



June 2013

WHAT'S NEW

MSCA 2013 Challenges You to Go Beyond Your Limits

You'll blast off to new ideas and insights at MSCA 2013, our 28th Annual Educational Conference. This year's event will be held October 13-16, 2013, at the Boca Raton Resort & Club in Boca Raton, FL.



At MSCA 2013, you'll be challenged to go "Beyond Your Limits" both professionally and personally. This theme will be the common thread that runs throughout the program's sessions and activities. Among the esteemed speakers and topics will be:

- Entrepreneur and business consultant Troy Hazard - *Beyond Tomorrow: How to Future-Proof Your Business with Purpose, Passion, People and Profits*,
- Vietnam War veteran and prison camp survivor Captain Charles Plumb - *Tough Choices in Challenging Times*,
- Former NASA Space Shuttle Commander Mike Mullane - *Countdown to Teamwork*,
- Professional adventure racer Robyn Benincasa - *Beyond the Limits of Determination*, and
- Speaker and author Thom Singer - *The Power of Networking*.

MSCA 2013 will include all the great sessions and networking opportunities you have come to expect from this annual event, plus more than a few surprises. To learn more and to register, go to www.mcaa.org/education/msca/annualconference.

Special note: There are many room types available for this year's conference. To reserve the hotel accommodations of your choice, be sure to sign up early. You'll find a two-page document which describes the various room types and special pricing available to MSCA 2013 attendees by clicking

here: http://www.mcaa.org/education/msca/annualconference/13msc_rooms.pdf.

GreenSTAR Spotlight

Hill York and ICORR Properties International Co-Author Energy Solutions for Success



The One Sarasota Tower (Sarasota, FL), a 12-story, 142,000-square-foot commercial office building, has made monumental leaps in the energy efficiency world. In less than two years, One Sarasota Tower is now in the final stages of qualifying as an ENERGY STAR certified building, a designation which indicates the facility performs better than at least 75 percent of similar buildings nationwide. The partnership between mechanical services contractor and GreenSTAR Hill York (Fort Lauderdale, FL), and One Sarasota's management team, ICORR Properties International, has been instrumental in boosting the building's ENERGY STAR score from 36 to 82, a 144 percent increase. Rob Pulsifer, Director of Energy Service at Hill York, says, "It was very much a co-authored solution. Your client has got to work with you and lay out their expectations in areas such as return on investment and concerns on constructability. Our clients tell us what they want, and we bring the expertise to tell them what they can and cannot do."

To read the rest of this energy-saving story, click here: <http://www.msccgreenstar.org/contractor-resources/hill-york-and-icorr-properties-international-co-author-energy-solutions-success>

Learn to Get Your ENERGY STAR Props During June 19 Webinar

MSCA will present *ENERGY STAR Recognition Opportunities*, a one-hour webinar on Wednesday, June 19 at 1:00 p.m., Eastern Time. The webinar is the last in the 2013 series of ENERGY STAR programs presented by Dr. Sharon Levin of ManageEnergy.com. Tune in to learn about the range of ENERGY STAR programs available to recognize your company's role in energy reduction and how to navigate the application process to ensure you get the credit you deserve. This webinar is free to MSCA members. To register, go to www.mcaa.org/education/msca.

Energy Summit Takes Attendees on an Eye-Opening Interactive Field Trip

Over 20 companies took a step closer to becoming the energy expert in their marketplace by attending MSCA's Energy Summit on May 14 and 15 in Greenbelt, MD. Presenters Russ Borst (Hurst Mechanical, Belmont, MI), Thom Brazel (Ruthrauff Service LLC, Pittsburgh, PA) and Woody Woodall (Sauer Building Solutions, Pittsburgh, PA) guided attendees through the ins and outs of providing and selling energy services.



The program was capped off with a tour of the UA training facility in Lanham, MD, where attendees inspected the property for energy conservation measure (ECMs) that could save dollars for the facility's management. After the tour, attendees worked in teams to develop and present their pitch to a mock training facility management team about their energy-saving recommendations and implications for cost savings. The photo above left shows an Energy Summit attendee using a thermal imaging gun in the facility's boiler room to locate energy sappers.

Only Chance for Service Managers Training This Year

Beginners and seasoned veterans alike can improve their management and leadership skills by attending the very popular MSCA *Service Managers Training Program* on September 9-12, 2013, at the Millennium Resort and Villas in Scottsdale, AZ. 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. To register or for more information, go to www.mcaa.org/education/msca.

Growing and Developing Service Supervisors Course Comes to Milwaukee Area

Send your service supervisors to this program on November 7-9 and they will leave with new insight and tactics they can use to manage virtually any situation in the workplace. The program will be held in Brookfield, WI, at the Milwaukee Electric Tool Corporation headquarters and will include a tour of the facility. Hotel accommodations will be at the Doubletree by Hilton Milwaukee Brookfield. This program is ideal for both seasoned supervisors looking to "up their game" as well as newly minted supervisors who want to start off on the right foot. To read more about this program or to register, click here: <http://www.mcaa.org/education/msca/superservice/>.

Now More Than Ever, Project Home Again Needs Your Help



MSCA's Project Home Again™ is seeking your assistance to aid in the recovery of missing children throughout the country. Established in 1998, Project Home Again assists the National Center for Missing and Exploited Children (NCMEC) in its nationwide search for missing, abducted and runaway children through the distribution of posters featuring missing children. Members place these posters on their service vans and vehicles to help find missing kids in their area.

Learn more about how your company can help find missing children in your area by contacting Sobeida Orantes at saorantes@mcaa.org or completing a Commitment Form at: <http://www.projecthomeagain.com/pdf/commitmentForm.pdf> and faxing it to 240-238-7261.

Help Feed the Needy with a Donation to Convoy of Hope

MSCA has partnered with Convoy of Hope since 2010 in delivering needed supplies to families in the locations where the association holds its annual conference. This partnership has resulted in the donation of over \$90,000 in food and other goods to families nationwide.



Convoy of Hope is a 501 (c)(3) nonprofit organization with a driving passion to feed the world through children's feeding initiatives, disaster response, community outreaches and partner resourcing.

This year, we need your help in reaching our monetary donation goal of \$50,000 to fund activities at MSCA 2013 to be held October 13-16, 2013, in Boca Raton, FL including a food packing event and the delivery of food and goods to two local charities.

Your company can make a difference — send a donation today! Make checks payable to Convoy of Hope and mail to: MSCA Convoy of Hope Campaign, 1385 Piccard Drive, Rockville, MD 20850, or go online to make your contribution at: <https://donate.convoyofhope.org/MSCA>. Please note in the comments section that your donation is for the MSCA 2013 Annual Conference.

Thanks to Our MSCA 2013 Sponsors!



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