

Note: C12 is about community and we want to introduce you to the larger community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Dick Kendrick, Michelle Moore



Meet Ryan Amerson

Ryan, his wife Tiffany, and children Dylan (8), Taryn (6) and Lauren (4), live in Richardson. Ryan began working for Energy Attic after graduating from Texas Tech in 2006. In March of 2012 he bought out the current owner of the company. He became a member of C12 in February of 2017 and joined the Richardson group. Ryan and his family attend the Plano campus of Watermark Community Church.

Tell us a little about yourself.

I grew up in Rockwall out in the country. I have to get away from the 'concrete' of the city at least once a month to go hunting, shooting, or fishing. I enjoy the outdoors and I love to play golf. My family has gone to Pine Cove's family camp for the past four years and we always have a great time. I met my wife, Tiffany, in high school, but we didn't reconnect until after we had both graduated from college. She has a Master's in Biblical Counseling from Dallas Theological Seminary and is a Licensed Professional Counselor. She is a mom, a Beauty Counter skin care consultant, and also sees a few counseling clients each week specializing in family, marriage, post-partum depression and anxiety.



What services does Energy Attic provide?

We transform attics and transform lives! Your attic matters...it makes a huge impact in the comfort and energy usage of your home. By reducing attic temperatures in the summer, we can de-stress you're a/c system and dramatically increase the efficiency of your home. Removing and replacing attic insulation can reduce or eliminate dust and increase air

quality. Radiant barrier, insulation, proper attic ventilation, and ac ductwork all contribute to your comfort, utility bill, and air quality....and we can transform your living space so you can live your best life at home!

After buying the business in 2012, what challenges did you face?

My first few years were a struggle, and it wasn't until 2016 that things started coming together. Honestly, I was a little clueless about running a business and I didn't really have anyone to talk to about the challenges of owning my own business. Most of my friends had regular jobs and weren't having the same problems that I was experiencing.

How did you hear about C12?

I had a friend/mentor that was a member and told me about C12 back in 2016. I met Tom Hawes in 2017 and became a member. At the time I felt alone, I didn't know what I didn't know, I needed support, and I needed someone else to help bear some of the burden other than my wife!

What changes did you see in your business after joining C12?

After six months of becoming a C12 member I began formally incorporating Biblical principles and defined our mission statement: **Transform Attics, Transform Lives...**and our Core Values: **Energy Attic exists to Do What Is Right, Love People, and Work Humbly... – Micah 6:8.** I use my business as a platform to be bold in expressing my faith. We view every in-home estimate and install as an opportunity to speak truth and share the gospel. God has honored my obedience and the business has grown. I now have 10 full-time employees and five contractor crews. Our program, 'Outside the Attic,' is our way of crossing the line between business and ministry. Every few months a member of our team will nominate an organization, individual, or company that is helping those in need around our community. It's our way of coming together as a company to **Love People** and use our sphere of influence to spread good news and give back.

What do you value about your group?

It's a safe place for me to get things off my chest, to get answers, and it challenges me in how I deal with day to day issues. My group offers accountability and encourages me in my faith. I also really value the advice and counsel that I get from the 'old, gray-haired guy' in my monthly one-on-ones.

What do you offer to the other members?

I am a pretty raw, authentic person, which can be a curse and a gift! I'm not afraid to share struggles and I'm not afraid to connect with others. I challenge others to do the same.



What would your business be like without C12? Your marriage and family?

Without C12, Energy Attic would be a “good business”, but we might not be a generous business, we might not be bold in sharing truth, and we might not have the numerous stories of how God’s grace has been so vital in our day to day operations. My marriage would be more stressed. I would be years behind in knowledge and systems.

What are some of your favorite things?

Watching my kids play sports. Golf. Hunting, fishing, hanging out with friends and family outside. Anything that comes off the grill, a cold beer on a nice patio! I love 75 degrees and lots of sun...but I pray for 100-degree days and hot attics that we can transform!