

Scott Freier – 2010 Award Winner – Red Wing Campus

Scott Freier built his heating and ventilating business, Freier's Electric and Heating, from the ground up in Ellsworth, Wisconsin, a community near where he grew up on the family farm in Bay City. Scott graduated from the Technical College in 1991 with an education in HVAC (Heating, Ventilating and Cooling) and understood the importance of exploring efficient energy uses early in his career. Alternative heating concepts that employed sustainable resources was of high interest to Scott and offering those services to a niche in the market became the hallmark of his operation.

In pursuit of building things "better" Scott combined his natural interests as a problem solver with the skills he learned on the Red Wing campus. His interest in exploring geothermal heating and cooling concepts later led to a collaboration with a well-known international manufacturer, WaterFurnace, a leading international manufacturer of geothermal heat pump systems. No challenge was too big and educating home and business owners on the benefits of using what nature gives us, while minimizing our carbon footprint with renewable resources has become his mantra.

Today, Scott works with his brother Chuck who is the head of service, his wife Betty as their office manager and has about twenty-six employees. Eventually his business took off and grew a second even larger location in Hudson, Wisconsin. He feels confident hiring graduates from the Southeast Technical program for his team because he knows they are well-prepared and ready to come on board and contribute right from the start.