

WHAT'S NEW

Education and Marketing Committees Meet to Map Out 2012 Activities



Members of the MSCA Education and Marketing Committees met on January 16 and 17 in Carlsbad, CA, to discuss the association's outreach activities for the year. The Education Committee, chaired by Kip Bagley, EMCOR Services/Mesa Energy Systems, Inc. (Irvine, CA), reviewed and discussed the proposed plans for the 27th Annual MSCA Educational Conference and potential speakers for the thought-provoking program. This year's conference will be held October 14-17, at the Park Hyatt Aviara in Carlsbad. The committee agreed to implement some new ways to engage members at the conference, with the goal of exceeding the record attendance present at the 2011 conference. In addition, the proposed calendar of seminars and webinars for the year met with the committee's approval and additional seminar ideas will be researched and presented to the committee later in the year.

Marketing Committee chairman Brian Hughes, Hughes Environmental Engineering, Inc. (Montvale, NJ), led the conversation about the importance of encouraging all members to be MSCA GreenSTARs. Qualifying for this status allows members to enhance their partnerships with customers as energy solutions experts and take advantage of a variety of new marketing tools. These include a new GreenSTAR Web site and the exclusive Energy Solutions Profile (ESP) benchmarking reporting software, both currently in development. In addition, new and exciting ways to promote the value of MSCA and its members were identified, many of which will be implemented for MSCA 2012.

Developing the Sales Plan Webinar on Tap for February 29

MSCA will offer the wildly popular optional program presented at MSCA 2011 *Building the Ultimate Sales Team* as a six-part webinar. The first in the series, *Developing the Sales Plan*, will be held on February 29, 2012, at 1 p.m. Eastern Time. Presenter Steve Smith, Senior Vice President of ACCO Engineered Systems, Inc. (Glendale, CA), will explain how you can determine future business objectives by examining your company's current image, sales practices, and profitability. Tips on ensuring your sales plan is successful by providing proper training will also be covered. [Click here](#) to register today! If you can't make the live broadcast, you can still view the video recording which will be posted on the MSCA Web site approximately two days following the webinar.

Growing &
Developing Service
Supervisors Seminar

May 10-12

Indianapolis, IN

[Click here to register!](#)

Are You a GreenSTAR?
Then order your
GreenSTAR DVD [here!](#)

Spring Brings an Enlightening *Selling Skills* Seminar

Our hugely popular *Selling Skills* program will return on April 30 - May 2 - this time in Philadelphia, PA. Nancy Bandy will provide the tools attendees need to create more effective sales strategies for developing new business and retaining existing accounts. Plus, those who attend will learn how to increase customer bonds by achieving greater long-term customer benefits versus short-term transactional gains. [Click here](#) for more information or to register.



Service Supervisors Training Comes to Indianapolis

Mark May 10-12, 2012, as the dates you send your field service supervisors to MSCA's *Service Supervisors Training* in Indianapolis, IN. This training follows the very successful and sold-out class held in Ft. Lauderdale, FL just a week ago. This hands-on program utilizes real world exercises and video recorded role plays. Attendees will easily incorporate the skills they develop into their everyday responsibilities. Every attendee who completes the program will also receive a comprehensive workbook with useful forms that they can use for years to come. [Click here](#) to sign up today.

Explore the World of Energy Solutions at Baltimore Summit

Learn how to make your mark as an energy solutions provider by attending the *Energy Solutions Summit* May 16-17, in Baltimore, MD. This event is open to



GreenSTAR qualified members and those who are thinking about applying for the designation. The intensive program will delve into the nuts and bolts of the new GreenSTAR program, explain how to use ENERGY STAR Portfolio Manager, showcase the new MSCA Energy Solutions Profile (ESP) software, discuss how Energy Services Agreements (ESAs) can grow your business, and spotlight the many reasons your company should offer energy benchmarking services to your customers. Watch your e-mail and future issues of *Dateline* for more information on this program.

ENERGY STAR Upgrading Portfolio Manager

The EPA recently announced that its ENERGY STAR® program is launching a complete upgrade to its Portfolio Manager benchmarking tool in the spring of 2013. This tool, currently in use by more than 40,000 individual accounts to measure, track, assess, and report on the energy and water performance of more than 250,000 commercial buildings, will feature a new interface, streamlined functionality, and improved usability. Once upgraded, Portfolio Manager will help users create

accounts, enter a portfolio of buildings, and start benchmarking those buildings.

With a new and improved Portfolio Manager on the way, now's the time to think about becoming an MSCA GreenSTAR. MSCA GreenSTARs are entitled to free access to MSCA's reporting software, Energy Solutions Profile (ESP) which works hand-in-hand with the EPA's ENERGY STAR Portfolio Manager to produce informative and professional energy-saving proposals for your customers and prospects. Plus, your company will be recognized as the go-to contractor for solutions to cut building energy consumption. To learn more about the MSCA GreenSTAR program, logon to www.msca.org/greenstar.

Download Free Handbook for Efficient Building Operations

The Lawrence Berkeley National Laboratory and U.S. Department of Energy recently released the *Energy Information Handbook: Applications for Energy-Efficient Buildings Operations*. This free publication assists commercial building owners and operators who have limited experience with energy information systems in understanding how to analyze a building's energy use, and how their analysis can work to lower energy costs by operating buildings more efficiently. Download your free copy at eis.lbl.gov.

MSCA Helps You Prepare for the R-22 Supply Reduction

The pending regulatory adjustments effecting R-22 and HCFCs have been the subject of much discussion by mechanical service contractors. The proposed adjustment would result in 21 percent less R-22 available in the market over the next 12 months. Additional restrictions will go into place in 2013 and 2014. It is estimated that less than 30,000,000 lbs will be available by 2015. In 2011 more than 105,000,000 lbs of R-22 were supplied and distributed in the United States. MSCA is planning an education program for its members with advice on how to best handle the transition and plan for future changes. News on this program will appear in a future issue of *Dateline*.

Arc Flash Training Includes 2012 NFPA 70E Update

Two training sessions on NFPA 70E Qualified-Level Arc Flash Safety will be offered to MSCA members on March 8, 2012 -- one at 8:00 a.m., Eastern Time and the second at 11:00 a.m., Eastern Time. This Web-based course is approximately 90 minutes long and being offered at a special rate exclusively for MSCA members. Presented by the Hilgeman Group, it will provide a review of arc flash accident case studies which offer real-world examples of why electrical and arc flash safety training, as well as the proper PPE, is so critical. Key changes to the recently released 2012 version of NFPA 70E will also be covered. Can't make the sessions in March? Additional trainings will also be offered in April. For more information or to register, e-mail ahilgeman@frontier.com.

MSCA Member Featured in *ACHR News*

Congratulations to Edd Helms Air Conditioning and Electric (Miami, FL) on the company profile story “Florida Company Has Sunny Outlook” which appeared in the January 9 issue of *ACHR News*. The story highlights how the company successfully met the challenges of changing ownership while retaining its pool of talent. Read the story at <http://www.achrnews.com/articles/florida-contractor-has-sunny-outlook>.



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