



The green wave is coming.
Is your company ready?



Catching the Next Wave:

A Conference on Seizing the Green Opportunities that Lie Ahead

MILWAUKEE, WISCONSIN | THE PFISTER HOTEL
SEPTEMBER 24–26, 2007

Dear MCAA, PCA or MSCA Contractor:



I cannot tell you how delighted I am to forward to you this brochure detailing MCAA's signature conference for this calendar year, *Catching the Next Wave: Seizing the Green Opportunities that Lie Ahead*. I hope your schedule will permit you and your company's key personnel to join us in Milwaukee in September.

We are channeling our association resources toward helping MCAA members continue their evolution into cutting-edge green mechanical, plumbing and service contractors. It's a bold effort, but I believe we need to go beyond half measures to secure our future.

Environmental stewardship is not new to any of us. But I'm not sure we're entirely prepared for the radical reshaping of our marketplace that has already begun. To address climate change and water scarcity, new buildings (whether built by public or private owners) are likely to employ new technologies to be far more energy efficient and use less water than we've seen before. Many existing buildings will undergo high performance retrofits. And maintaining these buildings at their high level of performance will bring new opportunities but require new skills.



Simply put, green and sustainable building means more work for our industry. Commercial and residential buildings in the United States account for one-third of the nation's energy use and two-thirds of our electricity use. Improved building design and construction can do more to fight global warming than the curbs in greenhouse gases set forth by the Kyoto Protocol, according to the United Nations. Our industry will also be at the forefront of water reclamation, recycling and conservation.

But this work won't come without a change in our business strategies and skill sets. Not only are green and sustainable buildings different, but the integrative process used to construct them requires collaboration and green methods. These more complex and technologically sophisticated systems can be a growing part of your business with a little up front investment and continuous learning — at which MCAA members excel.

I hope to see you in Milwaukee.

A handwritten signature in cursive script that reads "David J. Kruse".

David J. Kruse
MCAA President

Anyone in the plumbing, mechanical and service industry, regardless of your firm's size, will benefit from this conference's focus on green opportunities.

If your job includes thinking about your firm's future, how to get more of the right kind of business through the door and how to perform it profitably with the right team, then you'll want to be here. Those who will especially want to hear this exceptional slate of industry experts on green and sustainable construction include:

- CEOs & Executive Team
- Business Development Managers
- Sales Managers & Marketing Professionals
- Project Managers
- Environmental Team Leaders

Who should attend? What is your ROI?

At this conference, you will:

- Explore developing green market segments and the implications for mechanical construction, plumbing and service. Where are the opportunities?
- Learn how to profit from green opportunities while avoiding costly mistakes.
- Take home real-world-tested tips and techniques for working in this new era for our industry.
- Meet some of the most important movers and shakers within the green building movement.
- Learn how the green building rating system is governed and how it is evolving.
- Learn how your business will need to change to be an industry leader in this market. You will be able to answer these questions:
 - How will my business plan and corporate culture need to change?
 - What new skills and abilities will I need in my company, and how do I develop them quickly?
 - How do I market my company's new capabilities?
- Explore the new products and technologies coming your way that will take high performance buildings to yet another level.
- Have your questions answered by our experts.



Preliminary Program

Monday, Sept. 24, 2007

8:00 am–10:00 am

Registration

10:00 am –10:15 am

Dave Kruse

L.J. Kruse Company; *President of MCAA*

Tim Wentz

University of Nebraska–Lincoln; *Moderator*

Opening Session

You will learn why your company should be very glad you're here, or why catching the wave is better than being swamped by it. Is it too much to say that your future profitability may depend on your understanding of this rapidly developing marketplace? We think not.

10:15 am–11:30 am

Paul Von Paumgarten

Johnson Controls

The Evolution of the High Performance Green Building Movement

The high performance green building movement hasn't always been what it is today. Originally focused on energy efficiency, high performance buildings are now often evaluated using lifecycle costs. Paul will describe the sustainability movement, and how you achieve and measure sustainability. You will learn how to use proven processes to keep your competitive advantage by embracing the triple bottom line of sustainability: economic profitability for the organization and its stakeholders, social well-being for both

employees and surrounding communities and environmental protection and resource conservation.

Paul Von Paumgarten is Director of Energy and Environmental Affairs for Johnson Controls Building Efficiency. He manages their High Performance Green Buildings business, which includes structures that are designed, built, renovated, and operated in a resource-efficient manner. An original member and a current board member of the U.S. Green Building Council, Paul was awarded their Leadership Award in 2005. He is a founder of the Alliance for Sustainable Built Environments and a member of the Executive Council of the Energy Efficiency Forum.

11:30 am–12:00 pm

Tim Wentz

University of Nebraska–Lincoln

Green and Sustainability—Speaking the Language

One of our favorite educators will get everyone on the same page with an up-to-date version of Green 101. Tim will review the basics—and you'll walk away with a current, functional knowledge of green and sustainable construction and today's terminology as it pertains to mechanical construction, plumbing and service contractors.

Tim Wentz spent 20 years estimating both design/build and plan and spec work in a small, family-owned mechanical contracting firm that specialized in historic preservation and renovation projects. He now teaches construction management at the University of Nebraska and also serves on the faculty of MCAA's National Education Initiative and Institute for Project Management. He has been closely involved with MCAA's Career Development program and has received MCAA's Educator of the Year Award three times.

Monday, Sept. 24, 2007

Continued

12:10 pm–1:40 pm

Luncheon featuring Tom Hicks

Tom Hicks

U.S. Green Building Council

Future Trends in Green and Sustainability

To know anything about green and sustainable construction is to recognize the pivotal role being played by the U.S. Green Building Council and its Leadership in Energy and Environmental Design (LEED) rating system. Tom will explain the evolution and future direction of the USGBC's LEED codes and guidelines that determine what a green building is and how to build it. You will learn how construction firms, as members of the USGBC, play an active role in shaping the development and implementation of the LEED system. And, you will learn the concept of "project DNA" for high performance buildings.

As Vice President for LEED at the U.S. Green Building Council, **Tom Hicks** oversees the development and implementation of all LEED rating systems. Tom joined the USGBC in 2004 after a distinguished career at the U.S. Environmental Protection Agency, where he was a senior program manager in the Energy Star for Buildings program. Tom was the principal architect and program manager of the Energy Star commercial building rating system, the nation's largest and best-known energy efficiency initiative. Energy Star has been used to assess the energy performance of over 30,000 buildings totaling over five billion square feet of floor space. Prior to the EPA, Tom implemented the energy efficiency program for the U.S. Navy Public Works Center. Tom has a BS in Mechanical Engineering from the Clark School of Engineering at the University of Maryland and is working toward his Master's degree in Engineering Management.

1:45 pm–3:00 pm

Jerry Yudelson

Yudelson Associates

Branding and Positioning Your Green Building Offering

You may have successfully worked on a LEED project, but are you known as the go-to green contractor? After a brief overview of individual markets, Jerry will talk about the changes you may want to make in your contracting business to maximize your green opportunities and to avoid the pitfalls. Marketing is likely to be an area in which your company can do more, and do it differently, to get in the game. You will learn a five-step program and real-life

lessons that can position your firm as a leader in the green marketplace. You will hear clear descriptions of successful marketing strategies and approaches used by the construction contractors who are transforming the building industry.

Jerry Yudelson has been involved in marketing renewable energy systems, environmental remediation products and services, and green building design and consulting services for 25 years. Yudelson Associates' mission is to "grow the business of green building," by making its clients more successful in the design, development, marketing, construction and operation of green building projects. Jerry has worked as a consultant for state and local governments, utilities, Fortune 500 companies, small businesses, engineering firms and product manufacturers. He holds an MBA with highest honors from the University of Oregon, has taught nearly 60 MBA-level courses in marketing, business planning, organizational development and communications, and is a registered Professional Engineer with degrees in civil and environmental engineering from Caltech and Harvard.

Refreshment Break

3:15 pm–4:45 pm

Matt Gregg, P.E.

McKinstry Co.

What Do You Need to Do Green Business?

You will explore the critical elements required to position your company to win in the green movement. You will identify infrastructure elements (capital, human, training, time, etc.) and learn how to orient them to the opportunities that are coming in green. You will learn how these are different from your current business practices. You will learn what resources are needed to take advantage of green and sustainable opportunities and how to apply them to a green business plan.

Matt Gregg, lead Professional Engineer for McKinstry Co., is a 10-year veteran of the mechanical engineering industry, with five years experience in the consultant side of the business and five years as a design-build engineer. His extensive background in design, energy modeling and sustainability led to his selection as McKinstry's coordinator for all green initiatives including sustainability, energy efficiency, indoor air quality and water conservation. Matt served in a leadership role in the development of the Cascadia Green Building Council, the Pacific Northwest Chapter of the U.S. Green Building Council. Matt serves the organization in many capacities including organizing green building tours and working with young professionals within the green building movement. Matt has worked on over 20 LEED registered projects including new construction (NC), existing building (EB), commercial interiors (CI) and core and shell (CS), making him one of the industry's most experienced engineers in the field of Clean Technology.



Preliminary Program

Monday, Sept. 24, 2007

Continued

4:45 pm–5:00 pm

Panel Discussion

A panel of today's presenters will answer questions arising from the day's sessions.

5:30 pm–7:30 pm

Green Products Showcase and Reception

Dinner on your own

Tuesday, Sept. 25, 2007

7:00 am–7:30 am

Breakfast Buffet

7:30 am–8:30 am

David Allen

McKinstry Co.

What are the Emerging Markets?

You will learn to identify potential emerging markets in clean technology for mechanical contractors in the sustainable marketplace. The emerging markets that will be discussed include: energy efficiency, renewables, alternative energy, recycling, remediation and water conservation.

David Allen is principle and executive vice president of business development and branding for McKinstry Co., a Seattle-based construction, engineering and facility services firm. McKinstry, with sales nearing \$300 million, is the market leader in the Pacific Northwest for design-build mechanical construction and facility operation and management, and boasts one of the nation's largest energy services groups. David is responsible for the company's brand development through managing its marketing, business development and client service activities. He serves as board chair of the regional economic development council of Seattle and was recently tapped to chair the newly established Washington Clean Technology Alliance, a statewide trade council whose members include businesses, public agencies and environmental advocates who represent every segment of the emerging Clean Technology industry.

8:45 am–10:00 am

Gary Saulson

PNC Financial Services Group

The Greening of the Real Estate Market

You will hear how an innovative financial institution, PNC, decided to go green and became the first major bank to start building green branches. You will learn how they created a green construction prototype for their projects and crafted a strategy to achieve a positive return on investment using green and sustainable designs and construction methods. You will hear how they created:

- Value adds
- Long-term relationships
- Long-term profit streams

Tuesday, Sept. 25, 2007

Continued

Gary Saulson is director of corporate real estate for The PNC Financial Services Group where he leads PNC's Realty Services business unit. He is responsible for all of PNC's non-lending real estate functions, including the management of all owned and leased properties and all construction and development projects. Construction projects completed under Saulson include the 650,000 sq. ft. PNC Firstside Center in Pittsburgh, which is one of the world's largest certified green buildings and has been recognized with over 20-plus awards, and the 113,000 sq. ft. world headquarters building for PNC's mutual fund servicing company in Wilmington, Delaware's first certified green building (LEED Gold). In addition, PNC is the first to build green bank branches in the country with LEED certified branches in Ohio, New Jersey and Pennsylvania and a prototype for all future branch construction.

Refreshment Break

10:15 am–11:45 am

Chuck Gaziano

McKenney's, Inc.

Commissioning (LEED-NC)

You will learn the critical role commissioning plays in green building and the LEED process. You will learn what skills and experience are needed to provide commissioning services and the level of commitment that will be expected of you. If your company isn't in this market, should you consider adding commissioning activities to your business mix? You will learn how the addition of commissioning capabilities can generate new volume and profits for your business. And you will learn how you can leverage your commissioning expertise to increase your marketability to general contractors seeking LEED projects. The USGBC requires third party commissioning—what does this mean for you?

Chuck Gaziano is vice president of the healthcare and research group at McKenney's, Inc. in Atlanta, Georgia. He has over 25 years of experience in the design, construction and commissioning of a variety of building types. He holds a BSME from the Georgia Institute of Technology and an MBA from Georgia State University.

11:45 am–12:45 pm

Lunch Buffet

12:45 pm–2:45 pm

Kevin Mueller

Architectural Energy Corporation

Retro-Commissioning for Existing Buildings (LEED-EB)

You will learn how to "green" your service company through repair and replacement opportunities. You will learn how the process of retro-commissioning can be applied to existing buildings. You will learn how to acquire the LEED-EB prerequisites and credits in the areas of service, operation and maintenance that will allow you to develop these new markets. In addition, you will learn the criteria for re-commissioning an existing building.

Kevin Mueller is a member of Architectural Energy Corporation's Building Commissioning Business Team, and serves as a commissioning agent and project manager on AEC commissioning and diagnostic testing projects. He holds a BSME from the University of Wisconsin–Milwaukee, is a LEED Accredited Professional, is a registered Professional Engineer in the State of Colorado and has experience in HVACR design, installation and service.

Refreshment Break

3:00 pm–4:30 pm

Tim Wentz

University of Nebraska–Lincoln

Energy Efficiency and Indoor Air Quality (LEED-NC)

You will learn how to "green" your mechanical contracting company. The mechanical systems of a building are critical to achieving many of the points available in the LEED for New Construction rating system. You will learn how to acquire LEED-NC prerequisites and credits in mechanical areas, especially energy efficiency and indoor air quality. But working on a green project isn't only about the design and performance of the building; you will learn the changes you will need to make in your construction processes. You will learn how to link the requirements found in the LEED-NC section to the need to document client expectations and project performance.

Tim Wentz's bio is provided under Monday's 11:30 am offering.



Preliminary Program

Tuesday, Sept. 25, 2007

Continued

4:30 pm–5:00 pm

Panel Discussion

Today's presenters will recap the day's sessions on emerging markets.

5:30 pm–8:00 pm

Tour of Johnson Controls' LEED Gold Building Efficiency World Headquarters and Reception

Sponsored by Johnson Controls

After your busy day you will be ready for a field trip. With thanks to our host, Johnson Controls, you will see how an existing building was retrofit to achieve a LEED Gold rating.

Dinner on your own

Wednesday, Sept. 26, 2007

7:00 am–7:30 am

Breakfast Buffet

7:30 am–9:00 am

Dave Kruse

LJ Kruse Company

Jim Allen

Sloan Valves

How to Green Your Plumbing Operations and Water Conservation Products

MCAA 2007 president **Dave Kruse** and his colleagues at LJ Kruse Company will describe how they "greened" their plumbing and service operations. You will also learn how to acquire LEED-NC points in plumbing and water conservation. The discussions will also address plumbing products and the evolving practices available to solve some of our pressing environmental challenges. You will learn what's available now, and what new products are in development.

Jim Allen is the water efficiency director of Sloan Valve Company in Franklin Park, IL. He is a LEED accredited professional and has authored several articles on the water conservation. Jim regularly speaks on strategies for achieving water efficiency credits. **Dave Kruse** is president of the LJ Kruse Company, a plumbing, heating, cooling contractor in Berkeley, CA. His company has been involved in numerous LEED projects throughout Northern California.

Wednesday, Sept. 26, 2007

Continued

9:00 am–9:45 am

Julius Ballanco, P.E.

ASPE

Phil Campbell

UA

Water Conservation Codes

You will learn about existing green codes, the process for establishing new codes, and the barriers to acceptance. You will hear how existing building codes impact the green and sustainable marketplace and the forecast for future changes. You will learn how the UA is working with existing plumbing codes and green plumbing opportunities.

Julius Ballanco, P.E. is president of JB Engineering and Code Consulting, P.C. in Munster, Indiana. He currently serves as president of the American Society of Plumbing Engineers (ASPE). **Phil Campbell** is the United Association Local 525 training director, Las Vegas, Nevada.

Refreshment Break

10:00 am–10:30 am

Tim Wentz

University of Nebraska–Lincoln

Preparing Your Team to Go “Green”

Being a green contractor can't be window dressing. Your entire team will need to understand green construction, plumbing and service and be willing to adopt new mindsets and invest in new skills. You will learn what resources are available to transform your team. You will learn about the LEED Accredited Professional exams, who should take them, and their purpose. You will learn about MCAA's New Construction and MSCA's Existing Buildings LEED prep courses to help them succeed. You will also learn what the United Association is doing to train its members.

Tim Wentz's bio is provided under Monday's 11:30 am offering.

10:30 am–11:45 am

Tom Taylor

Vertegy

The Benefits and Pitfalls of Sustainable Construction — the Alberici Case Study

You will see it all come together in a real project that combines the elements of traditional and green building concepts. The principal on the Alberici Project, Tom Taylor will explore the challenges and rewards derived from building the world's greenest building. The Alberici building was awarded LEED-NC Platinum at 60 points, the highest credit level achieved by any project to date, and went on to receive a 4 Green Globes rating by the Green Building Initiative (GBI) at 93 percent, also the highest level achieved to date using that rating system. Tom's invaluable experience, functioning as the owner's rep, construction manager and sustainable consultant of the project, will provide you with insight and inspiration about meeting the myriad green and sustainable challenges in our industry.

Tom Taylor now heads Vertegy, which was launched by Alberici after the success they achieved on their headquarters project. Tom is a fourth generation construction professional turned sustainability consultant and has served at Alberici Corporation for over 20 years. He holds a BS in business management from Southern Illinois University with a minor in construction management. He's a member of the St. Louis Regional Chapter of the U.S. Green Building Council, chairman of the sustainable construction task force of the national Associated General Contractors and a LEED Accredited Professional.

11:45 am–12:00 pm

Panel Discussion

This morning's presenters wrap-up session will recap the highlights and answer your questions before we head home to put it all into practice.

12:00 pm

Conference Concludes



Green Product Showcase

Monday, Sept. 24, 2007

5:30 pm–7:30 pm

See and hear about some of the latest and most innovative products that will transform the mechanical construction, plumbing and service markets. Hors d'oeuvres and liquid refreshments will keep you fueled as you explore the displays and meet with MCAA's exhibiting manufacturer/supplier members.



MCAA would like to thank the exhibiting members of the Manufacturer/Supplier Council for their support of this first time event. We would also like to thank **Johnson Controls** for their assistance in developing this conference and in putting out the welcome mat at their headquarters. A special thank you is extended to **CNA** for the Monday luncheon and to **Siemens Building Technologies** for providing each of conference registrants with a copy of the McGraw Hill publication *The Greening of Corporate America*.

Special thanks are also extended to the members of the MCAA Education Committee, the Emerging Trends Task Force, and Professor Tim Wentz for their hard work bringing this conference to life.

Thanks to exhibiting members





Logistics | Travel and Registration Information

About Milwaukee and The Pfister Hotel

As they say, "If you haven't been to Milwaukee lately, you haven't been to Milwaukee." The Pfister Hotel's trademarks are the opulent architecture, stunning artwork and luxurious hospitality of this 100 year-old hotel. Downtown Milwaukee's finest hotel sits near Lake Michigan, close to the vibrant arts and entertainment scene and the most exclusive dining. The guest rooms and suites feature wireless Internet access, newspaper, safe and in-room coffee makers. The Pfister has a fitness center, indoor pool, spa and a martini bar.

Discounted Airfares Available

The Pfister Hotel is 12 miles or 15 minutes from Milwaukee's Mitchell International Airport. Take advantage of special discounted airfares MCAA has available for travel to the Green Opportunities Conference on United Airlines, United Express, Ted, and United code share flights (UA*) operated by USAirways and Air Canada. MCAA's special rates will allow you to obtain a 5 percent discount off the lowest applicable fares; if you purchase your ticket at least 30 days in advance, you will receive an additional 5 percent discount.

To take advantage of these special fares, you are required to call **United's Special Meeting Desk** to make your reservation. Simply call **800-521-4041** and refer to **Meeting ID Number 552WB** between 8:00 a.m. and 10:00 p.m. EST seven days a week. Mileage Plus members receive full credit for all miles flown to the conference. Call early, since seats may be limited. **Unfortunately, these discounts do not apply to travel booked over the Internet.**

Registration and Hotel Reservations

Go Green — register online. We highly recommend that you walk the walk when it comes to green opportunities by trying out MCAA's *updated* online registration system, located at www.mcaa.org/education. Those using the online registration system will receive immediate confirmation via e-mail of their room selection and registration for the conference.

Your hotel reservation request will be forwarded to the hotel for processing and confirmation. MCAA will send you additional information and your hotel confirmation number shortly before the meeting.

MCAA's Registration Cancellation and Refund Policy

If it becomes necessary to cancel your participation in the conference, please send written notification to MCAA. You will receive a full registration refund if you cancel by September 17, 2007, other refunds will be handled on a case-by-case basis. Substitutions are always accepted.

Hotel Cancellation and Refund Policy


Upon MCAA's receipt of your cancellation, MCAA will forward the notification to the hotel. Please note that reservations must be cancelled prior to **48 hours** of arrival to receive a refund.

If you have questions, please contact the MCAA Meetings Department

By phone: 301-869-5800
By e-mail: eventregistration@mcaa.org
By fax: 301-869-3520
By mail: Meetings Dept., 1385 Piccard Drive
Rockville, MD 20850

Our business hours are 9:00 am–5:00 pm EST Monday through Friday.

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is a registered trademark of the U.S. Green Building Council.

 This brochure was printed with soy-based inks on recycled paper that contains 25% post-consumer waste.

GO GREEN: Register Online — Earn a \$50 conference resource center gift certificate.



MECHANICAL CONTRACTORS ASSOCIATION OF AMERICA

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	\$695
Nonmember	\$1595
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Account Number _____ Expiration _____
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Hotel Registration

Room Type	Room Rate	King Bed	Double Beds
Lake View Room	\$209		
City View Room	\$189		
Master Suite or Salon Suite	\$249		

Arrival Date _____ Departure Date _____
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 Do you have any special hotel requirements? _____

 Please contact MCAA Convention Department at 1-800-556-3653 if you require special accommodations to fully participate in this event.

Rooms at the Group Rate Are Subject to Availability

Reservations are made on a first come, first served, space available basis, upon payment of meeting registration fee. A deposit in the amount of the **one night** daily rate is necessary to confirm your reservation. **Cancellations within 48 hours of arrival** may result in forfeiture of deposit. Check in time is 3:00 pm and check-out is 12:00 noon. Rates are subject to taxes equaling 13%.

Check (payable to The Pfister Hotel) AMEX MC VISA

Account Number _____ Expiration _____
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I authorize the following to be charged to the credit card provided: Room & Tax Incidentals Room Deposit Only

Signature _____

Registration Made Easy:

GO GREEN! Register online at www.mcaa.org/education

 Fax your completed registration and hotel reservation forms to: (301) 869-3520 OR

 Mailing address: MCAA Meeting Department • 1385 Piccard Drive • Rockville, MD 20850

Questions? Call (800) 556-3653 or e-mail us at eventregistration@mcaa.org

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