



MCA of Metro Washington Service Contractors Bureau

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March 2012

Service Bureau Newsletter



On Feb. 8, Don Neal, founder of 360 Live Media gave a fast paced energized presentation on Demystifying Social Media. Neal, a seasoned marketing and advertising specialist began by asking the audience a few intriguing questions. Do you still think social media is a fad? Consider it a waste of time? Are your customers interested in social media? How does this fit into your business strategies?



Media, Neal explained, is a medium of conveyance, a way in which information is transferred. It offers tremendous transparency and opportunities for you to grow your business. It's powerful, keeps your finger on the pulse of the market and helps you perceive the impression you're making on your customers.

The Generation Y's stay connected through this form of communication, they're considered digital kids. They've grown up in this culture and want instant communication. Today social media is the most powerful medium of conveyance along with word of mouth.

Neal revealed some interesting tips: 1) Your website is a window through which the public sees you, it must be *awesome!* 2) Appoint someone to be the voice in the company. 3) Communication is instant these days...respond to emails immediately. 4) Don't be intimidated just get started.

~ If you missed Neal's presentation, *don't despair*, Don will be the featured speaker at the MCAMW, April 2, business/dinner meeting at the Pook's Hill, Marriott. His topic for the evening presentation will be "*How to Effectively Utilize Social Media in Your Business.*" ~



Upcoming Service Bureau Meetings and Special Events

April 16 –20—Stulz Training—The Service Bureau is hosting a Stulz training session on April 16-20, 2012. The training is on the E2Controller + DX?CW Systems and UltraSonic Humidifiers and Controls. Henry Fudge a 30 year veteran in the HVAC field will be the instructor for this class. The class is limited to 10 technicians and will be held at the UAM Trades School on Ardwick-Ardmore Road in Landover. A flyer has been emailed to all Service Bureau members.

May 22, 2012 - Transitioning from the Field to the Office - The May Service Bureau Breakfast will feature a panel discussion on "Transitioning from the Field to the Office." The panelist Tim Cornell, Noves A/C Contractors, Fred Lago, W.L. Gary and John Payne, W.E. Bowers have each made this transition and will discuss the good, the bad and the ugly.

June 1, 2012 - UAM Apprenticeship Graduation - John Riggins "The Diesel" will deliver the charge to the graduates.

June 14, 2012—Summer Outing To Camden Yards - "Orioles vs. Pirates—Flyer to be sent out soon.

Sept. 12, 2012—Motivating the Sales Force in Tough Times.

September 22, 2012—Heat's On—Water's Off

October 14—17, 2012—MSCA's 27th Annual Educational Conference, Park Hyatt Aviara—Carlsbad, CA

December 5, 2012—STAR Program

News Around Town

News Flash - Check out the latest addition to the MCAMW website. "*News Flash*"... this page offers daily up-dates to Association news, events and special programs.

Journeymen Training Classes— For a list of upcoming journeymen training classes at the UAM Trades School, visit <http://www.steamfitters-602.org/>

MSCA News

More Reasons to Become an MSCA GreenSTAR!

In case you haven't heard MSCA is inviting all members to join their new GreenSTAR program in 2012 to step up their game and attain the GreenSTAR advantage. If your not familiar with this program watch the video "Why Be an MSCA GreenSTAR" <http://www.youtube.com/user/mscavideo>

~Success is simple. Do what's right, the right way, at the right time.~ Arnold H. Glasow