you to everyone who made our  
2023 golf tournament a success!*

*It was a fantastic event with a great turnout!*



## April 17 Workshop Peddler's Village, Lahaska, PA

Coming early? The evening before we are planning to host a **reception** (which was quite popular last year in CT) and if you do arrive early on the 16th, you are invited to visit the distribution facility of one of our new corporate members, Tyndale. The tours will take place at 1:00 and 2:00pm.

- 8:00-9:00 Breakfast
- 9:15 "How Strong Company Culture Can Breed Customer Retention," Kristen Williams, Consumer Focus
- 10:15 "Introduction to our new Mentorship Program," Jessica Reeder, PPA
- 11:00 «"Miscommunication to Effective Communication," Jessica (Hallahan) Harrington, Journey to Yourself.
- NOON Lunch
- 1:15 "Networking made easier: Skills to make a lasting impression and build confidence in making successful connections", Jackie Hawkins, Cargas
- 2:15 "Managing Change," Esther Angell, Cargas
- 3:15 "Making time for YOU," Jennifer Lawn, Original Designs



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