

# Nicole Ursu

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## **Q) What is the best career advice you ever received?**

A) Don't be afraid to hire people that can one day have your job. They generally work harder, produce results and end up being your best advocates. Those are the people you want on your team, so you can all elevate together.

## **Q) If you could go back in time and give your younger self career advice, what would it be?**

A) Relax. Coming back early from maternity leave (though admired by some), did not define my career leap to management. That comes with experience and having the skillset in place - not "time put in". Work on yourself and things fall into place when they should.

## **Q) How did you get your start in the plumbing & heating industry?**

A) As the Social Director in college I had a great ability and interest to organize large groups and execute successful events. Through a former employer I heard about the position at Wirsbo (as it was named at the time), to co-ordinate monthly manufacturer plumbing training sessions in their U.S facility for Canadian contractors. Everything from flights, hotel and land transportation to the follow-up promotion packages sent a week after they completed the course. It was a perfect fit for someone who enjoys seeing a project or program through from inception to conclusion.

## **Q) What is the most unusual job you have ever had (in any industry)?**

A) Selling life insurance door to door to people in the agriculture community. It was a great lesson in perseverance, patience and rejection but poised me for success in the role I have now.

**Q) Best vacation ever was...**

A) Recently at my cousin's wedding in Mexico. I forgot how fun my family is!

**Q) Best business book you have ever read.**

A) I recently really enjoyed Lean In by Sheryl Sandberg that I was introduced to through CIPH actually. I personally related to so many aspects of it. Many business books I have read are focused on sales and/or marketing. Much of it the same conceptually, some very contradictory. One that I found inspiring was Leaving Microsoft to Change the World by John Wood.

**Q) What are you reading now?**

A) Playing to Win by A.G Lafley and Roger L. Martin and A Million Little Pieces by James Frey.

**Q) What do you like best about this industry?**

A) The people are amazing. I have been with the same company for over 20 years because I truly enjoy the people I work with on both sides of the border - and there have been many over the years. My customers are like friends and going to industry events and seeing others in the industry from different manufacturers is like a family reunion. A quick story - my rep agent in Saskatchewan has a son that was in the Humbolt Broncos bus accident. We are all so grateful that he is one of the few lucky ones that is able to play the game again next season. The out pour of support from our industry was far beyond what you see on social media. I can't even tell you how many texts and calls I received to pass along well wishes and asking what they can do to support them, not to mention the ones they received directly. I venture to say thousands from across the country. And almost a month later people are still checking in to make sure they are getting the support they need.

**Q) What is your current job and what do you love about it?**

A) Currently I am the Territory Sales Manager for Saskatchewan and Manitoba. I love that every day is different, I meet so many wonderful, smart and funny people, and that I am constantly being challenged. I love that even on a hard day, when the conversations are not what I consider to be favourable, the next time I see that person we start fresh and nothing is ever personal.

**Q) Is there anything else you would like to share with CIPH Women's Network members?**

A) In a world of competition - for jobs, for status, for time...it's a beautiful thing when women can support, mentor, motivate, and encourage one another to be better, to feel better. I like to think that we all share the sentiment that our industry has always been good at that, and now we are just bringing our actions to the forefront in a more formal way to be recognized. Keep going girls - We got this!