



# DATELINE

August - September 2017

## Quick Links

**October 15-18 - MSCA Education Conference**

**Jan 29-30, 2018 MSCA Sale Leadership Symposium**

**February 5 - 6, 2018 MSCA Sale Basecamp**

**March 19 - 22, 2018 MSCA Service Managers Training**

**MSCA University Calendar**

## Resources

**Plumbing Service 101 Series Access Link**

**MSCA Resource Center**

LEVEL 1



LEVEL 2

## MSCA CONNECT



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

## August - September 2017 News

You can still register for MSCA's annual education conference - certain hotel room types are **SOLD OUT** so act now and connect with **The Possible** at MSCA CONNECT 2017 Education Conference!



## MSCA & Convoy of Hope

**MSCA has never been prouder to partner with Convoy of Hope.** Since 2010, we have partnered with **Convoy of Hope** to deliver supplies to organizations in cities where the association holds its annual conference. To donate to MSCA's annual conference efforts in Florida this year, **CLICK HERE.**



This year has been devastating with Hurricanes Harvey, Irma, Maria and the earthquake in Mexico but Convoy was there to respond and send assistance quickly. To date, their hurricane response efforts have served over 90 cities, 288,000 individuals and distributed \$6.2 million pounds of supplies.

## MSCA Webinars



**Plumbing Service 101, Cash is King, Module 4 is now available for download!**

Now access the webinar in both MSCA's Resource Center and in Archived Webinars. This

fourth webinar in the MSCA original series, Plumbing Service 101, Cash is King, focuses on the financial



### LEVEL 3



aspects of operating a successful plumbing service business. Some of the topics discussed include the cost of an hour of service; flat rate pricing versus hourly billing; the components of labor burden; pre-qualifying customers; billing and collections; handling paperwork; and initial expenses required for start-up.

## Sales Institute for 2018



### Sales Institute 2018 Classes are Open!

- **Sales Leadership Symposium** - January 29-30, 2018.
- **Sales Basecamp** - February, 5-6, 2018 at the Phoenix Airport Marriott in Phoenix, AZ.
- **Sales Masters:**

**Week 1:** April 15-19, 2018, Hilton Chicago/Oak Brook Hills Resort in Oak Brook, IL.

**Week 2:** November 4-9, 2018, University of Houston in Houston, TX.

## More News



**MSCA CONNECT 2017 Conference Peer Group Forums for Attendees Are Filling Up - Sign Up Now!**

Are you attending the MSCA CONNECT 2017 Education Conference? If so, sign up now for the Roundtable Peer Group Forums you would like to attend at the conference! You can choose one forum for Monday, October 16 and one for Wednesday, October 18. **Sign up for your Peer Group Forum** choices today before your session is full and no longer available!

### The UA and MCAA Team Up to Provide Additional Financial Relief to Victims of Hurricane Harvey - The MCAA and the UA



have teamed up to provide additional financial relief to 351 field and office employees of our South Texas member companies who were victimized by Hurricane Harvey. Each employee will receive a \$500 relief check, with \$250 coming from the MCAA Disaster Relief Fund and \$250 coming from the UA's Charitable Trust. This is in addition to the \$1,000 relief check each employee already received from MCAA's Disaster Relief Fund. This joint relief effort is another example of the UA/MCAA partnership, and what that partnership can do to benefit members of our UA/MCAA family in times of need.



## MCAA 2017 Tech Conference

**Carl Herman**, lead professor at MSCA Sales Institute, Sales Masters Week 2 and Executive Professor and Director of

Executive Education at the University of Houston Sales Excellence Institute will be a featured speaker at the MCAA 2017 Technology Conference to be held November 8-10 at the JW Marriott Austin in Austin, TX.

### Feature CONNECTION - MSCA Social

#### Connect with MSCA Social!



During MSCA CONNECT 2017 Education Conference in Boca Raton this October, connect with MSCA Social to win amazing tech prizes awarded daily!

**All MSCA Members:** If you haven't taken our short, 4 question, [Social Media Survey](#), please take one minute to complete the survey to **win a \$50 Amazon Gift Card** awarded randomly to those who respond by **October 1, 2017!**

#### CONNECT with MSCA Social!



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

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