

Growing HVAC Firm Uses Online Tools to Recruit

Delivering on the promise of exceptional customer service to HVAC customers requires finding skilled individuals with a commitment to teamwork. Over the last 13 years, TradeWinds Mechanical Services has grown from a husband-and-wife team to an operation with over 100 employees. The organization currently provides commercial service and maintenance to clients in 12 states and continues to grow at a rate of about 20 percent per year.

But this growth has not curtailed the company's focus on serving customers' best interest in all aspects of response time, diagnostics, effective repair, cost effective alternatives and follow up. This dedication means they must hire talented and dedicated employees who will make a positive contribution to their work community.

"Our challenge is to find quality candidates who are aligned with our company culture" said Debbie Zimmermann, human resources manager at TradeWinds, headquartered in Exeter, N.H.

Before job seekers can even view the list of current job openings on the company's Web site, they need to read and accept this HR philosophy: *The business has a strong commitment to creating an environment which is accessible, informative, and supportive—the type of environment where employees can grow and customers receive the best service.*

Resolving to hire only those applicants who fit all aspects of the company's culture may seem limiting, but the staff at TradeWinds believes that this approach is necessary to maintain their reputation and continue to earn customers' trust.

Skilled HVAC technicians from four satellite offices in Woburn, Mass., Newington, Conn., and New Castle, Del. deliver service to commercial customers in their region. Each of the offices benefits from the centralized business and administrative support from the main office in Exeter. Hiring the right people and then providing ongoing training ensures TradeWinds' customers experience consistent, quality communications and technical expertise across the entire organization.

The TradeWinds HR staff needs to search for top candidates on an ongoing basis so they can continue to meet the needs of clients such as Family Dollar, Staples, Sears and Kmart. In addition to following up on employee referrals, TradeWinds also partners with trade schools, and national online job boards to meet their workforce needs. MEP Jobs plays a key role in their recruiting strategy because it targets the exact type of individuals they hire. "Other sources tend to be broader in focus and not specific to the HVAC industry," Zimmermann said.

In addition to posting jobs online, Zimmermann also takes advantage of MEP Jobs' resume search option. This allows her to quickly locate qualified professionals whom meet her criteria. The tool includes the ability to search by specific skills, years of experience, location, certifications, key words and other relevant information. The online profile of candidates also includes important hiring information, such as their willingness to relocate. By offering easy access to a targeted database of thousands of individuals in the HVAC industry, MEP Jobs helps TradeWinds continue to expand.

"Our people resources are the key to our success," Zimmermann said. "And the success of TradeWinds is realized through the talented and dedicated employees that comprise our work community."