



2017 Women in Building Services: Cathy Hoffman, Atlantic Westchester, Inc.

October 17, 2017 - Spotlights

Name: Cathy Hoffman

Title: Director of Sales Success

Company Name: Atlantic Westchester, Inc.

Years in real estate: 2

What real estate associations or organizations are you a member of? IFMA, Building Contractors Association, Mechanical Service Contractors Association of America, Westchester Business Executives, Westchester County Association, Westchester Green Business, Executive Women's Golf Association

How have you navigated obstacles to achieve success in your career?

Prior to joining Atlantic Westchester, a commercial and industrial HVAC and energy efficiency business located in Bedford Hills, NY, I was a stay-at-home mom for twenty years raising five kids. My background was in Hotel/Food Service & Procurement, and, when I left my career, I did not have an email or cellphone. An obstacle I first encountered was seeing how the times have changed and the new wave of technology and millennials in the workforce. Nevertheless, when I joined Atlantic Westchester in 2015, I was motivated and determined to learn the ins and outs of the HVAC industry and sustainable building practices.

I knew I was entering a male-dominated industry, but growing up with four older brothers, and in a neighborhood full of boys, I pushed to excel and prove to everyone that women can work hard and play hard too. Since joining Atlantic Westchester, I have helped expand our office space and increase our revenue, the number of projects we manage and our total number of employees. I have learned there is a world of opportunity out there and it is important to never be timid about acquiring new skills or learning about an unfamiliar industry.

How do you play your strengths to your advantage in your career?

I wear multiple hats to ensure our day-to-day tasks are overseen and accomplished in a timely, thoughtful manner. The Atlantic Westchester team informally gave me the nickname, "The Glue," as

I support our company and multiple departments. From networking, coaching, event planning, sourcing, recruiting, lead generation, marketing and training, I have tapped into every department to help us grow and thrive. My greatest strength is my ability to analyze and understand our clients' and employees' needs. It takes an organized, attentive team to be successful, and we often hear from our clients that we are the best and most professional contractor that they have working for them in their facility.

What trends are you seeing so far this year?

A trend I am seeing is the increase in energy efficiency projects. More businesses and buildings are implementing sustainability initiatives to save on utility expenses, while protecting the environment. Over the years, Atlantic Westchester has expanded our energy department to help building owners understand and discover energy efficient solutions in their facility.

With the rise of technology and a team of established business partners, we have made it our mission to be a leader in energy efficiency in the New York Metro area. Our unique ability and knowledge to design and implement energy projects has increased the number of new prospective clients and allowed us to offer more benefits to our current clients.

An example of a project I recently participated in was the completion of a large-scale energy project at Congregation Kol Ami in White Plains, NY. The project included upgrading the building's old HVAC units and retrofitting all old technology lighting to LED's. Altogether, Kol Ami received a total utility incentive over \$100,000 and a pay back of a little more than four years.

What do you do for fun?

In my spare time, I enjoy playing sports—golf, paddle (platform tennis), tennis, softball; cooking; doing needlepoints; and spending time with my family. I am also an active participant in the Westchester County community. I have served as a board member and volunteered with multiple organizations including: President of the Women's Association of the Church of St. John and St. Mary's; Board Member of New Castle Baseball and Softball Association; Twigs of Northern Westchester Hospital; and Tri-County Basketball Association. Whenever possible, I try to escape to the beach!

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