

# **Dominick Guarino**

## **Board of Directors**

### **Representing National Comfort Institute**



Mr. Guarino has participated in WHPA since its inception in 2009, and he served on the Executive Committee as Chair of the WHPA Council of Advisors. He is currently serving a three-year term on the WHPA Board of Directors.

As Chairman and CEO of **National Comfort Institute** (NCI), Dominick Guarino's primary professional goal is to raise the bar and level of professionalism in the HVACR industry. A number of years ago, he coined the phrase, "*If You Don't Measure, You're Just Guessing.*" This may sum up how the HVAC industry can become more professional and accountable—through measured results.

Guarino co-founded NCI in 1994 (alongside co-founder and President Rob Falke), and NCI has grown into a premier membership organization focused on every aspect of helping HVAC contractors. As NCI's Chairman and CEO, Dominick has grown the company from the ground up into the HVAC industry's largest independent training and certification organization, and he led NCI into developing a game-changing program based on Performance-Based Contracting™.

Dominick oversees all aspects of NCI's operations, new product introductions, and sales and marketing for the company. He also manages their business management, sales, and soft skills training team. He presides over NCI conferences and participates in HVAC industry conferences and meetings. His specialties include writing, editing, curriculum development, general management, business management training, sales training, and technical training.

Guarino has worked in management positions in a variety of industries for over 30 years with extensive experience in curriculum development, technical services, and factory repairs for all product lines, training, and service techs.

Prior to co-founding NCI, he was an Associate Editor for *Contracting Business Magazine* at Penton Media in 1987, became Penton's Chief Editor in 1991, and eventually served as Associate Publisher of *Contracting Business* and *Energy & Environmental Management Magazine*.