



December 2014

WHAT'S NEW

2015 Calendar of Events



With the end of the year in sight, MSCA is pleased to present the calendar of events for 2015 (subject to change). Webinars are denoted in **red**.

These include two new webinar series, MSCA Sales Institute programs (Sales Leadership Symposium, Sales Basecamp, and Sales Masters I and II), the MSCA 2015 educational conference, and several of our most popular seminars. Seats go quickly for the smaller sessions, so be sure to register early.

[Click here to view and sign-up for all open upcoming events.](#) To learn more about MSCA Sales Institute programs, visit www.msca.org/salesinstitute.

January 2015

Dates	Event	Location
Jan. 12-13	Sales Basecamp	Tempe, AZ
Jan. 23	Sales Leadership Webinar #1: Exercise Your Sales Leadership Muscle*	Webinar

*This event is exclusively for those who have participated in the Sales Leadership Symposium at the MSCA 2014 conference. This is a 4-part series, with remaining webinar dates TBD.

February 2015

Dates	Event	Location
Feb. 11	The Team Thing Webinar #1 with Steve Thomas	Webinar
Feb. 23-24	Sales Leadership Symposium*	Philadelphia, PA

*This is the only one scheduled for 2015, so register early. Class size is limited.

March 2015

Dates	Event	Location
March 26-27	Dispatcher Professional Development Training	Cleveland, OH

April 2015

Dates	Event	Location
April 1	<i>The Team Thing</i> Webinar #2 with Steve Thomas	Webinar
April 19-23	Sales Masters I*	Oak Brook, IL
April 23-25	Growing and Developing Field Supervisors	Brookfield, WI

*Your sales leader must have attended the Sales Leadership Symposium in order for you to participate in Sales Masters I.

May 2015

Dates	Event	Location
TBD	Sales Basecamp	Baltimore, MD

June 2015

Dates	Event	Location
June 3	<i>The Team Thing</i> Webinar #3 with Steve Thomas	Webinar

September 2015

Dates	Event	Location
Sept. 2	<i>The Team Thing</i> Webinar #4 with Steve Thomas	Webinar
Sept. 14-15	Dispatcher Professional Development Training	St. Louis, MO

October 2015

Dates	Event	Location
Oct. 18-21	MSCA 2015 Educational Conference	Colorado Springs, CO

November 2015

Dates	Event	Location
Nov. 4	<i>The Team Thing</i> Webinar #5 with Steve Thomas	Webinar
Nov. 9-12	Service Managers Training	San Antonio, TX
Nov. 9-13	Sales Masters II*	Houston, TX

*Your sales leader must have attended the Sales Leadership Symposium in order for you to participate in Sales Masters II. Also, you are required to have participated in Sales Masters I before you can attend this session.

December 2015

Dates	Event	Location
Dec. 2	<i>The Team Thing</i> Webinar #6 with Steve Thomas	Webinar

NEW! Technician Training and Recruiting

To help address the state of the industry concerning the labor force, MSCA has a new Web page dedicated to technician training and recruiting with resources and tools to help you maneuver these upcoming changes.

To access this content, visit www.msca.org/recruiting or click on **Technician Training and Recruiting** link located on the tan sidebar of the [MSCA homepage](#).

A new article titled "**Are You Prepared?**" has just been published. New resources will be featured on the website as they become available, so check back often.

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