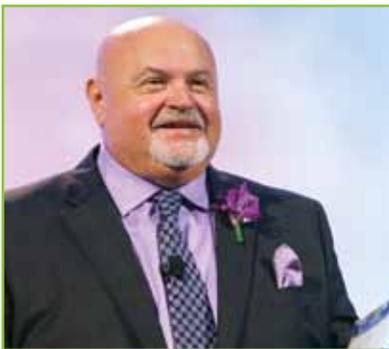


A Transformation Journey: Navigating a Changing World

October 14 – 17, 2012

MSCA LIVE 2012 Takes Attendees on A Journey of a Lifetime

MSCA LIVE 2012, held in Carlsbad, California, October 14-17, 2012, was blown open with a rousing performance by Beats of the Street whose rhythm and stomping got the audience pumped and moving. Not to be outdone, Chairman of the Board of Managers Woody Woodall (W.L. Gary Company, Washington, DC) joined the group, dressed in his best hoodie, sunglasses and bling, banging a metal pot in unison with the group.



Woody Woodall addresses the opening session audience.

Woodall then officially set the conference wheels in motion with his introductory remarks about the conference's theme, "Navigating a Changing World," the constant reinvention of the industry, and the ongoing transformation of MSCA as an organization. The audience enjoyed the MSCA "Transformational" video which featured MSCA leaders discussing the industry's changing technology, marketplace and opportunities. Woodall then recognized the MSCA contractors who qualified as MSCA GreenSTARs during the past year. (See back page for a list of this year's new GreenSTAR qualified contractors.) ♦



Beats of the Street opened the conference with a bang.



The Art of Vision

Keynote presenter and visionary artist Erik Wahl dazzled the audience with his unique blend of artwork creation and strategies for building a vision for the future. Mark Crockett (Crockett Facilities Services, Inc., Bowie, MD) was the winner of Wahl's painted-on-the-spot portrait of Michael Jordan. Wahl's painting of Albert Einstein was later auctioned off to top bidder Chuck Noyes (Noyes Air Conditioning, Inc., Gaithersburg, MD) for \$3,600 to benefit the non-profit organization Convoy of Hope, known for its worldwide children's feeding initiatives. ♦



Erik Wahl unveils his just-painted portrait of Michael Jordan.

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Exhibit Hall Excitement

MSCA beat last year's record exhibitor attendance with 50 companies and organizations taking advantage of Monday's Supplier Partnership Day. On that day, exhibitors welcomed attendees in the morning and hosted a lunch and an evening happy hour, increasing their interaction time with key decision makers. ♦



The exhibit hall was busy in the morning, during lunch and happy hour.

Monday Packed With Highlights

Monday's special session included a welcome from MCAA President William "Mac" Lynch (William F. Lynch Company, Inc., Worcester, MA) which was followed by Joseph Grenny's presentation of *Influencer: The Power to Change Anything*. The day's educational sessions also included *Delivering World Class Service: Lessons from the Mouse* presented by Dennis Snow; Tom Sant's *The Art and Science of Persuasion* and Mark Jewell's *Selling Efficiency Effectively*. The first full day of the conference concluded with 10 roundtable sessions featuring topics ranging from measuring customer satisfaction to GPS Tracking. ♦



Joseph Grenny shares his philosophy of influence and how to achieve it.

New Features of MSCA LIVE 2012

A new activity for attendee spouses and significant others was the Children's Feeding Initiative Packing Party conducted in conjunction with Convoy of Hope. Dozens of volunteers gathered to help with assembling and packing of 50,000 bags of rice destined to be shipped to needy children around the world. But it wasn't all just work – music and prizes abounded which kept participants both entertained and motivated.

In addition, the conference registration area underwent a revamp with the addition of MSCA CENTRAL, a resource center and gathering spot where attendees could do everything from re-charge their electronic devices to set up their own LinkedIn account. ♦



Volunteers busily pack and process bags of rice destined to feed the hungry throughout the world.

A Day of Personal Change and Reflection

Tuesday morning began with the inspirational story of Dick Hoyt and his son Rick who together have defied Rick's disability due to cerebral palsy by competing in over 1,075 races across the country. The audience's standing ovation for Hoyt's presentation said it all.

Other educational sessions focusing on personal growth and transformation for that day included *I Used to Have a Handle on Life but it Broke* by Mary LoVerde; *Change of a Lifetime: Lifestyle Planning for Retirement (Time to Rock and Roll!)* presented by Daryl Diamond; and *Nutritional Nourishing for the Body, Mind and Soul* by Christie Lees. ♦



Dick Hoyt's story struck the hearts of audience members.

A Journey to Fun and Excitement

Then, over 100 members got teed off in a good way when they participated in the 21st Annual MSCA Golf Tournament at the Park Hyatt Aviara Resort Golf Club. (See side bar on page 5 for the golf tournament winners.) Many who weren't golfing embarked on a number of other fun activities including a sailing regatta, a wine and beer tasting excursion, and a history-rich tour of the USS Midway. ♦



MSCA LIVE 2012 attendees enjoying the open seas during the sailing regatta.

A Day of Commitment and Business Success

Wednesday marked the second day of peer group roundtable sessions on a variety of hot industry topics and issues. Then it was full speed ahead into three different educational sessions, *Labor Resources*, presented by the UA's Marty Naseef, Donnie Braun and Chris Haslinger; *Business Succession and Exit Planning* by Tax & Finance Group's Sean McCloskey, Ken Petersen and Scott Petersen; and *Succeeding in the Era of Social Media* presented by Don Neal. ♦

New Chairman and Officers

At the closing session, Woody Woodall concluded his term as Chairman in musical style as past MSCA Chairman Wayne Turchetta and Board member Steve Harvey performed a parody of Chuck Berry's "Johnny Be Good" entitled "Woody Be Good." Woodall was presented a service recognition plaque and a brand new guitar as thanks for his term in office. Robert A. Lake (EMCOR Service Mesa Energy Systems, Irvine, CA) took the reins from Woodall beginning his term as Chairman for 2012-2013. In addition, Russ Borst (Hurst Mechanical, Belmont, MI) and Chris Carter (Murphy Company, St. Louis, MO) were introduced as new Board members. Woodall also thanked outgoing Board member Dave Bavisotto for his years of service and presented a plaque to him in appreciation for all his work. Then Marty Naseef, United Association (UA) Director of HVAC Service, spoke on behalf of UA President Bill Hite about the relationship between the UA and MSCA and ways that members of both organizations can work to continue building this alliance. ♦



Newly inducted Chairman of the Board of Managers Robert Lake presents a certificate of appreciation to Woody Woodall.



Outgoing Chairman Woody Woodall is serenaded by buddies Wayne Turchetta and Steve Harvey.



Marty Naseef speaks about the unique relationship between the UA and MSCA.

Selling Efficiency Was Focus of Optional Program

One day prior to the official start of MSCA LIVE 2012, a special optional program *Selling Efficiency Effectively* was presented by efficiency sales expert Mark Jewell. Selling energy-saving services is on the minds of many mechanical service contractors and this timely program introduced attendees to the essential keys to selling the benefits of enhanced efficiency. ♦

A Fascinating Conclusion

Sally Hogshead concluded the conference with her presentation *The Fascination Advantage*. Prior to her program, Hogshead invited conference attendees to take her Fascination Advantage™ test online to help reveal how they can fascinate customers and co-workers using their personality's hardwired advantages. She discussed the various personality types determined by her study and the strengths and weaknesses of each. ♦



Sally Hogshead engages the audience during the closing session.

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Winners of the 21st Annual MSCA Golf Tournament

FIRST PLACE WINNING TEAM:

Woody Woodall, *W.L. Gary Company, Washington, DC*

Andrew Woodall, *Washington, DC*

Robert Lake, *EMCOR Services, Mesa Energy Systems, Irvine, CA*

Edward Quinn, *Fluidics, Inc., Philadelphia, PA*

SECOND PLACE WINNING TEAM:

Chad Smith, *MCA of Metropolitan Washington, Lanham, MD*

George Warren, *Kingdom Investors, Convoy of Hope*

Craig Sasser, *Limbach Company, Laurel, MD*

CLOSEST TO THE PIN:

Daryl Sharkey, *MCA Canada, Ottawa, ON Canada*

LONGEST DRIVE:

Sean O'Brien, *Milwaukee Electric Tool Corporation, Brookfield, WI*

Wildlife, Wild Night

It was a wild time at the conference closing party on Wednesday. Partiers were greeted outside the dining area by creatures of all kinds including an alligator, an armadillo and a little hedgehog with a big attitude. The wild night theme carried over into the event with jungle hats and bandanas for all plus tribal tattoo artists and two very tall stilt walkers in native garb.

We hope you'll join us for MSCA 2013 to be held at the Boca Raton Resort in Boca Raton, FL, October 13-16, 2013. Watch your e-mail in the coming months for more information about next year's conference. ♦



Chuck Noyes and wife Linda pose with an exotic stilt walker at the closing party.



After good food, there's still time for dancing.

MSCA and Convoy of Hope Aid San Diego's St. Vincent Village



MSCA volunteers await the arrival of the Convoy of Hope truck.

Before the start of the conference, MSCA volunteers delivered a tractor trailer stocked full of over 47,000 pounds of needed supplies to St. Vincent de Paul Village located in San Diego. The donation was made possible in conjunction with Convoy of Hope, a faith-based nonprofit which has served more than 48 million people throughout the world through international children's feeding initiatives, community outreaches, disaster response and partner resourcing. MSCA Board members and other volunteers then helped prepare and serve dinner to hundreds of residents of St. Vincent Village. ♦

Newly Minted GreenSTARs Get a Shout Out

AMI Services, Inc.
Waldwick, NJ

Bruner Corporation
Hilliard, OH

Campbell, Inc.
Northwood, OH

Crockett Facilities Services
Bowie, MD

Dunbar Mechanical
Toledo, OH

W. L. Gary Company
Washington, DC

McIntosh Services, Inc.
Tulsa, OK

Noyes Air Conditioning
Gaithersburg, MD

Peterson Service Co., Inc.
Medford, NJ

Puget Sound Refrigeration Inc.
Div. of PSR
Seattle, WA

Ruyle Mechanical Services
Peoria, IL

Smith-Boughan, Inc.
Lima, OH

Soefker Services LLC
Memphis, TN

South Coast Mechanical, Inc.
Anaheim, CA

Stroh Corporation
Des Moines, IA

University Mechanical Contractors,
Mukilteo, WA

Wolin & Associates, Inc.
West Des Moines, IA

