



**FOR IMMEDIATE RELEASE**

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## **Auer Steel to Open Technical Training Center this Fall**

*Helping to fight the trades' employment gap with new technical training facility in Milwaukee, Wisconsin*

**MILWAUKEE, Wisconsin.** — Auer Steel & Heating Supply Co, a Midwest distributor of HVAC equipment and supplies, is celebrating the grand opening of their new Technical Training Center in Milwaukee, Wisconsin on Friday, September 16th. This site is an investment in educating skilled trade workers for the residential and light commercial HVAC industry. Auer Steel will host a variety of training classes in the new 5,400 square foot classroom and hands-on training facility beginning this fall.

“Auer Steel is extremely focused on closing the skilled trades’ employment gap. A career in the trades can offer great pay, competitive benefits, job security and professional satisfaction. In partnership with our dealers, our Business Development department visits dozens of schools and technical colleges each year, spreading the message that the HVAC industry offers an exciting path with significant career potential. Our new Technical Training Center is one way we can help the future generation of HVAC workers become effective installers and technicians as quickly as possible,” said Mike Curtes, President of Auer Steel.

The new facility will focus on educating students looking to enter the HVAC workforce, as well as provide additional training opportunities for current technicians to stay ahead of industry trends.

The Auer Steel training team is comprised of highly knowledgeable and trained professionals with over 250 years of combined HVAC work experience. Auer Steel's experts have designed courses that provide technical training and hands-on exercises, creating an experience that mimics what technicians will encounter on the job. The facility includes a 25-person training classroom and 12 hands-on work stations equipped with live HVAC equipment that you would find in a home. Students will service and diagnose a range of heating and cooling products, such as Bryant and Carrier furnaces, air conditioning units or heat pumps, IAQ equipment, and system controls. The center will also be equipped with state of the art tools and industry- leading software so that all students will have a comprehensive training experience that prepares them for work they will do routinely on the job.

HVAC contractors and all trade allies are invited to the grand opening celebration on Friday, September 16, 2022 at 5341 West Woolworth, Milwaukee, WI 53218 from 10:00 AM to 2:00 PM.

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### **About Auer Steel & Heating Supply Co.**

Auer Steel & Heating Supply Co. is a full-service distributor of high quality indoor comfort products. With eight locations across the upper Midwest, Auer Steel features Bryant, Carrier, Airquest, Midea and Payne furnaces, air conditioners, and heat pumps as well as many other industry leading brands of HVAC equipment and accessories. For more information visit [www.auersteel.com](http://www.auersteel.com).