

2018 Industry Improvement Funds Conference

December 5 - 7, 2018

Longboat Key Club & Resort
Longboat Key, Florida

Sponsored By MCAA's Industry Improvement Funds Committee

Industry improvement funds support programs for the benefit of all sectors of our industry at costs that are a small fraction of the hourly wage-fringe benefit rate.

MCAA

Mechanical Contractors Association of America



Conference Agenda

Wednesday, December 5

- 5:00 p.m. – 5:30 p.m. **Industry Improvement Funds Committee Meeting** - *Library*
- 6:00 p.m. – 7:00 p.m. **Registration and Opening Reception** - *Barefoots Lower Deck*

Thursday, December 6

Breakfast and meetings will take place in the John Ringling Room

- 7:15 a.m. – 8:00 a.m. **Executives Only ELI Session**
Steve Lamb (*MCAA Best Practices Mentor*)
- 8:00 a.m. – 8:30 a.m. **Continental Breakfast**
- 8:30 a.m. – 8:40 a.m. **Welcome and Opening Remarks**
Bob Snyder (*Committee Chair*), Binsky & Snyder
- 8:40 a.m. – 8:50 a.m. **MCAA Introduction**
Mike Brandt (*MCAA President*), Smith & Oby Company
- 8:50 a.m. – 9:50 a.m. **Just Say...YES? Legal Marijuana and Best Practices for Employers & Businesses**
Melissa Kuipers Blake (*Shareholder*), Brownstein Hyatt Farber Schreck
- 9:50 a.m. – 10:00 a.m. **Break**
- 10:00 a.m. – 10:30 a.m. **Update on the UA/MCAA Joint Strategic Planning Initiative**
Mike Brandt (*MCAA President*) and Mark Rogers (*Co-Chair UA/MCAA Joint Strategic Planning Committee*)
- 10:30 a.m. – 10:45 a.m. **Break**
- 10:45 a.m. – 11:30 a.m. **Implications on the New Tax Law on Tax-Exempt Organizations**
Richard Locastro, CPA, JD (*Tax Partner*) Gelman, Rosenberg, & Freedman
- 11:30 a.m. **Morning Wrap-Up**
- Afternoon **Golf**

Friday, December 7

Breakfast and meetings will take place in the John Ringling Room

- 7:30 a.m. – 8:00 a.m. **Breakfast**
- 8:00 a.m. – 9:00 a.m. **Communicating in a Crisis**
Anthony Huey (*President*) Reputation Management Associates
- 9:00 a.m. – 9:15 a.m. **Break**
- 9:15 a.m. – 9:45 a.m. **NEI Initiatives**
Dennis Langley (*Executive Director, MCERF*), MCAA
- 9:45 a.m. – 10:30 a.m. **Legislative and Regulatory Update**
John McNerney (*General Counsel*), MCAA
- 10:30 a.m. – 10:45 a.m. **Break**
- 10:45 a.m. – 11:30 a.m. **Industry Funds Legal Update**
Jim Estabrook and Elizabeth Manzo, Lindabury, McCormick, Estabrook & Cooper
- 11:30 a.m. **Closing Remarks**
Bob Snyder (*Committee Chair*), Binsky & Snyder
- Afternoon **Golf**

Communicating in a Crisis

30 Years of Work Destroyed in 30 Seconds

30 Years of Work Destroyed in 30 Seconds is what can happen if your company or organization mismanages a product recall, an explosion, a strike or a multitude of other crisis situations.

Unfortunately, somewhere within every organization, a crisis is waiting to happen. Maybe tomorrow, maybe next year or even in five years; you can't be sure what the crisis will be or when it will strike. But you can be sure that a crisis will put your organization's hard-earned image and reputation up for grabs.

The purpose of this session is to provide information on how to deal with the media — and 11 other audiences — during a crisis. The media, in particular, play an important role during any crisis and we teach session attendees exactly what the media need, and how the media can help you get information to the public quickly. Attendees will learn how to respond to questions briefly and directly, with honesty and candor, and learn how to control the flow of information. This is needed preparation for any crisis, when time is critical and working with the media is a priority.

* Time permitting (3-hour+ sessions): Participants will do realistic interviews in front of our camera, followed by detailed critiques; learn how to hold a news conference; and develop effective messaging to use in a crisis situation.

Learning Keys:

- The key differences between an emergency response plan and a crisis communications plan.
- Why having a crisis communications plan is vital and what should be in it.
- 12 audiences to communicate to during a crisis.
- 10 key points to successfully communicating during a crisis.
- How reporters think and behave during a crisis.
- Key tips to surviving a news interview.
- Five performance traits to possess during a news interview.
- How social media has transformed crisis communications and how to use it.
- Four response techniques to answer any question, from anyone.
- How to gain think time to avoid the “deer in the headlights” look.
- What makes a good message and how to stay on it.
- Why an organization should have a reputation-saving crisis communications philosophy.
- And much more!

Session Lengths & Fees

Each session is tailored to fit your specific time constraints, level of knowledge, communication goals or crisis situation.

Up to 3 Hours:

\$5,000 +
Travel Expenses

More than 3 Hours:

\$7,000 +
Travel Expenses

Industry Improvement Conference

Longboat Key Club & Resort ■ Longboat Key, Florida
December 5 – December 7, 2018



Attendee Information

Name _____ Badge Name _____
Spouse/Guest _____ Badge Name _____
Company Name _____ Title _____
Street Address _____
City _____ State _____ Zip _____
Registrant's E-mail _____ Cell Phone _____ Work Phone _____

E-mail address to send confirmation of registration: _____

Registration Type	Fees
MCAA Member	\$495
MCAA Association Executive	Comp
Spouse/Guest	\$100
Total Due	\$
Golf fees will be billed directly to your hotel room account. Pairings will be made at a later date.	
Please reserve a tee time for	
Number of players:	Thursday, Dec. 6
Number of players:	Friday, Dec. 7

MCAA Cancellation & Refund Policy
MCAA Cancellation & Refund Policy
If it becomes necessary to cancel your participation in the conference, please send **written** notification via e-mail to MCAA. You will receive a full registration refund if you cancel by **November 5, 2018**, other refunds will be handled on a case by case basis. Substitutions are always accepted.

Hotel Cancellation & Refund Policy
Upon MCAA's receipt of your cancellation, MCAA will forward the notification to the hotel. **Please note that reservations must be cancelled 7 days prior to arrival to receive a refund.**

AMEX MC VISA

Account Number _____ Expiration _____
Cardholder Name _____ Billing Zip Code _____
Signature _____

Hotel Registration

Room Type	Room Rate	King Bed	Two Beds
Beachview King/Double	\$270		
Beachview Junior Suite	\$290		
Beachview One Bedroom Suite	\$375		
Beachview Deluxe Two Bedroom Suite	Sold Out		

Arrival Date _____ Departure Date _____

Total Number of People in Room _____ Sharing Room With _____

Do you have any special hotel requirements? _____

Please contact MCAA Meetings Department at 1-301-869-5800 if you require special accommodations to fully participate in this event.

Rooms at the Group Rate Are Subject to Availability

Reservations are made on a first come, first served, space available basis, upon payment of meeting registration fee. A deposit in the amount of the **one night's** room & tax is necessary to confirm your reservation. **The credit card provided below will be used to guarantee the room reservation.** Cancellations prior to 7 days of arrival may result in forfeiture of deposit. **Rates are subject to current taxes equaling 12% plus a resort fee of \$20/room, per night.**

SAME AS ABOVE AMEX MC VISA

Account Number _____ Expiration _____
Cardholder Name _____ Billing Zip Code _____
Signature _____

If you have questions, please contact the MCAA Meetings Department:

- By phone: (301) 869-5800 • By e-mail: eventregistration@mcaa.org • By fax: 1(240) 238-2699
- By mail: Meeting Dept., 1385 Piccard Drive, Rockville, MD 20850