

EDUCATION AT MCAA'S 2017 CONVENTION



YOUR GUIDE TO MCAA CONVENTION EDUCATION

MCAA is widely known as the Education Association... and MCAA 2017 will confirm this measure of excellence. You'll find a variety of educational offerings that are designed to advance your knowledge about new industry trends, technologies and practices. Whether you need to develop or hone your leadership abilities, learn new business growth strategies, explore new building technology applications, discover strategies and methods to attract new talent or take a step back and take stock, experts on these topics and much, much more will share their insights and experiences with you. Our goal is to help you and your company succeed. Here is your guide to planning your convention education experience...

TABLE OF CONTENTS

CONTRACTOR TO CONTRACTOR EDUCATION

Learn from Your Peers Roundtable Discussions	p 2-3
FINDING TALENT...a Roundtable Luncheon	p 3
Service Sales Leadership and Training—Your Key to Growth	p 3
Mechanical Contracting 2017—It’s Still about People and Pipe	p 4
Tales from the Road—an Exploration into Efficiency and Productivity	p 4
Delivering Lean IPD	p 4
Hitchhikers Guide to the Management Methods Manual	p 5

TECHNOLOGY FOR TODAY AND TOMORROW

Achieving Innovation and Breakthroughs	p 6
JBKnowledge’s ConTechTrio... Insights, Strategies and Tools	p 6
Leveraging Technology for Improved Profitability.....	p 6
The Rise of Virtual Design and Construction	p 6
The ConAppGuru Reviews Tablets and Apps for the Field	p 7
Disruptors for the Built Environment	p 7

STRATEGIC LEADERSHIP

2017 Economic Forecast	p 8
The Cutting Edge: Finding and Developing Your Next Generation of Leaders	p 8
Leadership Lessons from Black Hawk Down	p 8
Extreme Leadership	p 9
Greater Than You	p 9
Exit Planning—Dancing in the End Zone.....	p 10

LESSONS LEARNED AT THE STUDENT CHAPTER COMPETITION— “I NEVER THOUGHT OF DOING IT THAT WAY!”

SEE, HEAR, TOUCH AND MEET AT THE ANNUAL MANUFACTURER/ SUPPLIER COUNCIL EXHIBIT

IDEAS ON LIVING A FULL LIFE

Younger Next Year	p13
Is the Light On in Your Eyes?	p13

CONTRACTOR TO CONTRACTOR EDUCATION

A hallmark of MCAA has been the long-held view that contractors who exchange best practices and ideas will help each other create strategies that will enhance their companies' value and growth. This year's sessions include:

Learn from Your Peers Roundtable Discussions

Tuesday, March 7, 1:30 p.m. – 3:00 p.m.

Roundtable discussions, led by industry leaders, offer you the opportunity to talk about and share your ideas and insights. These discussions will help you connect to a larger vision for your company. For 90 minutes, you will have time to interact and explore new ... and maybe not so new, but works-every-time...ideas. Each roundtable will focus on a set of topics appropriate to the industry sector represented—MSCA, NCPWB, PCA, or Safety—to ensure the dynamics of an in-depth discussion are maintained.

Mechanical Service Contractors of America (MSCA)

MSCA will offer two roundtable discussions, each aimed at helping you broaden the scope of your company's service and deepen its market impact.

Maximizing the Value of Your Business with Service

Moderated by Chris Carter, Murphy Company and Bob Lake, EMCOR Services Mesa Energy Systems

Using the National Service and Maintenance Agreement to Grow Your Service Business

Moderated by Frank Norton, EMCOR Services Northeast, Inc. and Kip Bagley, EMCOR Services Mesa Energy Systems

National Certified Pipe Welding Bureau (NCPWB) Reduce the Cost and Risk Associated with Welding and Brazing

Moderated by Bob Silvia, Process Engineers and Constructors

This discussion will answer the following critical questions:

- How can improved processes and prequalified welding and brazing procedures increase your productivity and reduce your welding /brazing costs?
- How can joint UA/NCPWB certified welders/brazers reduce your overall costs and ensure the quality of your welding and brazing?
- How can NCPWB help address owner and CM imposed requirements that go beyond your contract documents

CONTRACTOR TO CONTRACTOR EDUCATION

Plumbing Contractors of America (PCA) Best Practices in Plumbing

Moderated by Scott Wallenstein, Neptune Plumbing & Heating Co.

This discussion will cover resources that are helping plumbing contractors to be more profitable, such as:

- Fabrication operations that save time and costs and increase productivity on the jobsite
- New technologies that streamline operations, increase efficiency and grow your bottom line
- Tools...new and old...that keep projects moving and productivity rising.

Safety Excellence Initiative Achieving Safety Excellence

Moderated by Pete Chaney, MCAA Director of Safety & Health

- What are the most current challenging occupational safety and health issues for mechanical construction and service companies?
- What kinds of support do safety professionals need to be effective in providing a safe work environment for your employees?
- What safety and health resources do MCAA/MSCA members need to ensure the optimum safety and health of their employees?

FINDING TALENT...a Roundtable Luncheon

Monday, March 6, 12:00 p.m. – 1:15 p.m.

Sponsored by Apollo Valves

Where do you find them...people with industry experience, great management skills, leadership abilities, and technical savvy? It's not where you think. Have a sandwich and a beer or two and get some ideas on where and how to find the talent your company needs to keep growing, thriving, and succeeding. Join John Koontz, your peers and the 2017 student chapter delegates for an interactive discussion.

Jim Bartolotta

Service Sales Leadership and Training—Your Key to Growth

Monday, March 6, 10:30 a.m. – 12:00 p.m.

The MSCA Sales Institute, the only HVACR and plumbing training program specifically designed for service sales personnel, is a skills-building program. The Institute provides a structured, multi-level, multi-year training program for experienced sales professionals as well as entry-level personnel. Jim will explore the benefits of developing and implementing a structured sales training process that will help your company grow revenue, enhance your sales staff's productivity, and encourage retention.

Jim Bartolotta of Atomic Mechanical Services, the immediate past chairman of the MSCA Board of Managers, will lead the session.

CONTRACTOR TO CONTRACTOR EDUCATION

John Koontz

Mechanical Contracting 2017—It's Still about People and Pipe

Wednesday, March 8, 11:00 a.m. – 12:30 p.m.

John Koontz will show you why it's so important to sort through all the clutter and focus on what's important. He'll lead a discussion on how to manage today's systems and tools to meet the primary objective of bringing in the job on time and on budget.

John Koontz, MCAA's national director for project management and advanced supervisory education, brings a balance of academic and practical experience to his presentations.

Britton Langdon

Tales from the Road—an Exploration into Efficiency and Productivity

Tuesday, March 7, 10:15 a.m. – 11:45 a.m.

Mechanical contractors have long been the drivers of change within the construction sector, whether through the use of measuring tapes, the implementation of Building Information Modeling (BIM), or the development of an off-site fabrication operation. Within our own organizations, however, we have often been very resistant to change. This contradiction, in part, has led us to operate our companies, and therefore our projects, in ways that are less productive, less consistent and less efficient than we would like. To increase profits sustainably, we must first have an agreed-upon mission, an easily-understood strategy, a measurable action plan, and the processes that hold each of our key stakeholders accountable. This session will dive into the innovative solutions Modern Piping has developed to improve the management and outcomes of projects.

Britton Langdon is the Director of Support Operations for Modern Piping. He is responsible for managing the fabrication and BIM processes for the Cedar Rapids, Iowa-based company. In addition, he is the architect behind the company's FabPro1 fabrication tracking software.

Victor Sanvido

Delivering Lean IPD

Wednesday, March 8, 9:15 a.m. – 10:45 a.m.

The principles of Lean construction when delivered through Lean Integrated Project Delivery (IPD) together eliminate waste, duplication, delays, excess costs, misunderstandings between owners and contractors – all of which help bring projects to completion more quickly, efficiently, productively, and profitably. Victor Sanvido, an industry expert on Lean project management, will explain how Southland Industries applied Lean and IPD on projects in remote locations.

As a senior vice president with Southland Industries, Victor Sanvido is responsible for delivering engineering-led, integrated Lean project delivery services to end-users in its target markets.

Dennis Shuman, Robert Lindbloom, Terry James and Richard Perosa **Hitchhikers Guide to the Management Methods Manual**

Wednesday, March 8, 9:15 a.m. – 10:45 a.m.

Explore the vast offerings of one of MCAA's most valuable resources, the Management Methods Manual. Chock full of helpful information and tips to help you solve the most perplexing and troublesome challenges in the office and in the field, these resources will show you the way to greater efficiency, productivity and success.

A panel of seasoned contractor experts will help you navigate the MCAA website to these management resources and discover the answers to such questions as:

- How to protect your company from viruses, computer hackers and data thieves
- Whether your company is adequately prepared for an emergency
- When is the best time to activate the warranty on equipment purchased for a project
- How to find and attract future professionals
- Whether IPD is the right management approach for your next project
- What's involved in setting up a fabrication operation
- How to conduct an effective employee review

Your guides on this journey include Dennis Shuman, Speer Mechanical, Inc. and chairman of the Management Methods Committee, Robert Lindbloom, Apollo Mechanical Contractors, Terry James, Murray Company, and Richard Perosa, H.T. Lyons, Inc.

TECHNOLOGY FOR TODAY AND TOMORROW

Technology is all about making our world a better place in which to live and work...but even more important, transforming our industry to achieve new levels of success. You will have the opportunity to learn about new ways of improving productivity and getting the job done better, faster and ultimately, at a lower cost. You will also discover new technologies that simply do things we never thought were possible. Several of the industry's best technology experts will be on hand to guide you....

Dr. Peter Diamandis

Achieving Innovation and Breakthroughs

Monday, March 6, 1:30 p.m. – 2:30 p.m.

Despite reports of doom and gloom everywhere, there is abundant evidence that the world is actually getting a lot better. What's making all of this good news possible? Technology breakthroughs! You'll hear how technology breakthroughs are blazing trails that will lead to innovations that, until now, have been the stuff of sci-fi books and movies. You'll learn how these inventions will help you overcome the challenges of everyday living and lead to more exciting and fulfilling lives.

Dr. Peter Diamandis, scientist, innovator, CEO, storyteller and wizard is the founder of the X PRIZE Foundation, which leads the world in creating large incentive prizes to drive radical breakthroughs for the benefit of humanity.

JBKnowledge's ConTechTrio... Insights, Strategies and Tools

James Benham

Leveraging Technology for Improved Profitability

Monday, March 6, 10:30 a.m. – 12:00 p.m.

In today's competitive market, margins are tight and contractors are continually looking for ways to gain an edge. Consider this...saving only five minutes each day will increase productivity by 1%... just enough to get that edge. Technology guru James Benham will explore technology and software that can save time and improve your margins.

Josh Bone and James Benham

The Rise of Virtual Design and Construction

Wednesday, March 9:15 a.m. – 10:45 a.m.

To compete and perform successfully today, contractors need the latest design technology. JBKLabs evaluated design software and processes to provide contractors with the tools they can use to evaluate their software selection. Josh Bone and James Benham will discuss their findings and explore how virtual design and construction are shaping the industry.

Rob McKinney

The ConAppGuru Reviews Tablets and Apps for the Field

Wednesday, March 11 11:00 a.m. – 12:30 p.m.

Finding the right devices to bring your design ideas to life in the field is critical to your business, but choosing the right apps to assist your crew is just as important. Rob McKinney, the ConAppGuru, will recommend workflow apps for daily reports, plan viewing and time entry. He'll explain differences in each platform—phone, phablet, iPad or Surface Pro.

James Benham, Josh Bone and Rob McKinney, are leading industry experts on construction technology and hosts of the weekly podcast, ConTech Trio.

Leading the group is James Benham, CEO of JBKnowledge, a technology partner with MCAA that provides research, education and technology solutions to MCAA members as well as software solutions to the construction industry. James' technology fascination started at the age of 11, when he began writing code. He established JBKnowledge after graduating from Texas A&M, where he now teaches as a guest lecturer.

Rob McKinney, the ConAppGuru, began his industry career as a safety director for a general contractor, but then took on a different role when he ramped up the company's mobile capabilities and paperless operations. As Rob transitioned more processes from paper to tablets, he evaluated every construction app on the market. Today, he is the leading expert on apps and mobile devices for the construction industry.

Josh Bone joined the ConTechTrio as the company BIM expert. With 16 years of BIM and VDC experience under his belt, he is an expert in multiple BIM, CAD, VDC and coordination software.

Matt Abeles

Disruptors for the Built Environment

Tuesday, March 7, 10:15 a.m. – 11:45 a.m.

It's no surprise that some of these technology breakthroughs are already happening in the construction industry. You'll discover how these innovations—the technology disruptors—are creating entirely new solutions to the troublesome challenges that stymie progress on your projects. The session will provide:

- A preview of the newest emerging technologies designed for mechanical construction projects
- A discussion on Augmented Reality, Virtual reality, project management technology, laser scanning and more, and how those technologies will help our industry advance today and for years to come
- An opportunity for you to learn from tech and industry leaders how technology can transform your firm into a more effective, productive and profitable enterprise.

Matt Abeles is co-founder and managing director of BuiltWorlds Media, an online media company, which explores the fast-moving technologies transforming design, construction, and development.

STRATEGIC LEADERSHIP

Leading a successful company in these challenging times can be a daunting task even for the most experienced business executives. Our experts will help you fine-tune the skills that will keep your company growing and thriving.

Brian Beaulieu **2017 Economic Forecast**

Monday, March 6, 10:30 a.m. – 12:00 p.m.

The dynamics of world market trends and the new Trump administration will affect your company's financial wellbeing for months...even years... to come. Economist Brian Beaulieu will cover all the ups and downs of global, national, and regional economic trends, which indicators you should follow, and how to leverage those forecasts into successful strategies for your company.

One of the country's most informed economists, Brian Beaulieu is the CEO of ITR Economics where he researches the use of business cycle analyses and economic forecasts to increase profitability. He co-authored *Make Your Move* about increasing profits through business cycle changes.

Mark Breslin **The Cutting Edge: Finding and Developing Your Next Generation of Leaders**

Monday, March 6, 10:30 a.m. – 12:00 p.m.

Finding the right high-performing candidates to fill a variety of leadership roles in your company is more of a challenge than ever. Generations X and Y require recruiting strategies that appeal to their focus on technology and social media to communicate and perform work tasks efficiently. During this session, you'll learn about cutting-edge techniques and practices that companies within and outside our industry are using successfully to find and keep younger talent. You just may be inspired to reexamine your company's workplace culture to determine whether it's properly positioned to be a "career destination."

Mark Breslin is a leading authority on construction leadership, strategy, labor management relations and how to create positive change in the industry.

Sgt. Matt Eversmann **Leadership Lessons from Black Hawk Down**

Wednesday, March 8, 11:00 a.m. – 12:30 p.m.

Sponsored by DEWALT

In 1993, a group of U.S. Rangers and Delta Force soldiers went to Somalia to help end that country's civil war. The mission turned into a horror story when the unit's Black Hawk helicopter was shot down in Mogadishu. For 18 hours, Sgt. Eversmann and his comrades were surrounded by hostile forces until a rescue convoy arrived to retrieve them. The story of this event was immortalized in the film, *Black Hawk Down*. Eversmann emerged a hero, but learned what true leadership means when lives are on the line.

Sgt. Matt Eversmann (Ret.) enlisted in the Army and served as a Ranger. He received several commendations, including the Bronze Star Medal with Valor and the Combat Infantryman's Badge for his service in Somalia.

Steve Farber **Extreme Leadership**

Tuesday, March 7, 10:15 a.m. – 11:45 a.m.

Sponsored by WinSupply

In this chaotic and extreme age, business leaders must demonstrate an unprecedented level of passion, determination, foresight, dedication, and fearlessness. Using the principles presented in his bestselling books, *The Radical Leap* and *The Radical Edge*, Steve Farber shows you how to use the LEAP framework – Love, Energy, Audacity, and Proof – to radically improve your organization and your life. You will discover how to:

- Harness fear and use it to your advantage
- Use the power of the heart to achieve the extraordinary at work
- Inspire yourself and others to change the world you live in
- Earn your customers' and employees' love and loyalty

Greater Than You

Wednesday, March 8, 9:15 a.m. – 10:45 a.m.

The truly great leaders in life and work become so by causing others to be greater than themselves. Steve draws from his bestseller, *Greater Than Yourself*, to show that dedicating yourself to bringing others along so that they can achieve more than you is the ultimate way to boost talent, ramp productivity, and create truly significant current and future leaders. You will be challenged to aspire to the new gold standard in leadership

- Expand Yourself – you'll discover tools to deepen and expand your personal capabilities—the raw material for true leadership.
- Give Yourself – you'll learn the art of 'philanthropizing' your leadership approach—the raw material for developing capacity in others.
- Replicate Yourself – you'll experience the power of expanding beyond your personal, one-to-one influence—the raw material for changing your business for the better.

After running his own successful financial services company, Steve Farber has devoted his professional life to leadership development.

STRATEGIC LEADERSHIP

Patrick Ungashick

Exit Planning – Dancing in the End Zone

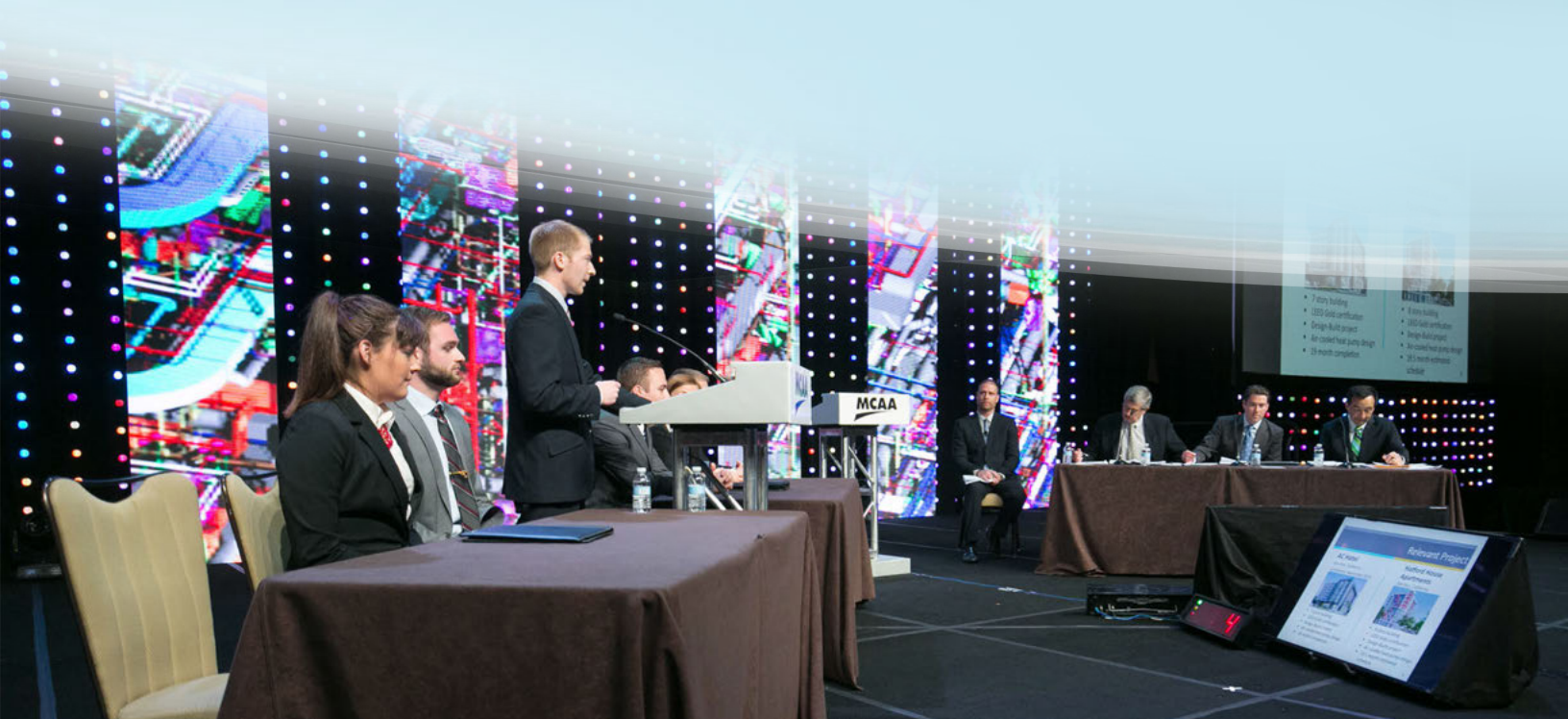
Wednesday, March 8, 9:15 a.m. – 10:45 a.m.

Why do many successful CEOs and business owners struggle with planning for and achieving a happy exit from their business? What is wrong with conventional “exit planning” methods that cause owners to experience high stress, high taxes, high costs and eroded value when they finally sell the business or give it to the kids? Patrick Ungashick turns upside down the conventional wisdom about exit planning. He will show you that taking action now not only better prepares the business and owner for exit, it also helps create a better and stronger business today.

During this enlightening session, you will learn:

- The truth about creating business value, and why it is not the same as increasing sales or profits
- The biggest mistakes most owners make in preparing for exit, and how to avoid them
- Why “exit planning” is not something you do later—it has already begun
- How to get the business working for the owner, and not the owners working for the business

Patrick Ungashick leads several companies that provide financial consulting and advisory services to closely-held business owners. He is the author of *Dance in the End Zone: The Business Owner’s Exit Planning Playbook*. He is a member of Vistage International, a leading CEO organization.



LESSONS LEARNED AT THE STUDENT CHAPTER COMPETITION— “I NEVER THOUGHT OF DOING IT THAT WAY!”

The MCAA student chapter teams from Colorado State University, the Milwaukee School of Engineering, the University of Missouri – Columbia and the University of Nebraska – Lincoln earned their place in the MCAA 2016-2017 Student Chapter Competition finals to propose their plans and ideas for the renovation of the Chippewa Falls, WI wastewater treatment plant.

This year’s project takes a different turn from past competitions. Rather than tasking teams to design/build or engineer the mechanical systems for a building or facility, this year’s project requires teams—acting as the general contractor to this project—to assist and coordinate the completion of the design of the plant’s new improvements and strategically plan and execute a very detailed construction effort using all involved trades. And, the project must be planned to keep the plant open and operating during the renovation.

The project proposal is evaluated based on the best value to the project owner and the City of Chippewa Falls. Teams are also required to submit a preventative maintenance and service proposal.

In addition to the wastewater treatment project, teams may respond to an extra-credit challenge— suggestions for short—and intermediate-term technologies and arrangements to assist and protect the community from lead exposure during the renovation and replacement of the City’s lead pipes.

You can see how these talented young people apply their management and coordination skills to develop a complex, heavy-industry project that’s critical to a community’s health and well-being. You may just come away with a new idea about how to approach a tough project challenge.



SEE, HEAR, TOUCH AND MEET AT THE ANNUAL MANUFACTURER/SUPPLIER COUNCIL EXHIBIT

This is your opportunity to gain new insights and knowledge about how your business can grow with products, technologies and services that cut costs, time, and errors. You'll learn how an innovation could move you out ahead of your competition and on a path to new levels of success. You may even discover a new approach to using software or a device in the office or in the field that will significantly increase productivity and bottom-line results.

On display and ready for you to inspect are the latest products and services—new technologies, innovations and improvements—that are responding to change. Included are products from our new members who'll be showcasing software that captures photos, data and reports for easy documentation, digital pressure gauges, mobile subcontractor apps, fall protection equipment and trenchless piping products. And, you'll meet with representatives of our 135 Manufacturer/Supplier Council members about how these exciting innovations can help your company achieve more efficiency, productivity, and profitability.

IDEAS ON LIVING A FULL LIFE

Life is fleeting. One minute we're twenty something with a wealth of possible careers and life experiences ahead of us and then we're retired and looking back at our choices and why we made them. Making the most of the time we have is easier said than done, but taking a pass on balancing our lives with more relaxing and fulfilling pursuits will leave a gaping hole in our total life experience. Learn how and why you need to kick back, rediscover joy and those who bring light into your world, so when the time comes for reflection, you'll have a lot to smile about.

Chris Crowley **Younger Next Year**

Tuesday, March 7, 10:15 a.m. – 11:45 a.m.

For many of us, living our lives like we were 50 until we're 80 is an elusive dream. But, for Chris Crowley, former Wall Street litigator, it's his life purpose, and he's written a book that explains how to make that goal a reality. *Younger Next Year* has become the "Boomer's Bible" on matters of fitness, fun and the committed life.

Eating better, staying fit and active and leading a full, happy life is "one of the most important things in each of our lives and in the life of the Republic today. The combination of the slop we eat and our bone-idleness is wrecking our lives and ruining the economy. We have to change," he says, "and we will."

Crowley retired at 56 from a thriving law practice to live his "second life." He and his wife Hilary enjoy skiing, biking, rowing while he enjoys writing about staying thinner and more active and talking about his passion to a variety of audiences.

Sam Horn **Is the Light On in Your Eyes?**

Monday, March 6, 10:30 a.m. – 12:00 p.m.

Are you working so long and so hard that you can't apply the brakes even for a minute to take a breath? When is the last time you had the light on in your eyes? Are you planning to relax and enjoy life when you retire? But, what if that doesn't happen? Now is the time to figure out what and who put the light on in your eyes and how to carve out time for that and them in the midst of your busy life. Sam Horn's inspiring, put-you-in-the-scene stories and thought-provoking questions will help you clarify how to create the quality of life you want ... now, not later.

Sam Horn is a communications strategist, speaker and the CEO of The Intrigue Agency that helps people and companies create one-of-a-kind presentations, pitches, books, brands, causes and campaigns. She inspires her audiences to live a balanced life that allows time for the light to shine in one's eyes.



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