



EGIA Foundation
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EGIA Foundation Welcomes Two HVAC Industry Luminaries, Stella Gary-Keane and Colleen Keyworth, to Board of Trustees

The Vice President of Talent Development at HARDI and Director of Sales & Marketing at Online Access bring to the Foundation proven track records of supporting workforce development in the skilled trades, joining just in time to help award the latest round of HVAC HERO scholarships to passionate young students studying HVAC.

FOR IMMEDIATE RELEASE

SACRAMENTO, Calif. (April 16, 2024) — The EGIA Foundation, a nonprofit charitable organization dedicated to supporting and promoting careers in the home services trades, is pleased to announce the addition of two members to its board of trustees: Stella Gary-Keane and Colleen Keyworth.

Gary-Keane is the Vice President of Talent Development at HARDI and brings over 30 years of talent acquisition and human resources experience to the EGIA Foundation board of trustees, having also served in senior leadership roles at Footlocker, Big Lots and Express.

With a focus on high potential programs, talent readiness, succession planning, leadership development and cultural engagement, Gary-Keane oversees numerous initiatives at HARDI, including the Performance Management, Executive Talent Review Process and Leadership Development programs as well as stewarding its Diversity, Equity and Inclusion Council. She holds a master's degree from Temple University in adult organizational development and a bachelor's degree in business management from Clarion University.

"I'm extremely passionate about investing in our youth and helping them discover career paths they may not be considering," said Gary-Keane. "The opportunity to work with the EGIA Foundation, and support students' training for and, eventually, hiring into high paying, satisfying roles in HVAC is important; let's get more people involved in the mission by leading by example!"

Colleen Keyworth joins the board of trustees as an already well-established figure in the HVAC industry, currently serving both as the Director of Sales and Marketing at Online Access Inc., a marketing company specializing in HVAC digital marketing, and the president of the International Network for Women in Cooling (INWIC).

Keyworth has deep roots within the HVAC industry, starting with her own family's HVAC and plumbing business. She has been an advocate for women in the HVAC her whole career, and in an official role since 2015. She previously served as a board member, VP and president of Women in HVACR, in addition to her current board position with the Southeast Michigan Air Conditioning Contractors Association and INWIC presidency.

Widely recognized by the industry, Keyworth received Service Nation's "Woman of the Year " award in 2020 and was named in *ACHR News'* 2019 'Top 40 Under 40' in the HVACR Industry.

"The EGIA Foundation is making a profound impact on the HVAC industry," said Keyworth. "I'm excited to work hand-in-hand to bring more underrepresented populations into HVAC; close the huge labor shortage we are experiencing; and introduce more young people to the incredible career opportunities in HVAC."

"Stella and Colleen are respected across the industry not only for their skills and experience driving companies to the forefront of the market, but for their ability to create connections and relationships that help build our industry's future," said Bruce Matulich, chairman of the EGIA Foundation. "That's what's needed to truly build a large enough, prepared enough workforce in this industry to meet the tremendous labor demand we are seeing across the country."

Stella and Colleen join the board as the EGIA Foundation prepares to award its seventh class of HVAC HERO Scholarship recipients. Students pursuing a course of study in HVAC can apply, through May 31, 2024, to receive one of up to 30 awards of \$2,500 apiece to help them cover the cost of tuition. To date, the HVAC HERO Scholarship program has provided more than \$260,000 in grants since its inception, helping 105 passionate, driven students prepare to make a positive impact on the HVAC industry.

To apply for this year's HVAC HERO scholarship, or to learn more about eligibility and timelines, interested individuals can visit the EGIA Foundation's student site at AlwaysInDemand.com/Apply

To learn more about Stella, Colleen, and the EGIA Foundation's vision for improving our industry, visit EGIAFoundation.org.

About the EGIA Foundation

The EGIA Foundation is a 501(c)(3) nonprofit, nonpartisan organization dedicated to expanding the benefits the public receives from the home services industry through education, research and the development of the next generation of qualified workers. You can learn more about the EGIA Foundation at its website, EGIAFoundation.org, or its student-targeted web portal, AlwaysInDemand.com.

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