



August 2013

## WHAT'S NEW

### Be Sure You Don't Miss The Path to Higher Margins Is Not Business as Usual *MSCA 2013 Bonus Program Promises Expert Advice from Industry Pros*



As service contractors experience an evolution of the products and services customers expect, businesses must adapt and grow to offer energy and other cost-saving solutions that meet customer needs and expectations. On October 13 just prior to MSCA 2013, Bonus Program coaches, all successful HVAC contractors, will share their tried and true secrets behind finding the path to higher margins, while providing you with insight and inspiration to take your products and services to the next level.

In one day, you will learn about and explore the seven most critical components to ensure your business success: customers; employees; labor force; costs; efficiency, operations and quality; new products and services; and leadership. Attendees will leave this program with ready-to-use, proven techniques and strategies plus a notebook and thumb drive with program presentations and lots of useful forms, checklists and more to get you on your way! Go to [www.msca.org/msca2013](http://www.msca.org/msca2013) to learn more about the Bonus Program and add it to your MSCA 2013 registration!

Can't attend the Bonus Program? Don't forget, there's still time to register for the four-day MSCA 2013 conference on October 13-16. Attending this industry-leading event is sure to be a highlight of your year! For more information or to register, click here: [www.msca.org/msca2013](http://www.msca.org/msca2013).

### Portfolio Manager Upgrade Training on Tap

Benchmarking is increasingly becoming a frequently-requested service by building owners and managers to help them better assess their current energy use. It also is or soon will be a requirement in many cities and states. The EPA's Portfolio Manager, an important tool in benchmarking buildings, recently underwent a major revamp and now includes new and improved features. Are you ready to navigate this newly upgraded software? You will after you listen in on MSCA's special one-hour webinar, *Portfolio Manager Upgrade Training*, on Tuesday, September 10, 2013, at 1:00 p.m., Eastern Time.

Sherri Levin of ManageEnergy.com will lead this session where you will learn about the new features of commonly used functions of the EPA's ENERGY STAR Portfolio Manager tool, including adding a new property, entering energy and water data, and generating performance reports to gauge progress. This webinar is a free benefit of MSCA and MCAA membership. To register, click here: <https://msca.webex.com/mw03071/mywebex/default.do?siteurl=msca>

## Get Your Service Supervisors on the Fast Track to Expert Operations, Safety and More

*Last Chance in 2013 to Attend This Valuable Training*



Your field service supervisors play a key role in your company and directly impact its bottom line. Often, however, these highly qualified technicians are placed in this management position with minimal or no management or leadership training. MSCA's *Growing and Developing Service Supervisors* (November 7-9, 2013, Brookfield, WI) is a focused training program aimed at improving the performance of the service supervisor with proven training methods in leadership, coaching, planning, time management, communication, motivational techniques, safety training and more to give your service supervisor the confidence to deal with today's workplace challenges.

A tour of the Milwaukee Electric Tool Corporation headquarters is included with this program. To register, click here: <http://www.mcaa.org/education/msca/superservice/>.

## New Lunch and Learns Presentations Will Dazzle Customers, Prospects

Be on the lookout for a new and exciting benefit of MSCA membership — our *Lunch and Learn* series of presentations. These professionally developed Power Point presentations cover some of the hottest topics in the industry - including energy services - that members can present to their customers and prospects. Each presentation includes recommended talking points as well as instructions on how to customize the Power Point with your company's logo, contact information and more. Use these presentations to set your company apart from others in your marketplace by providing valuable information to your customers.

You'll find these presentations in the Members Only section of the MSCA Web site, [www.msca.org](http://www.msca.org), in the coming months. Watch your e-mail for more information about the presentations' availability. Then go out and dazzle your customers and prospects by showing them your expertise and experience!

## MSCA Past Chairs to Discuss How to Qualify Contractors During IFMA Presentation

MSCA will not only be exhibiting at this year's IFMA World Workplace in Philadelphia, PA, but the association was also selected to conduct a presentation that would be of interest to their members, primarily made up of building managers and owners. MSCA is pleased to announce that Dave Bavisotto (Illingworth-Kilgust Mechanical, West Allis, WI) and Wayne Turchetta (HMC Service Company, Louisville, KY), both past chairmen of the MSCA Board of Managers, will present *Qualifying Contractors with a Simplified Scorecard* on Friday, October 4 at 10:30 a.m. We know Wayne and Dave will, as they have in the past, do us proud and help inform their audience about the many qualifications they should look for in an outstanding contractor and that their decision should not be based only on price. Go get 'em, guys!

## UA Apprentice Competition Set for Next Week

During the UA's 2013 Instructor Training Program next week at Washtenaw Community College in Ann Arbor, MI, the six HVAC apprentice finalists who won in their regional competition will participate in the finals. An important part of this competition involves customer relations. MSCA representatives will be on hand to judge the finalists on their ability to professionally deal with customer issues and concerns. The national winner will be announced on August 15 during the instructor graduation. In addition, the MSCA Labor Relations Committee will also be in Ann Arbor to participate in the UA's Industry Day on August 14.

Thanks to Our MSCA 2013 Sponsors!



**WennSoft**

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