



FOR IMMEDIATE RELEASE

Trane Global Services President Larry Wash to Discuss How to Grow a Profitable Services Business in Current Economy at Field Service East 2009
Innovation, Customer Service are Keys to Growth

Atlanta, Ga., September 10, 2009 – In the most difficult economic period of the post-WWII era, virtually all elements of all global markets and industries have been impacted in some profound manner that would indicate business decision-making will never quite be the same. Although there are indications that some factors are improving, uncertainty continues to loom in areas core to business growth such as energy volatility, credit and unemployment. The path to success in global economic uncertainty requires that service-oriented businesses embrace the fiscal environment as an opportunity to innovate and make their mark as leaders in the field.

At Field Service East 2009, **Larry Wash, president of Trane's global service, contracting and parts businesses**, will share with attendees how to grow and sustain a profitable global services business in today's economic environment. Key points he will address include:

- How to achieve ROI when creating or enhancing a global services organization
- Leadership skills needed to drive revenue and loyalty in support and service
- Selling the value of service in challenging economic times
- The future of services

Wash will draw from insights gained while holding senior-level positions at service industry companies including Trane, Xerox and Eastman Kodak. He will discuss with attendees how to assess the current state of their service business and take advantage of new technologies to grow their company.

Wash's presentation will emphasize the importance of innovation in even the most mature industry; new opportunities always exist for service companies to better serve their customers. He will explain how an opportunistic, innovative and creative approach to sales – coupled with an understanding of the current economy's impact on customers – provides a platform for success in a period of fiscal uncertainty.

Details of the presentation are:

When: September 16, 2009 at 9:15 a.m. (Conference is September 15-16)

Where: Grand Hyatt Buckhead, Atlanta, Georgia

Conference Website: [Field Service East](#)

The annual Field Service East conference is a senior-level service and support forum bringing together top service industry leaders to discuss revenue enhancement, services marketing, technology integration, talent management and predictive maintenance. The 2009 event will focus on how the current economic downturn provides an opportunity to innovate service operations to become lean while providing world-class support. Attendees include senior-level executives responsible for service and support, field service, customer service, product support, operations and service delivery.

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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.

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