



# DATELINE

March 2017

## Quick Links

[April 25 - Plumbing Service Markets Webinar](#)

[Field Supervisors Training Program](#)

[Sales Basecamp](#)

[Sales Masters - NOW SOLD OUT!](#)

[MSCA University Calendar](#)

## Webinars

[Plumbing Service 101](#)

[Field Service Software Report](#)

[MSCA Resource Center](#)

## LEVEL 1



## MSCA CONNECT



Your time is valuable. Just **CLICK** and **CONNECT** on **DATELINE**, quick information with a click or a touch!

## March 2017 News

### Former MSCA Board Member, Steve Harvey, Now on MCAA Board of Directors

Steve Harvey, General Manager, Soefker Services, LLC, Memphis, TN has just been elected to the MCAA Board. Congratulations Steve!

**February Webinars Now Available for Download on MSCA Website**—Did you miss our February webinars, **Insights into Field Service Software** or **Plumbing Service Business Basics**?

No worries, just click on the titles and view them on your own time. Don't forget to log into [MSCAConnect.org](http://MSCAConnect.org) with your username and password.



## Feature CONNECTION

**The Future is Education** - "A skilled workforce begins and ends with the contractor". **HVACR Business** reports that the HVACR industry is struggling to fill open positions with qualified individuals. According to Howard Weiss,



Executive VP, ESCO Group, contractor involvement in education, engagement and recruitment is key. Not just considered a problem for smaller companies as MSCA, the nation's leading contractor association,

whose members offer some of the most sought offer jobs in the industry, also struggles to fill positions. This is a clear indicator that this is an industry-wide problem".

Read **HVACR Business** for full the article.

## MSCA Sales Institute

LEVEL 2



LEVEL 3



**Sales Basecamp, May 1-2, 2017** - for entry-level service sales personnel. In this competitive and uncertain business landscape, the rules of sales and customer engagement have changed. This two-day program will prepare this recent hire with relevant skills for time management and confidently selling HVACR services. Closing the deal is demystified with this course.

**Sales Masters Program**, April 2-6, 2017 & Nov 5-10, 2017 is **SOLD OUT** once again for the third year in a row! Questions? Contact **Barbara Dolim**.

Working for You in 2017

**ACHR News** reports HVAC Contractors Are Bullish on the **NEWS** 2017. Nationwide labor shortage remains the most significant concern. MSCA Chair, Chris Carter agreed that 2016 was a good year for many contractors but "recruiting key talent continues to be a primary challenge." Click on **ACHR News** for the full article.

- **Discussion Forums** on MSCA's website to connect, interact and engage with your **PEERS!**
- **MSCAConnect.org** & **MSCA.org**, two ways to your favorite website!
- MSCA's 2017 Education Conference, October 15-18, 2017 at **Boca Raton Resort & Club**.
- Better **DATELINE** updates!

MSCA Education Conference 2017

**SAVE THE DATE** - Oct. 15-18th 2017 for MSCA's Education Conference - four days packed with networking, interaction and engagement!



Sponsorship and exhibitor opportunities are now available for MSCA Education Conference 2017! The trade show is an exhilarating one day of key decision makers, who lead the most progressive and successful HVACR companies in the nation, searching for new products, services and equipment. Sponsoring or exhibiting at MSCA Education Conference, will help you develop strategic partnerships that will last a lifetime! - Contact **Jan Grillo**, 301-990-2218.

She's here to make connections easier for you!

Mechanical Service Contractors of America  
1385 Piccard Drive | Rockville, MD 20850  
(301) 869-5800 | **MSCA CONNECT**