



— The Education Association Presents

EDUCATION 2012

A full spectrum of education for
mechanical industry professionals

Featuring tools to help you plan your team's education



EDUCATION 2012

MCAA is widely known as the Education Association...and for good reason. Throughout the year, MCAA provides a variety of educational offerings that are designed to advance your knowledge about new industry trends, technologies and practices. Whether you need to develop or hone your leadership abilities, learn new business growth strategies, explore new building technology applications, acquire credentials to compete in the emerging sustainable building market, gain new service skills or arrange for project management education and training for your staff, we have an educational program that will meet your needs. And, our signature conferences offer an array of seminars and workshops covering timely, relevant topics in an inviting, relaxed environment that promotes social interaction and networking.

This listing of MCAA educational events is a convenient guide to help you plan your company's year of knowledge and skills development. An alphabetical index of programs and audiences appears at the end of this guide. Programs that have not been finalized are noted as "TBA." To learn more about an event, visit www.mcaa.org/education or contact the staff member listed in the event description.

MAJOR EVENTS

MCAA Annual Convention

MCAA's premier event provides you with an opportunity to learn, get involved and renew relationships with fellow MCAA members while enjoying exceptional educational workshops, riveting special sessions, outstanding exhibits, heartwarming major events, and social functions that never fail to amaze and delight. An extensive menu of educational sessions will help you see new possibilities and opportunities in your professional and personal life, and will enrich the quality of both. For more information about this highly regarded industry event, please contact Cynthia Buffington (cbuffington@mcaa.org).

Attendees: principals, senior management, middle management, local association executives, family members

Location: Walt Disney World® Resort, Lake Buena Vista, FL

Dates: March 18 – 22

Fees: regular rate: \$2,075; regular spouse, guest, or family member rate: \$725

MSCA Annual Educational Conference

Take advantage of the visionary point of view and cutting-edge educational offerings that characterize this, the only industry conference specifically for mechanical service companies. As industry periodically rediscovers, a strong backbone of mechanical service sustains customers and companies alike, despite financial challenges to the economy affecting new construction. The conference features current issues and trends in service and service sales management, personnel, finance, marketing, training and recruiting. Conference sponsors and exhibitors display new and state-of-the-art products of special interest to mechanical service: automated systems, products promoting sustainability, supporting software, aids to unique service solutions and more. Educational sessions and unique peer-group communication opportunities invigorate attendees, preparing them for the year ahead. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: principals, senior management, middle management, local association executives, family members

Location: Park Hyatt Aviara, Carlsbad, CA

Dates: October 14 – 17

Fees: Regular rate: \$975; spouse/guest rate: \$475



MCAA WEBINAR SERIES

*One of the most valuable commodities of professionals in any industry, but especially mechanical construction, is **time**...to meet with customers, to resolve problems in the office and in the field, and to develop and hone management and leadership skills and increase knowledge. Although we may not be able to solve all of your time dilemmas, we can help to ease the latter by bringing MCAA-caliber education to your desktop via webinars. We encourage you to take advantage of this valuable, time-saving benefit of MCAA membership.*


What Is a Webinar?

Webinars are a product of our Internet age...they are workshops or seminars delivered over the Internet. By using a telephone and the Internet, a broad audience of attendees can participate in a seminar without leaving their desks or their offices. Several employees from a firm may attend a webinar without disrupting the flow of work on a jobsite. Webinars may be a one-way webcast, or there may be interaction between the audience and the presenters through question-answer periods or open discussion.

How Will Webinars Benefit You and Your Business?

- #1 Webinars require no time out of the office!** There is no travel cost required for you and your employees to participate in a webinar. You may participate alone from your desk or with a group of employees during a break.
- #2 Webinars deliver MCAA-caliber education to your desktop!** Webinar session leaders are well-known, seasoned professionals. The information they present is MCAA-quality, skills-enhancing, knowledge-building material.
- #3 Webinars are convenient!** Webinars take place at 1:00 p.m. Eastern time (unless noted). If you or your employees are unable to participate in a scheduled webinar, you can still take advantage of the education offered. Just visit our website at www.mcaa.org/webinars for links to the sites where past webinars are archived.

Ready to Participate in a Webinar? Here's How...

Once you find a webinar topic that interests you, visit www.mcaa.org/webinars, look for the  icon and click on the website link. Detailed instructions will guide you through the registration process. Once you have registered, instructions will be sent to you via e-mail about how to access the webinar.

Just visit our website at www.mcaa.org/webinars for details and to register.

WEBINARS

All webinars are held online at 1:00 p.m. Eastern time (unless noted). Where no fee is listed, webinars are FREE to members and are archived online so that those who are unable to participate in a scheduled webinar can still take advantage of the education offered. For the latest dates and information, or to register, visit www.mcaa.org/webinars.

Green Building Webinars

MCAA has launched a series of webinars to help your company compete successfully in the green and sustainable building marketplace. For the latest information on MCAA's Green Initiative, please visit MCAA's green building website at www.mcaagreen.org. For more information, please contact Sean McGuire (smcguire@mcaa.org).

Attendees: principals, senior management, project managers

Dates: **February 23** – **LEED Credential Maintenance – How to Self-Report and Renew your USGBC Credential** – Courtney France **NEW**

Learn how to navigate the GBCI's credential reporting account and submission process. Understand the best strategies to earn your credits and maintain your credential in the most efficient and cost effective manner possible.

April 26 – **LEED Paperwork – Navigating LEED Documentation and Submittals** – Courtney France **NEW**

The building's LEED scorecard is filled with a multitude of responsibilities, assignments, and submittal requirements for all members of the project team. Fortunately, mechanical and plumbing contractors need to submit LEED documentation on only a handful of credits. Learn what paperwork is typically required and see examples that demonstrate the perfect LEED submittal.

June TBA – **The ASHRAE Building Energy Quotient Program** – Tim Wentz **NEW**

ASHRAE will soon launch a new program that informs owners and operators, tenants and prospective buyers on the energy use of buildings, similar to a nutrition label on food or a miles per gallon rating for cars. The Building Energy Quotient program, known as bEQ, will include an operational rating for commercial buildings and will provide users a simplified way to measure and compare building efficiencies.

July TBA – **Building High Performance Healthcare Facilities** – Matt Gregg **NEW**

The LEED rating system has been modified to work for specific building types. This session is identified for healthcare where specific facility requirements are constantly being balanced against limitations imposed by the LEED rating systems.

August 16 – **LEED Rating Systems – How Your Role Changes** – **NEW**

Although the basic LEED requirements and categories vary little across different rating systems, the actual credit requirements, and associated LEED submittal documentation changes for each building type and the applied LEED certification system. This session will demonstrate how the following rating systems are similar or different, and what it means for your role on a project: LEED-Schools, LEED-Core & Shell, LEED-Interior Design & Construction, LEED-Retail, and LEED-Healthcare.

September TBA – **Building High Performance Data Centers** – Matt Gregg **NEW**

Data centers represent substantial mechanical work for contractors since they require significant cooling loads. This seminar will address how to use the upcoming LEED Data Center rating system and methods for increasing efficiency within these facilities.

October 25 – **LEED 2012 Update** – Courtney France **NEW**

The U.S. Green Building Council continues to raise the bar for high performance and environmentally responsive buildings with the release of the LEED 2012 rating system. This tutorial will provide clear direction on many of the controversial revisions that have occurred on topics like envelope commissioning, cooling tower makeup water, and other energy-related strategies impacting the demand response LEED credits.

November TBA – **Water Efficiency on LEED 2012 Projects** – Matt Gregg **NEW**

As part of the LEED 2012 Update, the Water Efficiency component went through a major overhaul. This session, co-sponsored by the PCA, will cover new credits, major changes and how this section of LEED 2012 affects plumbing and mechanical contractors.

Integrated Project Delivery (IPD) and BIM Webinars

IPD is a construction design process that integrates technology and the requisite skills to employ that technology. This enables team members to realize their highest potentials and provide added value throughout the project lifecycle. Building Information Modeling (BIM) technology allows digital building information to be entered once into a system that can render and manipulate data in up to five dimensions. BIM helps contractors correct and avoid errors and clashes in projects before the first shovel hits the ground. These webinars will inform MCAA contractors about the roles they can play and the value they can add through IPD and BIM. For more information, please contact Dennis Langley (dlanglely@mcaa.org).

Attendees: principals, senior management, project managers

Dates: check MCAA's website (www.mcaa.org/webinars) for details

Management Strategies and Best Practices Webinars

Management issues continue to evolve within the mechanical contracting industry. MCAA will offer overviews of new management resources and updates of MCAA's *Management Methods Manual* bulletins. For example, MCAA's *Planning for Profitability* and the *Successful Project Management Flowchart* have been revised by Tom Williams and will be published in March. A new chapter on "How to Estimate the Effects of Cumulative Impact" will be added to the *Change Order, Productivity, Overtime* publication. The authors will discuss how these new materials can be applied to your company's operations. For more information on these topics, contact Cynthia Buffington (cbuffington@mcaa.org).

Attendees: principals, senior management, middle management, project managers

Dates: TBA – **Planning for Profitability** – Tom Williams **NEW**

TBA – **How to Estimate the Effects of Cumulative Impact** – Paul Stynchcomb **NEW**

PCA Webinars

This year, the PCA will offer a series of online education sessions geared towards plumbing contractors. MCAA members can participate live, or download the sessions afterwards. To keep up to date on the latest PCA webinars, visit www.mcaa.org/pca or join PCA's social networking site, Plumbing-Talk. For more information on any of the webinars or on joining Plumbing-Talk, contact Sean McGuire (smcguire@mcaa.org).

Attendees: principals, senior management, project managers

Dates: **March TBA** – **Lead-Free Plumbing Fixtures** – Scott McDowell and Chris Connors, ZURN **NEW**

With the passage of the Reduction of Lead in Drinking Water Act, the amount of allowable lead in plumbing products will drop from 8% to less than 0.25%. While the legislation does not go into effect across the country until 2014, states like California, Vermont and Maryland have already passed similar legislation. This session will cover some of the challenges, changes and strategies that contractors can use to minimize their exposure, inventory depletion and bid risk for the transition to lead-free plumbing fixtures.

May TBA – **Hot Water Design in High Performance Buildings** – Speaker TBA **NEW**

In many high performance buildings the emphasis is placed on water efficiency. This is sometimes done without considering the functionality of the plumbing system. High efficiency fixtures can take so long to get hot water to the tap that it defeats its purpose. This webinar will explore ways to make high performance buildings operate efficiently and functionally.

July TBA – **Condensate Reuse in Commercial Buildings** – Speaker TBA **NEW**

In some commercial applications, reclaiming condensate water can be a very efficient way to save water for non-potable applications. This webinar will explore ways to use and make available condensate such as in landscaping and cooling tower makeup.

October TBA – **Plumbing Pre-Fabrication** – Speaker TBA **NEW**

For plumbing contractors, starting a pre-fabrication operation can be easier than it is for mechanical contractors. The biggest challenge is changing the way you think about the building process and securing space. This webinar will highlight the basic points of plumbing pre-fabrication from the new 2012 *PCA Plumbing Pre-Fabrication Operations Guide*.

Safety Webinars *NEW*

MCAA will conduct a series of fee-based, eye-opening, common-sense webinars on qualified level arc-flash safety training. This specialized training is stipulated in the most current version of NFPA 70E – 2012 and is required every three years. The training will be conducted by the Hilgeman Group, which has emerged as one of the industry leaders in arc-flash safety. Registration information will be announced in MCAA's weekly e-mail newsletter, the *National Update*. For more information, please contact Pete Chaney (pchaney@mcaa.org).

Attendees: mechanical service technicians and supervisors

Dates: February 9, March 8, April 12, and May 10

Fees: Special, deeply discounted MCAA member rates (see below)! The more people you educate, the more you save!

Fee Per Person	When You Register This Many Company Employees
\$200	1
\$175	5 – 10
\$150	11 – 25
\$100	26 – 50
\$75	51 or more

SERVICE WEBINARS

The Cost of an Hour of Service

This program is based on MSCA's periodic survey of the cost of one hour of service. More than 120 member companies participated in the gathering of data presented in the 2010 results. During this corresponding webinar, which is free to members, viewers gain the skills needed to accurately calculate the direct costs of one hour of service labor. The program covers the concept of burdens which are added to the direct hour cost, giving the complete picture on the fully burdened cost of an hour. True costs are established, clarifying the most important ways to use this information to improve service business margins and bottom line profitability. Steve Smith, the instructor, is a popular presenter for many of MSCA's financial sessions, and vice president of ACCO Engineered Systems, Glendale, CA. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: managers, financial personnel

Dates: at your convenience; visit www.msca.org/webinars to download or view an archive of this webinar

HVAC 101 Webinars and Workbooks

Mechanical Service Contractors of America's HVAC 101 webinars give non-trade personnel a better understanding of HVACR terms, basic systems and the visual tools needed for successful day-to-day interactions with customers and co-workers. Each of our webinar-and-workbook modules includes the most fundamental industry concepts, presented in a thorough real-world way that will help your workforce to better understand our business. All 10 webinars can be downloaded. Workbooks are \$10 each or \$75 for the 10-workbook series. To order workbooks, visit www.mcaa.org/store. For more information, please contact Elinore Tibbetts (etibbetts@mcaa.org).

Attendees: middle management, sales staff, office personnel, dispatchers, local association executives, students

Dates: at your convenience; visit www.msca.org/webinars to download or view an archive of this webinar series

Sales Excellence Webinar Series

Improving sales on your mind? You won't want to miss a single session of this six-part program, based on the hugely successful program Building the Ultimate Sales Team, presented at the 2011 MSCA Educational Conference. Leaders in the mechanical service contracting field will shine a light on the top techniques to ensure your sales staff operates at its maximum potential. These webinars are presented by a panel of successful contractors who have proven that the techniques and processes they will discuss lead to enhanced sales and more motivated employees. Nancy Bandy is the program moderator. For more information, contact Barbara Dolim (bdolim@mcaa.org).

Attendees: managers, financial personnel

Dates: February 29 – Program #1: **Developing the Sales Plan** – Steve Smith *NEW*

The focus of this program will be forecasting future sales and ensuring the success of your sales plan through proper training.

April 18 – Program #2: Hiring and Firing Salespeople – Dave Bavisotto *NEW*

Highlights of this program will include planning for a new hire's arrival, developing a 90-day performance appraisal, and much more.

June 20 – Program #3: Compensation Packages and Other Incentives – Brian Hughes *NEW*

Highlights will include selling behaviors and the pro's and con's of salary, commission, and bonus plans.

August 22 – Program #4: Technicians as Salespeople – Kip Bagley *NEW*

The focus of this session will be the pro's and con's of hiring from the outside and promoting from within and how to transition techs from the field to sales.

October 30 – Program #5: Cross Selling Your Services – Jaimi Lomas *NEW*

During this program, you will learn how to develop incentives for cross-selling and techniques for breaking down the barriers that often develop between company divisions or departments.

December 5 – Program #6: Sales Leadership – Jim Bartolotta *NEW*

This final program will focus on how to develop an effective sales culture plus techniques to help staff members companywide gain an appreciation for sales.

Sales Management Webinar Series

A strong sales team is the key to success in any growing organization. For that sales team to succeed, however, it must be managed and supervised by a supportive and knowledgeable sales manager who has implemented a sound service sales strategy. This series of webinars will help strengthen those skills needed to manage a prosperous sales team and will provide resources that sales managers can utilize to enhance their management and sales skills as well as those of their sales team. For more information, contact Barbara Dolim (bdolim@mcaa.org).

Attendees: managers, financial personnel

Dates: at your convenience; visit www.msca.org/webinars to download or view archives of this webinar series

Program #1: Paving the Way to Sales Management Success – Wayne Turchetta

This program focuses on those factors which make a great sales force including finding and keeping good sales people as well as what makes a great sales manager. The role and practices of the sales manager and how to develop a sound service sales strategy for your organization are also discussed.

Program #2: The Path to Achieving Goals – Dave Bavisotto

This session focuses on what makes a good sales plan, how to determine salesperson compensation, the types of information needed to put together a good sales plan, how to develop a sales plan and how to get salesperson buy-in of the sales plan.

Program #3: Managing Sales Activity and Performance – Wayne Turchetta/Dave Bavisotto

During this program you will learn how to effectively manage the activity and performance of your sales team including tools for tracking sales goals and prospecting activities as well as marketing support.

Program #4: Training for Top Level Performance – Steve Smith

During this session you will learn about the different types of programs available for your sales personnel to ensure top level performance. The benefits and value of the various training options are also reviewed.

Program #5: The Coaching Clinic – Steve Smith

This session focuses on the various ways to monitor performance including sales meetings, one-on-one meetings, debriefings, and plan review meetings. You will also learn how to motivate salespeople and coach them out of sales slumps.

Program #6: Best Practices for Proven Success – Wayne Turchetta/Dave Bavisotto

During this final program of the series, best practices for proven success are reviewed as well as key resources for sales personnel. Effective ways to improve motivation, communication, marketing and sales are also discussed.

Service Safety Training Resources Webinar

MCSA member companies have always counted safety of their employees as one of their most important priorities. In 1997 MCAA/MCSA kicked off its Safety Excellence Initiative to provide safety and health services for members, including industry-specific safety and health resources. Members tell us that the safety and health resources we provide for them are invaluable in terms of enhancing worker protection, and compliance with safety and health regulations. MCAA Safety Director Pete Chaney will discuss what's available to assist your company with safety and health training for workers, education for supervisors, and compliance assistance for your company as a whole. For more information, contact Barbara Dolim (bdolim@mcaa.org).

Attendees: service managers, safety directors

Date: at your convenience; visit www.msca.org/webinars to download or view an archive of this webinar

SPECIAL INTEREST CONFERENCES

Association Executives Council Conference

Developed by and for affiliated local association executives, this conference will bring together executives from across the U.S. and Canada to network with their peers on local and regional issues. Discussion will focus on topics such as labor-management relations, apprenticeship and training, collective bargaining, workforce recruitment, marketing initiatives, leadership skills and civic activities. For more information, please contact Sean McGuire (smcguire@mcaa.org).

Attendees: local association executives

Location: The Inn on Biltmore Estate®, Asheville, NC

Date: July 29 – August 1

Fee: TBA

High Performance Estimating Conference

In today's highly competitive construction environment, strategic estimating is increasingly important to your company's success. Through discussion of the strategic estimating elements of a specific project, you will leave this conference with an enhanced ability to: make bid/no bid decisions; identify hard vs. soft costs; estimate the project the way you are going to build it; estimate the project so you can measure productivity accurately; estimate to gain a competitive advantage; use scope letters and final summaries; advance into selected new markets; plan for profitability; and sell your client on value, not price. For more information, contact Cynthia Buffington (cbuffington@mcaa.org).

Attendees: principals, middle management, project managers, senior estimators, sales engineers

Location: TBA

Dates: not currently scheduled

Fee: TBA

Industry Improvement Funds Conference

Learn the proper use of industry improvement funds, including ideas for beneficial programs which they can subsidize. Each year, the theme of the conference changes; past speakers have included economic futurists, experts on inter-generational relations, public relations specialists, attorneys, and authorities on labor-related trends in the industry. Other issues often addressed at this conference include the duties and responsibilities of industry improvement fund trustees, communicating with fund contributors, financial administration and objectives of a fund, industry education/promotion, and a fund's long-and short-range objectives. Roundtable and panel discussions will allow you to share information on existing programs that are supported by industry improvement funds. For more information, please contact Sean McGuire (smcguire@mcaa.org).

Attendees: industry improvement fund trustees, local association executives

Location: Resort at Longboat Key, Longboat Key, FL

Dates: November 28 – 30

Fee: \$495

Labor Relations Conference

This program, sponsored jointly by MCAA and the UA, is aimed at strengthening communication between the two essential components of our industry—well-trained UA craftspeople and well-educated MCAA contractors. By coming together, representatives of labor and management carry out their industry stewardship by increasing mutual market opportunities. For more information, please contact John McNerney (jmcnerney@mcaa.org).

Attendees: principals, senior management, local association executives and their local UA representatives

Location: TBA

Dates: not currently scheduled

Fee: TBA

MCAA/CQC National Issues Conference

MCAA, in a joint effort with the Sheet Metal and Air Conditioning Contractors' National Association (SMACNA), the Finishing Contractors Association (FCA), the International Council of Employers of Bricklayers and Allied Craftworkers (ICE) and The Association of Union Constructors (TAUC), will address the industry's objectives on key public policy issues. Engage your elected representatives and principal staff members in discussions of key industry issues. Washington policy makers will discuss the changes that can be expected from the current Congress and the Obama administration. For more information, please contact John McNerney (jmcnerney@mcaa.org).

Attendees: principals, senior management, local association executives

Location: Capital Hilton, Washington, DC

Dates: May 2 – 4

Fee: \$475

Mid-Year Education Conference

MCAA's Education Committee develops topical conferences to address current and strategic issues affecting the industry. The 2011 program focused on strategies for navigating a recovering economy. Other topics have included strategic estimating, sustainability, and project performance. A conference is not currently scheduled for 2012 but will be presented in 2013. For more information, please contact Cynthia Buffington (cbuffington@mcaa.org).

Attendees: senior management, project managers, middle management, sales engineers, estimators

Location: TBA

Date: 2013

Fee: TBA

Safety Directors' Conference

This annual conference provides world-class, industry-specific occupational safety and health education for contractor and local affiliate safety professionals. Presentations and discussions focus on time-sensitive mechanical industry safety and health issues. For more information, please contact Pete Chaney (pchaney@mcaa.org).

Attendees: safety and health professionals

Location: TBA

Dates: January 2013

Fee: TBA

Student Chapter Summit

This two-day program will expose students to the mechanical construction, plumbing, and service industries. Students will exchange ideas on chapter development; learn about career opportunities within the mechanical construction industry and how to find them; test their problem-solving and teamwork skills and mechanical knowledge in a mini competition; and hear the details about the latest national student chapter competition. A tour of facilities with interesting mechanical systems and numerous networking opportunities will be featured. MCAA members are welcome and encouraged to attend and evaluate future potential professionals for full-time positions. For more information, please contact Ann Mattheis (amattheis@mcaa.org).

Attendees: students, faculty, local association executives, principals, senior management

Location: Sheraton at Crown Center, Kansas City, MO

Dates: October 4 – 6

Fee: no fee

For more information about these programs visit www.mcaa.org/education or call 800-556-3653 and ask for the MCAA staff member referenced in program description.

TECHNICAL OFFERINGS

Building Information Modeling for Mechanical Contractors Seminars

The day when Building Information Modeling, or BIM, will be standard practice on construction projects is coming... and fast! Studies show that BIM use among project owners, architects, and contractors has steadily increased and is projected to become even more widespread in the years ahead. To address these questions, MCAA will offer two 8-hour seminars in 2012: "BIM Contracts and Risk Allocation for Mechanical Contractors" and "BIM Process & Technology Implementation for Mechanical Contractors." Watch MCAA's *National Update* for details. For more information, please contact Dennis Langley (dlangleym@maa.org).

Attendees: principals, project managers, estimators, engineers

Location: TBA

Dates: TBA – BIM Contracts and Risk Allocation for Mechanical Contractors

TBA – BIM Process & Technology Implementation for Mechanical Contractors

Fee: TBA

Collective Bargaining Seminar

Learn negotiating techniques and constructive approaches that will improve workforce performance along with contractor and industry competitiveness. The seminar will help members and local association executives improve their understanding of the bargaining process to assist in preparing properly for negotiations, and to make bargaining a constructive event for management and labor. Topics covered will include: collective bargaining innovative terms; labor law; work conditions and productivity improvements; labor contract cost/benefit analysis; and planning successful approaches in the bargaining relationship. For more information, please contact John McNerney (jmcnerney@maa.org).

Attendees: principals, senior management, local association executives

Location: San Diego, CA

Dates: November 7 – 9

Fee: TBA

NCPWB Technical Committee Annual Meeting

The NCPWB Technical Committee meets annually to resolve technical welding issues, develop and approve welding procedures, review various code activities, and exchange technical information. In addition to the annual meeting, chapter operation seminars are held each year to educate local NCPWB chapter administrators about the policies and procedures involved in the operation of their chapters. For more information, please contact Nick Nikpourfard (nnikpourfard@maa.org).

Attendees: technical representatives, chapter secretaries, NCPWB chapter executives, UA Locals' representatives

Location: Hilton Head Marriott Resort, Hilton Head, SC

Dates: April 22 – 25

Fee: \$600; spouse/guest: \$150

Pre-Fabrication Seminar

This program focuses on cutting-edge fabrication applications and tours of MCAA member fabrication facilities. The 2012 seminar, "Strategies for Optimizing Your Pre-Fab Processes," will include two facility tours—H.T. Lyons (Allentown, PA) and Victaulic (Easton, PA). H.T. Lyons is a full-service mechanical contractor with in-house engineering that enables it to self-perform projects ranging from \$40 million design-build projects to simple plumbing repairs. Victaulic is a leading provider of mechanical piping systems and will focus its portion of the seminar on "lean" manufacturing. Both organizations will provide examples of ways contractors can take their pre-fabrication to the next level. The seminar is limited to 100 participants with a maximum of two people per company. To learn more about this program, please contact Cynthia Buffington (cbuffington@maa.org).

Attendees: principals, senior management, fabrication shop personnel

Location: Hotel Bethlehem, Bethlehem, PA

Dates: May 9 – 11

Fee: \$895

INSTITUTES

Advanced Leadership Institute (ALI)

As the owner or CEO of your company, are you looking for a world-class educational experience that will hone your entrepreneurial and leadership skills? As the coach of your company's senior executives, are you looking for a one-of-a-kind program that will enhance their leadership and entrepreneurial talents? This custom-developed program will provide attendees with a leading-edge curriculum to extend and enhance the skills they will need to lead their companies to continued success. The program offers a unique learning experience presented by the dynamic faculty of the world-renowned Babson Executive Education Center at Babson College in Wellesley, MA. The all-inclusive fee includes room, board, and airport transfers. For more information, please contact Dennis Langley (dlangley@mcaa.org).

Attendees: principals, senior management

Location: Babson College, Wellesley, MA

Dates: September 30 – October 5 and November 11 – 16

Fee: \$10,500 (all-inclusive; includes room, board, and airport transfers)

Advanced Institute for Project Management (AIPM)

AIPM was established to further develop the project management skills of experienced mechanical industry project managers. The course provides five days of intensive, advanced-level study designed to make even the most experienced project managers more productive and their jobs more profitable. With the industry's top instructors leading the way AIPM students will obtain a highly advanced level of education on leadership, how to keep clients forever, legal issues on difficult jobs, insurance and bonding, how to stay on top of schedule and productivity impacts, negotiating skills for avoiding litigation, and operational management. To get the most out of this course AIPM students should have successfully completed the IPM and have at least two years of experience managing mechanical construction projects, or have considerable experience managing mechanical construction projects. For more program information, please contact Pete Chaney (pchaney@mcaa.org); for registration information, please contact Beth Miller (bmiller@mcaa.org).

Attendees: seasoned project managers

Location: University of Texas, Austin, TX

Dates: January 2013

Fee: TBA

Institute for Project Acquisition (IPA)

This program is not currently scheduled. Please refer to the *Programs That Come to You* section for available *Project Acquisition Process Seminars*.

Institute for Project Management (IPM)

IPM is an intensive, in-depth training course that includes 80 hours of engaging classroom instruction. Much of the course is taught through interactive group breakout sessions which include authentic case studies and other non-lecture based teaching methods. Coursework covers every phase and aspect of a project from pre-planning and administration to job completion. The course occurs over a two-week period that is divided into two separate week-long sessions with the second week-long session several months after the first session concludes. For more program information, please contact Pete Chaney (pchaney@mcaa.org); for registration information, please contact Beth Miller (bmiller@mcaa.org).

Attendees: project managers, supervisors, estimators

Location: University of Texas, Austin, TX

Dates: **Class 53:** April 22 – 26 and September 23 – 27

Class 54: October 14 – 18 and January 13 – 17, 2013

Fee: \$3,000

SERVICE EDUCATION AND TRAINING

Energy Services Sales Forum

Current GreenSTARs as well as those aspiring to the designation are invited to attend this Energy Services Sales Forum. Attendees of this intensive two-day event will learn about MSCA's new Energy Solutions Profile software which will assist GreenSTARs in producing professional and informative reports for their customers about their energy usage and how they can cut their energy costs. In addition, the program will include hands-on training on ENERGY STAR's Portfolio Manager, a discussion about Energy Service Agreements, and information on how to market your status as an Energy Solutions Provider Powered by MSCA GreenSTAR.

Attendees: MSCA member contractors

Location: TBA

Dates: TBA

Fee: TBA

Growing and Developing Service Supervisors

Field service supervisors play a key role that has a direct impact on the bottom line. Often, these highly qualified technicians are placed in this management position with virtually no management or leadership training. MSCA's Growing and Developing Service Supervisors is a focused training program designed specifically for improving the performance of the service supervisor. This program addresses proven training methods in: leadership, coaching, planning, time management, communication, motivational techniques and many more skills which will provide the attending service supervisor the edge and confidence to deal with today's workplace challenges. This program is not a lecture but a hands-on program utilizing real-world exercises and video-recorded role plays that all attendees will be able to relate to and easily incorporate as part of their everyday responsibilities. Every attendee who completes the program will receive a certificate of completion and a comprehensive workbook which they can use for years to come. This valuable workbook contains over 100 sample forms, procedures, checklists and reports. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: field service supervisors

Location: Ft. Lauderdale, FL

Date: February 8 – 10

Location: Indianapolis, IN

Dates: May 10 – 12

Fee: \$600 for the first attendee from a company, \$500 for each additional attendee from the same company

HVAC 101

For information about this webinar and workbook series, please refer to page 6 or go to www.msca.org/webinars.

Selling Skills Training Program: Re-Energize Your Sales Force

This intensive three-day program focuses on fine-tuning the consultative selling skills of sales personnel involved with selling service contracts. This fully updated program focuses on helping participants differentiate their companies by becoming industry experts in areas such as energy efficiency, payback analysis, LEED certification and legislative issues. The value of energy service sales and how this can lead to additional sales opportunities will be addressed, as will further differentiating your company through programs such as MSCA GreenSTAR. The program focuses on the unique concerns and challenges faced by mechanical service contractors in the competitive market of selling service contracts. In addition to defining the role of today's salesperson, the program includes discussions on prospecting, the impact of communication, using features and benefits to help make a sale, handling buying objections, and win-win negotiations. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: service managers, sales personnel

Location: Philadelphia, PA

Dates: April 30 – May 2

Fee: \$1,350

Service Managers Training Program

Get the management and leadership skills you need to help your company succeed during this intensive four-day program. Whether you have come up through the trades with little or no formal management training or you want to enhance your management skills to become a more effective leader, this course is for you. Topics will include financial management, communications, coaching, managing conflict, motivating employees and more. A variety of small group activities, assessment tools, and skills building exercises will help you apply the skills you learn in class, preparing you to go back to the office ready to use what you've learned. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: service managers, prospective service managers

Location: Chicago, IL

Dates: September 10 – 13

Fee: \$1,500

PROGRAMS THAT COME TO YOU

National Education Initiative (NEI) Seminars

To stay ahead of the competition, you must commit to lifelong learning for you and your employees. MCAA presents a variety of locally offered programs to help you and your employees get the training you need to meet these challenges. You or an MCAA affiliated association can schedule half-day, one-, and two-day courses that deliver industry-critical content on a number of topics. For detailed information on the course offerings, visit www.mcaa.org/nei. To determine whether a seminar has been scheduled in your area, contact your local association or contact Beth Miller at 800-556-3653 or bmiller@mcaa.org. For pricing, please contact the instructor listed for the course in which you are interested.

Advanced Supervisory Education Seminars

These seminars are taught by John Koontz, MCAA's national director for project management and advanced supervisory education. John spent 15 years in a variety of positions with MCAA contractors, and then became a tenured associate professor with Purdue University's Department of Building Construction Management. He served as Purdue's mechanical construction management coordinator and has been teaching since 1992. Topics include:

- Planning Skills for Foremen
- Productivity Improvement: Material Management and Site Planning Methods
- The Foreman's Role in Project Documentation
- Managing Labor: Coding, Tracking, and Forecasting
- Essential Management Skills for the Project Foreman
- Managing Change at the Jobsite
- Critical Leadership Skills for Project Foremen
- Successful Survival of Project Closeout
- Everyday Negotiating Skills for Jobsite Supervisors
- Managing Your Subcontractors
- Practical Time Management Skills for Foremen
- Qualities, Characteristics, and Habits of the Industry's Best Foremen

Attendees: supervisors, foremen

Location: varies

Date: varies

Fee: contact John Koontz (john@johnkoontz.com)

Fundamentals of Project Management Seminars

These seminars are taught by John Koontz, MCAA's national director for project management and advanced supervisory education. Topics include:

- Conducting an Effective Turnover Meeting
- Pre-Construction Planning and its Effect on Profitability
- Productivity Improvement: Material Management and Site Planning Methods for Mechanical Projects
- Cost Control I: Fundamentals of Job Cost Control
- Project Billings and Maintaining Positive Project Cash Flow
- Contracts I: Using the Contract as a Tool for Project Management
- Time Management Skills and Managing Multiple Projects
- Effective Project Documentation
- Change Order Management I: Procedures for Successfully Managing Change Orders
- Critical Leadership Skills for Project Managers
- Change Order Management II: Analyzing, Identifying, and Calculating the Real Costs of Project Changes
- Contracts II: Analyzing, Understanding, and Managing Contract Risk
- Essential Management Skills for the Project Manager
- Negotiating I: Basic Negotiating Skills for Project Managers
- Mechanical Scheduling I: The Basics of Scheduling a Mechanical Project
- Value-Based Mechanical Project Management
- Managing the Risk of Owner Furnished Equipment
- Profitably Managing Your Subcontractors
- Successful Survival of Project Closeout
- Basic Construction Law Concepts for Mechanical Project Managers
- High Impact Communication Skills
- Best Practices of Blue Chip Mechanical Project Managers

Attendees: middle management, project managers, estimators

Location: varies

Date: varies

Fee: contact John Koontz (john@johnkoontz.com)

Claims Avoidance Seminar

Claims have long been identified as one of the most significant issues that face contractors, owners and architect/engineers. Invariably, claims create an adverse environment that often prevents long-term relationships, the foundation of a strong company. This four-hour seminar will investigate the common causes of claims, and then build on that knowledge to generate common-sense strategies to avoid claims. Tim Wentz highlights the case materials with recent, real-life case studies that illustrate successes and failures by contractors as they navigate the minefield created by claims.

Attendees: principals, senior management, project managers, estimators

Location: varies

Date: varies

Fee: contact Tim Wentz (tim.wentz@windstream.net)

Green 101: High Performance Fundamentals for Mechanical and Plumbing

This four-hour, industry-specific course will answer your most basic questions and address your most urgent concerns about the growing and increasingly important green building phenomenon. Designed for mechanical and plumbing professionals interested in learning the basics of the subject, the course will cover basic terms, definitions and technologies involving green and sustainable construction. See the Green 201 listing for contact information.

Green 201: Profitable Strategies for Mechanical and Plumbing

A continuation of the Green 101 fundamentals course, this four-hour course will explore marketing and branding opportunities for firms interested in becoming more involved in this rapidly growing segment of our industry. You will explore how to identify the best green alternative for your client and how to use various green strategies in developing a competitive advantage for your company. These courses are taught by Tim Wentz, associate professor at the University of Nebraska – Lincoln, a registered professional engineer and LEED AP with more than 20 years of experience as a mechanical contractor. For more information, please contact Dennis Langley (dlanglely@mcaa.org) or Tim Wentz (tim.wentz@windstream.net).

Attendees: principals, senior management, middle management, project managers, estimators

Location: varies

Date: varies

Fee: contact Tim Wentz (tim.wentz@windstream.net)

Job Operations Seminars

These full-day and half-day seminars, taught by Kathryn Crosby, former chair of MCAA's Project Management Committee, are designed to help foremen and superintendents run more profitable, less problem-prone projects.

- Re-Energize Your Workforce **NEW**
- Moving Forward When the Economy is Holding You Back **NEW**
- Managing Project Risk through Solid Documentation
- General Conditions of the Contract
- Knowing the Score
- The Profitability of Safety
- Construction Financial Management: It's More Than Accounting
- Financial Statements: What You Always Wanted to Know but Were Afraid to Ask
- Safety: The Foreman's Critical Role
- The Business of Contracting: Back to the Basics

Attendees: varies, see www.mcaa.org/education for details

Location: varies

Date: varies

Fee: contact Kathryn Crosby (kcrosby@c-2consulting.com)

Project Acquisition Process Seminars

This full-day seminar is taught by MCAA 2008 President Jack Wilhelmi. A 40 year veteran of the construction industry, he is president emeritus of Waldinger – Omaha. He also served as chairman of MCAA's *Institute for Project Acquisition* committee. The Project Acquisition Process creates an orderly and repetitive process for marketing and estimating. The PA Process creates and defines the relationship between operations and estimating and the often missing link within the estimating process for feedback and validation of labor units. Process places the preparation of the proposal at the beginning of the process rather than at the end. Each estimate is not an original work of art but rather a systematic, repetitive, predictable process. The curriculum focuses on a core body of knowledge that emphasizes that all of the steps are in an orderly process and sequence; include feedback from both won and lost projects; includes a turnover or preconstruction conference and explores the future of estimating technology relative to BIM and similar processes.

Attendees: estimators, sales personnel, middle management, project managers

Location: varies

Date: varies

Fee: contact Jack Wilhelmi (jwilhelmi@waldinger-omaha.com)

Project Profitability Seminars

These eight-hour programs are taught by 2003 MCAA President Tom Williams and focus on identifying ways to improve project profitability. Mr. Williams has recently updated MCAA's *Planning for Profitability* and *The Successful Project Management Flowchart*.

- Planning for Productivity: A Case Study **NEW**
- Managing Change Orders and Documenting Construction Disputes **NEW**
- Six Habits of Highly Productive Foremen
- Six Habits of Highly Productive Project Managers
- Jobsite Productivity: How to Protect It...How to Improve It
- How to Turn Around a Job Going Bad: A Case Study
- Reducing Costs by Changing Your Supply Chain Into a Value Chain

Attendees: senior management, project managers, foremen

Location: varies

Date: varies

Fee: contact Tom Williams (tlwilliams@mckenneys.com)

Strategic Management Seminars

These half-day and full-day seminars are designed to help you to strategically manage risk. You will gain insights into proven methods for developing effective strategic plans and key factors to implement and maintain them. The series is taught by F. James (Jim) McCarl, a nationally recognized speaker with a 30-year career at the helm of McCarl's, Inc.

- Succession Planning...or Else
- An Outside Board of Directors...the Missing Link to Your Success
- Building a Culture of Safety...More Than Numbers
- To Be Green or Not To Be Green? That is the Question
- Surviving and Thriving in Difficult Times
- Strategic Planning – Your Springboard to Success
- Risk Management for the Savvy Mechanical Contractor
- Cash is King
- Profit Is Not a Dirty Word
- Advanced Strategic Planning

Attendees: principals, senior management, project managers

Location: varies

Date: varies

Fee: contact F. James McCarl (fjmccarl@mccarlgroup.com)

SERVICE PROGRAMS THAT COME TO YOU

Managing Service Projects

This class focuses on the unique job of a service project manager and how to effectively and efficiently juggle all facets of this fast-paced and demanding position. During this seminar, the differences between a traditional new construction project and a service project will be discussed. Through role-playing, attendees will work with a team on a case study to gain a better understanding of all the challenges encountered during each step of the project. This one-day program is taught by MSCA Board Chairman Woody Woodall and has received very high marks. For more information, please contact Barbara Dolim (bdolim@mcaa.org).

Attendees: middle management, supervisors, service managers

Location: varies

Date: varies

Fee: \$4,000

Service Skills Development Series

These seminars, either half-day or full day, are taught by popular instructor Nancy Bandy, a professional trainer and management consultant with over 20 years of experience in corporate training, sales and management development. These programs can be customized by content, time, and audience depending on the needs of the local region. For more information, contact Sobeida Orantes (saorantes@mcaa.org).

Employee Development Series

- Communication Skills for Building Better Working Relationships
- Word Power: Making E-mails and Other Written Communication Effective
- Time Management: From Chaos to Control
- What Motivates Me? Managing Personal Work Expectations
- Managing Personal Change in the Workplace
- Conflict Resolution: Turning Resistance into Productivity
- Verbal Impact: Getting Comfortable with Public Speaking
- The Art of Listening: Responding with Purpose
- Valuing Differences: Diversity in the Workplace
- Service Team Accountability: Success through Personal Actions
- Gender Differences and HVACR: Seven Rules for Soaring above the Rooftops

Sales Development Series

- Mining for Customer Gold: Prospecting Strategies for the New Salesperson
- Customer Connections: Building Positive Sales Relationships
- High Impact Sales Presentations: Making a Profitable Impression
- Managing Your Sales Career: Time, Territory and Stress
- Team Presentations: Making the “Right Hand” and the “Left Hand” Work Together
- Positive Negotiating: Turning Opponents into Partners

Customer Service Series

- Service Skills for the Service Professional
- Creating a Culture of Service from the Top Down
- Customer Loyalty: Managing Your Most Valuable Asset

Your Education at-a-Glance

TARGET AUDIENCES

PROGRAM

	Principals	Senior Management	Middle Management	Project Managers	Sales	Estimators	Supervisors/Foremen	Students	Local Executives
Major Events									
MCAA Annual Convention (see page 2)	●	●	●						●
MSCA Annual Educational Conference (see page 2)	●	●	●						●
Webinars									
Green Building Webinars (see page 4)	●	●	●	●					
Integrated Project Delivery (IPD) and BIM Webinars (see page 5)	●	●	●	●					
Management Strategies and Best Practices Webinars (see page 5)	●	●	●	●					
PCA Webinars (see page 5)	●	●	●	●					
Safety Webinars (see page 6)							●		
Service Webinars (see page 6)		●	●	●	●			●	●
Special Interest Conferences									
Association Executives Council Conference (see page 8)									●
High Performance Estimating Conference (see page 8)	●	●	●	●	●	●			
Industry Improvement Funds Conference (see page 8)	●								●
Labor Relations Conference (see page 9)	●	●							●
MCAA/CQC National Issues Conference (see page 9)	●	●							●
Mid-Year Education Conference (see page 9)	●	●	●	●	●	●			
Safety Directors' Conference (see page 9)		●	●						●
Student Chapter Summit (see page 9)	●	●						●	●
Technical Offerings									
Building Information Modeling for Mechanical Contractors Seminars (see page 10)	●	●	●	●		●			
Collective Bargaining Seminar (see page 10)	●	●							●
NCPWB Technical Committee Annual Meeting (see page 10)	●	●							●
Pre-Fabrication Seminar (see page 10)	●	●	●	●		●			

TARGET AUDIENCES

This tool will help you plan for professional development opportunities that will maximize your return on investment.

PROGRAM

	Principals	Senior Management	Middle Management	Project Managers	Sales	Estimators	Supervisors/Foremen	Students	Local Executives
Institutes									
Advanced Leadership Institute (ALI) (see page 11)	●	●							
Advanced Institute for Project Management (AIPM) (see page 11)				●					
Institute for Project Management (IPM) (see page 11)				●		●	●		
Service Education and Training									
Energy Services Sales Forum (see page 12)	●	●	●		●	●			
Growing and Developing Service Supervisors (see page 12)							●		
Selling Skills Training Program (see page 12)			●		●				
Service Managers Training Program (see page 13)		●	●						
Programs that Come to You									
<i>The following programs may appear on your local association's schedule and are also available for onsite training at your company.</i>									
National Education Initiative (NEI) Project Management Seminars									
Advanced Supervisory Education Seminars (see page 13)							●		
Fundamentals of Project Management Seminars (see page 14)			●	●		●			
Claims Avoidance Seminar (see page 14)	●	●	●	●		●			
Green 101 (see page 14)	●	●	●	●	●	●			
Green 201 (see page 15)	●	●	●	●	●	●			
Job Operations Seminars (see page 15)	●	●	●	●		●	●		
Project Acquisition Process Seminars (see page 15)		●	●	●	●	●			
Project Profitability Seminars (see page 16)		●		●					
Strategic Management Seminars (see page 16)	●	●		●					
Service Programs that Come to You									
Managing Service Projects (see page 17)			●	●			●		
Service Skills Development Series (see page 17)			●	●		●			

EDUCATION 2012

A full spectrum of education for mechanical industry professionals

FEBRUARY 2012

8 – 10
Growing and Developing Service Supervisors
Ft. Lauderdale, FL

9
Safety Webinar
Online

23
Green Building Webinar
Online

29
Sales Excellence Webinar
Online

FEBRUARY						
S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

JUNE 2012

20
Sales Excellence Webinar
Online

TBA
Green Building Webinar
Online

JUNE						
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24	25	26	27	28	29	30

NOVEMBER 2012

7 – 9
Collective Bargaining Seminar
San Diego, CA

11 – 16
ALI Course 12, Week 2
Wellesley, MA

28 – 30
Industry Improvement Funds Conference
Longboat Key, FL

TBA
Green Building Webinar
Online

NOVEMBER						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MARCH 2012

8
Safety Webinar
Online

18 – 22
MCAA Annual Convention
Walt Disney World Resort®
Lake Buena Vista, FL

TBA
PCA Webinar
Online

MARCH						
S	M	T	W	T	F	S
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY 2012

29 – August 1
Association Executives Council Conference
Asheville, NC

TBA
Green Building Webinar
Online

TBA
PCA Webinar
Online

JULY						
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22	23	24	25	26	27	28
29	30	31				

DECEMBER 2012

5
Sales Excellence Webinar
Online

DECEMBER						
S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL 2012

12
Safety Webinar
Online

18
Sales Excellence Webinar
Online

22 – 25
NCPWB Technical Committee Annual Meeting
Hilton Head, SC

22 – 26
IPM Class 53, Week 1
Austin, TX

26
Green Building Webinar
Online

30 – May 2
Selling Skills Training Program
Philadelphia, PA

APRIL						
S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

AUGUST 2012

16
Green Building Webinar
Online

22
Sales Excellence Webinar
Online

AUGUST						
S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 2013

13 – 17
IPM Class 54, Week 2
Austin, TX

TBA
Advanced IPM
Austin, TX

TBA
Safety Directors' Conference
TBA

JANUARY						
S	M	T	W	T	F	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2012

10 – 13
Service Managers Training Program
Chicago, IL

23 – 27
IPM Class 53, Week 2
Austin, TX

30 – October 5
ALI Course 12, Week 1
Wellesley, MA

TBA
Green Building Webinar
Online

SEPTEMBER						
S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY 2012

2 – 4
MCAA/CQC National Issues Conference
Washington, DC

9 – 11
Pre-Fabrication Seminar
Bethlehem, PA

10
Safety Webinar
Online

10 – 12
Growing and Developing Service Supervisors
Indianapolis, IN

TBA
PCA Webinar
Online

MAY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

OCTOBER 2012

4 – 6
Student Chapter Summit
Kansas City, MO

14 – 17
MSCA Annual Educational Conference
Carlsbad, CA

14 – 18
IPM Class 54, Week 1
Austin, TX

25
Green Building Webinar
Online

30
Sales Excellence Webinar
Online

TBA
PCA Webinar
Online

OCTOBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

At Your Convenience

- The Cost of an Hour of Service
- HVAC 101 Webinars
- Sales Management Webinar Series
- Service Safety Training Resources Webinar



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