

# DATELINE



## Your monthly fax update from MSCA

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**IF YOU MISSED THE 2006 MSCA EDUCATIONAL CONFERENCE** ... you missed: being part of a record-breaking crowd; informative and enlightening educational sessions; the opportunity to get the latest information from the leading suppliers to the HVAC our industry; an inspirational opening session address by Nido Qubein; jam-packed roundtable peer group discussion sessions; a vivid presentation on the amazing rebuilding of the Pentagon after September 11<sup>th</sup>; a frank and open discussion with the UA leadership; an incredible story of the turnaround of the Harley-Davidson Company by Ken Schmidt; a fascinating and delicious cooking demonstration for spouses by renowned chefs; a beautiful and hospitable conference location; good friends; good food; great times!!! If you missed the 2006 MSCA conference....all is not lost. COMING SOON you will have the opportunity to read all about it at [www.msca.org](http://www.msca.org); obtain summaries of the peer group discussion sessions at [www.msca.org](http://www.msca.org); and view conference photos at [www.msca.org](http://www.msca.org). And, to make sure you don't miss the 2007 Educational Conference mark your calendars today and plan to be in Colorado Springs, Colorado on October 14 – 17, 2007!

**ASHRAE PROPOSES MAINTENANCE STANDARDS FOR COMMERCIAL BUILDINGS** – ASHRAE Standard 180P, Standard Practice for Inspection and Maintenance of Commercial Building HVAC Systems, establishes minimum HVAC inspection and maintenance requirements that aid a system's ability to achieve acceptable thermal comfort, energy efficiency and indoor air quality in commercial buildings. The standard places responsibility for compliance with the building owner and recommends all buildings have a written inspection/maintenance plan. MSCA recently submitted comments on the proposal and commended ASHRAE for this long-overdue endeavor. However, MSCA urged ASHRAE to consider utilizing MSCA's comprehensive "*Labor Estimating Guide for Service*" as a valuable resource for their proposed maintenance standards. Since the MSCA Labor Guide was developed utilizing data from a cross section of service contractors using statistically valid and approved methods, it can ensure the development of maintenance standards that are justified and industry-tested.

**28 MSCA STARS RECENTLY HONORED** – MSCA's most recent STAR-qualified contractors were honored at the annual conference in Charleston, SC. These 28 companies, who achieved their STAR status since the 2005 MSCA Conference, were presented with a special crystal star award to commend their achievement. Sixty-eight companies have now earned the MSCA STAR designation and can include this accomplishment as part of their marketing program. This year, our STARS were provided with a wealth of marketing information and materials to assist in their promotion campaigns including a revised marketing manual, on-line webinars, a bi-monthly newsletter, an updated website, power point presentations, brochures and more. Several success stories were heard this year from our STARS on how their MSCA STAR status has been instrumental in attaining new customers and providing unique marketing advantages. For further information on MSCA STAR or to find out how your company can become a STAR, go to: [www.msca.org](http://www.msca.org).

**SELLING SKILLS TRAINING PROGRAM KICKS OFF 2007 EDUCATIONAL OFFERINGS** – MSCA's *Selling Skills Training Program for the HVAC Industry* will be the first of many educational programs presented in 2007. Scheduled for January 15 – 17 in Scottsdale, Arizona, this intensive three-day program will help service sales professionals immediately improve their sales effectiveness. Specifically developed for the HVAC service salesperson, this highly interactive, hands-on workshop will give participants the critical sales and interpersonal skills they need to successfully sell mechanical services. Always a popular class, you are urged to register early to guarantee participation. Details and registration forms available at: <http://www.mcaa.org/education/msca/sellingskills/>.

**ADDITIONAL SERVICE MANAGERS TRAINING PROGRAM ADDED** – Due to the popularity of MSCA's *Service Managers Training Program*, an additional class has been added for March 19 – 22, 2007 in Scottsdale, Arizona. Since the November 2006 class was sold-out by August, MSCA added another class in order to satisfy demand. A November 2007 class is also planned. This four-day program provides service professionals with the management and leadership skills they need to do their job more effectively and efficiently. Topics of discussion include financial management, communications, conflict resolution, coaching, motivating, and leadership. The opportunity to network with service managers from around the country is another key benefit of the program. For program details and registration information go to: <http://www.mcaa.org/education/msca/svcmgrtraining/>.

**MANAGING SERVICE PROJECTS TO BE PRESENTED IN FLORIDA** – Registration is now open for the January 24<sup>th</sup> Managing Service Projects Class. This one-day highly rated program will be held at the Fort Lauderdale Marriott North, conveniently located for local attendees and those planning to fly in for the day. This class has received rave reviews and is not to be missed. For details go to: <http://www.mcaa.org/education/msca/managingservice/>.