

WHAT'S NEW

Become an Energy Services Selling Expert!

Selling Efficiency Effectively Seminar
February 28- March 1 in Baltimore, MD

Each year, countless worthwhile energy-saving proposals – many the product of costly engineering studies—languish unfunded. Why? Single-minded contractors focus on identifying the nuts and bolts of how the building's energy-consuming systems could be improved without taking the time to ask questions like "Who actually decides whether or not this upgrade will get approved and what factors ultimately determine whether or not a project gets funded?" *Selling Efficiency Effectively* will guide mechanical service contractors through the in's and out's of what it takes to close the sale on their efficiency projects.



Mark Jewell, a popular presenter at MSCA LIVE 2012, will lead this intensive two-day program February 28-March 1, 2013. Fee for MSCA/MCAA members is \$950 for the first person, \$850 for the second person from the same company. The program will be held at the BWI Airport Marriott, conveniently located near the Baltimore-Washington International Airport. To register, [click here](#), or for more information, e-mail Sobeida Orantes at saorantes@mcaa.org.

Dispatcher Training Program Selling Out Quickly

Just a few spots remain for MSCA's two-day course *Dispatcher Professional Development Training Program* to be held February 11-12, 2013, at the Hilton Ft. Lauderdale Airport in Dania Beach, FL.

Back by popular demand and newly updated, this course will enhance your dispatcher's skill set through group exercises, self-assessment tools and discussion groups. Corporate training expert Nancy Bandy of TRANSITIONS will lead the program. Cost of the class is \$850 per person. For more information or to register, [click here](#).

Webinar Highlights Marketing Advantage of Being a GreenSTAR

How can the GreenSTAR advantage add value and marketing smarts to your company's 2013 business plan? Tune in on January 30 at 2:00 p.m. Eastern Time, to gain important insights on the significance of being an

Watch this space for details on MSCA's new Plumbing Service Webinar Series!



Complete Sales Excellence Webinar Series Now Online [Click here to begin viewing.](#)

MSCA GreenSTAR contractor.

Whether you are already a GreenSTAR or considering applying for this distinctive designation, this webinar will focus on the most effective and efficient ways to utilize the GreenSTAR advantage and reinforce the marketing value it provides. Business consultant Don Neal and MSCA Executive Director Barbara Dolim will be your program moderators.

This webinar will include:

- A refresher on the tools, features and benefits available to every GreenSTAR contractor
- Success stories from fellow contractors on how the GreenSTAR program increased sales in 2012
- Tips and ideas for accelerating your sales and marketing efforts in 2013

To register, [click here](#).

MSCA Committees Consider Vision for 2013

On January 7-8, MSCA's Marketing and Education Committees met at the Boca Raton Resort & Club in Boca Raton, FL, site of the 2013 MSCA annual educational conference, to discuss educational programming and marketing plans for 2013. Among the topics discussed were this year's webinars and seminars as well as topics and speakers for MSCA LIVE 2013.

Education Committee Chairman Kip Bagley (EMCOR Services Mesa Energy Systems, Irvine, CA) discussed the success of MSCA LIVE 2012 and new ideas for this year's conference. Read about the theme and other details of MSCA LIVE 2013 in future issues of this newsletter.

Brian Hughes (Hughes Environmental Engineering, Montvale, NJ) chairs the Marketing Committee which reviewed the status and evolution of the GreenSTAR program, plans for a benchmark survey, and the association's trade show participation.

Thanks to our Chairmen and the Committee members who attended these crucial meetings.

Benchmark Troubleshooting Webinar First Up in MSCA ENERGY STAR Series

ENERGY STAR expert Sharon Levin, PhD, will lead *Benchmark Troubleshooting*, the first of a series of three ENERGY STAR webinars, on Wednesday, February 20, at 1:00 p.m., Eastern Time. Attendees will learn how to review building data entered into the ENERGY STAR Portfolio Manager benchmarking tool to detect and correct errors that can lead to incorrect benchmark results. Inaccurately benchmarked buildings may result in unnecessary costs and missed opportunities to save money. See the list below for dates and topics of this year's ENERGY STAR webinars.

To register for this or all three webinars, [click here](#).

The 2013 MSCA Education Experience

Save the date for the following MSCA educational programs currently scheduled for 2013! More to come!

February 11-12

Dispatcher Professional Development Training Program, Ft. Lauderdale, FL

February 20

ENERGY STAR Webinar #1 ENERGY STAR Benchmark Troubleshooting

February 28-March 1

Selling Efficiency Effectively, Baltimore, MD

March 13

Detailed Assessment through ESP Webinar

April 18-20

Growing & Developing Service Supervisors, Philadelphia, PA

April 17

ENERGY STAR Webinar #2 Financial Benefits of Energy Savings

June 19

ENERGY STAR Webinar #3 ENERGY STAR Recognition Opportunities

October 13 - 16

MSCA LIVE 2013, Boca Raton, FL



1385 Piccard Drive | Rockville, MD 20850 | 301.869.5800

Copyright 2013 MSCA