

DATELINE



Your monthly fax update from MSCA

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MSCA FALL EDUCATIONAL CALENDAR Don't miss these learning opportunities!

September 18 – 19 **Dispatcher Professional Development Program** **Philadelphia, PA**
This is the last time this year this very popular program will be offered. This two-day program was specifically designed for MSCA member companies and will help new or experienced dispatchers understand their vital role to the company, advance their careers, improve the skills needed for their demanding job and significantly enhance their ability to contribute to the company's success. The program focuses on all facets of a dispatcher's jobs including their impact on profitability, communication skills, partnering with technicians, servicing customers and working with service managers. This highly interactive program, taught by popular presenter Nancy Bandy, includes presentations, group exercises, self-assessment tools and discussion groups. Cost is \$450 per person and includes all program materials, breakfast and lunch for the two days. Program will be held at the Renaissance Hotel at Philadelphia Airport. For details and registration information go to: <http://www.mcaa.org/education/msca/dispatcher/>.

September 20 **Managing Service Projects** **Baltimore, MD**
The one-day "Managing Service Projects" program provides service project managers with many valuable insights and skills on how to handle their hectic and fast-paced jobs more efficiently and effectively. Woody Woodall, seminar instructor and Chairman of the MSCA Education Committee, is a dynamic, upbeat and excellent presenter. His communication style and real world experience keeps the class focused and moving. During this seminar, you will learn how coordinating service projects are so different from managing new construction projects, requiring a different focus and skill set. Topics include customer relations, time management, adding value, understanding costs, communications, best practices and collections. "Managing Service Projects" will be presented on Wednesday, September 20th from 8:00 a.m. – 5:00 p.m. at the BWI Marriott Hotel in Baltimore, MD. Program fee is \$350 and includes breakfast, lunch and all program materials. Go to <http://www.mcaa.org/education/msca/managing-service> for details.

October 15 – 18 **20th Annual Educational Conference** **Charleston, SC**
This year's conference will be held at the beautiful Charleston Place Hotel in Charleston, SC from October 15th – 18th and the line-up of seminar speakers and special conference events are NOT TO BE MISSED! This year's educational sessions feature experienced business experts ready to help you take your business to the next level of profitability and success. Topics to be addressed include emotional intelligence, coaching, contract clauses, business growth, customer service, upgrading your sales force, and more!! Special keynote speakers include Nido Qubein, who proved the American dream can become a reality; Allyn Kilsheimer, the structural engineer responsible for rebuilding the Pentagon after 9/11; and a closing session talk by Ken Schmidt, former communications director for Harley-Davidson. The popular roundtable peer group discussion sessions will also focus on key topics that will help you meet today's business challenges. These include selling service agreements, extracting profits from work orders, incentive plans, developing a business plan, recruiting, labor issues and competition. You will also not want to miss our spectacular Blues, Brews and Barbeque closing party to be held at Boone Hall Plantation. The home and gardens will be open for tours and the elegant dinner to be held under a tent on the plantation grounds will feature local entertainment. Registration is available on-line at <http://www.mcaa.org/education/> or go to <http://www.mcaa.org/education/msca/annualconference/> for further details.