



January 2014

## WHO'S NEW

### Sauer Achieves GreenSTAR™ Qualification



Congratulations to Sauer Technical Services of Columbus, Ohio, for attaining the coveted GreenSTAR qualification! Sauer is recognized as meeting or exceeding rigorous operating and training energy-efficiency and safety standards. The company is now one of more than 65 GreenSTARs recognized worldwide as the industry's leading providers of energy-saving solutions. We celebrate your continued commitment to environmental stewardship and energy cost-savings for customers.

Interested in joining the ranks of GreenSTAR contractors? Visit our [GreenSTAR website](#) to learn more. If you're ready to take the next step, simply download the appropriate [application](#) (there's an application for current MSCA STARs and one for non-STARs), and submit the completed form and required documentation to MSCA. Please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) with any questions about the program or application.

### MSCA Welcomes New Staff Member

Dania Soto joined MSCA this month as the new Director of Marketing & Communications. In this role, Dania will work closely with Executive Director Barbara Dolim to ensure the association remains a leader in providing quality programs to its membership, and maintains its image as the industry's premier education association. Specifically, she will be responsible for marketing the GreenSTAR program and the MSCA annual conference, and developing various online and print communications for members and the organization.



Dania has almost 10 years of experience in strategic planning, marketing, and communications across various industries and sectors. She has a master's degree in integrated marketing communications from Northwestern University in Evanston, Ill., and a bachelor's degree in general studies from Cornell University in Ithaca, N.Y.

Please join us in welcoming Dania to the MSCA team!

## WHAT'S NEW

### MSCA 2014 Planning Underway



Although MSCA 2013 isn't too far behind in our rearview mirror, it's time to start planning for the 2014 educational conference. We're excited to announce that this year's venue will be held at the Hyatt Regency Huntington Beach Resort and Spa in sunny Huntington Beach, Calif., from Sept. 28-Oct. 1, 2014. Members of the education and marketing committees will be meeting onsite on Jan. 12-13 to discuss a number of key items, including:

- Insights gathered from last year's event to tailor a heightened experience for MSCA 2014 attendees
- The theme and framework for this year's conference
- Next steps for cultivating the Sales Institute (see *Bonus Offering at MSCA 2014* below)
- 2014 regional seminars and webinars (see *Overview of the 2014 Educational Calendar* below)
- Enhancements to the GreenSTAR program to support current GreenSTARs and MSCA STARs

Member feedback will be the basis of these discussions, so thank you for your comments and suggestions throughout the year. If you have any questions, please contact Barbara Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org).

## Bonus Offering at MSCA 2014: Sales Leadership Symposium



MSCA's Sales Institute is slated to launch in September at the 2014 education conference in Huntington Beach, Calif., with the inaugural Sales Leadership Symposium. Intended for sales managers only, this industry-specific program will help leaders deepen expertise in:

- Employee management (e.g. pre-hiring and recruiting, onboarding, and goal-setting) to foster engagement that sets your team up for success
- Employee compensation structure development appropriate for your business
- Business development in new markets (e.g. plumbing, facility operations, and control)
- Translating company and product knowledge into meaningful connections with customers

This session is a mandatory requirement for your company to send participants to the Sales Institute, and is the only one offered this year. Stay tuned! You do NOT want to miss this.

## Start the Year Right - Sign-up for the Leadership Webinar



*The Path to Higher Margins Is Not Business as Usual*, a seven-part webinar series highlighting best service practices, kicks-off on Wednesday, Jan. 29 at 1 p.m. EST with *Webinar #1 - Leadership: It All Starts at the Top*. Based on the very successful, one-day bonus program offered last year just prior to the 2013 MSCA conference, this series will reveal the secrets behind finding the path to higher margins while providing insights and inspiration to take members' products and services to the next level.

Click [here](#) to register or learn more about the session. View the 2014 calendar below for additional events.

## Take Your Field Supervisors to the Next Level

If you want to give your service field supervisors an advantage in today's tough market, then keep reading. Supervisors play a key role in your company that has a direct impact on your bottom line. Therefore, you can't afford not to equip these highly qualified technicians with insights necessary to excel.



MSCA's *Growing and Developing Service Supervisors* is an intensive two-day training designed specifically for improving the performance of the service supervisor. This program addresses proven methods in the following areas to provide attendees with the edge and confidence needed to manage today's workplace challenges:

- ◆ Leadership
- ◆ Coaching
- ◆ Planning
- ◆ Time management
- ◆ Communication
- ◆ Motivational techniques
- ◆ And many more

Two sessions are currently open for registration:

- Feb. 20-22 in Iselin, N.J.
- March 27-29 in Seattle, Wash.

This seminar always sells out, so be sure to [register](#) today (attendance is limited).

## Overview of the 2014 Educational Calendar



Date	Topic	Location
Jan. 29	<a href="#">Webinar #1 - Leadership</a> (Jim Bartolotta)	Online
Feb. 20-22	<a href="#">Growing and Developing Field Supervisors</a>	Iselin, NJ
Feb. 26	<a href="#">Webinar #2 - Customers</a> (Chris Carter)	Online
March 27-29	<a href="#">Growing and Developing Field Supervisors</a>	Seattle, WA
April 9	<a href="#">Webinar #3 - Employees</a> (D. Bavisotto/W. Turchetta)	Online
May 21	<a href="#">Webinar #4 - Cost</a> (Steve Smith)	Online
Sept. 10	<a href="#">Webinar #5 - Labor Force</a> (K. Bagley/J. Leslie)	Online
Sept. 28	Sales Leadership Symposium	Huntington Beach, CA
Sept. 28-Oct. 1	29 <sup>th</sup> Annual MSCA Educational Conference	Huntington Beach, CA
Oct. 22	<a href="#">Webinar #6 - Efficiency</a> (M. Star/D. Hubbard)	Online
Oct. 27-28	Dispatcher Training	Baltimore, MD
Nov. 10-13	Service Managers Training	Washington, DC
Dec. 3	<a href="#">Webinar #7 - New Opportunities</a> (J. Lomas/Adam Wallenstein)	Online
TBD	Energy Summit	TBD
TBD	Sales 101	TBD

## Safety Is at Your Fingertips with the MCAA Mobile App

Our entire library of mechanical construction, service, plumbing, and welding safety videos are now available for iPad, iPhone and Android devices. It's as easy as 1-2-3.

Step 1: Search for "MCAA videos" on the Apple App Store or Google Play Store.



Step 2: Enter your MCAA members-only password to view more than 35 valuable safety training videos (22 of which are now also presented in Spanish).

Step 3: Learn at your leisure.

## Thanks to Our MSCA 2013 Sponsors!





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