

WHAT'S NEW

Timely Optional Program at MSCA LIVE 2012

**Taking Energy Solutions to the Next Level:
Selling Efficiency Effectively**



This year's conference optional program, *Taking Energy Solutions to the Next Level: Selling Efficiency Effectively*, will be held October 14 from 7:30 a.m. to 2:00 p.m. Instructor Mark Jewell, a nationally recognized subject matter expert, author, coach, will enlighten you on the true value of improving energy efficiency and provide you with a higher level of awareness and understanding of what it takes to get sign-off on energy-saving projects from your customers and

prospects.

Registration is \$300 for conference attendees and \$450 for those who would just like to attend this one session on October 14. Space is limited. [When you register to attend MSCA LIVE 2012](#), be sure to add the special optional program to your registration.

Register Early and Save for MSCA LIVE 2012

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.](#)



Last Chance This Year to Attend Service Managers Training

The MSCA *Service Managers Training Program* will be held just once this year on September 10-13, 2012, at the Millennium Knickerbocker Hotel, Chicago, IL. Nancy Bandy and Steve Smith will present this highly interactive hands-on workshop that will give service managers the fundamental financial and interpersonal skills they need to manage all aspects of the service operation. Real-life case studies will challenge

**SAIL AWAY
AND MORE!**



MSCA Sailing Regatta

Optional events at MSCA LIVE 2012 are sure to please! Most usually sell out so don't forget to register for them when you sign up for the conference!

[Click here](#) to register or for more information about the optional activities.

attendees to utilize their new skills to ensure peak performance. [Click here](#) to register.

Compensation Webinar Registration Still Open!

How you pay your sales employees can make or break your business. Learn what the right way is for your business when Brian Hughes, Hughes Environmental Engineering, Montvale, NJ, discusses this topic 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.

GreenSTAR Program Heats Up With New Features and Tools

Now is the perfect time for you to step up to the plate and become your customers' energy solutions partner and work with them to provide energy saving solutions. By becoming an MSCA GreenSTAR, you will be able to prove to your customers and potential customers you have the skills, know-how and expertise to become their service provider of choice. Plus, you will have access to a wealth of new training and marketing materials including:

- ***Our new software program, Energy Solutions Profile, (ESP)*** available exclusively to 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.
- ***A new sales brochure*** that can be customized and used to promote your business
- ***A new GreenSTAR Web site*** (coming in July) with expanded features and benefits to support contractors and their customers
- ***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. [Click here](#) for archived programs.
- ***New marketing tools to promote your GreenSTAR status*** including uniform patches and truck and window
- ***A customizable DVD*** to showcase your energy services expertise and post on your Web site



To apply to become on MSCA GreenSTAR, [click here](#) for an application form and instructions.

UA Industry Day Spotlights Instructor Training Program, Apprentice Contest

The United Association (UA) and the International Training Fund will hold its annual Industry Day on August 15 from 9:00 a.m. to noon at Washtenaw Community College in Ann Arbor, MI. This unique event will give you the opportunity to see the UA Instructor Training Program in action. You'll tour classes and observe the latest techniques in the industry as they are being taught to UA instructors. In addition, you'll have the chance to interact with students, visit the UA Mobile Training Trailers and observe the finalists from six regions competing in the Apprentices Contest. For more information about this event, e-mail Carrie King at carriek@uanet.org.

EPA to Demo Portfolio Manager Updates

The EPA will present live demonstrations of its updated Portfolio Manager program on June 21 and June 28. Participants will view the final visual designs, watch a demonstration of a new property being entered into Portfolio Manager using the new "Add a Property" wizard, and learn how to connect with other users and share your buildings.

Click below to register for one of the following sessions:

- [Thursday, June 21 at 1 pm EDT](#)
- [Thursday, June 21 at 3 pm EDT](#)
- [Thursday, June 28 at 11 am EDT](#)
- [Thursday, June 28 at 2 pm EDT](#)



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