

## Key Personnel GEA Consulting

### Larry Butz P.E.



BSME/MSME from UW – Madison. Twenty-five years specializing in product development and technology globalization. Headed Engineering & Technology Division for Trane International. Five years in France as engineering manager for Trane Europe/Middle East. Created and lead multi-cultural teams in technology transfer and JV start-up projects in China, Europe and to the U.S. Technology and environmental spokesman to governments, industry and scientific groups and businesses around the world. Member ASHRAE, LEED A.P.

### Richard E. (Dick) Cawley, P.E. (Tyler, TX)

Forty years of experience in the HVAC industry; 26 years with Lennox as Chief Engineer-Compressor Design, Manager of Heat Pump and Cooling Product Development, and Manager-Applied Research. 11 years as Director of Technology Development for Trane. Dick is a Fellow-Life member of ASHRAE and holds 13 U.S. patents.



### Duane Lom, P.E.



Twenty-six years experience specializing in product development and redesign. Responsibilities included product design and development and project management. Most recently Engineering Manager for Trane Commercial Unitary products. Eight years experience in Utility marketing with a focus on conservation and load management programs.

### Lea Zhang (Shanghai, China)

Fifteen-years in business administrative and financial management in the U.S. Fluent in English, Japanese and Chinese. Specialist in business relations, procurement, language teaching and business administration.



### Edward Eisermann Jr.



Thirty years of expertise in Quality Assurance and Operations. Former Trane Quality Director. Audited and consulted for Trane factories throughout the world. Five years as plant/operations manager. Experienced system and process auditor. Skilled in the areas of quality system development, product reliability and service over site, problem solving, flow process design for both office and factory environments.

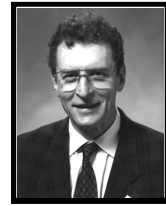
### J. Michael Koza

Twenty-five years of manufacturing experience at Trane and Ford, including ten years specializing in Demand Flow© Technology training and implementation, automation equipment, construction and tool analysis for manufacturing. Mike has applied "Flow" to other areas including the office and service for factories and organizations around the world.



**Jean Paul Thierion** (*Andernos les bains, France*)

38 years of field sales and service experience with Trane AmStd, Hitachi and Dow Chemical. Extensive global management experience ranging from General Manager of Trane Thailand, Manager of ServiceFirst for Europe/Mid-East/Africa and Director of Global Accounts for Trane Europe. Fluent in French and English.



**Roger Walker** (*Gahanna, Ohio*)



Sales Executive specializing in growing revenue via new programs and markets with extensive experience ranging from small companies to global, Fortune 500 Companies. Headed Trane's National & Global Accounts program. Led the team that developed a world class "Customer Centric" process that maximized value to the customer, resulting in increased sales and customer loyalty. Accomplished speaker and trainer.

**Bruce Martin**

Director, Marketing and Product Management including twenty years with Trane in various marketing and management positions. Director of Marketing for Trane China from 2001 through 2008. Has lived in Shanghai over last 14 years. Speaks Mandarin.



**Phil Polley** (*Decatur, IL*)



1976 graduate of University of Illinois with a BSME degree. 30 years working for Trane in LaCrosse, WI and Clarksville, TN. Specialist in refrigeration system computer performance/cost optimization simulations, getting test models built and conducting performance, agency and reliability testing. Worked on 3-60 ton split systems, 3-25 ton computer room units and 3-25 ton rooftops. Expertise in creating/supporting various simulation programs.

**Ed Keuper**

BSME Illinois Institute of Technology 1962/MSME University of Wisconsin Madison 1968. 36 years with Trane Company in LaCrosse, WI. Specialist in computer modeling and optimization of refrigeration cycles with multistage compression; variations in subcooling, suction superheat, economizer and expander; compressors, heating and cooling coils, and fans. Worked with chemical companies, NIST and EPRI in search for replacement refrigerants for CFCs and HCFCs. Tested new refrigerant candidates in screw, scroll and centrifugal chillers as well as the new oils they required. Responsible for computer models of refrigerant properties within Trane.

**Dick Kuster** (*Green Lake, WI*)

Forty years of hands-on execution and strategic planning in systems, materials and multi-plant operations with small to mid-size manufacturers. Has worked with plant layout and material flow, single piece flow, self-directed work cells and focus factory within factory. Particular emphasis in engineered-to-order and assembled-to-order custom machinery environments.



**Greg Groppenbacher** *(Sydney, Australia)*



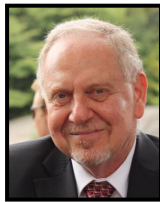
Thirty five years with Trane in the USA, Puerto Rico, Jamaica, Brazil and Australia. Former VP and managing director of Australian operations and, vice president supply chain management Asia Pacific. Prior responsibilities included sales engineering, regional sales management, international export sales management, national sales and marketing and owning a Trane franchise.

**Robert Cox**

Thirty plus years experience specializing in product development, engineering laboratory testing, safety and reliability engineering. Former Engineering Manager of Air Handling and Heat Transfer Products. Previously Director of Trane Engineering Test Laboratories with multi-million dollar annual budget.



**Bassam Elassaad**



BSME/MSME from the American University of Beirut. Over thirty five years experience in leading roles including sales, marketing & communications, commercial management and coaching. Headed the Marketing Communications team in the Europe and Middle East region in rebranding the image of Trane as a systems and services solution provider. Founding President of ASHRAE in the Gulf and Founder of the Emirates Green Building Council (GBC).

**John Ramsden**

Former Facilities Manager for Trane. Experienced Plant Engineer multi-disciplined in energy, project management and safety/environmental compliance. Certified energy manager with emphasis on energy reduction through audit and engineering analysis, fuel and power procurement and energy related retrofits. Experienced in staff development, budgetary accountability and long term facility planning.



**Robert Doerr, Ph.D.**



Highly regarded expert in refrigerant toxicity, flammability, safety, environmental properties; and compatibility with lubricants, electric motor insulation and system materials. Oil lubricity and miscibility expertise with new refrigerants and new oils. Chaired ASHRAE Std. 34 Toxicity Subcommittee. More than 20 publications in trade journals and technical magazines. Presenter at International technical conferences.

**Gene Schaller**

Extensive knowledge and experience in SMAW, GTAW, GMAW, and BRAZING and working knowledge of SUB-ARC and PLASMA. Gene has audited, provided training, trouble-shooting and quality improvement to factories and personnel in China, Malaysia, Europe and Central America as well as the U.S. during his 40+ years of welding and brazing specialization. Gene directed training of the Welding and Brazing departments at Trane Company to ASME, TUV and AWS standards.



**Dave Stegner** (*Cody, WY*)

Specialist in Welding, Brazing, Soldering; Manual plus NC Oxy-fuel and Plasma cutting, and Welding Robotics. Products involved are pressure vessels, shell and tube heat exchangers, fin and tube heat exchangers, building structures, and sheet metal products. Application of welding codes to products. Worker training and qualification. Design for Manufacturing.

**Charles Bakey**

25 years experience at Trane and John Deere. Background in manufacturing applications: automation, testing, NC machining, 6-sigma, and process improvement. Expert in computerized maintenance management systems (CMMS), shop floor data collection/database systems and equipment rebuild/retrofit.



**Paul Winslow** (*Orlando, FL*)

Fifteen years as Consultant for Wholesale Distributor Operations and After Market Technical Fulfillment Worldwide. Prior experience includes six years as General Manager for Trane Saudi Arabia where he launched After Market operations which he grew into 20 M\$ business. Eight years as Service Manager for Caribbean and Central America Region.

**Norm Greene**



Thirty years of marketing and sales support experience as well as product planning & development, market analysis, market development, distribution development and creative problem solving. Most recent experience as Manager, Marketing and Product Support for Trane International. Instrumental in bring water-source heat pump to China market.

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