



May 2015

HIGHLIGHTS

MSCA Mourns the Passing of Donald Batz



Mechanical services industry icon Donald ("Don") Batz passed away on April 22 at the age of 77. Don was senior vice president and director of operations for CommAir Mechanical Services before retiring.

He was very involved with MSCA and MCAA, serving as chairman of the MSCA Board of Managers in 2001 and as a past member of the MCAA Board of Directors. He also served on the Board of Trustees of the International Training Fund. In 2005, Batz was presented with MSCA's D.S. O'Brien Award of Excellence and, in 2006, he received MCAA's highest honor, the Distinguished Service Award.

Don was also actively engaged in the MCA of Northern California and served as its president. In recent years, he was very involved with the Kent Morrill Scholarship program (which provides scholarships for the children of MCA of Northern California members) as well as other northern California charities.

He is survived by Darolyn - his wife of 55 years - six children, 16 grandchildren, and 2 great grandchildren. Don will be greatly missed by all his friends and associates at MSCA. Our thoughts and prayers are with his family.

Registration Is Open for the MSCA 2015 Educational Conference

Last year was about achieving an Endless Summer - tapping into great potential to take advantage of the limitless possibilities and overcome any challenges along the way. The next step to navigating the ever-changing business landscape is **MSCA 2015**, to be held at **The Broadmoor** in **Colorado Springs, CO**, from **October 18-21**.

Now that you've progressed toward your goals and are looking to the next summit, this is the time to reflect on all your accomplishments and obstacles over the past year. In Colorado Springs, you're 6,500 feet high. So, take a deep breath, and clear your mind. Then open your eyes, and look around. The sights are breathtaking and inspiring, and everything is clearer. This is **The View from Above** - the conference theme and promise of MSCA 2015.



This year's educational sessions, roundtable discussions, keynote speakers, and optional events are sure to please. To see what's in store, [view the MSCA 2015 conference brochure here](#).

Register today by visiting www.msca.org/msca2015. Contact Sobeida Orantes at saorantes@mcaa.org for registration questions.

Opportunity to Join a Peer Group

Have you ever wanted a peer's perspective of your business or to trade industry best practices? Now, you have the opportunity to join a peer group - a network of fellow companies from various regions that



meet regularly to discuss best practices of all aspects of their businesses.

Chuck Noyes, president of Noyes Air Conditioning Contractors, Inc. in Gaithersburg, MD, is looking for two to four MSCA member companies to join his group, which currently comprises three companies. If you're interested in being a part of this network and are primarily in HVAC service, contact Chuck at cnoyes@nacgroup.com.

MSCA Sales Masters Program a Success

MSCA's Sales Masters program was launched with Sales Masters I on April 19-23, 2015, in Oak Brook, IL. The first week of a two-week course, Sales Masters I is tailored to provide intermediate- and advanced-level service sales employees with the tools and insights needed to take their expertise to the next level.



SALES INSTITUTE
MSCA University™

Attendees practiced the skills they learned in the class through team projects to get real-world experience before leaving the program. They also developed a personal action plan to continue to build on their newly acquired competencies and strengthen areas of weakness, all of which will be supported by their sales leaders.

Here's what some participants had to say about their experience:



- "I can't begin to tell you how much I benefited from the first week of the program. I know it will make me a more successful salesperson, and I'm already using many of the skills we discussed."
- "I thoroughly enjoyed the first week of the course and learned a tremendous amount. I am looking forward to putting it to more use!"
- "I really enjoyed how the entire program was related to our trade. I've been to other sales training classes that are just generic sales and, although the concepts sound good, they don't always apply to what we do on a day-to-day basis."

The second week of the program will be held in November at the University of Houston for those who completed the first week.

To learn more about Sales Masters and other MSCA Sales Institute programs, visit www.msca.org/salesinstitute. Contact Barbara Dolim at bdolim@mcaa.org if you are interested in attending or sending employees to the program in 2016.

MSCA Introduces Convoy of Hope's Workplace Giving Program

This year, we've extended our partnership with Convoy of Hope so that our members have additional opportunities to give back. Many already know of Convoy of Hope through our annual conferences – you've participated in the annual Packing Party, stocked food and supplies for a local charity identified by the organization, and donated money to purchase those goods.

Watch videos of the [2014 Packing Party](#) and the [2014 donation to Share Our Selves](#) to see your past impact.

Currently, Convoy of Hope provides food to more than 147,000 children in 10 countries, and opens the door to education, clean water and hope. The organization recently launched the feedONE initiative, a workplace giving program, to provide nutritious food and opportunities to some of the world's most vulnerable children.



How You Can Help

It's easy. MSCA member companies of any size can participate in this important initiative through employee payroll deductions. Every campaign is customizable for your organization, and employees can contribute any amount. A little goes a long way: Just \$10 will feed one child for an entire month. Convoy of Hope will provide you with step-by-step assistance to promote and implement this program at your company so that it's simple and seamless.

The opportunity to donate will begin June 2015. Contact Eric Neubauer at eneubauer@convoyofhope.org or Rick Zorehkey at rzorehkey@convoyofhope.org for details or to get started. View how to [feedONE here](#).

UPCOMING EVENTS

Learn to Cultivate Effective TEAM Players

When: June 3, 2015 - 1:00 p.m. EDT

Where: Webinar

TEAMWORK
coming together is a beginning
keeping together is progress
working together is success
- Henry Ford

In the third installment of the six-part webinar series, "The TEAM Thing," **Steve Thomas** will present on the identity of "**The Effective TEAM Player.**" An acclaimed MSCA presenter, he will address the four types of people that exist in your company, helping you to recognize how each contributes to or detracts from performance. You will also learn how to align these employees in order to strengthen the team and its impact on your company's success.

Register today at <https://msca.webex.com> (or [click here](#) to sign-up via mobile device). Tentative dates for the remaining webinars in the series are September 2, November 4, and December 6. For more information, contact Barbara Dolim at bdolim@mcaa.org. The first two webinars in the series, "Rethink the TEAM Thing" and "The TEAM Leader," are available for viewing at www.msca.org along with PowerPoint slides and handouts.

Take Part in Safety Training for Service

When: June 18, 2015 - 8 a.m. EDT and 1:00 p.m. EDT

Where: Webinar

MCAA will be hosting its final webinar on **OSHA and NFPA 70E Qualified-Level Arc Flash Safety Training** for MCAA and MSCA member companies. This training is designed for service employees responsible for electrical tasks and those who manage or supervise electrical workers and safety/engineering professionals.



Email ahilgeman@frontier.com to register for one of these time slots or for additional information on the webinar.

Additional safety resources for service are available on the [MCAA online store](#), including:

- MCAA Model Program on Electrical Safety in the Workplace (Based on NFPA 70E - 2015)
- Electrical Safety in the Workplace Video and Materials (Based on NFPA 70E - 2015)
- Radio Frequency Radiation Exposure and Protection Safety Video and Materials

Sign-Up for the Last Dispatcher Training in 2015

When: September 14-15, 2015

Where: St. Louis, MO

Join MSCA for the last Dispatcher Professional Development Training of the year. This program will help new and experienced dispatchers understand their true role in the company and further develop their ability to contribute to your company's success as they advance their careers.



Register for this program at www.mcaa.org/education/msca/dispatcher. Contact Sobeida Orantes at saorantes@mcaa.org with any registration questions.

Register for Service Managers Training

When: November 9-12, 2015

Where: San Antonio, TX

MSCA's accelerated Service Managers Training will help service professionals improve their management and leadership skills, and effectively contribute to the bottom line of their organizations. Developed with the service manager's typical day-to-day issues in mind, this highly interactive, hands-



on workshop will give participants the fundamental financial and interpersonal skills they need for managing all aspects of the service operation.

This program is recommended for managers with all levels of experience, including those who have come up through the trades with little or no formal training as well as those who want to enhance their leadership skills to better serve their teams.

Class size is limited, so register today at www.mcaa.org/education/msca/svcmgrtraining. Contact Sobeida Orantes at saorantes@mcaa.org with registration questions.

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Mechanical Service Contractors of America
1385 Piccard Drive | Rockville, MD 20850
(301) 869-5800 | www.msca.org