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MSCA Educational Conference Set for October 9-12, 2011 in Colorado Springs, Colo.

Employee and Customer Recognition Critical for Winning Business Results

Rockville, Md. – The Mechanical Service Contractors of America (MSCA) 26th Annual Educational Conference will be held October 9-12, 2011, at the Broadmoor Hotel in Colorado Springs, Colo.

The theme of this year's conference, "24-Carrot Service: Putting People First," was inspired by Keynote Speaker Chester Elton's presentation *The Carrot Principle*. Elton will discuss how frequent and effective recognition of staff, including leading with a carrot rather than a stick, produces outstanding increases in operating results.

Additional conference speakers include Lowell Catlett, futurist and economist, who will explain how to succeed in the new economy with his presentation *Understanding the World's Largest Economy and Tomorrow's New Future*. Motivational speaker Ross Shafer will close the event with *Who Wins in a Recovery?* presenting insight into how companies can thrive during "The Recovery" phase of the economy by emphasizing customer engagement and employee retention.

On October 9, a one-day optional program *24-Carrot Sales: Building the Ultimate Sales Team* will be held from 8:00 a.m. to 3:00 p.m. The session will include the 24 most valuable tips for establishing the perfect sales team and plan.

The conference will also feature a variety of educational programs, peer group roundtable sessions, an exhibitor display, and a new Technology Information Forum with experts in the technology field discussing current and emerging trends.

"People are at the heart of any successful business, but in the midst of day-to-day operations, economic challenges, and the pursuit of technological solutions, it's easy to lose sight of this fact," said MSCA Chairman Thom Brazel of Hill York, Sarasota, Fla. "This year's conference presents an exceptional opportunity to refocus on the importance of employees and customers and how the personal touch is the key to operating a successful mechanical services contracting company."

For more information about the conference, contact saorantes@mcaa.org or logon to <http://www.mcaa.org/education/msca/annualconference/>.

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About MSCA

MSCA is the leading national trade association for HVACR contractors, providing education, marketing, and labor/management services to assure its members deliver quality performance, value and expertise for all building system needs. MSCA contractors perform service, maintenance, replacement, retrofit, and repair work resulting in enhanced reliability tenant satisfaction, and efficiency. MSCA's contractor qualification program, MSCA STAR, recognizes contractors that have met the highest standards of excellence in the industry and employ highly skilled UA STAR-certified technicians. MSCA has more than 1,400 member companies and is a subsidiary of the Mechanical Contractors Association of America. For more information, logon to <http://www.msca.org/>.