

WHAT'S NEW

MSCA LIVE 2012 Registration Now Open!



Change is constant but the ability to harness that change and utilize it in a positive way to enhance your personal well-being, your relationships, and your business competence takes ability, effort and vision. **MSCA LIVE 2012** will provide you with the tools and skills you need as you embark on your own transformational journey and embrace the ever-changing

world around you.

Featuring Keynote Speakers to Guide You Through Your Journey

- ▶ Erik Wahl - The Art of Vision
- ▶ Joseph Grenny - Influencer: The Power to Change Anything
- ▶ Dick Hoyt - Yes You CAN
- ▶ Sally Hogshead - How to Fascinate

Register Early and SAVE!

The member registration fee for MSCA LIVE 2012 is only \$950 if you register by July 15. After that date, the registration fee is \$1,050. If you are attending the MSCA educational conference for the FIRST TIME you can save an additional \$75! The fee for first-time attendees is only \$875 (early bird prior to July 15) or \$975 (regular). [Click here to register.](#)

Other Highlights

- Education sessions featuring think-out-of-the-box presenters who will knock your socks off
- Peer Group Roundtable Discussions that will have you talking long after the sessions end
- An exciting Optional Program, *Taking Energy Solutions to the Next Level*, certain to motivate you to pump up your energy efficiency services offerings
- A new feature of MSCA LIVE 2012 – MSCA CENTRAL – will sharpen your mind and tickle your senses
- Optional tours featuring some of the best that the San Diego area has to offer
- The luxury of the breath-taking Park Hyatt Aviara Resort and all its amenities.



The HVAC 101 series gives employees new to the industry a quick and easy way to get up to speed. [Click here](#) to view the webinars or order the workbooks.

The Do's & Don'ts of Compensating Salespeople

Striking the right balance when developing employee compensation packages can be a challenge for many hiring managers. To be successful, it's critical to understand selling behaviors as well as the pro's and con's of salary, commission and



bonus plans. Brian Hughes, Hughes Environmental Engineering, Montvale, NJ, will discuss these topics and more during the MSCA webinar *Compensation Packages and Other Incentives* on June 20 at 2:00 p.m., Eastern Time. Please note that this third webinar in the "Building the Ultimate Sales Team" series is scheduled for **2:00 p.m. Eastern Time**. Click [here](#) to register today! And don't forget: The first two webinars, *Developing the Sales Plan* and *Hiring and Firing Salespeople* are available for unlimited viewing at www.msca.org.

Service Managers Training

Beginners and seasoned veterans alike can improve their management and leadership skills by attending the MSCA *Service Managers Training Program* on September 10-13, 2012, at the Millennium Knickerbocker Hotel, Chicago, IL. This four-day accelerated program, presented by Nancy Bandy and Steve Smith, is a highly interactive hands-on workshop that will give participants the fundamental financial and interpersonal skills they need for managing all aspects of the service operation. Real-life case studies will challenge attendees to utilize their new skills to ensure peak performance. [Register for this program today!](#)

Energy Summit a Hit with Attendees



The 2012 Energy Solutions Summit held in Baltimore, MD, on May 16-17 proved to be another whirlwind event focused on developing and selling energy-saving services. Forty-six attendees learned about the value of Energy Savings Agreements (ESA's) and how to sell them from two seasoned professionals, Thom Brazel (Hill York, Sarasota, FL) and Russ Borst (Hurst Mechanical,

Belmont MI). ENERGY STAR® expert Sharon Levin gave top tips about using the EPA's Portfolio Manager software which allows companies to benchmark buildings of current and potential customers. She also explained how HVACR companies can successfully present the financial advantages of an ESA to finance decisionmakers to increase sales closings. Highlights of MSCA's new Energy Solutions Profile (ESP) program and strategies for marketing energy services were also presented. Throughout the event, eight teams worked on their respective presentations about how they would go about selling an ESA (see photo at upper left). Teams made their presentations at the conclusion of the program. Thanks to all who attended!

ARC Flash Training Program in June

Two training sessions on NFPA 70E Qualified-Level Arc Flash Safety will be offered to MSCA members on June 13, 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. For more information or to register, e-mail ahilgeman@frontier.com



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