



THE MSCA¹⁷
POSSIBLE
BOCA RATON RESORT
ANNUAL EDUCATION CONFERENCE BOCA RATON, FLORIDA

PROGRAM BOOK

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MSCA 2017

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MSCA welcomes all of this year's conference sponsors and exhibitors, and thanks them for their continued support. Please visit them during our Supplier Partnership Day on Monday, October 16 in Grand ABCDE. MSCA extends a special thank you to our 2017 sponsors for their generous support and contributions.

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SPECIAL THANKS TO OUR SPONSORS

LEVEL 1



LEVEL 2



LEVEL 3



MESSAGE

FROM THE CHAIRMAN

Welcome to MSCA CONNECT 2017 and the beautiful Boca Raton Resort & Club. This year, we're celebrating our 32nd annual education conference, to a record number of attendees, as we CONNECT you to "The Possible." We live in an exciting time where technology is evolving and changing the way we live, the way we play and the way we work. Even though our business is 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 --- particularly in our mechanical service industry.

Our education 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 Suppliers Partnership Day at our Exhibitors Display. Engage, network and collaborate with your peers through a vast array of educational and social events. Bask in the sunshine of this beautiful resort and relax, recharge and regenerate your body. This week will be packed with an amazing assortment of workshop sessions, peer group forums, and keynotes that are sure to inspire, elevate, motivate and enlighten you. Our goal is to connect you with the tools you need to propel you and your company to new levels of achievement and surge forward to new possibilities.

We are especially honored this year to welcome Mark McManus, UA General President, to the conference. Our relationship with our UA partners is paramount to our success as mechanical service contractors and we are so pleased that Mark and so many UA officials have joined us this week. MSCA also extends its thanks to all our conference sponsors and exhibitors who have supported us this year.

I hope that you take advantage of the many learning opportunities available this week and that our educational sessions, peer group forums, key notes and special events will enrich and inspire you to grow your business beyond what you thought was possible!



Chris Carter
Chairman, Board of Managers



REGISTRATION & INFORMATION

MSCA's Conference Registration & Information Desk will be located in the Royal Palm Pre-Assembly Foyer at Registration South in the Mizner Center. New this year is MSCA's Social Media Desk where you can CONNECT with MSCA via Twitter, Facebook and LinkedIn, so stop by to check it out and learn about our exciting contest! Registration and Information hours are:

Sunday, October 15	1:00 pm – 7:00 pm
Monday, October 16	7:00 am – 5:00 pm
Tuesday, October 17	7:00 am – 12:00 pm
Wednesday, October 18	7:00 am – 3:00 pm

At the Registration & Information Desk, you will receive:

- / Your name badge and tickets for the optional events for which you have pre-registered
- / Conference program book (courtesy of NIBCO)
- / Notebook with MSCA 2017 App info and event schedule (courtesy of Lifting Gear Hire)
- / Name badge lanyard (courtesy of Penta)
- / Beach bag (courtesy of Viega)
- / Tech giveaway (courtesy of Key2Act)
- / Telescoping flashlight (courtesy of Nu Flow Technologies)
- / Tri-function pen (courtesy of Marking Services, Inc.)
- / Reusable water bottle (courtesy of Carrier)

Thanks also to the following sponsors for:

- / WiFi connection (courtesy of ServiceTrade)
*Network: **MSCA CONNECT** Password: **servicetrade***
- / Conference signs (courtesy of COINS)
- / Hotel room keycards (courtesy of Davisware)

The registration and MSCA CONNECT area will also be the place to register for the 5th Annual MSCA/Bradford White Sun Run and choose your Peer Group Forums, if you have not already pre-registered through the MSCA CONNECT 2017 conference website.





Need More Information? Find it on the MSCA 2017 App

Conference information is right at your fingertips with the MSCA 2017 App. Available for iPad, iPhone and Android devices, the app has new features that easily keep you in-the-know with events and help you stay connected with your peers throughout the conference. Only on the App can you:

- / Access the attendees list and message other conference attendees*
- / View the schedule of events
- / Browse Peer Group Forums
- / Create your own personal schedule
- / Download speaker handouts
- / View the Exhibit Hall map and access exhibitor websites
- / Complete speaker evaluations
- / Receive important announcements and updates

***Note:** You must log into the app with your email and password: **MSCA2017** to access the attendees list and their information.

A SPECIAL NOTE ABOUT BADGES

Your badge is your admission ticket to all conference activities, including education sessions and social events. Badges must be worn to all conference events.

If you have any questions about the conference or MSCA, just look for individuals wearing the blue “Connect with Me” buttons. These are our MSCA board and committee members who will be glad to answer any of your questions. You can also visit the conference Information Desk for assistance.

Be sure to extend a special welcome to our first-time attendees who can be recognized by their yellow color badges.



SUNDAY, OCTOBER 15

7:30 am – 3:00 pm

One-Day Bonus Program / **Managing Your People Profits Focusing on the Dynamic Change in Generations and Technology featuring Jon Finch**

Valencia Meeting Room

*Pre-registration is required. Breakfast and lunch
are included.*

MSCA and **Jon Finch** will share with 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. **Jon Finch** is the VP of Training and Recruiting for Milwaukee Tool. He has years of working through a strong recruiting model and will be sharing best practices for success. 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.



1:00 pm – 7:00 pm

Registration/Information

Registration South

3:00 pm – 7:00 pm

Exhibitor Set-up

Grand ABCDE

5:30 pm – 6:30 pm

First Timers Reception

Sponsored by DataBasics

Spanish Terrace

All first-time attendees are invited to this meet and greet welcome reception. MSCA's officers and committee members will host the event and explain how best to navigate the week's events so that you can get the most out of your time at the conference.

7:00 pm – 9:00 pm

Welcome Sunset Reception

Sponsored by Quantech

Garden Pool

Join us for a fun, casual gathering under the warm Florida skies by the beautiful Garden Pool to connect with your peers, make new friends and reconnect with familiar faces as you enjoy delectable food and refreshing cocktails with the gorgeous sunset as your backdrop. What a perfect way to kick off your conference experience!



ABOUT MSCA CONNECT

(SPONSORED BY MILWAUKEE TOOL)

MSCA CONNECT, courtesy of MILWAUKEE TOOL, will be the epicenter for the entire conference, where you will be able to connect with your peers and friends; find many useful services and resources; recharge your devices and catch up on email. You can also find:

- / **Registration & Information Desk** where you can get your conference questions answered.
- / **Social Media Desk** to *Get Social* with MSCA and find out all about our exciting contest and prizes.
- / **Safety Resource Desk and SDS Binderworks** display where you can get information on all of MSCA's safety resources available as free downloads to members. SDS Binderworks, the Association's preferred safety data sheet service, helps to reduce costs and time associated with SDS-related efforts and keeps the compliance process simple and convenient. Pick up your free copy of MSCA Safety Manual for Mechanical Service Technicians, our latest safety publication, courtesy of SDS Binderworks.
- / **Tech Demos** where you will find demonstrations and a display of all things Tech — innovations that are certain to take your company to the next level of success!
- / **MSCA Sales Institute Desk** where you can learn more about our service sales programs and get details on our 2018 courses.

MONDAY, OCTOBER 16

SUPPLIER PARTNERSHIP DAY

6:45 am – 7:30 am

Breakfast

Grand Pre-Assembly

7:00 am – 5:00 pm

Registration/Information

Registration South

7:30 am – 9:00 am

Opening Celebration / General Session featuring Mark McManus and Vinh Giang

Grand FGHIJ

MSCA Board of Managers Chairman, **Chris Carter** will be your host for our opening celebration as he welcomes attendees and kicks off an amazing week.

Special guest speaker UA General President, **Mark McManus** will address attendees and provide an update on UA activities which impact service contractors nationwide.

Then be prepared to open your mind and expand your way of thinking to include new possibilities as guest speaker **Vinh Giang** will demonstrate how your beliefs dictate your actions and to achieve “The Possible,” you must first break down what you think is impossible. Using psychology and illusion to make others see and think differently, Vinh’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. Coming from the humble beginnings of a Vietnamese refugee family, Vinh has been mentored by internationally recognized experts in innovation and success psychology. 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.

9:00 am – 11:00 am

Exhibitors Display

Grand ABCDE

Connect with your industry’s leading suppliers and learn about the latest HVACR and plumbing products and services on 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 and check out their newest innovations and technologies. Don’t forget, for a complete list and description of our exhibitors, go to our MSCA CONNECT 2017 App and just look for the Exhibitor icon.



9:30 am – 10:30 am

Spouse Program / **Meditation and Mindfulness Yoga (Pre-registration Required)**

Croquet Lawn

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. Sign up at the MSCA CONNECT Registration/Information Desk.

11:00 am – 12:30 pm

Education Session I

Workshop 1

Labor – Management Partnership: A Game Changer for Market Share

Grand J

Howard Arnold, Business Manager, Rocky Mountain Pipe Trades District Council No. 5, **Kurt Bocim**, Operations Manager, Tolin Mechanical and **Dave Davia**, MSCA Colorado Executive Director. 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. **Richard Barnes** will serve as moderator. He is an internationally recognized mediator, facilitator, skills trainer and speaker. He served as the facilitator for the Construction Users Roundtable's (CURT) Tripartite Initiative, an unprecedented forum of construction industry leaders from the owner's community, national trade organizations and organized labor.

Workshop 2

Achieve Financial Stability – Leveraging Planned Maintenance Agreements

Grand G

Dave Bavisotto, VP Service, Illingworth-Kilgust Mechanical, **Jon Finch**, VP of Training & Recruiting, MILWAUKEE TOOL and **Steve Smith**, Senior Vice President, ACCO Engineered Systems, Inc.

Join industry experts as they examine Planned Maintenance Agreements and the 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.

12:30 pm – 2:00 pm

Exhibitor Display and Lunch

Grand ABCDE/Grand Pre-Assembly

A great opportunity for you to meet with our industry's key suppliers while enjoying a delicious lunch.

MONDAY, OCTOBER 16

(CONTINUED)

2:00 pm – 4:00 pm

Peer Group Forums I

Conversations with First Timers

Chris Carter, Jim Leslie,
Jaimi Lomas, Dick Starr

Royal I

Is this your first MSCA conference? If so, you are encouraged to attend this forum where you will have the unique opportunity to meet several key MSCA officers and board members and participate in candid discussions. Find out from these leaders how to get the most out of your conference experience and all that MSCA has to offer.

Be the Service Provider of Choice — New Customer Acquisition

Wayne Turchetta

Royal II

New customers don't grow on trees! During this session we will share new and time-proven ways to gain new customers and create relationships that will last a lifetime. This is your chance to think outside the box and get creative. We will brain-storm ideas for becoming the service provider of choice.

How do you Compare? Understanding Service Analytics

Scott Berger, Renee Fiorelli

Royal III

Come prepared to share your top 3 management reports that have the most impact on how you manage your business. We will all share ways to get the most out of the abundance of data we have available to us, discuss the key performance indicators for service and leave with valuable lessons that we can immediately implement.

Business Leaders of Tomorrow

Mike Star, Adam Wallenstein

Royal IV

Specifically geared towards the "under 40" crowd, this will be an opportunity to discuss with contemporaries the pressing matters effecting our generation in the workplace. This engaging session will cover areas such as networking, strategizing with older generations, transitioning into leadership roles and career planning.

Exploiting Mobile Field Technologies to Run a More Profitable Business

Steve Metzman

Royal V

Exploiting mobile technologies has become essential for any field-based business. Cost reduction, accelerated cash flow and tighter operations are among the benefits MSCA members can see through the use of mobile devices. Come learn about deploying devices, methods to protect your assets and proprietary content, distributing Apps, tracking devices and remotely wiping lost or stolen equipment. Apple users will learn the secret to generating multiple Apple IDs without needing to attach typically required credit cards. Understand why a Mobile Device Management system is essential and learn how to create a complete, powerful and free Mobile Device Management system...start to finish!



Recruiting and Training for a New Generation of Technicians

Kip Bagley, Tim Herbert, *Lead Organizer Washington State Pipe Trades*, **Marty Naseef**, *UA Director HVAC Service*, **Josh Windy**, *Organizer Michigan Pipe Trades*

Royal VI

The U.S. Dept. of Labor, Bureau of Labor Statistics (BLS) projects a 34.4% growth increase in HVACR by 2020, compared to 14.3% for 300 other occupations. BLS estimates 31.2% of the HVACR workforce will retire and need to be replaced. These projections could have serious implications for your company, your workforce, your productivity and success if you do not take steps now to hire and train service technicians. This session will explore the most effective recruiting techniques for our industry and new high-tech training alternatives currently available.

Differentiation — Are You Really That Unique?

Steve Horwood

Royal VII

Business to business (B2B) direct, negotiated sales provides increased value and performance for both the service contractor and the customer. Is your team struggling to get traction on a quality B2B sales opportunities? What are your unique value propositions? Why should prospects do business with you and not someone else? Can you and your sales team concisely convey your value proposition? Join us in this session to possibly gain a different perspective about your business and your unique differentiators.

Recognizing and Dealing with Business Disrupters and Emerging Threats

Steve Smith

Royal VIII

This discussion forum is open to anyone who uses a cellphone. Uberization, IoT, Network Hacking, Customers and Employees on Social Media, and who knows what else is next. Technology is introducing disruptors to our world, our businesses and our families at an alarming rate. Let's discuss identifying and dealing with these threats so we can continue to thrive into the future.

Using Social Media for Marketing Impact

Bob Dills, Mike Rosone

Royal IX

Why reinvent the wheel. In this session you will learn, collaborate and share best practices with your fellow MSCA contractors on the power of inbound marketing. Topics will include; social media, blogging, strategy, SEO and more. Learn from some of the industry's best and brightest on how to leverage the power of inbound marketing to generate more business.

4:00 pm – 5:00 pm Happy Hour in Exhibit

Grand ABCDE

Wind down your busy day with a cool drink and a final look at our 2017 exhibitors display on Supplier Partnership Day.

TUESDAY, OCTOBER 17

6:45 am – 7:30 am

Breakfast

Grand Pre-Assembly

7:00 am – 12:00 pm

Information Desk and MSCA CONNECT

Registration South

7:15 am – 8:30 am

General Session / **Not Impossible and MSCA Everyday Hero Award featuring Mick Ebeling**

Grand FGHIJ

This special session will begin with tribute to MSCA's 2017 community service project in conjunction with Convoy of Hope. This will be followed by a welcome from MCAA President, **Greg Fuller**, North Mechanical Contracting, Inc., Indianapolis, IN.

Then, **Mick Ebeling**, a Muhammad Ali Humanitarian of the Year Award recipient and listed as one of the most influential creative people by The Creativity 50's will share his story about how his award-winning ocular tracking device, the EyeWriter, which enables individuals with paralysis to communicate and create art using only the movement of their eyes, came to be. He shares with you that even though you think some thing or some situation seems impossible, it is in fact, not impossible. That's how ingenious inventions are made and winning solutions are created — nothing fancy or complicated. He recognized that there was a problem that could be fixed so he gathered and enlisted people who could help him find a solution. Mick hopes that from his session, his mantra of "commit, then figure it out" will allow you to create something that can better your own personal and professional world as he has done through his own creations and inventions. In this session, Mick will inspire and move you to challenge yourself, take on more, and make an impact on the world.



Mick will also participate in the presentation of the 4th annual MSCA Everyday Hero Award. This has become a highly anticipated feature of the conference where one special peer will be recognized for his or her selfless contributions to their community and making a difference in the lives of others.

8:45 am – 11:30 am

Spouse Event / **"Feel Good – Do Great" Children's Feeding Initiative Packing Party (Convoy of Hope)**

Royal I – IV

All spouses are invited to participate in our popular and fun annual Packing Party — our "Feel Good - Do Great" party for a worthy cause. For the eighth year, we are partnering 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.

8:45 am – 10:15 am
Education Session II

Workshop 3

**Jay Rao /
Culture of Innovation**

Grand B

Dr. Jay Rao's enlightening session will show you why it is imperative for you to change and adapt to new technologies in order 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 big companies has changed with technology and how embracing innovation trends will enable us to make cutting-edge innovation work for us and to implement new technologies into areas of our business with an open mind.

Dr. Jay Rao is a highly rated MCAA ALI presenter and Babson Executive Education programs instructor and teaches extensively in the Babson Executive Education programs. He has taught and/or consulted for leading companies such as BAE Systems, GlaxoSmithKline, and Ocean Spray and serves on numerous innovation boards and committees.



Workshop 4

**Robert Richman /
Built for Growth –
The Value-Based
Company**

Grand C

You all know that engaged employees are productive, efficient, and have a great time which means low turnover and highly motivated employees you don't have to micro manage. Robert will help you get a better insight and understanding of how you can develop a values-based company with employees who manage and motivate themselves.

Robert Richman shares his stories of the strength of the core values at Zappos.com (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. In his eye-opening session, you will learn the secrets behind how values-based companies work and gain the knowledge to shape your own business culture. Robert gives you a process to use in discovering and then implementing the values across your organization.

Robert Richman 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. Robert has taught his program at companies like Google, Toyota and Eli Lilly. He is also the author of *The Culture Blueprint* and is a sought after keynote speaker at conferences around the world.



TUESDAY, OCTOBER 17

(CONTINUED)

8:45 am – 10:15 am

Education Session II (cont.)

Workshop 5

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

Grand D

An Economy in Flux: Has it Worked Out as Expected? Now that you have most of 2017 in the rear view mirror and are looking forward to 2018, what do you know? By this time, you know that the Fed has slowed its interest rate hike and that inflation is still low. You have a better idea what our trade policy is and you know the “Trump Bump” has faded in some ways but the economy has strengthened. Next year will be an election year for many in Congress and the voter will start to become impatient to see changes that matter to them.

The world of the mechanical service contractor engages with almost every sector of the economy. After Dr. Kuehl’s informative session, you will have a better idea of which sectors are healthy and which still struggle so that you are better equipped to make decisions for your company armed with this important economic information.

Dr. Christopher Kuehl is a Managing Director of Armada Corporate Intelligence and holds advanced degrees in economics, Soviet and East Asian studies. 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. Prior to starting Armada, Dr. Kuehl was a professor of economics and finance for 15 years, teaching in the US, Hungary, Russia, Estonia, Singapore and Taiwan.



10:30 am – 12:00 pm

Education Session III

Workshop 6

Jay Rao / Culture of Innovation

Grand B

Repeat of Education Session II, Workshop 3

Workshop 7

Robert Richman / Built for Growth – The Value-Based Company

Grand C

Repeat of Education Session II, Workshop 4

Workshop 8

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

Grand D

Repeat of Education Session II, Workshop 5



OPTIONAL EVENTS

Connect with the Beautiful Surroundings of Boca Raton, Florida

Pre-registration is required for all optional programs.

1:00 pm Shotgun Start 25th Annual MSCA/ DEWALT Golf Tournament

Boca Raton Resort & Spa Resort Course

The Resort Course is synonymous with golf at its best. This stunning par-71 course plays 6,253 yards from the back tees and features a range of elevation changes and 12 acres of water including the signature water feature designed by Hugh Hughes. This golden age course is dedicated to Tommy Armour and Sam Snead who both served as golf professionals at the Resort. This will be a 1:00 pm Shotgun start played with a scramble format. Prizes for winning teams and special competitions, sponsored by DEWALT. Box lunch provided.

Departs 1:00 pm / Returns 5:00 pm 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.

Departs from the Boca Raton Resort marina.

Departs 1:00 pm / Returns 4:00 pm Catamaran Cruise

Enjoy the beauty of Boca Raton's own distinctive waterway with this 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.

Departs from Boca Raton Resort marina.

Departs 1:00 pm / Returns 5:30 pm 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.

Departs from Mizner Center.



7:00 am – 3:00 pm

MSCA CONNECT and Information Desk

Registration South

7:00 am – 8:00 am

5th Annual MSCA/Bradford White Sun Run

Resort Golf Course

In its 5th year, MSCA's 5K Sun Run (or 2-mile walk) gets your blood pumping and heart racing while experiencing the tropical beauty of Boca Raton Resort Golf Course. 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.

7:30 am – 8:15 am

Breakfast

Grand Pre-Assembly

8:15 am – 9:30 am

Peer Group Forums II

Don't Flush Your Profits Away: Plumbing Service Opportunities

**Russ Borst, John Geiling,
Kurt Steenhoek, UA International
Rep for Plumbing
Royal I**

Join us as we discuss the opportunities and challenges of starting and operating a successful plumbing service business. Topics to include:

- / Conference prog
- / Business Opportunities
- / Equipment, tools and vehicles
- / Recruiting, training and retaining technicians
- / Key operational personnel
- / Sales and marketing
- / Cash Flow

Mechanical Service Matters

**Rich Happel
Royal II**

Can you relate to working in the mechanical service business within a predominately, construction focused company? Do you ever feel that your service business doesn't get the same level of attention from ownership that the much larger (top line) construction projects do? We explore the "Rodney Dangerfield Effect" – I Get No Respect!" aspects of the service business and how we can elevate service in the eyes of the beholder!



8:15 am – 9:30 am

Peer Group Forums II (cont.)

Happy Employees are Dedicated and Productive Employees

Drew Harrison

Royal III

Did you know 10% of an average company's employees are actually destructive? Have you ever had your employee engagement measured? Have problems with employees leaving? Come participate in the employee engagement/retention forum and learn from the best of industry peers about different techniques used to drive employee engagement over 90% percent.

Sales from the Ground Up

Kane Armistead, Al May

Royal IV

You want your HVAC business to grow and you know that having a "Sales Plan" is the answer. But, where do you start or how do you bring your company to the next level? During this forum you will gain important insights as we will probe contractors from all over the country on key challenges and solutions.

Managing a Large Sales Force

Jim Bartolotta

Royal V

During this forum we will focus on how to effectively recruit, train, and lead a large sales team for sustained success. A key issue we will explore is ensuring we have the proper leadership skills and tactics in place to guarantee our sales team is aligned with our company objectives as we grow.

Cultivating Enduring Client Relationships in the Smartphone Era

Mike Hupp, Jaimi Lomas

Royal VI

Technology does not have to get in the way of building relationships. When used properly, technology can give you a decisive advantage and enhance relationships more than ever. By collecting and sharing data with your customers, you are personalizing every interaction. Come share your ideas and learn how others are building relationships by providing information to their clients in the easiest format.

Driving Cost Down and Profits Up

Kip Bagley, Pete Chaney

Royal VII

Managing Fleet and Fleet Safety are paramount to a successful business and a reliable service workforce. During this forum we will discuss everything fleet, including safety and some of the newest laws and regulations that will directly affect our bottom lines. We will focus on risk avoidance, cost saving measures and provide valuable resources.

Building Your Management Team

Jim Carlson, Mark Crockett

Royal VIII

Join this forum to discuss best practices for building your management team. Some of the questions we will ask include: What should the organizational structure look like? How many Techs to a Field Supervisor? How many Techs to a Dispatcher? When do I add another layer of management? Who is measuring my analytics? Do I have too many or too little people to keep our customers satisfied? What is the smart way to add overhead?

People = Profits

Dave Bavisotto, Jon Finch

Royal IX

The right people are the greatest challenge facing our service industry. Attend this forum to learn best practices and actionable techniques to identify, recruit and hire the next generation of talent for the mechanical service industry. Invest in the right people and enjoy your financial success.

Education Session IV

Workshop 9

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

Grand B

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. He will help you understand the real cost of working out of control, learn about the cycle of tasks that will help you to improve the efficiency of your time, and train you to work your 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 and improve time management for yourself, your team and your organization!

Jason Sturgeon worked his way up through the mechanical service trades to construction management before founding Arcade Consultants to bring his own unique systems and training to the firms with which he works. He draws on experience from twenty plus years in the construction industry, putting his own construction-specific spin on the sessions he teaches.



Workshop 10

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

Grand C

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. In this engaging and energizing session, Julie will dive into the Five Drivers of decision making and how you as a leader can use them to drive your strategy forward. You will gain valuable skills to help employees make different decisions about their everyday behaviors – how they show up, and what they do to deliver on your organizational commitments. You will learn how to disrupt the 'same old /same old' thinking that drives most of their decisions and to create new responses that are better aligned with your business goals. You will walk out of the session with an understanding of each driver and how it works in your environment.

Dr. Julie Williamson, Vice President of Strategy & Research for Karrikins Group (founded by Peter Sheahan, a popular presenter at MSCA conferences) has worked nationally and internationally with companies both large and small, helping them execute a strategy for transformation. She is a leading voice in how organizations build growth enabled cultures, with a focus on generative organizations and generative leaders.



Workshop 11

Jay Baer / **Hug your Haters**

Grand D

Jay Baer, author of *Hug Your Haters*, the world's first modern customer service manual, will demonstrate how companies large and small can benefit from unhappy customers. The rise of customer complaints is actually an enormous opportunity for you and your company. In this eye-opening presentation, Jay reveals proprietary research into The Science of Complaints – why and where your customers complain, how to embrace your complainers and turn tricky, negative situations into a meaningful advantage for your business, and how to build your service contractor revenue by turning customer service into your secret weapon.

Jay Baer 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. He is the creator of five multi-million dollar companies and is an active venture capitalist and technology advisor, as well as an avid tequila collector and certified barbeque judge.



11:30 am – 1:00 pm

Education Session V

Workshop 12

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

Grand B

Repeat of Education Session IV, Workshop 9

Workshop 13

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

Grand C

Repeat of Education Session IV, Workshop 10

Workshop 14

Jay Baer / **Hug Your Haters**

Grand D

Repeat of Education Session IV, Workshop 11

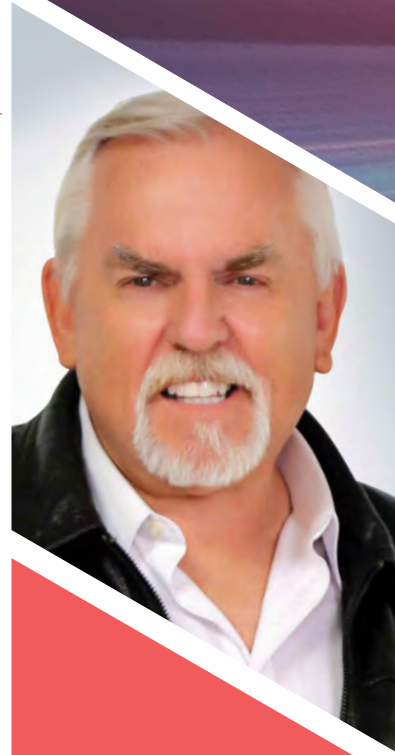
1:00 pm – 3:00 pm

Closing Session / Lunch and Changing of the Guard featuring John Ratzenberger

Grand FGHIJ

Following lunch and a greeting by MSCA Board of Managers Chairman **Chris Carter**, the program will continue with a special presentation from **John Ratzenberger**, the multi-E Emmy-nominated actor, screenwriter, director, producer and author who is known for playing mail carrier Cliff Clavin on *Cheers* and as the only actor to voice a character in every Pixar movie including Hamm in *Toy Story* and Mack in *Cars*. John is passionate about “Making America Skilled Again” and has worked tirelessly for the past 20 years to support the skilled workers who are the foundation of our economy. John has testified to both the House and Senate on the need for skills training in schools, and continues to not only call out the shortage of skilled workers that threatens our country as a whole, but champion the honor, work ethic and contributions of the American tradesman.

Chris Carter will conclude the program by introducing incoming MSCA Chairman **Jaimi Lomas** (A. O. Reed & Company, San Diego, CA) along with new MSCA officers.



7:00 pm – 10:00 pm

Party Possible featuring the MILWAUKEE TOOL Shed Band

Grand FGHIJ/Grand Pre-Assembly

Get ready to Party — Possible as you end your exciting, educational and hopefully insightful three days of the MSCA CONNCECT 2017 Conference! Dance to the sounds of the **MILWAUKEE TOOL Shed Band**, comprised of 14 talented musicians and singers who also happen to work for—or are married to employees of—MILWAUKEE TOOL. Party Possible will also feature Dancing Heads, graffiti photo booth, henna artists, fortune tellers, plenty of fun, food and beverages!

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