



**FOR IMMEDIATE RELEASE**

**Trane Global Services President Larry Wash to Discuss the Economics of a Sustainable Services Business at Aberdeen Group Chief Service Officer Summit**  
*Wash Offers Keynote Address on Future of the Industry at Annual Leadership Conference*

**Boston, Mass., Oct. 1, 2009** – Beyond mere survival, service businesses can actually thrive in the midst of the global economic downturn if they address the challenges facing their customers and embrace sustainable strategies to differentiate themselves.

**Larry Wash, president of Trane's global service, contracting and parts businesses**, will provide the keynote address at the 2009 Aberdeen Group Chief Service Officer Summit, explaining the value of service in difficult economic times, elements of a strategic plan and steps to ensure profitability now and in the future.

Wash's presentation will look at service organizations through the eyes of several key stakeholders: customers, service providers and the company itself. He will emphasize the importance of innovation in even the most mature industry; new opportunities always exist for service companies to better serve their customers.

Drawing from insights gained while holding senior-level positions at service industry companies including Trane, Xerox and Eastman Kodak, Wash will share with attendees how to leverage a service business and take advantage of the current economy by understanding how the fiscal environment affects customers.

He will discuss with business leaders several topics including: the importance of a strategic plan defining a go-to-market approach to services growth and consultative-led selling, the creation of a differentiated services offering portfolio, the leveraging of key talent across the most important accounts, and the need to consciously evolve the company's culture to embrace services.

**Details of the presentation are:**

When: October 8, 2009 at 9:00 a.m. (Conference is October 8-9)  
Where: Seaport Hotel & World Trade Center, Boston, Massachusetts  
Conference Website: [Chief Service Officer Summit](#)

The Aberdeen CSO Summit brings together service chain, operations and customer management executives to learn, network and discuss the strategies needed to extend the broad transformation of their organizations. The 2009 conference will focus on investment in sustainable service, and will address issues including driving operational efficiency to boost service profitability; insulating against an ongoing cycle of economic volatility; making service businesses more sustainable; and using strategies to differentiate service businesses to drive customer loyalty, retention and share of wallet.

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### **About Wash**

Larry Wash is President of Trane's global service, contracting and parts businesses which include operations in 60 countries, more than 300 parts retail stores and 5,000 of the industry's best associates.

In this role, Wash delivers high performance building solutions to executives and owners around the world that deliver a strong financial return on investment, and make their buildings more operationally and energy efficient. This includes services ranging from Intelligent Building Services, building controls, turnkey contracting, predictive maintenance services and aftermarket parts. Wash also leads Trane's Performance Contracting Energy Services business, which performs energy audits and enables building owners to use future energy and operational savings to finance infrastructure improvement projects.

Wash is a business leader with more than 25 years of experience and a strong reputation in the services industry. He previously served as Trane's vice president of service and contracting for the Americas region, and in various services leadership roles with Xerox and Eastman Kodak Company.

Wash earned a bachelor's of science degree in electrical engineering from Wayne State University; a master's degree in electrical engineering from the Rochester (N.Y.) Institute of Technology; and a master's in business administration with honors from Stanford University.

### **About Trane**

Trane, a business of Ingersoll Rand - the world leader in creating and sustaining safe, comfortable and energy efficient environments - improves the performance of homes and buildings around the world. Trane solutions optimize indoor environments with a broad portfolio of energy efficient heating, ventilating and air conditioning systems, building and contracting services, parts support and advanced controls for homes and commercial buildings. For more information, visit [www.Trane.com](http://www.Trane.com).

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