



February 2015

HIGHLIGHTS

MSCA's Highest Rated Speaker Returns for "The Team Thing" Webinar Series



From the MSCA conference speaker who taught you how to navigate through "human weirdness" and how to move from stuck to high-performance, **Steve Thomas**, will present MSCA's newest **six-part webinar series, *The Team Thing***. Throughout each session, aspects of team-building will be used as an exercise to strengthen your leadership and impact.

Almost every leader wants to build a team within his or her organization. The challenge, however, is what does "team" mean? Steve Thomas will teach you what it truly is (and isn't), and how to embody it both as a collaborator and a leader in the first session, which will be held **February 11, 2015**, at **1:00 p.m. EST**. Register today at <https://msca.webex.com>.

The next webinar in the series is scheduled for April 1. Remaining dates are tentatively set for June 3, September 2, November 4, and December 6. Contact Barbara Dolim at bdolim@mcaa.org with questions about the series.

It's Not Too Late to Sign-Up for the Last Sales Leadership Symposium of the Year

Are you looking for ways to grow as an HVACR/plumbing service sales leader so that you can build a better team? Do you want to learn how to create a culture of exceptional service in unique ways that keep your staff engaged? Are you interested in enrolling the more experienced members of your team in the *MSCA Sales Masters* program? If you're responsible for recruiting, hiring, onboarding, coaching, and/or training your sales team, then this program is for you -- even if you don't have a sales manager job title.



SALES INSTITUTE
MSCA University™

When: February 23-24, 2015

Where: Philadelphia, PA

Register: www.msca.org/salesinstitute/leadership

This **extended two-day seminar** will provide you with a solid foundation of skills needed to:

- Manage and grow a strong sales team
- Drive revenue growth and enhance profitability through a more structured sales approach
- Enhance overall sales team productivity and ensure employee retention
- Support members of your team participating in the advanced *Sales Masters* program

Note: Only a few seats remain, and this is the last *Sales Leadership Symposium* scheduled for the year.

Take Your Company to New Heights with Dispatcher Training



Service dispatchers directly impact customer satisfaction through their responsibilities in scheduling, resource allocation, and priority-setting. With these team members being so important to the day-to-day business, you can't afford for your dispatchers to miss out on training opportunities that affect both their career development and your company's profitability. Take advantage of MSCA's upcoming **Dispatcher Professional Development Program**.

When: March 26-27, 2015

Where: Cleveland, OH

Register: www.mcaa.org/education/msca/dispatcher

During this two-day seminar, new and experienced dispatchers will enhance their skills through group exercises, self-assessment tools, and discussion groups. They will also have access to a network of peers that they can use as a resource for ongoing support.

This program sells out quickly, so sign-up early.

WHAT'S NEW

Amplify Your Service Supervisor's Performance with MSCA Training

MSCA's popular *Growing and Developing Service Supervisors* seminar is back! This training is designed specifically for improving the performance of service field supervisors to advance their skills in leadership, coaching, planning, time management, communications, and motivational techniques.

When: April 23-25, 2015

Where: MILWAUKEE TOOL HQ, Brookfield, WI

Register: www.mcaa.org/education/msca/superservice

This program is taught by popular MSCA instructor Kevin Dougherty, and every participant will receive a comprehensive workbook that contains more than 100 sample forms, procedures, checklists and reports that field supervisors use daily.

Shorten the Learning Curve for Entry-Level Employees with Sales Basecamp

Prepare your entry-level service sales hire with all the relevant skills needed to sell HVACR and plumbing services with confidence and create added value for customers with *MSCA Sales Basecamp*. Intended for those new to the HVACR/plumbing industry and/or sales, attendees will learn how to build long-lasting customer relationships, the best method of prospecting, steps to prepare for the first meeting, and how to develop a finely-tuned proposal.

When: May 4-5, 2015

Where: Baltimore, MD

Register: www.msca.org/salesinstitute/basecamp

Past participants rated the program a 4.8 out of 5.0, saying that this course was "very comprehensive," "a great experience," and "gave confidence to be successful in the role." This is the last *Sales Basecamp* scheduled for the year, so don't miss out. Class size is limited.

Learn the Business of Leadership with MCAA's Advanced Leadership Institute

For most, leadership is a learned skill, and the best way to learn business leadership is through immersion in the strategic and "human" side of running your business. In this two-week program, **MCAA's Advanced Leadership Institute (ALI)** will provide an environment and training that will develop the crucial skills and resources attendees need to successfully lead their companies, regardless of external economic conditions or internal human dynamics.

When: Week 1 - September 27-October 2, 2015

Week 2 - November 8-13, 2015

Where: Babson College - Babson Park, MA

Register: www.mcaa.org/ali

MSCA members are eligible to participate in this program, which is customized for leaders and leaders-in-the-making. Class size is limited, so submit your application today.

Changes to *Standard for Electrical Safety in the Workplace*

The National Fire Protection Association (NFPA) recently revised its *Standard for Electrical Safety in the Workplace*. **NFPA 70E - 2015** became effective on January 1, 2015. MCAA released a Safety Bulletin summarizing the key changes affecting mechanical service work on HVAC equipment pushing 480 volts or less.

Missed the bulletin? View it at www.mcaa.org/private/safety.

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.

Here's what's new:

- Another article was recently published - "**It's Up to Us: The Role of Contractors in Recruiting HVACR/Plumbing Technicians.**"
- Details on Mitsubishi VRF training, Johnson Controls training, and Carrier Corp. training have been posted. Courses are now open for registration, and are funded by ITF.

To access this content:

1. Visit www.msca.org/recruiting or
2. Click on the **Technician Training and Recruiting** link located on the tan sidebar to the right of the [MSCA homepage](#).

New resources will be featured on the website as they become available, so check back often.

IN THE NEWS

How to Manage a Mobile Workforce

The more traditional approach is for a company to provide all mobile devices that employees need to perform their work. There's a good reason why many HVAC contractors still follow this practice, and it can be boiled down into one word: control.

Other contractors, however, have moved away from supplying all work devices entirely because they've found that fewer employees want to carry two devices - one for work and one for personal use.

[Click here](#) to learn how contractors are navigating both options with their employees.

Schools and Organizations Embrace Distance Learning in HVACR Education

Once scoffed at as an unrealistic way to learn the trades, online education has slowly climbed into prominence and ultimately emerged as a staple of HVACR education.

Schools across the country are adapting their curriculum to offer distance learning, which increases their attractiveness to HVACR prospects who wish to learn the trade whenever they can, from wherever they wish.

[Click here](#) to discover how HVACR training is changing for your future workforce.

Government Mandates in Health Care Offer Restrictions and Options

In 2015, it's probably best for contractors to proceed assuming health care reform will be a part of business for the foreseeable future. Even if this embattled version of reform is repealed, it likely would have to be replaced by some other plan because simply returning the 10 million Americans who have signed up for insurance under the Affordable Care Act (ACA) to uninsured status is an unlikely (and probably unwise) scenario.

[Click here](#) to understand how the ACA affects you and your business.

HVAC Optimization Energy Efficiency and Demand Response

For contractors working to improve the HVAC functionality in Class A buildings, there has never been a time with more opportunity for upgrades, retrofits, and innovative equipment replacement.

Control systems are getting smarter, chillers and air handlers are becoming more inherently efficient, and overall advances in building automation system (BAS) technology are helping to create a holistic intelligence capable of learning the routines of a building and its occupants in order to orchestrate a more efficient delivery of heating and cooling resources.

[Click here](#) to learn how to take advantage of these opportunities.

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