

MARCH 22 - 25, 2021



## CONFERENCE BROCHURE



*Essential Learning for  
Unconventional Times*



# Welcome

This year has certainly challenged us all. COVID-19 has forced our industry to change and adapt, to re-invent the way we provide services and resources and change the way we learn.

This year, we are honored to invite you to the first-ever **MCAA Virtual Education Conference**. The four-day educational experience will feature top quality education seminars, a virtual exhibit, our annual business meeting, student chapter competition, safety awards, scholarship presentations and the annual changing of the guard. A different experience, yet the same quality of education. Join us – you won't want to miss it.

## THANK YOU TO OUR SPONSORS



# Monday

March 22, 2021



## Opening General Session

11:00 a.m. - 12:00 p.m. ET

Let's kick off our first Virtual Education Conference! MCAA President, Brian Helm will share his reflections on the past two years as president, and the possible future impacts from COVID-19 on our industry. Join us as we celebrate each other as essential workers, remember those who have left us and gather once again as a family.



## Student Chapter Competition

12:30 p.m. - 2:30 p.m. ET

Watch the final four Student Chapter teams compete virtually for \$10,000. These emerging industry leaders will present their proposals of a real-world contracting bid and answer demanding questions from a panel of MCAA member judges. Attend the competition to witness the talent that the next generation holds. You might even find the next intern, co-op or full-time hire for your company. Our final four teams are, in alphabetical order:

Fairleigh Dickinson University  
Kansas State University  
Missouri State University  
Virginia Tech - Blacksburg Campus

## Education Seminars | 3:30 p.m. - 4:30 p.m. ET



### New Automation Systems Are Changing How We Design, Build and Operate Buildings

Join a group of industry leaders for a presentation on technology systems and the emerging trends that are impacting how buildings are designed, constructed and operated in the future. This interactive session will identify the new technologies and applications that are impacting our roles in how building systems are installed, commissioned and operated to improve first costs, lifecycle costs and the overall user experience. There will also be an interactive discussion with Manufacturer Members and MCAA Contractors to address audience questions, explore the impacts on our roles in the building lifecycle and provide feedback and insights with leaders from three of the largest building system manufacturers in the industry.

**James Plotz** is HVAC Controls Business Performance Leader for Johnson Controls. **Brian Estill** is Director of Controls Marketing and Strategy for Johnson Controls. **Andrew Krenning** is Solutions Director for Smart Buildings & Pre-Construction for SIEMENS. **Richard Nowak** is Head of Automation & Smart Buildings for SIEMENS. **Gene Shediwy** is Controls Business Development Leader for Trane. **Armand Kilijian** is President of O'Brien Mechanical, Inc. II.



### Not All Strategy is Good Strategy: Fatal Flaws to Avoid

Sponsored by *Johnson Controls*

Making good strategic decisions about your company's future isn't easy. Good strategy creates an advantage that is more than just incremental improvements—it enables you to win in the long term. Too many contractors take the easy route and, as a result, their market strategy is flawed or even worse—non-existent. Our industry is changing rapidly and there has never been a more important time to get this right! You will learn which fatal flaws to avoid when formulating your strategic direction, how to test your strategy for effectiveness and how best to implement a strategy for success.

**Lee Smither**, a principal for FMI's consulting practice, helps engineering and construction companies with strategic planning to improve their corporate performance. He specializes in market strategy and consulting, developing and implementing organization-wide change initiatives and other leadership-focused engagements.



### Cybersecurity Basics for All Businesses

Sponsored by *Daikin Group*

Hackers steal billions of records and billions of dollars each year from businesses around the world. Is your business a potential target? Nick Espinosa will help you answer that question so that you can focus on growing your business. You will learn the fundamentals of an advanced cyberdefense strategy, how a better strategy can enhance your corporate security and why implementing this strategy makes your business a much smaller target for cyber criminals.

**Nick Espinosa** is Chief Security Fanatic for Security Fanatics, a Cybersecurity/Cyberwarfare outfit dedicated to designing custom Cyberdefense strategies for medium to enterprise corporations.

# Tuesday

March 23, 2021

## Education Seminars

11:00 a.m. - 12:00 p.m. ET



### You Know Your Company's ROI - What's Your Body's ROI?

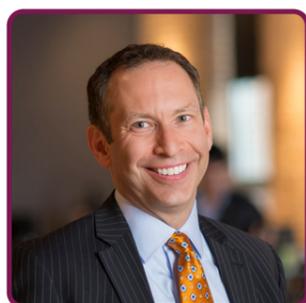
Sponsored by *Ferguson*

What if there was a systematic way to significantly affect you and your organization's health and vitality while reducing healthcare costs, increasing productivity and improving the overall culture and bottom line? The real ROI is investing in YOU—first!

You will learn:

- Which "4 Pillars" affect virtually all areas of health: nutrition, movement, recovery, integration
- How having one or more of these areas out of balance can contribute to—or cause—most of the top diseases we face today (i.e., obesity, diabetes, high cholesterol, high blood pressure, cardiovascular disease, cancer, chronic pain, Alzheimer's and more)

**Beverly Holcomb** is the Co-Founder of "The SATAURA Project"; a comprehensive online educational platform that focuses on all areas of human health & potential. Beverly has an extensive background in the design and facilitation of Integrative Corporate Wellness Programs. She has merged her expertise and passion into the development of live and online programs for Corporations; with a laser focus on the long-term health and well-being of their employees. Her programs massively improve the overall culture, community, productivity, and bottom line, with a measurable R.O.I. for the organization.



### OK Boomer: Managing Up in a Multigenerational World

Sponsored by *EVAPCO, Inc.*

For Millennials and Generation Z, understanding your Gen X or Boomer manager can be a tricky proposition. From tackling a first-time project, to asking for feedback, to inquiring about advancement opportunities, there is no syllabus to guide you through these tough topics. The group discovers perceptions of all the generations, including their own, to truly understand what has shaped them. They will recognize what makes their managers tick, and learn how they typically like to work. Importantly, we discuss how Millennials and Generation Z can dispel perceived entitlement, embrace feedback, understand a manager's style and display initiative to get ahead.

**Brad Karsh** is Founder and CEO of JB Training Solutions and the author of three business books, including the critically acclaimed *Manager 3.0: A Millennial's Guide to Rewriting the Rules of Management*.

# An Honest Conversation About Uncertain Times

11:00 a.m. - 12:00 p.m. ET

Gather together as United Association General President, Mark McManus and MCAA President, Brian Helm openly discuss our industry including past, current and future impacts of COVID-19, the men and women that make up our member's workforce, the job sites and all the efforts we are pursuing together. McManus and Helm will collaborate and exchange views on important topics affecting both memberships, such as safety, collective bargaining agreements, diversity, service, apprenticeship and market share. This session will provide the unique opportunity to hear from both labor and management on what makes our relationship so important, and how we can work together toward a meaningful and lasting labor/management partnership.



## Exhibit

12:30 p.m. - 2:30 p.m. ET

12:30 p.m. - 12:55 p.m. ET

Anvil International  
Apollo Valves  
Charlotte Pipe & Foundry  
Daikin Group  
DEWALT Industrial Tool Co.  
Ferguson  
Jay R. Smith Mfg. Co.  
LAARS, a Bradford White Company  
NIBCO Inc.  
SLOAN  
Trimble  
Victaulic  
Watts Water Technologies

1:00 p.m. - 1:25 p.m. ET

Baltimore Aircoil Co.  
CNA  
EVAPCO  
Jay R. Smith Mfg. Co.  
Johnson Controls  
MILWAUKEE TOOL  
nVent  
SIEMENS  
Viega  
Zurn Industries

# Tuesday

March 23, 2021

## Exhibit

12:30 p.m. - 2:30 p.m. ET

1:30 p.m. - 1:55 p.m. ET

Apollo Valves  
Carrier Corporation  
Daikin Group  
Ferguson  
LAARS, a Bradford White Company  
Mueller Industries  
Parker Hannifin  
SLOAN  
Trimble  
Uponor, Inc.  
Watts Water Technologies  
Winsupply

2:00 p.m. - 2:25 p.m. ET

Anvil International  
DEWALT Industrial Tool Co.  
EVAPCO  
Johnson Controls  
MILWAUKEE TOOL  
NIBCO Inc.  
Trane  
Victaulic  
Viega  
Zurn Industries

## Education Seminars | 3:30 p.m. - 4:30 p.m. ET



### Best Practices in Presenting Loss of Productivity Claims & Other Hot Button Topics

Sponsored by *Apollo Valves*

This session will address the accepted methods of identifying and quantifying losses of labor productivity and attendant delays to the project schedule, using real world examples. We will discuss the necessity for contemporaneous labor productivity recognition, schedule monitoring and the need for detailed field record keeping that documents impacting events as they occur. Several well recognized methodologies for quantifying and presenting losses in labor productivity will be described, as well as a review of recent court and board of contract appeals cases on presenting loss of labor productivity claims.

**Paul Stynchcomb** is the Principal of Vero Construction Consultants Corp. and is a consultant to the Ibbs Consulting Group. He has served the construction industry since 1984 as an expert in CPM scheduling, construction management, contract administration and labor productivity. **Lawrence Prosen** is a government contracts and construction litigation attorney for Cozen O'Connor. Holding a degree in architecture, Larry brings unique perspectives, insight, and knowledge to his construction clients. He assists contractors, subcontractors, owners, and architects on a wide variety of commercial and private construction projects in negotiating prime and subcontracts, tenant fit-out agreements, and project workouts with financial institutions and sureties.



### Rules Versus Principles

Sponsored by *CNA*

When is it acceptable to engage in a transaction that technically complies with the rules but may be misleading? Can a transaction that technically complies with the rules be considered unethical or illegal? Is it ever appropriate to depart from Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS)? Fastow will cite examples of such transactions, he will discuss the rationalizations made by executives to justify their decisions and he will discuss how these decisions can cause great harm to stakeholders.

**Andrew S. Fastow** was the Chief Financial Officer of Enron Corp. from 1998 - 2001. In 2004, he pled guilty to two counts of securities fraud and was sentenced to six years in federal prison. He completed his sentence in 2011 and now lives with his family in Houston, Texas.



### Lessons from Best in Class Service Contractors – Surviving and Growing in Uncertain Times

Sponsored by *LAARS, a Bradford White Company*

In 2020 our entire world was turned upside down. How have top service providers found a way not only to survive, but to grow during these constantly changing times? Working as an “essential business”, how can what we’ve learned in the past help grow our service businesses in an uncertain future? Hear from two successful HVAC contractors on how they have been able to refocus their service sales priorities and implement unique and proactive strategies. Building owners and facility managers are now more than ever dependent on their mechanical service provider to provide them with the latest information, innovations and recommendations for keeping their building occupants safe and healthy. Don’t miss this unique opportunity to re-educate your customers and reinvent your offerings.

**Scott Berger** is President/COO of Arista Air Conditioning Corporation. **Kip Bagley** is Vice President Service with EMCOR Services Mesa Energy Systems. They are both Past Chairs of the MSCA Board of Managers.



### Next-Gen Business Practices – Future Proofing the Mechanical Contractor

Sponsored by *SLOAN*

Technology is a double-edged sword. It can enable a business to grow or create severe detrimental external competitive pressures. This seminar will explore global architecture, engineering and construction industry technology trends against a backdrop that assumes the role of the mechanical contractor will be changing in the years to come. You will learn how to adapt to new business realities that defragment our industry, how to increase productivity and change business models and how to future-proof the role of the mechanical contractor in the AEC business.

**Brett Young** is a software developer, construction technology expert and recognized thought leader in the architecture, engineering and construction industry. His work focuses on the use of video game technology to democratize, expand and deepen software development for building information modeling (BIM).

# Wednesday

March 24, 2021

## Education Seminars | 11:00 a.m. - 12:00 p.m. ET



### Culture & Change

Sponsored by *MILWAUKEE TOOL*

Since he joined the MILWAUKEE® team in 2007, MILWAUKEE® has experienced complete transformation under the leadership of Group President Steve Richman. In this session MCAA President, Brian Helm speaks with the leader who navigated the difficult transition and positioned the company for a decade of unprecedented growth. Richman will share details about this journey, the change that was required, and the unique culture he helped build within the MILWAUKEE® leadership team.



**Steve Richman** was appointed Group President of MILWAUKEE TOOL in January 2007, and is responsible for Milwaukee's Power Tool, Hand Tool, Accessory and Empire divisions. As such, Richman oversees Global Product Development, Manufacturing and Operations for each division, as well as MILWAUKEE® Sales in North and South America. He has over 25 years of experience in the management of industrial, electrical, plumbing and retail distribution channels.



### 5G Platforms: Connectivity of the Future

In a hyper-connected world, the ability to get connectivity to the jobsite is absolutely critical. In this seminar we'll discuss the different options that contractors have for connectivity. All the best apps in the world won't help your company if they can't connect. You will learn about the various options for jobsite connectivity, including 5G and 4G networks, satellite solutions and more traditional wire-line solutions, as well as the challenges and solutions for bandwidth between devices inside the site.

**James Benham** is CEO of JBKnowledge and host of The ConTechCrew podcast. JBKnowledge is a premier provider of technology solutions for the construction and insurance industries.



### Innovation: The World of Construction 2.0

Sponsored by *Trimble*

Prefabrication, modularization, robotics, autonomous equipment, 4D and 5D design... innovation is around every corner and technology companies have discovered opportunities within the construction industry. This seminar previews what our landscape will look like in five years, what innovations are already being used today and what is yet to come.

**Lee Smither**, a principal for FMI's consulting practice, helps engineering and construction companies with strategic planning to improve their corporate performance. **Jay Snyder**, Technology and Innovation Practice Leader for FMI, has been in the engineering and construction industry throughout his career with various roles and experience in the industry.



## Exhibit

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12:30 p.m. - 12:55 p.m. ET

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Watts Water Technologies  
Winsupply

# Wednesday

March 24, 2021

## Education Seminars | 3:30 p.m. - 4:30 p.m. ET



### How Olympic Gold Medalist Found Opportunity from Adversity

Sponsored by *ZURN Industries*

A rule change forced her to transform her trademark swimming technique after she missed the Olympic team by three one-hundredths of a second. Olympic gold medalist Misty Hyman epitomizes the underdog story and her life lessons are not confined to the pool. From competitive swimming to her experience as a collegiate coach, she shows us how to empower ourselves, overcome adversity and reach our goals when the odds seem stacked against us.

**Misty Hyman, MBA**, won a stunning upset victory at the 2000 Sydney Games when she came from behind to break the American record and win the 200-meter butterfly. Recognized as a pioneer in the sport for her innovative underwater dolphin kick, the Stanford graduate is a 28-time All-American who won 13 U.S. and five NCAA national titles including 1998 NCAA Swimmer of the Year.



### Growing a Strong & Profitable Service Business

Sponsored by *Viega*

A strong HVACR and plumbing service business can help sustain your business during downturns in the construction market. This session will provide you with the fundamentals needed to start or improve your service business' performance. You will learn how to analyze your service business model and identify future growth opportunities, actionable strategies to build the sales team you need to facilitate service growth and how to generate a recurring revenue stream through preventative maintenance agreements, additional pull-through work and retrofit opportunities.

**Chris Carter** is Vice President of Service at Murphy Company and Past Chair of the MSCA Board of Managers. **Steve Harvey** is General Manager at Soefker Services. **Brian Hughes** is Executive Vice President at Hughes Environmental Engineering. All three are members of the MCAA Board of Directors.



### Past, Present and Future: How Contractors Succeed and Which Trends are Emerging for the Future

Sponsored by *Watts Water Technologies*

Contractors of all sizes struggle to keep existing clients and maintain a foothold. However, others gain traction, build backlogs, run profitably and penetrate new areas of specialization. So what is their secret? Why do some companies do well while others just barely survive? This seminar will show you. You will learn the business imperatives for surviving in the construction industry, the common mistakes contractors make and how to build a company fit for the next challenge.

**Landon Funsten** is Chairman of FMI Corporation. He works extensively with contractors throughout the country, focusing on buyer and seller representation, business continuity and stock valuations. Before taking his current position, he spent time in FMI's Investment Banking Group and FMI's Management Consulting practice. **Jason Baumgarten** is a principal and consulting group manager with FMI. He specializes in strategic planning, organizational development, change management and productivity improvement consulting.



# Thursday

March 25, 2021

## Annual Business Meeting

10:45 a.m. - 11:15 a.m. ET

## Closing General Session

11:30 a.m. - 1:00 p.m. ET

MCAA President **Brian Helm** will open this session and kick off our annual business meeting. We will recognize our outgoing and incoming Board of Directors and our new MCAA officers will be presented to the membership. We will honor our members' and future professionals' achievements throughout the year.

- CNA/MCAA Safety Awards
- MILWAUKEE TOOL Safety Professional of the Year
- John R. Gentile Foundation Scholarships
- Educator of the Year
- Student Chapter of the Year
- MCAA Student Chapter Competition

UA General President **Mark McManus** will give remarks and share the UA's initiatives to increase membership, expand training opportunities and respond to changing market conditions. MCAA President Brian Helm will pass the gavel to his successor **Armand Kilijian**, who will share his vision for the year ahead.

