

MSCA EDUCATIONAL PROGRAMS NOW OPEN FOR REGISTRATION

Register at www.mcaa.org/education/msca

HVAC 101 WEBINAR SERIES BEGINNING MARCH 18 – MSCA's HVAC 101 monthly webinar series gives non-trade personnel a better understanding of HVACR terms, basic systems and the visual tools they need for successful day-to-day interactions with customers and coworkers. Each webinar-and-workbook module includes the most fundamental industry concepts, presented in a thorough real-world way that will help workforce members to better understand our business. A series of ten webinars will be presented throughout the year. The first program, titled *What is HVACR?* will be held March 18, 2009. All programs will begin at 1:00 p.m. EST and are free to members. Participant workbooks for each session will be \$10 each. Workbook order forms that can be printed, and faxed or mailed to MSCA, are available at www.msca.org along with detailed information about all ten upcoming programs. Participants who attend all ten sessions scheduled, and complete a short quiz at the end of each program, will receive a Certificate of Attendance.

SERVICE MANAGERS TRAINING, MARCH 30 – APRIL 2, PHILADELPHIA, PA – MSCA's popular training program for existing or prospective Service Managers will only be offered ONCE this year and is filling up fast. The program will be held March 30 through April 2, 2009 at the Loews Philadelphia Hotel, in Philadelphia, PA. This comprehensive four-day program helps attendees improve their management skills, with a focus on becoming a more effective leader. Seminars on financial management, motivation, communications and coaching are also included in the program. Attendees will work on real world projects and case studies will be presented. For more information about this program and to register, go to <http://www.mcaa.org/education/msca>.

SELLING SKILLS TRAINING PROGRAM, APRIL 27 – 29, SCOTTSDALE, AZ – Anyone involved in service and PM sales should plan to attend this comprehensive program to gain the expertise needed to attain that edge in today's competitive environment. This 3-day class will be held at the Millennium Resort Scottsdale McCormick Ranch, Scottsdale, AZ, April 27th – 29th. This program focuses on: selling skills in a dynamic environment, business development strategies, sales communication skills, discovering prospect needs, proposing solutions and presenting recommendations for successful sales of service contracts. In addition to defining the role of today's salesperson, the program includes discussions on prospecting, the impact of communication, using features and benefits to help make a sale, handling buying objections, and win-win negotiations. Attendance is limited!! For more information about this program and to register, go to <http://www.mcaa.org/education/msca>.

UTILITY BILL ANALYSIS, ENERGY AUDITS AND RETRO-COMMISSIONING SEMINAR, MAY 18 – 20, CLEVELAND, OH – With the current focus on enhanced energy efficiency and high performance buildings, providing utility bill analysis, energy audits and retro-commissioning services can lead to many benefits for both you and your customers. During this 3-day program May 18 – 20, 2009, in Cleveland, Ohio, you will learn how these services can provide added value to your company and how they can become valuable tools for growing your service business. Topics include: analyzing utility bills, different types of electrical tariffs, historical billing (including baseline development, performance comparison and trending), how to conduct an energy audit (including data collection, building, mechanical and control evaluation, operational and maintenance development and energy conservation measures) and retro-commissioning (including developing a building operation plan, equipment evaluation, retro-commissioning plan and execution, and on-going monitoring.) Cost: 1-day \$650, 2-days \$1000, 3-days \$1350. Registration is available at <http://www.mcaa.org/education/msca>.

ATTENTION ALL MSCA STARS: MSCA'S SECOND STAR SUMMIT, APRIL 6 – 7, LAS VEGAS, NV
MSCA STARS and GreenStars are encouraged to register now for what is expected to be a terrific MSCA STAR Summit April 6 - 7, 2009, at the Palazzo Hotel and Casino in Las Vegas, NV. MSCA has planned a special hands-on marketing workshop where attendees will learn how to customize MSCA STAR marketing materials for their own companies. This workshop will be conducted by marketing, branding, and customer management expert Don Neal, a Georgetown University professor of integrated marketing communications and a consultant to many Fortune 500 companies. The program will include a special update on the Obama Administration's support of sustainable and environmentally sensitive initiatives in the HVACR industry. More information is available on the member-only site of www.msca.org or by using this link: <http://www.msca.org/summit2009/>