

WHAT'S NEW

Last Chance for Conference Early Bird Savings

This is IT! July 15 is the last day to take advantage of Early Bird prices for MSCA LIVE 2012!



The member registration fee for the conference is only \$950 if you register by July 15. After that date, the fee is \$1,050. If you are attending this 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).

At MSCA LIVE 2012, some of the nation's most knowledgeable experts in the areas of business development and personal growth will help you understand how change of all kinds can be utilized to create positive outcomes and a better quality of life. And this year's event will be one for the books as you experience a variety of new events and surprises that you'll be talking about for years to come. Don't miss it! [Click here to register today!](#)



Service Managers Training Comes to Chicago



fundamental financial and interpersonal skills they need to manage all aspects of the service operation. Real-life case studies will challenge attendees to utilize their new skills to ensure peak performance. [Click here to register.](#)

**EXPERIENCE
THE
"ENERGY"
OF THE
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. just prior to MSCA LIVE 2012.

[Click here](#) to register for the conference and be sure to add the optional program to your form.

ESP Software Demo Now Online for Unlimited Viewing

MSCA members are invited to view a demonstration of the new Energy Solutions Profile (ESP) software program which will familiarize you with some of the software features and benefits. The webinar is a recording of the June 26 webinar conducted by the program developer and co-hosted by past MSCA chairman Russ Borst and MSCA Executive Director Barbara Dolim.

The ESP software is available exclusively to all MSCA GreenSTARs who can use this powerful tool to further differentiate their company and provide customers and prospects with customized benchmark assessment reports. ESP generates professional looking, easy-to-read reports that should become an integral part of your sales process.

To access the program, go to www.msca.org and log-in to the member-only area in the upper-right hand corner of the page (if you do not currently have a log-in password, you can apply for one on-line). After you log-in, click "Service" on the upper navigation bar. You will then be directed to the *MSCA Free Resources for Members* page. The ESP webinar link can be found in the first story.

August Webinar Explores the Value of Technicians as Salespeople

Your technicians can be your best salespeople! View MSCA's live webinar *Technicians as Salespeople* on Monday, August 22 at 1:00 p.m., Eastern Time to help you decide your next move. Kip Bagley, EMCOR Mesa Energy Systems of Irvine, CA, will offer best practices for encouraging your technicians to up-sell. Plus you'll learn how to develop the most effective technicians and field incentive programs. [Click here to register today!](#) And don't forget: The first three webinars, *Developing the Sales Plan*, *Hiring and Firing Salespeople* and *Compensation Packages and Other Incentives* are available for unlimited viewing at www.msca.org.

Member Exclusive!

Labor Resource Guide on the Way

Watch your e-mail this fall for news about a free online *Labor Resource Guide* developed exclusively for MSCA members! This comprehensive guide, co-authored by both MSCA and UA representatives, contains a wealth of essential information and resources for all service contractors and local unions which can provide invaluable support in growing and expanding service market share. Some of the many topics addressed include National Service and Maintenance Agreement, UA STAR, service training, recruiting, market recovery and target funds, JATC and education trust funds, International Training Fund, Industrial Relations Council, and more.

UA VIP Program Puts Vets to Work in the HVACR Industry

The UA and MSCA would like to thank MSCA members McKinstry Services (Seattle, WA), MacDonald Miller (Seattle, WA) and MESA Energy Systems/EMCOR (Irvine, CA) for hiring students from the first graduating class of the UA Veterans In Piping (VIP) HVACR program. Each of these contractors will be hiring two of the graduating students who will immediately bring valuable skills and a solid work ethic to the company.



The UA's VIP HVACR program is eighteen weeks (720 hours) of intensive HVACR training. During this training these military veterans will complete the following UA certifications: UA 51 Brazing certification, 410 A certification, OSHA 30 hour certification, CFC certification, and CPR certification. At the conclusion of the class the student will take the UA Star Light Commercial HVACR exam. The program also focuses on the value and importance of customer relations. The program not only consists of classroom instruction but

also shop classes where students get involved with many hands-on projects. The UA VIP Program has had great success in providing training and careers in welding and expects similar successes in the ever-growing field of HVACR service. The UA anticipates offering this program in a number of different locations around the country in the future.

For more details or to learn how you can hire a VIP graduate, contact UA Special Representative Donnie Braun, donnieb@uanet.org or go to www.uavip.org.

Life-Saving Arc Flash Program on July 12

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

THANKS TO OUR MSCA LIVE 2012 SPONSORS!





(as of July 9, 2012)



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