



MSCA 2016 PROGRAM
BOOK

CONNECT

Sponsored by
NIBCO
AHEAD OF THE FLOW™

MSCA 2016

SPONSORS & EXHIBITORS



MSCA welcomes all of this year's conference sponsors and exhibitors, and thanks them for their continued support. Please visit them during our Supplier Partnership Day on Tuesday, October 25 in Salon A-E of the Princess Ballroom. MSCA extends a special thanks to our 2016 sponsors for their generous support and contributions.

- Abstrakt Marketing Group
- Adrian Steel Company
- Apion, Inc.
- Aquatherm
- Automated Integration
- BELIMO Americas
- Bes-Tech, Inc.
- Bitzer US, Inc. – *Lanyard sponsor*
- Bradford White Corporation – *Sun Run sponsor*
- BuildingAdvice
- Carrier Corporation – *Reusable Water Bottle sponsor*
- Chase Brass and Copper Company, LLC
- COINS – *Sign sponsor*
- Daikin Group – *Continental Breakfasts sponsor*
- Data-Basics, Inc. – *First Timers Reception Sponsor*
- Davisware, Inc. – *Tri-function pen and Room Amenity sponsor*
- DEWALT Industrial Tool Company – *Golf Tournament sponsor*
- DRYCO
- E.H. Wachs
- Emerson Climate Technologies
- Emerson Network Power – Liebert Thermal Management
- EnergyPrint, Inc.
- ESCO Group
- FastEst, Inc.
- Ferguson
- Fieldboss
- FieldConnect, Inc.
- Financial Risk Solutions, Inc.
- GT Water Products, Inc.
- Honeywell E & ES – *Party Booth sponsor*
- Honeywell Refrigerants
- iBusiness Technologies

- Johnson Controls, Inc.
- Jonas Construction Software
- Key2Act – *Sun Bag sponsor*
- Kitz Corporation of America
- LED2 Lighting Group
- Lifting Gear Hire Corporation – *Notebook sponsor*
- Metrus Energy
- MILWAUKEE TOOL – *MSCA Central sponsor*
- Mitsubishi Electric
- Mobilogic
- Mueller Industries
- NIBCO, Inc. – *Program Book sponsor*
- NITC
- Nu Flow Technologies
- Oventrop Corporation
- Parker
- Penta Technologies
- PENTAIR
- Perfectware Solutions
- Phat Mechanical
- Pipeline Deals
- Quantech Chillers – *Opening Reception sponsor*
- Rapid Recovery
- SAWIN Service Automation, Inc.
- Service Trade
- Sloan Valve Company – *Party Games sponsor*
- Team Industries, Inc.
- UA Training Department
- United Refrigeration
- Uponor
- Viega – *Totebag sponsor*
- Viewpoint Construction Software

SPECIAL THANKS TO OUR SPONSORS

LEVEL 1



LEVEL 2



LEVEL 3



MESSAGE FROM THE CHAIRMAN

Welcome to MSCA 2016 and the beautiful Sonoran Desert. This year we will be celebrating our 31st annual educational conference as we strive to CONNECT you with key resources and individuals that will enhance your growth and success in both business and in life. I am proud to be your chairman this year as we introduce a new chapter for our association and, hopefully, open your eyes to all the opportunities that await you. It is guaranteed to be an exciting, fun, rewarding week filled with an amazing assortment of seminars, roundtables, and keynotes that are sure to inspire, enlighten, motivate and enrich you. It is our goal to connect you with the tools you need to elevate you and your companies to greater heights and a richer life.

MSCA extends its thanks to all the great sponsors and exhibitors who have joined us to support our annual conference. Be sure to spend some time at the Exhibitors Display on Tuesday to meet with representatives whose companies have their fingers on the pulse of the HVACR and plumbing industries. They will be on-hand to help you make informed decisions about the products and services you are considering. I would also like to extend a special welcome to all our distinguished guests and UA partners. We appreciate your support as well as the time you will spend with us this week.

I encourage you to take advantage of the many connections that can be made during your time here. Your fellow contractors can be your greatest resource as they are facing many of the same challenges and situations you yourself may be dealing with. Share your concerns, share your expertise, share your successes and your failures. Your next great idea or inspiration may be sitting right next to you. Also take the time to build relationships with our industry's key suppliers, our UA partners and our association staff. They can all provide a vital connection or play an important role as you move your company forward. And, most importantly, have fun this week and enjoy this fabulous resort in its beautiful desert setting.



James P. Bartolotta

Jim Bartolotta
Chairman, Board of Managers



REGISTRATION & INFORMATION

The conference registration/information desk will be located in the East Foyer outside the Princess Ballroom. Registration/information hours are:

Monday, October 24	1 p.m. – 7 p.m.
Tuesday, October 25	6:30 a.m. – 4 p.m.
Wednesday, October 26	6:30 a.m. – Noon
Thursday, October 27	7 a.m. – 4 p.m.

At the Registration/Information Desk, you will receive:

- Your name badge and tickets for the optional events for which you have pre-registered
- A conference program book (courtesy of NIBCO)
- A name badge lanyard (courtesy of BITZER)

Each primary registrant will receive special surprise giveaways from the MSCA Marketplace, located across from the Registration/Information Desk, each day of the conference beginning Tuesday after the Opening Session. Be sure to have your badge with you in order to receive your goodies.

The registration and information area will also be the place to register for the 4th Annual MSCA/Bradford White Sun Run, if you have not already pre-registered, as well as a roundtable session of your choice.

A Special Note About Badges

Your badge is your admission ticket to all conference activities, including educational sessions and social affairs. Badges must be worn to all conference events.

If you have any questions about the conference or MSCA, just look for individuals wearing the “Connect with Me” buttons. These are our MSCA board and committee members who will be glad to answer any of your questions. You can also visit the conference Information Desk for assistance.

Be sure to extend a special welcome to our first-time attendees who can be recognized by their yellow badges.

Need More Information? Find it on the **MSCA 2016 app**.

Conference information is right at your fingertips with the MSCA 2016 app. Available on iPad, iPhone and Android devices, the app has new features that easily keep you in-the-know with events and help you stay connected with your peers throughout the conference.

Only on the app can you:

- Access the schedule of events and create your own personal schedule
- Download speaker handouts
- View the Exhibit Hall map and access exhibitor websites
- Obtain the attendee list and message other conference attendees
- Complete session Critique Forms
- Receive important announcements and updates

Search MSCA2016 in the app store.



CONFERENCE PROGRAM

Monday, October 24

One-Day Bonus Program Rethink Leadership featuring Steve Thomas 7 a.m. – 3 p.m. Ironwood Meeting Room

Pre-registration is required.

Breakfast and lunch are included.

7 a.m. – 8 a.m. Breakfast

8 a.m. – Noon Session for Primary Registrant

Noon – 1 p.m. Luncheon

1 p.m. – 3 p.m. Special session for primary registrant and registered guest

This interactive and lively program will be led by MSCA's highest-rated conference speaker to-date, Steve Thomas. With his established history of working with MSCA member companies, Steve understands the unique needs and challenges of the HVACR and plumbing service industry. Through a multifaceted approach, he will teach attendees how to address the web of connections within an organization – leaders with employees and employees with each other.

Leadership is influence and how we steward that influence to accomplish our goals with people. Our leadership can get stuck from time to time and, oftentimes, we don't even notice as it's happening. So, it's imperative that we continually take time to reflect on and rethink leadership. How else will we get the outcomes we really want?



STEVE THOMAS

Steve will also debunk the myth that leaders need to keep a distance between themselves and their employees – to be their leader and not their friend. But, the truth is...The higher the level of connection, the higher the level of everything else, including trust, communication, accountability, creativity, encouragement and acceptance.

After lunch, attendees' spouses and partners that have registered for this program will join the session for a discussion on the connections within a marriage/relationship and family, and how that plays a significant role in leaders being the best version of themselves. When the day-to-day pressures of marriage/relationship begin to pile on, the workplace is impacted. When the day-to-day pressures of work begin to pile on, the marriage/relationship is impacted.

1 p.m. – 7 p.m. Registration/Information East Foyer

2 p.m. – 6 p.m. Exhibitor Set-up Salons A - E

5 p.m. – 6 p.m. First-Timers Connection sponsored by Data-Basics, Inc. Canyon Lawn

All first-time attendees are invited to this meet-and-greet welcome reception. MSCA's officers and committee members will host the event and explain how best to navigate the week's events in order to get the most out of your time at the conference.

6 p.m. – 8 p.m. Connect and Re-connect: Welcome Opening Reception sponsored by Quantech Chillers Hacienda Plaza

Join us for a fun, relaxing get-together under the trellis in Hacienda Plaza for a taste of the Southwest. Meet new friends and reconnect with old ones as you enjoy tasty food and refreshing cocktails under the setting sun. Set among the cactus and beautiful southwestern landscape, this will be the perfect location to kick off your conference experience.

Tuesday, October 25

Supplier Partnership Day

6:30 a.m. – 4 p.m.

Registration and MSCA CENTRAL

East Foyer

6:30 a.m. – 7:30 a.m.

Continental Breakfast

Princess Plaza



JIM BARTOLOTTA



SHAWN ACHOR

7:30 a.m. – 9 a.m.

Connect with MSCA: Opening Celebration

Shawn Achor

Salon F - I

MSCA Board of Managers Chairman **Jim Bartolotta** (Automatic Mechanical Services, Arlington Heights, IL), will be your host for this opening event and will treat attendees to a very special and exciting announcement.

Then special guest speaker **Shawn Achor**, the world's leading expert on the connection between happiness and success, will explain what positive psychology is, how much we can change, and practical applications for reaping the "Happiness Advantage" in the midst of change and challenge. If you believe that by working harder you will be more successful which will result in greater happiness, you have it backwards. A decade of research shows that training your brain to be positive at work first actually fuels greater success second. In fact, 75% of our job success is predicted not by intelligence, but by our optimism, social support network, and the ability to manage energy and stress in a positive way. In his funny and self-deprecating style, Shawn will provide the tips you need to improve YOUR brain.

9 a.m. – 10:30 a.m.

Connect with Your Industry: Exhibitors Display

Salon A – E/East Foyer

Visit our exhibitors who offer state-of-the-art products and services for the HVACR and plumbing industry. The latest technological advances and innovative products will be showcased. You're sure to discover some new product or service that can enhance your company's efficiency or expertise. The more exhibitors you "connect" with the better your chances are of winning one of our amazing prizes to be announced during the Happy Hour later today. Stop by Sponsor Row in the East Foyer to meet with MSCA 2016 sponsors. For a complete list and descriptions of our exhibitors, please refer to the Exhibitor Tab on the app.

10:30 a.m. – Noon

Roundtable Session #1 – By Company Size

Getting to the Next Level

1 – 10 Vehicles

11 – 20 Vehicles

21 – 50 Vehicles

More than 50 Vehicles

Bourbon 11

Castile 4 and 5

Castile 1, 3 and 6

Bourbon 8, 9 and 10

The focus of this special roundtable session by company size will help you face the challenges and opportunities specific for your company size and provide you with the guidance, support and resources necessary to take your company to the next level. The session will focus on topics such as sales, operations and administration. Be sure to attend the session appropriate for your company size in order to connect with those facing similar challenges as you and to hear how they have overcome adverse obstacles on their path to growth.

About MSCA CENTRAL *Sponsored by MILWAUKEE TOOL*

MSCA CENTRAL will be the hub for the entire conference, where you will be able to connect with your peers and friends and find many useful services and resources. Courtesy of MILWAUKEE TOOL, this area is perfect for gathering, recharging devices, or catching up on email. It is also the site of the Registration/Information Desk and MSCA Marketplace. Be sure to stop by each day to pick up your special sponsored gifts. You can also visit the special Safety Resource Booth and SDS Binderworks where you will find a wealth of safety resources available to you at no charge. Check out the MSCA Sales Institute booth to learn more about our service sales programs and get details on our 2017 courses.

Noon – 12:45 p.m.

Roundtable Session #1 Wrap-up

Salon F – I

During this lightning round general session you will get to hear all the top ideas and action items that resulted from each roundtable session. You are certain to be inspired to take some of these excellent recommendations back to your company and have them start working for you!

12:45 p.m. – 2:30 p.m.

Exhibitors Display and Luncheon

Salon A – E / East Foyer

Here is another opportunity for you to meet with our industry's key suppliers while enjoying a tasty lunch.

12:45 p.m. – 4:30 p.m.

UA-ITF Mobile Service Tech Training Lab on Display

Palomino Parking Lot

Be sure to take the time this week to visit the UA's latest high-tech mobile classroom equipped to train service techs in the light commercial and residential markets. The trailer is offered to UA locals as an independent classroom with systems that are piped, wired and charged. This mobile lab includes two split systems, two sets of electrical component cards, a heat pump water heater, a variable refrigerant volume system, reclaim machine, vacuum pump and more. Plan to visit and provide your feedback and input and qualify for a special prize package worth over \$1,000.



Tuesday, October 25 (cont.)

2:30 p.m. – 4 p.m.

Roundtable Session #2 – By Topic

Unique Sales Ideas/Sales Tips and Tactics

Dave Bavisotto, Woody Woodall
Castile 1

Business as usual does not always work. “People do not buy goods and services -- they buy relationships, stories, and magic.” In today’s service world, innovation and creativity define the highly successful vs the business-as-usual. Come share and learn from the industry’s best what the unique sales ideas/sales tips and tactics that service contractors are using to successfully grow and expand their businesses.

Developing Your Sales Team

Mike Rosone, Dennis Hazlett
Castile 3

Why reinvent the wheel? In this session you will learn, collaborate and share best practices with your fellow MSCA contractors on Developing a Powerful Sales Team. Topics will include: recruiting, motivating, measuring and compensation. Learn from industry leaders how to either build or fine tune your sales force.

Growing Your Maintenance Base

Rich Happel, Wayne Turchetta
Castile 4

During this session we will explore the need for developing strong customer relationships in order to ensure a solid maintenance base; the multiplier effect; recurring revenue; a dedicated sales force; partnering with manufacturers on warranty issues; marketing perceptions and more. This discussion is sure to give you new ideas whether you have already experienced the ongoing benefits of a solid maintenance base or are just getting started.

Where Have all the Baby Boomers Gone?

Adam Wallenstein, Jim Carlson
Castile 5

Join this roundtable for a lively discussion on Baby Boomers. Are they still with us? Hiding in the shadows counting the days to retirement, or embracing this new world of technology and BIM? What is your company doing to fight this brain drain of knowledge, talent, and experience?

Managing Your Contract Base (renewals)

Drew Harrison, Bob Lake
Castile 6

This session will explore how properly managing and evaluating your contract base can lead to greater success and financial rewards. Some of the topics we will discuss include service agreement compliance -- how to track and how to measure; using KPI’s to benchmark your business; maintaining strong customer relationships; pull-through potential for each customer; the appropriate marketing approach to take; and the quoting process for small turnkey projects.

Mobile Field Technologies

Sam DeAngelis, Mike Star
Bourbon 8

Mobile technology has become a powerful tool in our industry and day to day lives. It has allowed us to conduct business faster and more efficiently but also presents challenges that did not exist just a few years ago. Join us for a conversation to share best practices, challenges and ideas regarding hardware, accessories, apps, MDM, and what the future may have in store.

Leadership Revisited
Steve Thomas, Scott Berger
Bourbon 9

What is it that keeps you up at night? Odds are it has to do with the people you lead, manage and rely on. In this session you and your fellow leaders will share challenges, solutions and best practices designed to drive higher levels of productivity, accountability and profitability.

Creative Internal Communications for Results
Jaimi Lomas, Mark Crockett
Bourbon 10

A highly communicative and collaborative work environment promotes employee productivity, creativity and inspiration. Now that you no longer see your service technicians every day, how do you get your message out? How many emails do you answer a day from people sitting 10 feet away from you? For all the wonders of technology, it takes people over systems to win at service. How are you promoting your culture as your team changes and grows? How do you encourage internal relationships and interactions when most people prefer to text? Let's get Creative!

Disruptive Technologies
Chris Carter, Steve Metzman
Bourbon 11

Technology is causing chaos in many industries around the world. This session will be an open discussion on how mechanical service contractors can take advantage of these technological disruptions in the market instead of being swept away by them. Join us with questions and ideas.

Everything you Need to Know about Service Safety
Kip Bagley, Pete Chaney
Salon H

Your company's ability to gain work and be profitable is directly affected by safety. MSCA is your best resource for safety materials and it is all free! During this roundtable we will discuss how to keep up with all the safety requirements, regulations and training you are faced with every day; how to train and motivate your technicians to work safe and develop a positive safety culture within your company; resources to help you mitigate and even prevent OSHA recordable injuries and more! This is a topic no one wants to discuss but probably one of the most crucial and life or death issue facing you and your workers each day!

Plumbing Service Opportunities
John Geiling, Matt Kittelberger
Salon F

You are in your customer's buildings every day taking care of their HVACR systems. But who is taking care of their plumbing systems? If it is not you, why not? During this session you will learn the value of adding plumbing service to your list of customer offerings and the few basic requirements you will need to get started in this business.

4 p.m. – 5 p.m.
Happy Hour in Exhibitor Hall
Salon A – E/East Foyer

The perfect way to end a busy day with a drink and a final look at our 2016 exhibit. Plus there will be some amazing prizes given away but you will need to be present to win so be sure to stop by.

Wednesday, October 26

6:30 a.m. – 7:15 a.m.

Continental Breakfast sponsored by Daikin Group
Princess Plaza

6:30 a.m. – Noon

Information Desk and MSCA CENTRAL
East Foyer

7:15 a.m. – 8:30 a.m.

Connect with Your Community:
MSCA Everyday Hero Award
No Excuses
Kyle Maynard
Salon F - I



KYLE MAYNARD



TOM STONE

This special session will begin with tribute to MSCA's 2016 community service project in conjunction with Convoy of Hope. This will be followed by a welcome from MCAA President **Tom Stone** (Braconier Plumbing and Heating, Englewood, CO), who will discuss the association's current activities. Special guest speaker **Kyle Maynard** will then teach you that there are no worthy excuses. No matter how challenging your difficulties may seem, everyone has the ability to overcome any obstacle and he will prove it. Born with arms that end at the elbows and legs near the knees, a condition known as congenital amputation, Kyle was taught by his parents to be as independent as possible — beginning what he calls his "pursuit of normalcy." He has wrestled for one of the best teams in the Southeast, set records in weightlifting, fought in mixed martial arts, and most recently became the first man to crawl on his own to the summit of Mt. Kilimanjaro, the highest mountain in Africa. Kyle's remarkable attitude and perseverance in spite of his handicaps will amaze you and teach you that, no matter what, there are "No Excuses." Kyle will then join MSCA Chairman Jim Bartolotta to announce the winner of the third MSCA Everyday Hero Award. This award was created to honor an employee from an MSCA member company who gives selflessly of his or her time and expertise to make a difference in the lives of others.

Spouse Event
8:30 a.m. – 11:30 a.m.

Children's Feeding Initiative Packing Party
Salon D-E

All spouses are invited to participate in this popular event where you will redistribute bags of rice or beans into boxes to be shipped to thousands of kids through Convoy of Hope's Children's Feeding Initiatives. Plus, there will be lots of fun, laughs, and music played by a live DJ. We will pack approximately 75,000 meals, so stop by and lend a hand to this worthwhile cause.



8:30 am – 11:30 a.m.
UA-ITF Mobile Service Tech Training Lab on Display
Palomino Parking Lot

8:30 a.m. – 10 a.m.
Educational Session #1

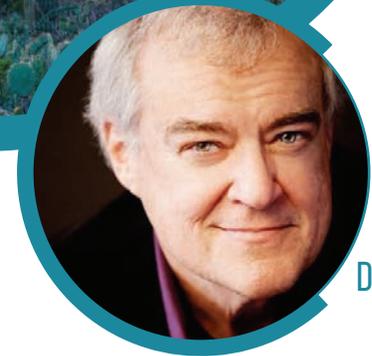


SAM RICHTER

Workshop 1
Know More!
Sam Richter
Salon A

When you Know More! about prospects and clients you ensure relevancy with every sales call, every meeting, every time. With relevancy, you connect on a personal level, make the other person feel important and achieve “permission” to ask meaningful, value-based questions. Most important, when you Know More! And show that you can solve real problems, you win and keep more business. During this lively session, **Sam Richter** will teach you how to find customer information in ways you never thought possible as well as proven methods to leverage information in ways that will directly grow your business and “personalize” your business relationship.

Sam Richter is an internationally recognized expert on sales intelligence and online reputation management. His award-winning experience includes building innovative programs for start-up companies and some of the world’s most famous brands. He is the author of the best-selling book, *Take the Cold Out of Cold Calling*, considered the preeminent publication on finding information online and using it for sales success.



DALE DAUTEN

Workshop 2
The Gifted Boss
Dale Dauten
Salon B

Dale Dauten searched the country for high-achievers and gifted leaders who are making a difference by doing something new and surprising. What do America’s best bosses know that you don’t? In this eye-opening session, Dale will share the insights he gleaned from his research with legendary coaches like John Wooden, information legends like Tony Little, and innovative leaders such as P&G CEO A.G. Lafley and Zappos CEO Tony Hsieh, and explain how they think, work and communicate differently. By the time you leave this session, you’ll be in-the-know with inspiration from the country’s most creative business leaders.

Dale Dauten has been researching leadership and innovation since his time as a graduate student at Arizona State University and Stanford University’s Graduate School of Business. As founder of The Innovators’ Lab®, Dale has consulted with dozens of firms, including Georgia-Pacific, United Auto Group, General Dynamics, Caterpillar and NASA. He is the author of IQ2 innovation metrics, and creator of a patent-pending idea generation process called BrainTouring™.

Wednesday, October 26 (cont.)



SIMA DAHL

Workshop 3

The Intersection of Personal Branding and Social Media: Is How Your Staff Behave

Online an Asset or Liability?

Sima Dahl

Salon C

Here's the bottom line: Every single member of your organization has a digital footprint that either helps your business brand, or hurts it. What most leaders DON'T know is whether their teams are tracking mud through cyberspace or creating the kind of online impressions that elevate their organization in powerfully positive ways. In this nothing-held-back, straight-shot of adrenaline, **Sima Dahl** will share what you should be looking for, what you can do to set the standard, and steps you can take to preserve your organization's professional reputation and keep your company's image clean.

After a successful 20-year career in corporate marketing and branding, **Sima Dahl** founded Sway Factory, Inc. to help business professionals build personal brands that mean business. She has shared her revenue-generating Sway Factor™ system for clients from Boston to Budapest including Microsoft, Orbitz, Harley Davidson, Jones Lang LaSalle and associations, large and small.

10:15 a.m. – 11:45 a.m.

Educational Session #2

Workshop 4

Know More!

Sam Richter

Salon A

Repeat of Educational Session #1, Workshop 1



Workshop 5 **The Gifted Boss**

Dale Dauten

Salon B

Repeat of Educational Session #1, Workshop 2

Workshop 6 **The Intersection of Personal Branding and Social Media: Is How Your Staff Behave Online an Asset or Liability?**

Sima Dahl

Salon C

Repeat of Educational Session #1, Workshop 3

7 p.m. – 10 p.m. **Southwestern Celebration** **Copper Canyon**

Polish up those cowboy boots and don your favorite cowboy hat for a Southwestern party the likes of which you have never seen. Great entertainment, interactive games, cigar rolling, firepits and a foot stompin' good time band are just a few of the surprises we have lined up for you. There will be plenty of food and drink and a very special surprise as the evening draws to a close so don't plan on leaving early!

Party games sponsored by Sloan Value Company and Caricaturist Booth sponsored by Honeywell E&ES.



Wednesday, October 26 (cont.)

OPTIONAL EVENTS

Connect with the Beauty of the Sonoran Desert

Pre-registration is required for all optional programs. Shuttles for all activities depart from the Conference Drive.

MSCA/DEWALT Golf Tournament

12:30 p.m.

Shotgun Start

Stadium Course

Host of the PGA TOUR's fan-favorite Waste Management Phoenix Open, the Stadium Course at TPC Scottsdale has held some of contemporary golf's greatest moments since 1986. Test your skills on the pristine fairways, which are maintained to tournament quality standards year-round. Lush fairways surrounded by desert vegetation and breathtaking mountain views enhance the golf experience on this 18 hole, par 71 course. One of the most dramatic holes on the TPC Stadium Course is the 15th hole. It is a reachable par-5 with water surrounding an island green, with bunkers in the front of the green and a lake to the left - an interesting test for all. And, of course, there is the fan-favorite 16th hole! Watch for the special DEWALT challenges along the course.

Note: Box lunch will be provided. Transportation departs from the Conference Drive beginning at 11:45 a.m.



Desert Hummer Tour

Departs 1 p.m.

Returns 5 p.m.

Just minutes from Scottsdale, an H1 Hummer will place you in the middle of the historic Goldfield Mountains, where you will experience exciting off-roading, towering cacti, breathtaking views, and fascinating rock formations that you can reach out and touch. This amazing vehicle will travel a narrow, chiseled trail while your experienced guide shares fun and entertaining stories about the desert, cactus, wildlife, history, and geology. Halfway into the trail, you'll take a nature walk with your guide to take incredible photos. This is an off-road adventure at its best.

Note: Participants must wear hiking boots or sneakers. Absolutely no open-toed shoes, sandals or flip-flops are allowed. Hummers are not air-conditioned. Box lunch and bottled water will be provided.



Frank Lloyd Wright
Taliesin West Architectural Tour
Departs: 1 p.m.
Returns: 4:30 p.m.



In 1937, famed architect Frank Lloyd Wright designed and built a remarkable set of structures in the foothills of the McDowell Mountains known as Taliesin West. Set amid 600 acres of Sonoran beauty in North Scottsdale, Taliesin West was Wright's winter residence and studio, and home of the Taliesin West Fellowship, a group of 23 young architectural "disciples" who built the complex under Wright's direction. In the 90-minute tour of this National Historic Landmark, you will be drawn into Wright's world with special trips into his living quarters and the "Garden Room" among others.

Note: Comfortable walking shoes are recommended.

Horseback Riding Adventure
Departs: 1:30 p.m.
Returns 4:30 p.m.



Not too long ago, horseback was the preferred form of transport in the Valley. Take a step back in time and explore the Sonoran Desert from the saddle. Expert wrangler guides will lead you into the heart of the desert where mountain ranges and desert plateaus will make you forget you're so close to the city. Keep your eyes on the horizon, and you may be rewarded with a glimpse of Arizona wildlife – from hawks, eagles and other birds of prey to the creatures that roam the desert floor.

Note: Trip includes snacks and bottled water. Closed-toed shoes required. There is a 230 lb. weight limit for any participant, and riders must be eight (8) years of age or older.



Thursday, October 27

7 a.m. – 4 p.m.

Information Desk and MSCA CENTRAL
East Foyer

7 a.m. – 8 a.m.

4th Annual MSCA/Bradford White Sun Run
Princess Plaza

In its fourth year, this event has quickly become an attendee favorite. Join us for a 5K run/2-mile walk around the beautiful Princess property and golf course.

- Enjoy the rising sun, the cool morning air and some friendly competition as you race to the finish line. Conference attendees and spouses are welcome to attend. Participants will be timed, and the winners will be recognized. There will be water stations, rest areas, and finish line breakfast. This is a great way to get your energy revved up for the last day of MSCA 2016. If you have not already pre-registered, you can still register for this event at the MSCA Registration / Information Desk.

7:30 a.m. – 8:30 a.m.

Continental Breakfast sponsored by Daikin Group
Princess Plaza



JAMES BENHAM

8:30 a.m. – 10 a.m.

Connect with the Future: Special Session – Understanding Today's Technology Mania – Impact of Technology on Your Bottom Line

James Benham
Salon F – I

Get ahead of the technology learning curve, and hear about current and future devices that service contractors are using to overcome challenges in the field and office to enhance their bottom line. During this informative session, James will reveal the results of a recent MSCA technology survey on mobile devices, MDMs, and relevant apps that are currently being used by tech-savvy contractors. He will also sort through the latest trends, solutions, and devices in the HVACR and plumbing service markets and discuss how they will rewrite the rules for the service industry.

James Benham is the Chief Executive Officer of JBKnowledge, Inc. James has led JBKnowledge to become a premier provider of technology solutions for the construction and insurance industries, with clients across North America, the Caribbean and the Middle East. JBKnowledge is also the maker of the SmartBidNet, SmartCompliance, SmartReality, and SmartInsight cloud and mobile solutions.

10 a.m. – 1 p.m.

UA-ITF Mobile Service Tech Training Lab on Display
Palomino Parking Lot

10:15 a.m. – 11:45 a.m.
Educational Session #3



AMY VANDAVEER

Workshop 7
The Message Matters:
Effective Communication that Makes an Impact

Amy Vandaveer

Salon A

Communications is how we forge relationships with the C-suite, peers, direct reports, customers, and family members. So, it's important that the messages we convey are meaningful. In this insightful session, **Amy Vandaveer** will introduce the Communication Model, and emphasize the importance of verbal and nonverbal communication to individuals, teams, and organizations. Amy will also discuss specific tactics and techniques to help you effectively manage your messages as well as address topics such as listening skills, body language, boundary-setting, and managing relationships.

Amy Vandaveer is a Clinical Assistant Professor in the Marketing Department at the Bauer School of Business at the University of Houston teaching Professional Selling and Personal Branding. She brings her real world experiences to the classroom and emphasizes the importance of sales and communication in any environment, professionally or personally. Amy also teaches Business Communications and International Marketing in the MBA Program and is an instructor for MSCA's Sales Masters program.



Thursday, October 27 (cont.)



NICHOLAS BOOTHMAN

Workshop 8
How to Connect in Business in 90 Seconds or Less

Nicholas Boothman

Salon B

The first impression you make with a potential customer or business associate can set the stage for your entire future relationship with that individual. During this fun, interactive, transformational session, **Nick Boothman** will teach you about the snap judgments that are made in those first few instants when you meet someone and how you can make them work to your advantage. Once you're past those first hurdles and trust is established, you can begin connecting on a person-to-person, or (to be more precise) personality-to-personality, level. By the end of his session, you will be equipped to dramatically impact your sales, productivity, and leadership potential.

Nick Boothman is an author and internationally renowned speaker who is passionate about human potential. He speaks all over the world and his books have been translated into more than 30 languages. More than 500 corporations, thousands of small businesses and six leading business schools have contacted Nick to rally and inspire their staff to take risks, connect, communicate and articulate their business ideas.



ALAN PARISSÉ

Workshop 9
Leadership Game-Changers

Alan Parisse

Salon C

Senior executives, managers and supervisors must learn how to lead their teams through change, challenge and uncertainty now more than ever before. In this thought-provoking session, former investment professional turned Hall of Fame speaker **Alan Parisse** will arm you with the understanding needed to set a fresh and fulfilling path to the changing future. Alan will teach you how to distinguish noise from information, demonstrate strength and vulnerability, and leverage new sources of power and influence. By the end of this session, you will be equipped to maintain focus and clarity of purpose that will not only “change the game” for your organization, but also will be a game-changer for how you connect with your team.

Rising from garbage collector to Wall Street executive, **Alan Parisse** uses his diverse life experience to deliver relevant messages on leadership, sales, and cycles of change to executives, managers, marketing and sales teams throughout the world. He is an expert in change, leadership, selling, and sustaining success. The first and only speaker to come out of the investment business to be inducted into the National Speakers Association's Hall of Fame, his expertise, consistency, and client-centric focus led *Successful Meetings Magazine* to name **Alan Parisse** “One of the Top 21 Speakers for the 21st Century.” An accomplished author, his ideas have been quoted in numerous business publications, including: *The Wall Street Journal*, *Business Week* and *Barron's*.

11:45 a.m. – 12:45 p.m.

Luncheon

Princess Plaza

1 p.m. – 2:30 p.m.
Educational Session #4

Workshop 10
The Message Matters:
Effective Communication that Makes an Impact
Amy Vandaveer
Salon A

Repeat of Educational Session #3, Workshop #7

Workshop 11
How to Connect in Business in 90 Seconds or Less
Nicholas Boothman
Salon B

Repeat of Educational Session #3, Workshop #8

Workshop 12
Leadership Game-Changers
Alan Parris
Salon C

Repeat of Educational Session #3, Workshop #9



JIM BARTOLOTTA



CHRIS CARTER



MICHAEL ABRASHOFF

2:30 p.m. – 4 p.m.
Connect with Your Team:
Closing Session and Changing of the Guard
Michael Abrashoff
Salon F - I

Following a greeting by MSCA Board of Managers Chairman Jim Bartolotta, the program will continue with a special presentation on Achieving Breakthrough Performance with Captain Michael Abrashoff. When Abrashoff took command of the USS Benfold, morale was low, turnover was high, and the ship's performance ranked near the bottom of the Pacific Fleet. Just 12 months later, the Benfold was ranked #1 – using the very same crew. The lesson was clear – leadership matters and culture is everything. In this case, Michael realized that before the ship's performance could change, he had to change his leadership style. So, when the crew would present a problem, he became famous for responding, "What would YOU do? It's YOUR ship!" Michael worked to create a culture of trust, empowered his crew to take charge, and used ingenuity and initiative to improve every aspect of the way things were done. This inspiring session will be sure help you find practical ways to take organizational performance to new heights.

Jim Bartolotta will conclude the program by introducing incoming MSCA Chairman Chris Carter (Murphy Company, St. Louis, MO) along with new MSCA officers.

JOIN US NEXT YEAR...

MSCA 2017

OCTOBER 15-18, 2017

BOCA RATON RESORT

BOCA RATON, FL



MECHANICAL SERVICE CONTRACTORS OF AMERICA

1385 PICCARD DRIVE

ROCKVILLE, MD 20850-4340

301-869-5800

FAX: 301-990-9690

WWW.MSCA.ORG