

2010 History Paper
Mississippi Chapter ASHRAE
August 18, 2009

Denny Austin Terry

Denny Terry, born December 12, 1936 in Columbia, MS, is an iconic figure in our “small town” HVAC community in Jackson, MS area. Denny has been involved in the HVAC industry as a manufacturer’s representative account manager/sales engineer since 1965 and is still active in the day-to-day operations of his business, Terry Trane Service Agency, Inc.

Denny attended Mississippi State University, although known as Mississippi State College prior to his graduation year of 1959. Denny received two (2) degrees from MSU, a Bachelor of Science Degree in Mechanical Engineering (BSME) and a Bachelor of Arts Degree in Business Administration as well as fine tuned poker skills. Of course, in those days, young men were all in ROTC so Denny was required to serve his required 3 years in the U.S. Air Force. Denny’s service consisted of time spent in Panama City, FL, Thule, Greenland and Cape Cod, MA. Some of those places must have been a complete culture shock for a hot climate southern boy to endure.

After graduation and service, Denny was employed by International Paper Company as a project engineer near Birmingham, AL. In 1965, Denny was afforded the opportunity to go to work with The Trane Company and so he packed his family and headed for LaCrosse, WI to attend the 6 month engineering class required by Trane. Denny’s scheduled class was in the winter and LaCrosse is not the most desired winter destination. I’m sure that Denny was wondering if there was something about him and cold climates. However, Denny survived the Wisconsin winter and began his sales career with Trane in Birmingham, AL.

After about 8 months of wearing out the Alabama roads, an opportunity was made available for Denny to return to his home state of Mississippi. Therefore, Denny moved his family to Jackson, MS in 1966 where he became an account manager/sales engineer for franchise owner Jack Davis of Davis Trane. Denny excelled as an account manager/sales engineer calling on the southern territory of the Jackson Sales District for the next 24 years.

Denny was very involved in local ASHRAE activities serving as Chapter President in 1971-1972. He continues to support ASHRAE thru the support of his employees who are involved in the local chapter as well as regional activities.

Denny continued his employment through the next ownership of the franchise by Bill Pope and Pope Trane until 1990 when Denny acquired ownership of the franchise and changed the name to Terry Trane Service Agency, Inc.

Denny and his wife Judy have three children, Julia, Ford and Will, and three grandchildren, Austin, Anna Kate & Molly.

Denny is very involved at church, First Presbyterian Church of Jackson, MS where he serves as an elder.

Denny is an avid hunter, fisherman and outdoorsman where he still enjoys snow skiing.