



**MCAA  
FIELD  
LEADERS**

## 2018 Field Leaders Conference

### *Equipping Your Field Leaders for Success: A Results-Oriented Conference*

Three days away from the job that will transform and elevate your field leader's vision, perspective and performance.

**November 7, 2018 – November 9, 2018    San Francisco, CA**

Give your field leaders the skills they need to be a business- and results-oriented manager focused on growing your company's profits and brand.



Sending your field leaders to this conference is an investment that will pay for itself many times over...Here's why!

## **Sending your field leaders to this conference is an investment that will pay for itself many times over...Here's why!**

"Being a mechanical contractor in today's market is as challenging as it has ever been. Technology and innovation are evolving at a rapid pace and it is imperative that we make every effort to assure all of our people are trained and educated to keep pace. This particularly holds true for our field personnel who are on the front lines daily. As a large mechanical contractor, we provide a high level of training for our people on a consistent basis, but we are constantly looking for a program that helps take that training to another level. The MCAA Field Leaders Conference fits that need perfectly.

Not only does this program provide the highest level of education and training for our field personnel, it also allows them to interact with their peers throughout the country. This interaction is invaluable and stimulates our people with new ideas and energy. Besides providing everyone with great training, they come back highly motivated to take what they have learned and push it down throughout the organization. It is truly remarkable.

I cannot recommend this course enough and, if you want to take your team, and your company to the next level, make sure you take advantage of this course. We have sent a significant number of people to previous sessions and will continue to do so as long as they are offered.

Don't miss out. Get your people signed up today!"

**Keith Atteberry, President/CEO Marelich Mechanical, CO., Inc., Hayward, CA**



### **Your Field Leaders Will Learn:**

- To view themselves as professionals;
- The importance of the bottom line;
- Why customer relationships matter;
- How to establish tangible goals;
- What's the "smarter" way to work;
- Their role as the face of your company; and
- What it means to be a great foreman.



# Conference Speakers



**Mark Breslin**, President of Breslin Strategies in Alamo, CA, is the fourth generation of his family engaged in the construction industry and he knows its issues first-hand. Mark is known for his straightforward presentation style and as one of the foremost speakers on labor-management relationships, change management and workforce development. He is the author of several books including *The Five Minute Foreman—Managing the People Side of Construction* and *Alpha Dog—Leading, Managing and Motivating in the Construction Industry*.



**Kevin L. Dougherty**, a leading construction industry consultant, has been guiding organizations as they adapt to a changing industry. He provides realistic, open-minded tangible solutions to today's problems. Kevin is based in Sarasota, FL, and frequently speaks to construction industry organizations who welcome his engaging, enthusiastic manner.



**Greg Fuller**, is the President and owner of Indianapolis-based North Mechanical Contracting and Services Company. Greg began learning about the craft at age five when he'd meet his father on jobsites. His journey continued into his teen years when he stocked shelves in his father's small plumbing service company while gaining new insights into the business. After completing his apprenticeship, he joined North Mechanical and moved up to Project Manager when the position opened with the departure of the owner's son.



**Chris Haslinger**, is the UA's Director of Training. Since joining the UA as a member of Local 50 in Toledo, OH, he has been engaged in training for much of his career. He has played a primary role in many UA training projects, including development of the Green Energy curriculum, coordination of sustainable technology programs, energy audits and retrofits, increased utilization of technology and HVAC evaluations.



**John Koontz**, MCAA's national director for project management and advanced supervisory education, brings a balance of academic and practical experience to his presentations. A former tenured associate professor in Purdue University's Department of Building Construction Management, he served as Purdue's mechanical construction management coordinator. He has been teaching since 1992. Prior to this, he spent 15 years in the employment of MCAA contractors in a variety of positions including senior project manager, project manager, project engineer and estimator.



**Mark Rogers**, is the Chief Operating Officer of West Chester Mechanical Contractors, an HVAC, piping and service contractor serving the Philadelphia area. Mark started as a steamfitter in Philadelphia's Local 420. In 1996 at the age of 30, Mark started West Chester Mechanical, a company with an emphasis on private commercial work in the healthcare and educational arenas. An MCAA past president, Mark's passion is education for everyone involved in our industry, and he continues to help develop programs and sessions for the MCAA.

# Conference Program

## Wednesday, November 7

2:00 p.m. – 4:00 p.m.      **Registration**

*To enable you to exchange ideas with other supervisory personnel about the challenges you face, you will be assigned to a group of field leaders from outside your area. **The number on your badge indicates your assigned table.***

4:00 p.m. – 5:00 p.m.      **Opening Remarks, Conference Overview, and Getting Acquainted**

*MCAA leaders will explore the program and why your employers have invested in you with this leadership training. You'll get to know the other members of your group—plan to discuss your company, its size, your projects, and your interests.*

**Throughout the conference, you will develop at least three takeaways at each session, compile them onto a worksheet and return to your job with a list of action items you can put to work immediately.**

5:00 p.m. – 6:00 p.m.      **Discussion on What Keeps You Up at Night**

*John Koontz and a panel of contractors will lead a discussion on the challenges and opportunities that keep you up at night.*

6:00 p.m. – 7:00 p.m.      **Networking Opportunity**

*Join your fellow attendees for a beverage or two before dinner.*

7:00 p.m. – 8:00 p.m.      **Team Dinner**

**You will sit with your assigned group of jobsite leaders during dinner.**

## Thursday, November 8

6:30 a.m. – 7:30 a.m.      **Breakfast Buffet**

7:30 a.m.                      **Reconvene**

7:45 a.m. – 10:00 a.m.      **The Foreman's Impact on Profitability** [Mark Rogers]

*You'll hear how you impact the company's profitability, learn the importance of accurate costing and strategies for managing actual hours to budget.*

10:00 a.m. – 10:30 a.m.      **Break**

10:30 a.m. – 11:30 a.m.      **What Does it Mean to be a Great Foreman?** [Greg Fuller]

*You'll discuss the top 10 attributes of a great foreman.*

11:30 a.m. – 12:15 p.m.      **Lunch Buffet**

**"I went to the Field Leaders Conference with some pretty high expectations after talking with other foremen that had gone in the past years. What I came away with will change the way I proceed as a foreman and a father the rest of my life."**

—Junior Blackgrove, Harrell-Fish, Inc.

# Conference Program

## Thursday, November 8 (cont.)

12:15 p.m. – 3:00 p.m.     **Building Relationships: Communication on the Jobsite** [Kevin Dougherty]

*As the frontline face of the company and the leader of your crew, you'll learn how to:*

- *Communicate with different players;*
- *Be a better listener;*
- *Deal with difficult people; and*
- *Bridge conflict and personality clashes.*

*You'll take away tricks and tactics to help you get even the most difficult person eating out of your hand and other ideas to improve communication with your crew, other subs, your management and owners.*

3:00 p.m. – 3:30 p.m.     **Break**

3:30 p.m. – 5:00 p.m.     **Jobsite Technology** [Chris Haslinger]

*UA Training Director Chris Haslinger will discuss the latest in new equipment and technology that's changing the way projects at the jobsite are managed and performed.*

5:00 p.m. – 7:00 p.m.     **Product Demonstrations and a Happy Hour or Two**

*You'll have a chance to explore the latest tools and construction resources from many of MCAA's Supplier Partners. You'll also see some of the United Association's favorite products and technology resources.*

## Friday, November 9

6:30 a.m. – 7:30 a.m.     **Breakfast Buffet**

7:30 a.m. – 9:15 a.m.     **The Impact of Planning – Greatest Challenges to Planning** [John Koontz]

*Great companies have a deep-rooted planning culture and great foremen are master planners. In this session, you'll explore "tried and true" methods for planning your next project. You'll also discuss why planning is so difficult in today's construction environment. In addition, you will gain a better understanding of how planning impacts every aspect of a project and the entire company.*

9:15 a.m. – 9:30 a.m.     **Break**

9:30 a.m. – 11:30 a.m.   **Legacy Leadership** [Mark Breslin]

*This session will focus on the compelling reasons to promote positive change and the most effective means of achieving it. You will learn:*

- *The necessity of seeing field leadership as a professional position, not a blue-collar occupation;*
- *The difference between building projects and building people;*
- *The three most effective ways to motivate people on the jobsite;*
- *How to use influence instead of authority and how that impacts the project*
- *Mentoring, coaching and the difference between them; and*
- *How to empower and engage through solicitation of field input and shared decision making.*

*Your stash of new ideas, strategies and tools will help you create a professional self-identity and enhance crew performance.*

11:30 a.m. – 1:00 p.m.   **What Have You Learned to Make You a Better Field Leader?** [John Koontz]

*You'll discuss the best practices and takeaways you've learned during the conference and prepare your personal **Action Item List**.*



## Hotel Information

The **San Francisco Airport Marriott Waterfront** has recently been renovated and features next generation guest rooms with modern furnishings, technology and amenities. You'll be able to enjoy a waterfront walk and panoramic views of the San Francisco Bay. The Burlingame Trolley offers complimentary rides to local dining, shopping and entertainment.

The hotel fee for a standard room is a separate charge of **\$269.00** plus tax, per room, per night. To secure your hotel room, please complete the information on the conference registration form—MCAA will make the reservation for you. **If you are using a company credit card or one that is not your own for your hotel accommodations, you will need to bring a credit card authorization form with you when you check into the hotel.** MCAA will provide the Marriott's credit card authorization form with your conference registration confirmation. Please note your registration fee does not include hotel accommodations.

## Location

The San Francisco Airport Marriott is one half mile from San Francisco International Airport, offering complimentary airport shuttle 24-hours a day. The shuttle also provides services to the BART & CAL Train station, heading towards downtown San Francisco and Silicon Valley.

## Registration and Fee Information

The Field Leadership Conference curriculum is interactive and provides plenty of time for sharing ideas with supervisory personnel from around the nation. The registration fee is **\$995.00** per attendee. The conference registration fee covers the educational content, two receptions, one dinner, two breakfasts and one lunch.



"I am so glad I was sent to the Philly Field Leaders Conference. I needed this. Very helpful. Great speakers. I took a lot from this. Nice to know I'm not alone."

—Jeff Ranke, Smith & Oby

“Companies with a desire to improve, grow, and be successful should not miss this training for their field personnel.”

—Steve Dawson

### To Register

You may register online at [mcaa.org/events](http://mcaa.org/events).

You may also register by completing the enclosed form and returning it to MCAA's Meetings Department via fax to 301 869 3520. MCAA will forward your room reservation directly to the hotel and send you a confirmation shortly prior to the conference.

### MCAA's Registration Cancellation and Refund Policy

If it becomes necessary to cancel your registration for the conference, please send written notification to MCAA either by e-mail ([eventregistration@mcaa.org](mailto:eventregistration@mcaa.org)) or regular mail (MCAA Meetings Department, 1385 Piccard Drive, Rockville, MD 20850). You will receive a full registration refund if you cancel by **October 31, 2018**. Other refunds will be handled on a case-by-case basis. Substitutions are always accepted.

### To Contact MCAA

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

By phone: 301 869 5800

By e-mail: [eventregistration@mcaa.org](mailto:eventregistration@mcaa.org)

By fax: 240 238 2699

By mail: Meetings Department, MCAA, 1385 Piccard Drive, Rockville, MD 20850





For the latest information about the program,  
visit [mcaa.org](http://mcaa.org)



“The conference was an eye-opening experience about our field and about myself. I took away a load of ideas and ways to better myself as a foreman. In this ever-changing trade, I feel the more knowledgeable I am, the more it will benefit not only me but also the company.”

—James Cahill IV,  
William F. Lynch Company, Inc.

Mechanical Contractors Association of America, Inc.  
1385 Piccard Drive, Rockville, MD 20850 301 869 5800

**MCAA**  
mcaa.org



# MCAA 2018 Field Leaders Conference

San Francisco Airport Marriott Waterfront

San Francisco, CA

November 7 – November 9, 2018



## Attendee Information (Please use one form per primary attendee from each company)

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

Company Name \_\_\_\_\_ Title or Job Function \* \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Registrant's Email \* \_\_\_\_\_ Work Phone \_\_\_\_\_

Email address(es) to send meeting confirmation: \* \_\_\_\_\_

\* Indicates required field

Registration Fee	Price
Attendee Registration	\$995

Check (payable to MCAA)     AMEX     MC     VISA

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

Cardholder Name \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

## Hotel Registration

Room Type	Rate	King	2 Beds
Standard Room	\$ 269.00		

Arrival \_\_\_\_\_ Departure \_\_\_\_\_

Marriott Rewards # \_\_\_\_\_

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

### Rooms at the Group Rate Are Limited And Subject To Availability

Reservations are made on a first come, first serve, space available basis. Every effort will be made to confirm bedding type, although, bedding guarantees are not confirmed. Hotel room rates are for Single and Double occupancy. Hotel room rates are subject to applicable local and state taxes; currently 12% + \$1.76 Tourism Fee. Taxes are subject to change without notice. **Cancellations within 48 hours of arrival will result in forfeiture of deposit.**

Credit Card is Same as Above     Check (payable to San Francisco Airport Marriott Waterfront)     AMEX

MC     VISA

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

Cardholder Name \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

<p><b>Register online at <a href="http://www.mcaa.org/events">www.mcaa.org/events</a></b></p> <p>If you have questions, please contact the <b>MCAA Meetings Department</b>:</p> <ul style="list-style-type: none"> <li>By phone: (301) 869-5800</li> <li>By e-mail: <a href="mailto:eventregistration@mcaa.org">eventregistration@mcaa.org</a></li> <li>By fax: 1(240) 238-2699</li> <li>By mail: Meeting Dept., 1385 Piccard Drive, Rockville, MD 20850</li> </ul> <p>Our business hours are 9:00 am–5:00 pm Eastern Time Monday through Friday.</p>	<p><b>MCAA Cancellation &amp; Refund Policy</b></p> <p>If it becomes necessary to cancel your participation in the conference, please send <b>written</b> notification to MCAA as soon as possible. Please note the following refund information:</p> <p><b>Substitutions are always accepted.</b></p> <p>You will receive a full registration refund if you cancel by <b>October 31, 2018.</b></p>
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