



DATELINE

January- February 2018

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Sales Masters Week1

April 19-20, 2018
Growing &
Developing Service
Supervisors

May 7-8, 2018 MSCA
Sales Basecamp

Sept. 12-13, 2018
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MSCA Resource
Center

LEVEL 1



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MSCA CONNECT

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



Women in the Mechanical Industry Kick Off

The kick off to the Women in the Mechanical Industry initiative will be held at the MCAA18



WOMEN *in the*
**MECHANICAL
INDUSTRY**

convention in San Antonio, Texas on March 26 and 27!

If you're a woman executive or employee of an MCAA/MSCA member company and you're headed to MCAA18, join us for a networking reception on Monday, March 26 and education session on Tuesday, March 27.

Women in the Mechanical Industry initiative is a forum to enable women in the mechanical industry to further enrich their careers through networking, educational, mentoring and career development opportunities beyond those already offered through membership in MCAA and MSCA.

Sales Institute for 2018

Training that gives the best ROI!



SALES INSTITUTE
MSCA University™

"My personal experience with the Sales Masters program was prolific and educational. Our instructors were dynamic in a way that allowed you to showcase your strengths and improve your weaknesses. Thanks to their program, I achieved an overall higher closing ratio." Eli M. Mimari - H.T. Lyons, Inc.



Remaining MSCA Sales Institute Program Schedule for 2018!

- **Sales Masters: Week 1:** April 15-19, 2018, Hilton Chicago/Oak Brook Hills Resort in Oak Brook, IL. and **Week 2:** November 4-9, 2018, University of Houston in Houston, TX.
- **Sales Basecamp:** May 7-8, 2018, Chicago Marriott Midway in Chicago, IL.

MSCA Career Training Programs are focused training programs designed specifically for improving the performance of your service team.

Remaining 2018 MSCA Career Training Schedule:

- **Service Managers Training Program** - March 19 - March 22, 2018. **SOLD OUT!**
- **Field Supervisors Training: Growing & Developing Service Supervisors** - April 19-20, 2018. **ALMOST FULL!**
- **Dispatchers Professional Development Training Program** - September 12-13, 2018.

More News



The National Fire Protection Association (NFPA) Released its Latest Standard Coverage on Workplace Electrical Safety

The current version is NFPA 70E-2018. Get the updated safety bulletin with key changes affecting mechanical service workers.

Data Center Cooling Market Expected to Exceed \$20 Billion by 2024



A new report by Market Study Report, "Data Center Cooling Market Research Report for the period of 2017-2024," shows the growth of the market is rising at a steady 12% CAGR (Compound Annual Growth Rate) to 2024.

The increasing need to offer systems with high efficiency that do not need high energy consumption will drive the data center cooling market in the next seven years. The energy efficient data centers are gaining traction in the industry due to the need for efficient cooling systems that utilize renewable sources of energy.



Student Internship Grants are back!

MCAA is making \$1,000 grants available to members who hire a well-qualified college student for the summer or on a part-time or co-op basis. These grants are made

possible thanks to funding from the association's foundation, the Mechanical Contracting Education & Research Foundation (MCERF).

Feature CONNECTION - Discussion Forum

Updated, New and Improved Discussion Forum!



MSCA's new and improved Discussion Forum is coming your way and going "live" soon on our website! We listened to your feedback and made some changes to the Discussion Forum so that it's easier to use, more engaging and full of useful topics with feedback from MSCA's expert committee members. Expected "live" date is **March 5, 2018** so save that date and check it out [here!](#)

MSCA Webinars



Plumbing Service 101, Modules 5, Operations Part 1 is Now Available for Download

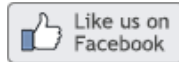
Don't forget that previous Plumbing Service, Modules 1-4 webinars are available for download in both MSCA's Resource Center and in Archived Webinars!

The last and 6th webinar in our Plumbing Service 101 series, **Operations Part 2 will held April 25, 2018 at 1:00 pm EDT**. Save the date and look out for registration info coming soon!



If you've missed MSCA CONNECT 2017 in Boca Raton, FL in October, check out our post Conference website!

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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