

NEI HALF-DAY SEMINARS

Green Building and Claims Avoidance Seminars

MCAA, the “education association,” proudly presents three half-day seminars to help you navigate new opportunities and avoid claims. Green 101 and Green 201 will help you explore the growing and increasingly important green building phenomenon. Claims Avoidance will help you preserve long-term relationships by avoiding claims that create an adverse environment.

Who Should Attend?

Principals of mechanical contracting and service firms (who make business go/no go decisions), project managers who will have to build these green projects, design team members, and marketing personnel who must promote company capabilities and offerings are all excellent candidates for Green 101 and Green 201.

Business owners, project managers and estimators are the primary candidates for Claims Avoidance.

Course Descriptions

NEW

Green 201: Profitable Strategies for Mechanical and Plumbing Contractors – 4 hours

A continuation of the *Green 101* fundamentals course, *Green 201* explores marketing and branding opportunities for firms wanting to become more involved in this rapid growth segment of our industry. The seminar also explores identifying the best green alternative for your client and how to produce a competitive advantage with various green strategies.

Green 101 – 4 hours

Green 101 will help MCAA and MSCA members position themselves as the partners of choice for customers opting for green and sustainable construction/service. It covers the basics of the subject, such as:

- Basic terms, definitions and technologies involving green and sustainable construction
- What is the U. S. Green Building Council and what is their role in sustainability?
- What is LEED certification and do you need to be certified?
- What do you need to know to acquire or complete a green or sustainable project?
- How to identify green and sustainable business opportunities
- Using green to increase business volume and strengthen market share
- Differentiating your firm from your competitors' through green products and services

- Case studies demonstrating green and sustainable strategies for mechanical contractors
- Examples of green contract clauses – opportunities vs. risks
- Who is mandating green construction today?
- What are the basic human and technology resources you need to service green projects?
- What are the future trends in green and sustainable construction?

Claims Avoidance – 4 hours

Claims have long been identified as one of the most significant issues that face contractors, owners and architect/engineers alike. Invariably, claims create an adverse environment that often prevents long-term relationships, the foundation of a strong company. This seminar investigates the common causes of claims, then builds on that knowledge to generate common sense strategies to avoid claims. The course material is highlighted with recent, real-life case studies that illustrate successes and failures by contractors as they navigate the minefield created by claims.

Who is the Presenter?



Tim Wentz is a registered professional engineer, a LEED Accredited Professional, a licensed heating contractor, and a licensed master plumber with over 20 years of industry experience as a mechanical contractor. He serves

on MCAA's NEI and Institute for Project Management (IPM) faculty. He was named MCAA's Educator of the Year three times and received MCAA's Distinguished Service Award, the association's highest honor. Tim is also a fellow in the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).

FOR MORE INFORMATION OR TO SCHEDULE A COURSE, CONTACT:

Tim Wentz at 402-472-3737 (phone), 402-472-4087 (fax) or tim.wentz@windstream.net.

You may also contact MCAA's **Beth Miller** at 800-556-3653 or bmiller@mcaa.org.

nei national
education
initiative
Bringing **world-class** education to your location

Visit www.mcaa.org/nei to learn more about other courses available through the NEI
and view complete course details.

To schedule a course, contact the instructor directly using the contact information on
their flier or contact MCAA's Beth Miller at **800-556-3653** or bmiller@mcaa.org.