



**THE MSCA<sup>17</sup>**  
**POSSIBLE**

**BOCA RATON RESORT**

ANNUAL EDUCATION CONFERENCE BOCA RATON, FLORIDA

**OCTOBER 15-18**

# THE MSCA 17 POSSIBLE

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ANNUAL EDUCATION CONFERENCE BOCA RATON, FLORIDA

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EXPERIENCE THE  
IMPERCEPTIBLE, FEEL THE  
INTANGIBLE, ACHIEVE THE  
IMPOSSIBLE AT MSCA 2017,  
WHERE WE CONNECT  
WITH **“THE POSSIBLE”!**

## We are living in an incredible time.

Our long-held beliefs are challenged every day. Things once unimaginable are now daily reality and the pace of discovery is unprecedented. This has fundamentally changed the way we live our lives and conduct our businesses — particularly in the mechanical service industry.

In a business still very much about people, technology has impacted the way we communicate, the way we decide, and the way we serve. As business people, we're learning to open our minds to the unpredictable; as leaders we're learning to anticipate the unforeseeable; as contractors we're learning to apply all that once seemed impossible. This is our frontier.

The educational session lineup is one that will open your eyes to new ways of seeing, feeling, thinking and doing. Industry manufacturers and suppliers will connect you with revolutionary, relevant, innovative technologies — once thought to be impossible — on Supplier Partnership Day at our Exhibitors Display. Engage, network and collaborate with your peers through peer group forums. Bask in the sunshine of beautiful Boca Raton to relax, recharge and regenerate your body, mind and business. Don't miss this chance to discover the possibilities of making the impossible, possible — and drive your business forward to new heights. **Join us at MSCA Connect 2017.**

This year, MSCA invites you to **Boca Raton** to explore and share the boundless opportunities that are at our fingertips. Experience game-changing technology, explore business innovations, learn to embrace revolution.  
Connect with **The Possible!**



# HIGHLIGHTS

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## Learn how to break down mind barriers

and to think of unlimited possibilities for you and your business with **Vinh Giang**, a magician and speaker who opens your mind using psychology and illusion.

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## Be enlightened and discover

that nothing is impossible with **Mick Ebeling**, founder and CEO of Not Impossible Labs where Ebeling harvests the power of technology and story to change the world.

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## Share in John Ratzenberger's passion

and vision for this country to recognize the need for, and to provide the training to produce skilled laborers, to **Make America Skilled Again!**

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## Celebrate the contributions of one of our own

during Tuesday's General Session where the winner of the **MSCA Everyday Hero Award** will be recognized.

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## Attend an assortment of education sessions

led by experts who will show you how to use connections, technology, decision-making, time management, and networking skills to grow your business.

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## Learn how to build a talent plan and pipeline

to attract and recruit the best and the brightest using successful best practices with **Jon Finch**, Milwaukee Tool's VP of Training and Recruiting.

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## Connect, network, learn, grow and share

with your peers during peer group forums.

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## Connect with **The Possible** at **MSCA 2017**

while you enjoy a tremendous variety of presentations and activities. This year's event in sunny Boca Raton, will open your eyes and mind to innovative and critical ways of thinking, managing, learning and leading.

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## Don't forget to visit the **MSCA Education Conference 2017 website**

for all things related to MSCA 2017, where we connect with "The Possible."  
**[www.mscaconference.org!](http://www.mscaconference.org)**

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## Meet leading

## **HVACR and plumbing service vendors**

at our Exhibitors Display on **Supplier Partnership Day.**

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## Visit us at **MSCA CONNECT,**

our communication epicenter for fun and practical resources featuring our new **"Tech Demos"** area.

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## Join in the fun at our

## **"Feel Good – Do Great" Convoy of Hope**

event for a great cause — to help aid **Children's Feeding Initiatives** around the world.

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## Enjoy an assortment of exciting on-the-water optional events

highlighting the many exquisite areas in and around **Boca Raton.**

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## Luxuriate in the splendor of the **Boca Raton Resort & Club,**

the elegantly restored 1920's resort on **365 waterfront acres.**

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# KEYNOTE SPEAKERS

Opening Celebration

## Anything is Possible

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Monday, October 16 – 7:30 - 9:00 a.m.

**Vinh Giang** / Innovator on using psychology and illusion to make others see and think differently

**Vinh Giang's** mission in business and life is to share the psychology of illusion. He has devoted himself to understanding the ways in which people are fooled by illusions and by the tricks we play on ourselves. During his presentations, he demonstrates how this occurs. Coming from the humble beginnings of a Vietnamese refugee family, Vinh has worked with companies from all over the world and has been mentored by internationally recognized experts in innovation and success psychology. He shares his fresh, cutting-edge topics with his audience in an entertaining and thoughtful way. Hearing Vinh will open your mind to new possibilities, as he takes you on an unforgettable journey through stories, remarkable insights into human psychology, business and the wonderful art of illusion.

General Session

## Not Impossible

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Tuesday, October 17 – 7:30 - 8:45 a.m.

**Mick Ebeling** / Producer, Author, Entrepreneur and Philanthropist

**Mick Ebeling**, a Muhammad Ali Humanitarian of the Year Award recipient, listed as one of the most influential creative people by The Creativity 50's and recipient of numerous awards, has sparked a movement of pragmatic, inspirational innovation. He's on a mission to provide "Technology for the Sake of Humanity," by tapping into a community of passionate and talented engineers, idea generators and storytellers. A career producer, filmmaker and founder and CEO of Not Impossible Labs, Ebeling harvests the power of technology and story to change the world. He founded Not Impossible Labs, a multiple award-winning social innovation lab and

production company, on the premise that nothing is impossible. His mantra of ‘commit, then figure it out’ allows him to convene a disparate team of hackers, doers, makers and thinkers to create devices that better the world by bringing accessibility to all. His company’s first development was an award-winning ocular tracking device, the EyeWriter, which enables individuals with paralysis to communicate and create art using only the movement of their eyes. Ebeling is on a mission to make the previously impossible, Not Impossible.

Mick will also participate in the presentation of the fourth annual **MSCA Everyday Hero Award**. This award has become a highly-anticipated feature of the conference where one special person is recognized for his or her selfless contributions to their community. The contributions of this individual will be celebrated during this session. Don’t miss your chance to nominate those in your company who you believe are deserving of this honor. The nomination form can be found on the MSCA website at [www.msca.org](http://www.msca.org).

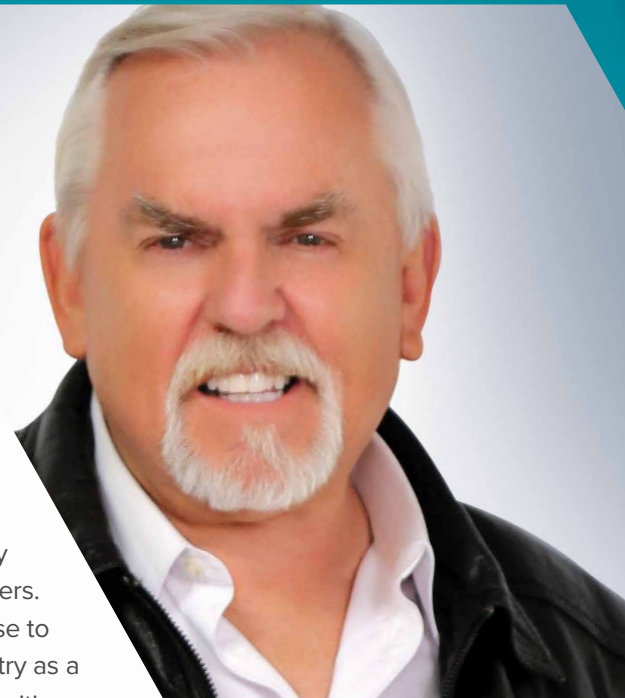
### Closing Session

## Make America Skilled Again

Wednesday, October 18 – 1:00 - 3:00 p.m.

**John Ratzenberger** / Emmy-nominated Actor, Voice Actor, Accomplished Screenwriter, Director, Producer and Author

A multi-Emmy-nominated actor and accomplished screenwriter, director, producer and author, **John Ratzenberger** may be best known for playing mail carrier Cliff Clavin on the long-running NBC sitcom “Cheers.” He also is the actor who has been in every Pixar movie as a voice actor from being the voice of Mack in Cars to Hamm in all the Toy Story movies. Prior to creating his character on Cheers, John lived overseas for 10 years and has worked as a carpenter, archery instructor, and deck hand on a fishing boat. He produced and starred in the Travel Channel series “Made in America,” which highlighted U.S.-made goods and workers. He is passionate about how important it is for this country to recognize the need for, and to provide the training to produce skilled laborers. John is currently in pre-production on a new Television Series with the purpose to awaken Americans to the shortage of skilled workers that threatens our country as a whole. It will be a show about everything American, its products, workers and citizens.



### Opening Celebration

## Special Guest Speaker

Monday, October 16 – 7:30 - 9:00 a.m.

**Mark McManus** / United Association General President, leads the nation’s most progressive and influential trade union

**Mark McManus** has had a distinguished career in support of our nation’s hardworking men and women and has been unwavering in his commitment to a strong and mutually beneficial partnership between labor and management. Mark has served the UA as International Representative, Administrative Assistant to the General President, and General Secretary-Treasurer before taking over as General President of the 340,000 member International Union.





# BREAKOUT SESSIONS

Jay Rao, PhD. /

## Innovation Sandbox: Entrepreneurial Leadership & Culture of Innovation

BREAKOUT SESSIONS  
TO OFFER INSIGHTS,  
TECHNIQUES AND TOOLS  
TO MAKE POSSIBILITIES  
HAPPEN IN FORGING  
AND MAINTAINING  
CONNECTIONS AT  
EVERY LEVEL.

**Dr. Jay Rao**, a highly rated MCAA ALI presenter and Babson Executive Education programs instructor, uses his executive teaching and consulting in the areas of innovation, implementation of innovation initiatives within firms, corporate entrepreneurship and customer experience innovation to show how companies need to change and adapt to new technologies to embrace the future of our industry. Dr. Rao's insights and examples of how big companies like Kodak missed tremendous opportunities to embrace new inventions, for the sake of keeping the status quo, will help you recognize how not to follow that old way of thinking. Dr. Rao shares how the sustainability and stability of companies has changed with technology and how embracing innovation will enable us to implement new technologies into areas of our business with an open mind.



## Robert Richman / Built For Growth — The Value-Based Company

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Engaged employees are productive, efficient, and have a great time. This means low turnover, and highly motivated employees you don't have to micro manage. Values-based companies have employees who manage and motivate themselves. **Robert Richman** shares stories of the strength of the core values at Zappos.com (a company that became the #6 Best Place to Work in America and #1 in Customer Service), then shares the science behind why they work so well. Once you learn the secrets behind how values work, you will know how to shape culture. Robert gives the group a process to use in discovering and then implementing the values across the organization. Robert is a culture strategist and co-creator of Zappos Insights, an innovative program focused on educating companies on the secrets behind Zappos' amazing employee culture. He is also the author of *The Culture Blueprint* and is a sought after keynote speaker at conferences around the world.

## Dr. Christopher Kuehl / Trends and Forecast for Mechanical Service Industry

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**Dr. Christopher Kuehl** is a Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He is the chief economist for several national and international organizations such as the Fabricators and Manufacturers Association and National Association of Credit Management. Dr. Kuehl will delve into our current economy and how it will look for the mechanical service industry going into 2018 – what the Fed has in mind and where inflation is headed. The world of the mechanical contractor engages with almost every sector of the economy and Dr. Kuehl will share the trends and forecast for the mechanical service industry so that you can be prepared for the future for your customers and your company.

## Jason Sturgeon / Make Time Work for You — Control Your Workday Clock

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**Jason Sturgeon** will help you to take control of your time management, build systems to take some of the load off your schedule and use the Time Cycle to start multiplying the hours available to your team and your entire organization. Jason is uniquely qualified, having worked in the mechanical service industry moving up through the trades to construction management before founding Arcade Consultants. He understands the challenges of our industry and will bring his own brand of unique systems and training to you and for your company. You will look at the real cost of working out of control, learn about the cycle of tasks that help us improve the efficiency of our time, and look at how to work our way up the Time Ladder to access the next level of time management. By the end of this session, you'll be equipped to take control of the ticking clock in your day!

## Julie Williamson / Bringing The Possible to Life: Influencing Decisions Across Your Business

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**Julie Williamson**, Vice President of Strategy & Research for Karrikins Group, has worked nationally and internationally with companies both large and small, helping them execute a strategy for transformation. Have you ever found yourself frustrated by people not getting aligned behind an investment or a strategic direction you want to make for your business? Perhaps you have a modern technology to implement, but people continue to find ways to use the old system. You need to get people to make different decisions about their everyday behaviors – how they show up, and what they do to deliver on your organizational commitments. That means you need to disrupt the 'same old / same old' thinking that drives most of their decisions, and you need to create new responses that are better aligned with your business goals. In this engaging and energizing session, Julie will dive into the 5 Drivers of decision making and how you, as a leader, can use them to drive your strategy forward. You will walk out of the session with an understanding of each driver and how it works in your environment.

## Jay Baer / Hug Your Haters

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**Jay Baer**, author of *Hug Your Haters*, the world's first modern customer service manual, shows how companies large and small can benefit from the enormous increase in online complaints and customer feedback. If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, you're right. But the rise of customer complaints is actually an enormous opportunity. In this eye-opening presentation, Jay reveals brand-new, proprietary research into The Science of Complaints – why and where your customers complain, how to “embrace your complainers” and turn impossible, negative situations into positive, possible solutions. Jay has spent 23 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 32 of the FORTUNE 500.

## Labor-Management Partnership: A Game Changer for Market-Share

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**Moderated By:**

**Richard Barnes** / C Richard Barnes & Associates

Collective Bargaining and Collective Business Development. How strange does that sound? Join the labor management team from the United Association and the Colorado Plumbing and Mechanical Contractors Association as they explain the challenges they experienced with a poor relationship and a low density market. Their journey began in 2012 when contractors and union representatives across the state decided to explore new forms of engagement. Joint training, strategic planning and cooperative efforts are now the cornerstones of both bargaining and business development. This new collaborative labor-management partnership has taken the group from Collective Bargaining to Collective Business Development.

## Achieve Financial Stability – Leveraging Planned Maintenance Agreements to Guarantee Your Long-Term Success

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**Dave Bavisotto** / Illingworth-Kilgust Mechanical

**Jon Finch** / Milwaukee Tool

**Steve Smith** / ACCO Engineered Systems, Inc.

Join industry experts as they examine Planned Maintenance Agreements and their value to your company. In this dynamic 90-minute session, you will learn how to analyze your service business model and identify future business growth opportunities. Get actionable strategies to build the sales team you need to facilitate service growth. Learn retention strategies to keep the business you have earned with industry best practices and peer feedback. You will leave this session with an action plan to implement immediately and make your future success a reality today.





# ONE-DAY OPTIONAL BONUS PROGRAM

## Managing Your People Profits — Focusing on the Dynamic Change in Generations and Technology Featuring Jon Finch

Sunday, October 15 – 7:30 a.m. - 3:00 p.m.

MSCA and Milwaukee Tool have partnered to bring you proven strategies and tactics necessary to build a talent plan and pipeline. This session will help you with your investment strategies to find the right people to join your team and ensure long-term stability and growth. The importance of understanding generational differences (GenZ, Millennials, GenX and Boomers), engaging available technology solutions and the impact on your profitability will be discussed. Milwaukee Tool has years of working through a strong recruiting model and will be sharing best practices for success. Jon Finch is the VP of Training and Recruiting for Milwaukee Tool. He has spent the last 17 years working on finding the best people to help the company grow over 20% each year. Jon has held multiple roles in sales, operations, training and recruiting. Most recently, Jon developed the Pudwill Leadership Center to train employees to quickly learn the business and be successful in their roles. Jon has adapted technology for each generation entering the business and has focused on the profitability required to sustain the growing business needs.

This dynamic session will give you the opportunity to learn best practices and share with your peers the challenges you are facing. You will delve into strategic planning for your future success and leave with the tools you need to get your company ahead of this challenge – instead of constantly reacting to changes.

The cost for this one day optional bonus program is **\$500** and includes breakfast and lunch as well as session workbook and materials.



### Topics include:

- / The cost of turnover and recruiting
- / Planning for your employment needs
- / Prospecting for future employees
- / Best practice hiring decisions
- / Behavior Based Interview models
- / Investment strategy and return values

# PEER GROUP FORUMS

PEER GROUP FORUMS GIVE YOU THE OPPORTUNITY TO TALK ABOUT TOPICS OF INTEREST AND CONCERN WITH YOUR PEERS.

Monday, October 16

**Session #1:** 2:00 p.m. - 4:00 p.m.

Wednesday, October 18

**Session #2:** 8:15 a.m. - 9:30 a.m.

Together, these two sessions will help you connect to a larger vision for your company. During these discussions, you will have plenty of time for interaction and information-sharing with peers and leaders in the field. Each forum will focus on a specific topic to ensure the dynamics of an in-depth discussion are maintained and may include the following sessions:

## Peer Group Forums

- / Social Media (outbound marketing)
- / Management Structure
- / Sales – New Customer Acquisition
- / Analytics for Service
- / Customer Retention
- / Mobile Field Technology
- / Safety Training and Resources
- / Emerging Threats (SWOT)
- / Plumbing Service
- / Recruiting/Hiring
- / Retention/Engaging Employees
- / Sales (Start-up)
- / Managing a Large Sales Force
- / Client Entertainment/ Relationship Development
- / Fleet Management and Safety
- / New Market Opportunities
- / Differentiating Your Company
- / Leaders for Tomorrow
- / Conversations for First Timers
- / Service Training and Recruiting



## Supplier Partnership Day

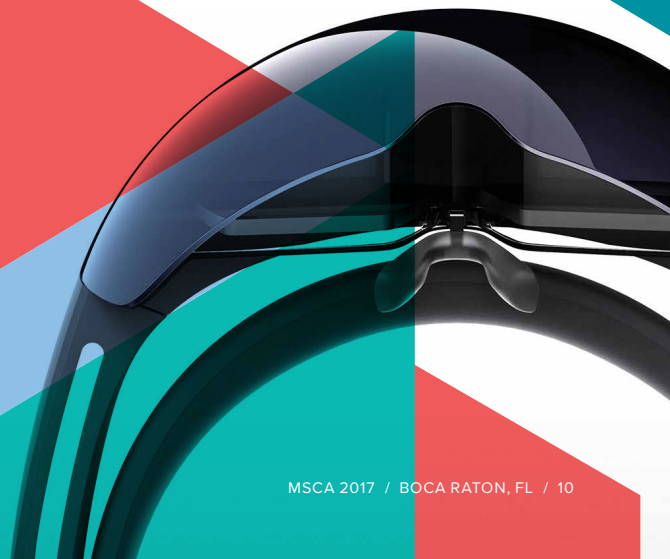
Monday, October 16 – All-day event

Learn about the latest HVACR and plumbing products and services at Supplier Partnership Day. The Exhibitors Display is your opportunity to meet with the industry's key suppliers one-on-one to discuss your company's needs in addition to other informal events offered throughout the conference. The exhibit hall will be open in the morning for a display and breakfast, in the afternoon for lunch, and early evening for Happy Hour.



## New This Year, Tech Demos

Come join us at the registration area for demonstrations and display of all things "Tech" – XO Eyes, HoloLens, and the latest from the UA training department to include HVACR Virtual System Troubleshooting using "game -play", 3D Virtual Crane Simulator and 360° Video HVACR Scenario using Oculus Rift and YouTube mobile app. You won't want to miss the new, once thought impossible but now possible – tech innovations that are certain to take your company to the next level of success!



# RECREATIONAL EVENTS



ENJOY THESE OPTIONAL  
RECREATIONAL EVENTS  
AS YOU TAKE TIME TO  
CONNECT WITH PEERS  
AND FAMILY.

## Tuesday, October 17

These events are available to registered attendees only. Space is limited on some excursions, so sign-up early. Trips are subject to cancellation if the required minimum number of registrations is not received. A full refund will be issued if a trip is cancelled.





## Historical Mansion Catamaran Cruise

Enjoy the beauty of Boca Raton's own distinctive waterway with a three-hour private catamaran cruise you won't forget. On board this comfortable 55-foot sailing yacht, sit back and relax while an experienced guide from the Boca Raton Historical Society guides you through the waterway's rich history and abundant points of interest. Magnificent estate mansions dot the shoreline, many designed by Addison Mizner, the original architect of the Boca Raton Resort & Club. Beer, wine, soft drinks and snacks are included. **COST: \$150 / PERSON**

## Chartered Fishing Expedition

This four-hour fishing expedition is helmed by a licensed Captain and a mate to assist. Sailfish, king mackerel, wahoo and the occasional mahi-mahi have been known to be caught in these fishing grounds. Fishing licenses, all equipment and bait are provided in the cost of this activity. Snacks and beverages are included. The expedition leaves right from the Boca Raton Resort dock.

**COST: \$165 / PERSON**



## Everglades Airboat Tour

Experience Florida's "River of Grass," an expansive wilderness area of unmatched beauty that encompasses over 2,500 square miles of South Florida. During this activity, you'll view the wonders of nature as you glide through Sawgrass in one of the world's largest airboats. Your guide will discuss the ecological wonders that you will see such as alligators, turtles, exotic birds, and the 8.6 billion dollar Federal Government Everglades Restoration Project. You'll see an Ol' Florida live alligator show and then visit the Trading Post for some trinkets and beads. Refreshments included. **COST: \$145 / PERSON**

## 25th Annual MSCA/ Dewalt Golf Tournament

The Boca Country Club Course has long been known as "the place to play" in Southeast Florida. Established in 1985, the newly updated par 72 resort course features 6,250 yards of lush fairways, elevation changes, and a waterfall on the 12th green. To keep things challenging, many greenside bunkers are deep with steep grass faces folding sharply over to the sand. This tournament is open to golfers of all skill levels. A \$175 fee will be charged for each golfer to cover green fees, cart, lunch, scoring, tournament fees, and bag handling. Registration is limited to the first 100 paid golf registrations received. Club and shoe rentals are available. Lunch is included. All registered attendees and spouses are welcome to play!

**COST: \$175 / PERSON**

# SPECIAL SPOUSE PROGRAM



## **Meditation and Mindfulness Yoga**

**Monday, October 16 – 9:30 - 10:30 a.m.**

Registered spouses are invited to a special participation workshop to learn all about mindfulness based stress reduction (MBSR), a program that teaches non-judgmental awareness, enabling you to respond with greater clarity, stability and understanding to life stressors. During this program you will learn how to practice mindful meditation, participate in gentle stretching yoga, and improve interpersonal communications. This class has been proven to help individuals enhance their well-being, as well as reduce symptoms in many medical and psychological conditions. This health and wellness program will also enlighten you on the value of yoga to enhance joint mobility and spine alignment and provide insights into the benefits of incorporating yoga into your life.

Registered spouses are invited to attend all conference activities, including the Opening Celebration, Welcome Reception, General Sessions, spouse events, optional trips, and Party Possible.

**SPOUSE REGISTRATION IS ONLY \$575 AT THE EARLY-BIRD RATE (ENDS JULY 14) OR \$625 AT THE REGULAR RATE.**



## “Feel Good – Do Great” Convoy of Hope Packing Party

Tuesday, October 17 – 8:45 - 11:30 a.m.

Our popular annual Packing Party is fun for a very worthy cause. For the eighth year, we will partner with Convoy of Hope to pack 75,000 meals for distribution to the organization’s Children’s Feeding Initiatives around the world, as we groove to tunes played by featured entertainment. We hope you will lend a hand and have a great time with this “Feel Good – Do Great” charitable event.

Watch the 2016 Packing Party video to see what’s in store this year. [www.mcaa.org/msca/news/msca-convoy-hope-deliver-hope-phoenix/](http://www.mcaa.org/msca/news/msca-convoy-hope-deliver-hope-phoenix/)



## 5th Annual MSCA/ Bradford White Sun Run

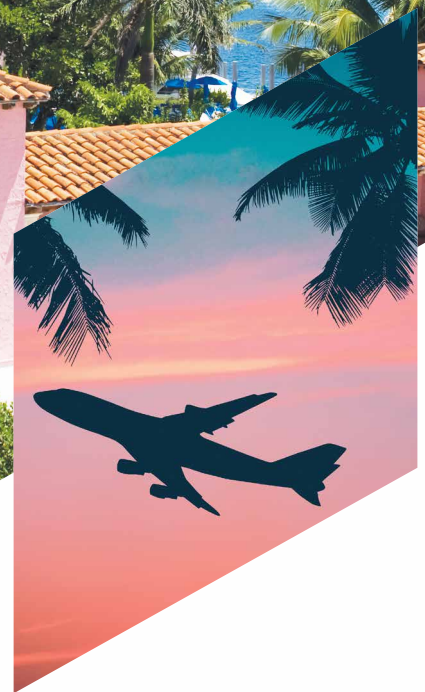
Wednesday, October 18 – 7:00 - 8:00 a.m.

In its 5th year, MSCA’s 5K Sun Run (or 2-mile walk) gets your blood pumping and heart racing while experiencing the tranquil beauty of Boca Raton Resort and Club’s waterfront property and its lush, sumptuous surrounding. Enjoy the rising morning sun, scenery and, of course, 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 and finish line refreshments. This is a great way to get your energy revved up for the last day of MSCA 2017. Registration will be onsite.





# HOTEL & TRAVEL INFORMATION





## About the Hotel

The Boca Raton Resort & Club is located on 356 tropical acres and boasts a rich history which began when the Cloister Inn first opened its doors in 1926. At the time, it was the most expensive 100-room hotel ever built. Today, the property features more than 850 rooms, a half-mile stretch of private beach, two 18-hole championship golf courses, 30 tennis courts, a 32-slip full-service marina, seven pools, three state-of-the-art fitness centers, eight restaurants, and a variety of water sports.

**This year, attendees will enjoy all the new, multi-million dollar renovations such as:**

- / Fully renovated main resort golf course
- / \$30 million renovation of Cloister Estate accommodations
- / The new The Blue restaurant on the top floor of the Tower
- / The revitalized 44-treatment room Waldorf Astoria Spa
- / A completely refurbished Health Club
- / Updated lobby enhancements
- / Installation of Flow Rider surf machine — body surfing & stand-up surfing

## Activities

At the Boca Raton Resort and Club, there is no shortage of activities. The resort features a stunning, newly renovated world class, champion golf course; nationally recognized state-of-the-art tennis and health club; and award-winning Waldorf Astoria Spa. Create extraordinary memories with an array of activities and attractions at Boca Beach Club on South Florida's Gold Coast. Ride the waves at Surf Boca featuring FlowRider, splash into a choice of sparkling pools or relax on the half-mile private beach.

## Airport

The resort is easily accessible by car as well as by three airports, Miami International, Fort Lauderdale/Hollywood International and Palm Beach International. The Boca Raton Resort & Club is conveniently located about 35 minutes away from Palm Beach International Airport, 40 minutes from Fort Lauderdale/Hollywood International Airport and 75 minutes from Miami International Airport.

## Rates and Reservations

The Boca Raton Resort & Spa is world famous for its elegant but comfortable accommodations. Choose the perfect room or suite in one of five locations at the luxurious **Boca Raton Resort & Club** and **Boca Beach Club**. Every one of their rooms and suites presents timeless sophistication, style and design. Enjoy views of the luxury marina with VIP accommodations at the **Yacht Club**. Savor being near the pool with fabulous views of the Intracoastal Waterway, and Atlantic Ocean from higher floors, of the **Tower**. Enjoy the chic oceanfront Pool Oasis and 1/2 mile of private beach located at **Boca Beach Club**. Delight in peaceful accommodations in the centrally located, historic **Cloister** or in the **Bungalows** at the edge of the historic resort golf course. For the MSCA conference, special room rates ranging from \$189 - \$379 are being offered plus a \$20 per day resort fee. Go to [www.mscaconference.org](http://www.mscaconference.org) to review descriptions and pictures of each housing option.

To make a hotel reservation, complete the room registration section of the conference form and return to MSCA. A credit card and a one-night room deposit are required to reserve your room. If you cancel prior to three days of your arrival, your deposit will be refunded, otherwise your deposit will be forfeited. Your hotel reservation must be received by September 11, 2017 to guarantee you a room at the conference rate. The conference room rate is available three days prior to and three days after the conference, based on availability. Room reservations are processed on a first-come, first-served basis.

For information on accommodations, contact **Sobeida Orantes** at **1-800-556-3653** or via e-mail at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).

**Register on-line at [www.mscaconference.org](http://www.mscaconference.org)**

## Early Bird Registration Available

The early bird member registration fee for MSCA 2017 is **\$1,300**, if you register by July 14, 2017. Beginning July 15, the cost is **\$1,400**. Spouse registration is **\$575** (early bird rate until July 14) or **\$625** (regular rate beginning July 15).

The registration fee includes the Opening Celebration, Welcome Reception, General Sessions, Exhibitors Display and Happy Hour, all educational seminars and peer group forums, breakfasts, luncheons, and the always-fun Party Possible.

# SCHEDULE OF EVENTS

(SUBJECT TO CHANGE)

## Sunday, October 15

7:30 a.m. – 3:00 p.m.	Bonus Program: Managing Your People Profits with Jon Finch
1:00 p.m. – 7:00 p.m.	Conference Registration
3:00 p.m. – 7:00 p.m.	Exhibitor Set-up
6:00 p.m. – 6:30 p.m.	First Timers Reception Sponsored By DataBasics
7:00 p.m. – 9:00 p.m.	Welcome Sunset Reception Sponsored By QuanTech

## Monday, October 16

7:00 a.m. – 5:00 p.m.	Registration/MSCA CONNECT Sponsored By Milwaukee Tool
7:30 a.m. – 9:00 a.m.	General Session featuring Vinh Giang and Mark McManus
9:00 a.m. – 11:00 a.m.	Exhibitors Display/Supplier Partnership Day
9:30 a.m. – 10:30 a.m.	Spouse Program: Meditation and Mindfulness Yoga
11:00 a.m. – 12:30 p.m.	Educational Session I (2 concurrent sessions)
11:00 a.m. – 5:00 p.m.	Tech Demos
12:30 p.m. – 2:00 p.m.	Exhibitor Display and Lunch
2:00 p.m. – 4:00 p.m.	Peer Group Forums
4:00 p.m. – 5:00 p.m.	Exhibitor Hosted Happy Hour

## Tuesday, October 17

7:00 a.m. – Noon	Information Desk/MSCA CONNECT Sponsored By Milwaukee Tool
7:00 a.m. – 7:30 a.m.	Breakfast
7:30 a.m. – 8:45 a.m.	General Session featuring Mick Ebeling and Everyday Hero Award
8:45 a.m. – 11:30 a.m.	Convoy of Hope: "Feel Good - Do Great" Packing Party
8:45 a.m. – 10:15 a.m.	Educational Session II (3 concurrent sessions)
8:45 a.m. – Noon	Tech Demos
10:30 a.m. – Noon	Educational Session III (3 concurrent sessions)
Afternoon	Optional Events: - Catamaran Cruise - Fishing Expedition - Everglades Airboat Tour - MSCA/DeWALT Golf Tournament

## Wednesday, October 18

7:00 a.m. – 8:00 a.m.	5th Annual MSCA Sun Run Sponsored By Bradford White
7:30 a.m. – 8:15 a.m.	Breakfast
8:15 a.m. – 9:30 a.m.	Peer Group Forums
8:00 a.m. – Noon	Tech Demos
9:45 a.m. – 11:15 a.m.	Education Session IV (3 concurrent sessions)
11:30 a.m. – 1:00 p.m.	Education Session V (3 concurrent sessions)
1:00 p.m. – 3:00 p.m.	Closing Session, Luncheon and Changing of the Guard with John Ratzenberger
7:00 p.m. – 10:00 p.m.	Party Possible



# THANKS TO THE MSCA 2017 SPONSORS!

(AS OF MARCH 31, 2017)

## LEVEL 1

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## LEVEL 2

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## LEVEL 3

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1385 Piccard Drive  
Rockville, MD 20850  
T 301 869 5800  
msca.org  
mscaconference.org





# Mechanical Service Contractors of America

## Annual Conference Registration Form

Boca Raton Resort - Boca Raton, FL

October 15-18, 2017



This is my first MSCA conference

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Spouse/Guest \_\_\_\_\_ Badge Name \_\_\_\_\_

Company Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Spouse/Guest E-mail \_\_\_\_\_

Registration Fees	Early Bird (prior to 7/15)	Regular (7/15 and after)	Subtotal
MSCA/MCAA Member	\$1,300	\$1,400	\$
Local MCA Executive	\$1,300	\$1,400	
Exhibitor	\$1,300	\$1,400	\$
United Association	\$1,300	\$1,400	\$
Spouse/Guest	\$575	\$625	\$
Non-Member	\$2,800	\$2,800	\$
<b>Optional Events</b>		<b># of Tickets</b>	
Sunday, October 15 - One-Day Bonus Program - Managing Your People Profits	\$500		\$
Tuesday, October 17 - MSCA/DEWALT Golf Tournament	\$175		\$
Tuesday, October 17 - Deep Sea Fishing	\$165		\$
Tuesday, October 17 - Catamaran Trip	\$150		\$
Tuesday, October 17 - Everglades Trip	\$145		\$
Wednesday, October 18 - MSCA/Bradford White Sun Run	\$0		\$
		<b>Grand Total</b>	<b>\$</b>

**REGISTRATIONS CANNOT BE PROCESSED WITHOUT PAYMENT**

### Registration Payment

Check (payable to MSCA)

AMEX

MC

VISA

DISCOVER

Account Number \_\_\_\_\_

Expiration \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing ZIP Code \_\_\_\_\_

Signature \_\_\_\_\_

For Office Use

Hotel: \_\_\_\_\_

Accounting: \_\_\_\_\_

Database: \_\_\_\_\_

For Hotel Reservations, please turn over.

### MSCA Cancellation & Refund Policy

If you need to cancel your conference participation, please send written notification to Sobeida Orantes at MSCA as soon as possible. Please note the following refund information:

- Substitutions are always accepted
- Full refund granted if canceling before **September 13**

### Registration Made Easy

Register online at [www.mscaconference.org](http://www.mscaconference.org)

- Fax your completed registration and hotel registration forms to: 240-238-7261 OR
- Mail your completed registration and hotel forms to: MSCA Conference•1385 Piccard Drive•Rockville, MD 20850-4340
- Questions or changes? E-mail Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653



**MSCA 2017 Annual Educational Conference**

October 15-18, 2017

Boca Raton Resort & Club, Boca Raton, Florida

**HOTEL RESERVATION FORM**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

**Hotel and Room Selection**

**Room types are limited and will be processed in the order in which they are received.** Please indicate your 1st, 2nd, and 3rd room preferences and MSCA will make every effort to obtain the accommodations of your choice. MSCA will notify you if your selection(s) cannot be filled.

Room Type	Rate	Preference (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> )	Room Type	Rate	Preference (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> )
<b>Cloister</b>			<b>Bungalows</b>		
Traditional – King or Double	\$225		Bungalow Room	\$189	
Estate	\$245		One-Bedroom Suite	\$379	
<b>Tower</b>			<b>Yacht Club</b>		
Run of House – King or Double	\$265		Waterway	\$379	
Junior Suite	\$379		All rooms subject to a \$20 per day resort fee. Check in time – 4:00 p.m. Check out time – 11:00 a.m. <b>Cut-off date September 11, 2017</b> For descriptions of all rooms, please go to <a href="http://www.mscaconference.org">www.mscaconference.org</a> .		
<b>Beach Club</b>					
Standard	\$279				
Ocean Vista	\$379				

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_ # of People in Room \_\_\_\_\_

E-mail address for hotel confirmation \_\_\_\_\_ HHonors Rewards Number \_\_\_\_\_

Please contact Sobeida Orantes at (800) 556-3653 if you require special accommodations to fully participate.

Do you have any special hotel requirements? \_\_\_\_\_

**Hotel Reservation Information and Payment**

Room reservations received after September 11 will only be available on a space available basis.

- A deposit in the amount of one nights' stay is necessary to reserve your accommodation request. Room reservations will not be accepted by the hotel without a guarantee by credit card. .
- Cancellations within 72 hours of arrival date may result in forfeiture of deposit.
- Rates and resort fees are subject to local 13% tax.
- No shows will result in forfeiture of deposit and loss of the room.

**Please charge room deposit to my credit card:**

AMEX     MC     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_

Signature \_\_\_\_\_

**Registration Made Easy:**

Online registrations can be submitted at [www.mscaconference.org](http://www.mscaconference.org)

FAX your completed registration and hotel reservation form to: 240-238-7261 OR

Mail to MSCA, 1385 Piccard Drive, Rockville, MD 20850

**Questions or changes?**

E-mail Sobeida Orantes at [saorantes@mca.org](mailto:saorantes@mca.org) or call 800-556-3653.

**For Office Use**

**Payment:** \_\_\_\_\_

**Database:** \_\_\_\_\_

**Hotel:** \_\_\_\_\_