

WHAT'S NEW

MSCA Education Bonanza Has Something for Everyone!

Energize Your Sales Force: Selling Skills Training Program

Philadelphia, PA *April 30 - May 2*

Participants in this highly interactive program will embark on a tour through the sales cycle of the mechanical services industry as it exists today. Looking at the process from the customer's perspective, salespeople will walk away with a fresh approach to solving customer problems, solidifying customer relationships, and increasing the return on their business development efforts. For new sales personnel and seasoned professionals, this popular program is certain to sell out. [Click here to register.](#)



Growing and Developing Service Supervisors

Indianapolis, IN *May 10 - 12*

Your service supervisors will leave this two-day program with new insight and tactics they can use to manage virtually any situation in the workplace. Besides imparting words of wisdom from his experience in the field, instructor Kevin Dougherty facilitates role plays based on real-life situations that are videotaped for participants to see how they are really doing out there. This program continues to be MSCA's most highly rated program to date. [Click here to register.](#)

2012 Energy Solutions Summit

Baltimore, MD *May 16 - 17*

All MSCA members are invited to this high-energy program which will provide the skills you need to benchmark buildings, develop Energy Service Agreements, utilize MSCA's new energy solutions reporting software and market your energy services expertise. A true hands-on working session, you will gain important skills you can immediately put to work for your company. [Click here to register.](#)

Student Internship Grants Available to MSCA Members

If you're planning to hire a college student for the summer, then consider applying for a 2012 Student Internship Grant. MCAA's Career Development Committee is making available these grants with funding

Growing and
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[Register today!](#)



Learn How You Can
Become an MSCA
GreenSTAR. [Click
here!](#)

provided by the Mechanical Contracting Education & Research Foundation (MCERF). MSCA members who hire student interns may qualify for one \$1,200 grant to help them offset the intern's salary. The student gains experience working in our industry and his/her employer benefits from the student's fresh perspective, knowledge about new technologies and much more. It's a win-win for everyone.

If you've already lined up one or more interns for this summer or you're beginning your search, consider applying for a grant. Applications are due May 15. To learn more, go to www.mcaa.org/careers/grants/ or contact Ann Mattheis at amattheis@mcaa.org.

Learn How to Hire the Best at Upcoming Sales Webinar



The second in the series of six sales webinars, *Hiring and Firing Salespeople*, will be held on Wednesday, April 18 at 1:00 p.m. Eastern Time. Wayne Turchetta, HMC Service, Louisville KY, and Dave Bavisotto, Illingworth-Kilgust Corp., Milwaukee, WI, will help participants navigate the ups and downs of hiring and firing sales personnel. Highlights include identifying ways to validate a candidate's background, experience and potential fit with the company; and developing a transition process for successfully onboarding new hires. To register for this program, which is free to MSCA members, click [here](#).

And don't forget, the extremely popular webinar *Developing the Sales Plan* is available for limitless viewing by clicking [here](#).

Looking for Qualified Techs? MSCA and the UA Can Help

Are you currently looking for qualified technicians with specific skills that your local union is unable to supply or you are unable to find locally? The MSCA and UA can now assist you in finding these qualified employees no matter where you are located or where your needs reside. Simply fill out our [National Recruiting Form](#) and submit to MSCA. Through the UA's national recruiting efforts, manpower will be located and referred to you for consideration. There is no obligation or cost for this service. If you have any questions, please contact MSCA Executive Director Barbara Dolim at bdolim@mcaa.org.

More Reasons to Become an MSCA GreenSTAR!

In case you haven't heard, MSCA is inviting all members to join our new GreenSTAR program in 2012 to step up their game and attain the GreenSTAR advantage. If you're not familiar with the program, Click [here](#) for a preview of our *Why Be an MSCA GreenSTAR* video.

The new GreenSTAR program will deliver the following benefits during 2012:

- A new software program called Energy Solutions Profile (ESP)

specially designed for GreenSTAR contractors. ESP allows GreenSTARs to create an attractive and personalized benchmarking report, culled from data from your ENERGY STAR Portfolio Manager account, which includes recommendations for energy conservation measures. This program will be available in April! Watch your e-mail for further details and date for an instructional webinar.

- **The new 2012 Energy Solutions Summit** to be held May 16 - 17 in Baltimore, MD, will provide the skills needed to benchmark buildings, develop Energy Service Agreements, utilize the new ESP software and market your expertise. Click [here](#) for registration details.
- **Exclusive GreenSTAR programming** at the 2012 MSCA educational conference in Carlsbad, CA. Coming in October!
- **New exclusive advertising** that can be customized and used to promote your business. Coming Soon!
- **A new GreenSTAR Web site** with expanded features and benefits to support contractors and their customers. Coming Soon!
- **A new sales presentation** GreenSTARs can use when meeting with current customers and prospects to better tell their story and help them win new contracts. Coming Soon!
- **Archived Building Benchmark Assessments Webinars** providing you the skills to determine how your customer's buildings compare to similar buildings through the EPA's ENERGY STAR program. [Available Now!](#)
- **New marketing and sales tools, training and collateral material** to help contractors better position, market and sell energy solutions. Coming Soon!
- **A customizable DVD** to showcase your energy services expertise and post on your Web site. [Available Now!](#)
- **New social media best-practices training** focused on what contractors can and should be doing to reach new customers and build stronger relationships with current customers. Coming Soon!

For information on how to apply to become a GreenSTAR, go to www.msca.org/greenstar to download an application form.

MSCA Members Assist Convoy of Hope – And You Can, Too!

MSCA and its members have shown their commitment to helping others by actively supporting Convoy of Hope, a 501 (c) (3) nonprofit outreach organization with a driving passion to feed the world.

MSCA has worked with Convoy of Hope during the past two years delivering food and supplies to benefit the needy in the regions in which the MSCA Annual Educational Conferences are held. Steve Harvey (Soefker Services, LLC, Memphis, TN) and Mark Kerney (Hill York, Ft Lauderdale, FL) recently went to Haiti with the organization to see firsthand how the organization assists those in need, especially after a natural disaster. Steve and Mark have also committed company resources to assist Convoy of Hope with their ongoing outreaches. Want to get involved, too?



Convoy of Hope is holding "Hope for America: A 50 State Outreach Tour" this year to assist those in need here in the United States. Upcoming outreaches currently scheduled are:

- May 12 - Dallas, TX
- June 9 - Long Island, NY
- June 30 - Memphis, TN
- July 28 - Dayton, OH
- September 15 - Sacramento, CA

More outreach events are planned throughout the year. To learn more about Convoy of Hope, visit their Web site, www.convoyofhope.org. To make a donation, go to <https://donate.convoyofhope.org/sslpage.aspx?pid=513>. For additional information, please contact MSCA's Convoy of Hope representative Rick Zorehkey at rzorehkey@convoyofhope.org or 417-851-4487.

UA Regional Training Course Catalog Available

The UA has just published its first Regional Training Course Catalog. The goal of the International Training Fund is to provide instructors with training resources to assist local union Business Managers and Training Coordinators as well as contractors to better prepare their manpower for work in the trades. This catalog was developed as a resource for classes offered at various local unions within the five UA districts, in addition to courses offered at the Great Lakes Regional Training Center and online. Any UA member or instructor may register for a course in any district. For a copy of the course catalog, [click here](#).

April 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 April 12, 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 April? Additional trainings will also be offered in May. For more information or to register, e-mail ahilgeman@frontier.com.



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