



DATELINE

April 2017

Quick Links

April 25 - Plumbing Service Markets Webinar

April 27- 28 - Field Supervisors Training Program - SOLD OUT!

May 1-2 - Sales Basecamp ALMOST SOLD OUT!

Sept 18-19 - Dispatchers Development Training

MSCA 2017 Everyday Hero Form

MSCA University Calendar

Webinars

Plumbing Service 101

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!

April 2017 News

MSCA 2017 Everyday Hero Award Call for Nominations!

We need your help. There are unsung heroes among us who do extraordinary things everyday with a passion to make a difference for the better. You know who they are and we want to honor them and celebrate their contributions. Won't you nominate a peer, employee, or employer who you know deserves recognition for his/her extraordinary contributions? Click here for the **MSCA 2017 Everyday Hero Nomination Form**.

Plumbing Service 101, Plumbing Service Markets

Don't forget to register for the Plumbing Service

101 Plumbing Service

Markets Webinar, scheduled for April 25th at

1:00 PM EDT. Spots are filling up fast so don't miss your chance, sign up today!



Feature CONNECTION

April's feature "**CONNECTION**" is **Employees**. Our member companies and their employees are important to us and we serve to provide you with pertinent news. Skin cancer has become a major concern in the mechanical construction and service industry. Every year more than 5 million cases of skin cancer are treated nationwide. Please sign up for the **Skin Cancer Awareness in Construction/Service Webinar** scheduled for May 3 at 1:30 EDT by **CNA**. **Click here for more information.**



MSCA Sales Institute



LEVEL 2



LEVEL 3



SALES INSTITUTE

MSCA University™

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.

Working for You in 2017

In the past, mechanical service technicians were required to have fall prevention or protection systems in place while servicing HVAC equipment on flat roofs, regardless of how far they were working from the roof's edge. **OSHA's Revised Walking-Working Surfaces Rule**



now allows service technicians to perform their tasks without fall prevention or protection systems, but only under specified conditions. [Click here for more information.](#)

- **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 CONNECT 2017 Education Conference

This Year's Theme is "The Possible"!

SAVE THE DATE - Oct. 15-18th for **MSCA CONNECT 2017 Education Conference** - four days packed with networking, interaction and engagement! The conference theme for 2017 is



"The Possible"! Be sure to look out for exciting news on the conference website coming your way soon! Sponsorship and exhibitor opportunities are now available for **MSCA CONNECT 2017 Education Conference!** 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

Comments on DATELINE? CONNECT WITH MIA, Director of Communications, MSCA.
She's here to make connections easier for you!

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