

DATELINE



Your monthly update from MSCA

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GRUNDFOS PUMPS SPONSORS HOME AGAIN POSTERS – Special thanks to Grundfos Pumps for their recent generous donation to Project Home Again. Their support will be used for the printing and distribution of 500 additional posters of missing children. Since 1998, over 8,000 posters of missing children have been distributed to participating contractors around the country. Of the 360 children featured on Project Home Again posters, over 160 have been found. If you would like to participate in this program by displaying these posters, please contact Sobeida Orantes at saorantes@mcaa.org. For more information on Project Home Again go to: www.projecthomeagain.com.

GREEN TRAINING TRAILER HITS THE ROAD: MSCA has been working closely with the United Association in the development of a mobile training trailer featuring the latest in green technologies. The trailer will make its debut appearance on Sunday, March 2nd at the MCAA Convention in Palm Springs, CA. The trailer will serve as a mobile classroom that will provide hands-on training in sustainable technologies and will ensure that our UA craftspeople and MSCA contractors remain the leaders in this emerging field. The trailer will feature fuel cell technologies, wind power generation, solar heating and photovoltaic systems, anaerobic treatment processes, geothermal systems and more. Not only will the trailer be utilized for training purposes but can be used for local media events, recruitment purposes and public information.

SALES MANAGER TRAINING PROGRAM – ONLY OPPORTUNITY TO ATTEND IN 2008 – MSCA's new Effective Sales Manager Training Program is scheduled for May 5 – 7 in Scottsdale, AZ – the **only** time this program will be offered in 2008. The three-day highly interactive program is designed to help sales managers develop the skills, capabilities and expertise required for successful sales management. Team taught by Nancy Bandy and Woody Woodall, the program includes small group exercises, team presentations, role playing, roundtable discussions, and development of a personal action plan. This program is MSCA's most highly rated program to date! Attendance is limited and you are encouraged to register your sales personnel today! For details, go to: <http://www.mcaa.org/education/msca/salesmgrtraining/>.

MORE GREEN NEWS – MSCA MEETS WITH USGBC: Last week several representatives from MSCA met with officials from the U.S. Green Building Council to discuss partnering on a number of projects. USGBC is in need of content experts in the HVAC field and MSCA can provide support on a number of initiatives. There will also be opportunities for MSCA to get involved directly with the development of programs and serve as a source of reference for the LEED process. **LEED AP EXISTING BUILDING ACCREDITATION TRAINING:** The LEED AP Existing Building training class scheduled for April 14 – 15 in Cleveland, OH is SOLD-OUT. This 10-hour class helps prepare attendees for the LEED Existing Building accreditation exam by providing an intensive review of the USGBC and the LEED certification and rating process for existing buildings. To date, over 140 people have participated in these training programs and many attribute their passing of the LEED EB exam to the class. Limited openings are available for a May 5 – 6 class which will be held in Los Angeles, CA. Contact Sobeida Orantes at saorantes@mcaa.org for registration information. **GREEN AWARENESS TRAINING:** Openings are still available for the April 1 – 2 class in Chicago, IL. This class is especially relevant for your sales personnel who are dealing with customers who want to “go green.” To register on-line, go to www.mcaa.org/education or for class details and to download a registration form, go to <http://www.mcaa.org/education/msca/greenawareness/>.

MSCA STARs EXPERIENCE THE STAR DIFFERENCE – Last week, MSCA STARs had the opportunity to participate in another special webinar exclusively for MSCA STARs. “The STAR Difference” featured presenter Nancy Bandy discussing how contractors can use their STAR status to more effectively attract new customers, continue to satisfy repeat customers and stand out from the competition. The discussion included tips on how to use STAR resources to effectively position the advantages of STAR certification in sales presentations and interactions with customers. To date, 90 companies have been certified as MSCA STARs. A special MSCA STAR Strategy Summit is also being planned for May 13 – 14 in Chicago, Illinois. All STARs will receive a special complimentary invitation to attend. For more information on MSCA STAR and how your company can begin to take advantage of all that MSCA STAR has to offer, go to: www.msca.org.