

WHAT'S NEW

## Time Is Running Out to Book Your Transformation Journey to MSCA LIVE 2012!

MSCA LIVE 2012 will take you on a trip of a lifetime, changing the way you think about the mechanical service contracting business, your career, and how you deal with those around you, including customers, employees, family and acquaintances.

MSCA has assembled a top-notch group of change experts who will impart their wisdom on topics ranging from gaining the power to change anything and planning your retirement at any age to delivering world class customer service and developing your power to fascinate.



Your days at MSCA LIVE 2012 will be peppered with fun and surprises including new features, Get Up and Move sessions to kick start your mornings, and opening and closing sessions which will thrill and amaze.

So just how do you get in on all this thought-provoking, exciting action and so much more? [Click here to register today!](#)

## Take Energy Solutions to the Next Level at Our Optional Program, October 14

"A few months ago, I attended Mark Jewell's two-hour program on selling energy efficiency. I highly recommended his seminar!" raves MSCA Board member Jaimi Lomas. "In fact, the two-hour program left me wanting more so I've signed my whole team up for the extended six-hour program Mark will be presenting in Carlsbad, CA."

Take it from Jaimi - it's well worth your time attending *Taking Energy Solutions to the Next Level: Selling Efficiency Effectively*, to be held just prior to MSCA LIVE 2012 on October 14 from 7:30 a.m. to 2 p.m. It could make you the top energy solutions seller at your company!



Presenter Mark Jewell is a nationally recognized subject matter expert who has worked closely with the EPA in creating and promoting ENERGY STAR® for commercial real estate. He also helped test, debut and deploy the EPA's Portfolio Manager benchmarking tool. Program highlights will include:

- Developing accounts
- Understanding prospects and building rapport
- Calculating a project's true return

## ARC Flash Training



August 27, 2012

**8 a.m., Eastern Time**

**AND**

**1 p.m., Eastern Time**

For more information or to register, e-mail [ahilgeman@frontier.com](mailto:ahilgeman@frontier.com).

- Communicating strategies and tactics, including the value of a well-crafted "elevator pitch"

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

## Growing and Developing Service Supervisors *November 8-10, Phoenix, AZ*

This class has been specifically designed to improve the performance of service supervisors whether new to their job or seasoned veterans. Presenter Kevin Dougherty will lead this hands-on program utilizing real-world exercises and video-recorded role plays to which all attendees will be able to relate. The skills learned at this program can easily be integrated into a supervisor's everyday responsibilities. Attendees will also receive a comprehensive manual with more than 100 proven-effective forms and worksheets covering all aspects of a supervisor's responsibilities such as safety, operations, training, tools, and vehicles.

For more information, contact [Sobeida Orantes](#) or [click here](#) to register.

## Learn How to Bring Out the Salespeople in Your Technicians

There's still time to sign up for MSCA's live webinar *Technicians as Salespeople* on Monday, August 22 at 1:00 p.m., Eastern Time. During this one-hour session, Kip Bagley, EMCOR Services Mesa Energy Systems of Irvine, CA, will offer best practices for encouraging your technicians to up-sell and how to develop the most effective 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](http://www.msca.org).

## Vets on the Job at EMCOR Services Mesa Energy Systems



MSCA member EMCOR Services Mesa Energy Systems (Irvine, CA) recently hired Harold Marcelo and Francisco Ragland (shown at left), two outstanding technicians who came to the company as the result of the United Association's VIP HVACR program. The VIP HVACR program is eighteen weeks (720 hours) of intensive HVACR

training during which military veterans complete a variety of UA certifications. Harold was in the Navy for eight years, the Army for two years and has done two tours of duty in Iraq. Francisco has been in the Army Reserve since 2008. Both new hires are now members of UA Local #250 in Los Angeles, CA.

For more details or to learn how you can hire a VIP graduate, contact UA Special Representative Donnie Braun, [donnieb@uanet.org](mailto:donnieb@uanet.org) or go to [www.uavip.org](http://www.uavip.org).

THANKS TO OUR MSCA LIVE 2012 SPONSORS!



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