

WHAT'S NEW

Service Supervisors Will Learn from the Best at MSCA Seminar

Kick off the new year by giving your service supervisors the edge they need! Send them to the MSCA *Growing and Developing Service Supervisors* seminar February 8-10, in Ft. Lauderdale, FL. The accolades for this seminar are always over the top. Here's why: Instructor Kevin Dougherty has both in-the-field experience plus an engaging presentation style that will give your service supervisors the management skills and insights to effectively lead your company technicians. Attendees will also receive an industry-specific workbook with over 100 sample forms, procedures and checklists that they can immediately put to work for them.

Registration is \$600 for the first person from an MSCA member company; \$500 for each additional employee. The fee includes all program materials, meals, and the workbook. To register, logon to www.mcaa.org/education/msca, or for more information, e-mail Sobeida Orantes at saorantes@mcaa.org. Space is limited and this class sells out quickly, so register today!

Sales Excellence Webinars On the Way for 2012

Improving sales on your mind? You won't want to miss a single session of this six-part webinar series, based on the hugely successful optional program *Building the Ultimate Sales Team*, presented prior to the 2011 MSCA Educational Conference. Leaders in the mechanical service contracting field will discuss the most successful techniques to ensure your sales staff has a winning season every year. All webinars will be posted on the MSCA Web site following their initial broadcast for viewing 24/7. The first webinar, *Developing the Sales Plan*, will be held on February 29. Watch your e-mail in the next few weeks for information on registering for this webinar.



MSCA Members Share in ACHR News NEWSmaker Honor

MSCA Vice Chairman Robert Lake (EMCOR Services Mesa Energy Systems, Inc., Irvine, CA) and Richard Sawhill, Executive Vice President of ARCA/MCA, were recognized by *ACHR News* for the important role they served as members of the Construction Industry FASB Coalition, formed and led by MCAA. In its December 19 issue, the publication awarded its NEWSmaker honor to MCAA "who were instrumental in a collaborative revision of a proposed restrictive accounting requirement."

Growing & Developing Service Supervisors Seminar
February 8-10
Ft. Lauderdale, FL

[Click here to register!](#)

Complete Energy Services Webinar Series
Now Online! [Click here to begin viewing.](#)

The Top Five Reasons Your Company Should Become an MSCA GreenSTAR

The newly revised MSCA GreenSTAR program had a lot of folks talking at the STAR Summit in December. Why all the buzz? Here are the top five reasons your company should apply to become a GreenSTAR.

- Your company will be one of an elite group of companies qualified by an independent third party as having demonstrated its commitment to energy savings.
- You'll be THE energy solutions provider in your marketplace.
- You'll develop long-lasting relationships with current and new customers.
- Your company will have free access to MSCA's ESP reporting program that will enable you to develop customized, professional reports for your clients.
- You will benefit from the national and regional public relations that MSCA is planning to conduct later in 2012.

For more information about how your company can qualify for the MSCA GreenSTAR designation, logon to www.msca.org/greenstar.

The 2012 MSCA Education Experience

Save the date for the following MSCA educational programs currently scheduled for 2012! More to come!

February 8-10

Growing & Developing Service Supervisors, Ft. Lauderdale Airport Hilton, Ft. Lauderdale, FL

February 29

Sales Webinar #1: Developing the Sales Plan - Steve Smith

April 18

Sales Webinar #2: Hiring & Firing Salespeople - Dave Bavisotto

April 30 - May 2

Selling Skills Training Program, Lowes Hotel, Philadelphia, PA

May 10-12

Growing & Developing Service Supervisors, Indianapolis, IN

June 20

Sales Webinar #3: Compensation Packages - Brian Hughes

August 22

Sales Webinar #4: Technicians to Salespeople - Kip Bagley

September 10-13

Service Managers Training Program, Chicago, IL

October 14 - 17

Annual Educational Conference, Park Hyatt Aviara, Carlsbad, CA

October 30

Sales Webinar #5: Cross Selling Your Services - Jaimi Lomas

December 5

Sales Webinar #6: Sales Leadership - Jim Bartolotta



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