

Technical Training & Management Conference



Sponsorship & Tabletop Exhibitor Information



Technical Training &
Management Conference
February 27, 2018

Sheraton Tara Hotel | Framingham, MA
8:00 am - 3:00 pm

Become a Conference Sponsor! It's Good for Business.

ACA/NE will conduct a Technical Training and Management Conference on Tuesday, February 27, 2018. The event has something for everyone. The conference will include workshops for technicians, office and sales staff, customer service and marketing seminars for owners and operators, and the chance for vendors to promote their products and services and network with industry leaders.

This is a great opportunity for manufacturers and distributors. This one-day conference will give you the chance to meet with both your customers and the decision makers in the HVAC industry, all in one place and at one time.

Conference sponsors increase their company visibility! Sponsors get the following:

- Access to key contractors, business owners, principals, and HVAC technicians, at one time and in one place.
- A six foot draped table-top exhibit for the full-day long conference to promote your company's products.
- Your logo on the ACA/NE website, linked to your company website.
- Special recognition during the conference, in the marketing materials and in the program book.
- Breakfast and lunch for two people.
- Registration for one non-member contractor as your guest at no charge.

7:00 am - 8:00 am **Exhibitor Set up**
8:00 am - 9:00 am **Registration and Exhibitor Visits**



8:30 am - 10:00 am **Technicians Seminar**
Hot Work Class

Management Seminar

Future of HVAC | Presented by: Ron Smith, Ron Smith Consulting & Coaching

10:00 am - 10:30 am Refreshment Break and Exhibitor Visits

10:30 am - 12:00 pm **Technicians Seminar Continued**
Hot Work Class Continues

Management Seminar

What Highly Successful HVAC Contractors Do | Presented by: Ron Smith, Ron Smith Consulting & Coaching

12:00 pm - 1:30 pm **Lunch**

Lunch Keynote Presentation

Social Style Success | Presented by: Liz Patrick - Service Roundtable

1:30 pm - 3:00 pm

Technicians Seminar

MS Check Mini Split Heat Pump Testing | Presented by: Charles E McCracken, CLEAResult

Management Seminar

Killing the Service Tech | Presented by: Todd Liles, Service Excellence Training



Boost Attendance

Please invite your contractor customers to attend the conference. If every sponsor participates, the attendance will increase, the networking will improve and your return on your conference fee will be enhanced. You can also register one non-member contractor as your guest at no charge. ([Click here](#) to view current membership list.)



Tabletop Sponsorship Fees

Members = \$400 | Non Members = \$500

The sponsorship fee includes the six-foot draped tabletop, sponsor sign, plus breakfast and lunch for two people. In addition, sponsor attendees can attend any of the technical or management sessions. Additional sponsor attendees can register for \$75 per person.

8:30 am - 12:00 pm

Hot Work Safety Certificate Class

In response to a tragic fire that took the lives of two fire fighters, the City of Boston working with the National Fire Prevention Association (NFPA) established a Hot Work permit requirement. ACA/NE supports this action as it clearly reaffirms the contractor's responsibility when engaging in Hot work.



Contractors must do everything they can to assure the work they perform does not create any situation that can result in a fire. ACA/NE believes that this requirement will be adopted state wide and encourages all contractors to take advantage of this certificate class.

The Hot Work Safety Certificate Class will :

- Describe the various types of hot work
- Identify common fuel sources and ignition sources
- Cite relevant standards, regulations, and ordinances that are applicable to hot work
- Define the duties and responsibilities of each person on the hot work team
- Read and understand a hot work permit.

These steps help form the basis for creating and managing all hot work activities in a safe and effective manner, using sound fundamentals learned and practiced for many years throughout various industries and trades. The program will also determine the achievement of such learning objectives through an appropriate assessment developed, reviewed and evaluated by NFPA®.

8:30 am - 10:00 am

Future of HVAC

Presented by: Ron Smith, Ron Smith Consulting & Coaching

Will there be a shortage of energy? Will the various energy prices escalate? Will energy prices rise faster than inflation? Will there be more regulations in our country in addition to the 81,883 regulatory rules written over the past 20 years – and that's Federal rules only? How about the chemicals our industry uses? What will be the future refrigerant and why will there be a new one? Will we continue to see more self-diagnostic equipment? The Connected Home is coming fast – will you be a participant or a bystander? We'll continue to face a manpower shortage – how serious is this and what can the industry and you do about it? Marketing will be more complex. Contractors are in an age of transparency. Good News: Contractors are still needed for sales, service, installations and retrofits.

10:30 am - 12:00 pm

What Highly Successful HVAC Contractors Do

Presented by: Ron Smith, Ron Smith Consulting & Coaching

What makes a highly successful contractor? First, they report annual revenue growth. Second, they report annual double digit net profit. Third, they maintain a pleasant work environment.



You can do the same – this complete step-by-step comprehensive presentation, presented in a logical order, will teach you what you must do to accomplish the same objective.

Nothing presented is theoretical. It's all practical information Ron has personally developed and practiced in his long HVAC career as a highly successful contractor, then a franchisor, consolidator and consultant with clients all over North America, and other countries.

12:00 pm - 1:30 pm

Lunch and Keynote Presentation

Social Style Success

Presented by: Liz Patrick, Service Roundtable

The Harvard Business Review says that successful managers are notably inconsistent. It is only when a manager becomes comfortable with being uncomfortable on a daily basis that they can maximize their success. Flexing one's social style reduces tension and encourages others to behave more productively with you. This presentation helps you discover your unique social style and teaches you to recognize and flex to other styles.

1:30 pm - 3:00 pm

MS Check Mini Split Heat Pump Testing

Presented by: Charles McCracken, CLEAResult

The session will demonstrate field testing for quality installation, examine options for mini ducted and conventional air handler installations, and survey installation techniques for maximizing efficiency and performance. The target audience includes technicians, installers, sales staff, service & installation managers.

1:30 pm - 3:00 pm

Killing the Service Tech

Presented by: Todd Liles, Service Excellence Training



The average service technician is overweight, stressed out, and fueled by legal stimulants. Coffee, cigarettes, and monster drinks have replaced the staple of a good breakfast and rest.

This unhealthy combination is an absolute recipe for disaster, and it's killing our service techs.

The impact of an unhealthy life style is causing massive damage to our industry. If not resolved, we may find the HVAC trades dying off.

If you ask any business owner what his biggest challenge is today, he is going to say,

“There is a major shortage of people in the trades. We are just not getting any new blood.”

Now, ask a father that happens to be a tradesman (plumber, electrician, or HVAC tech) what he would say to his son about becoming an HVAC tech. He would probably say something like,

“Son, why don't you get a job that pays you well and has normal hours? I'm proud to be a tech, but I want you to have more time with your family.”

Why does a father say this to his son?

Because, he loves his son, and understands the stresses that come from non-stop service.

In the “new generation,” kids have been raised to value their health, time, and quality of life more than money. These are not bad values, but they create problems for “Old School” Management techniques.

In this 1.5 hour presentation, you will learn how to:

- Manage the Millennial Workforce
 - Create a Healthy Work-Life Balance
 - Limit Turn-over, and
 - Reduce Your Stress
-



Registration Form

Sponsorship and Tabletop Exhibitor
Technical Training & Management Conference

February 27, 2018

Sheraton Tara Hotel | Framingham, MA | 8:00 am - 3:00 pm

[Register Online](#)

www.acane.org

Company _____ Street _____

City _____ State _____ Zip _____ Phone _____

The sponsorship fee includes a six-foot draped tabletop, sponsor sign, plus breakfast and lunch for two people. In addition, sponsor attendees can attend any of the technical or management sessions, and invite one non-member contractor as a guest for FREE. ([Click here](#) to view current membership list.)

Name # 1 _____

Name # 2 _____

Email # 1 _____

Email # 2 _____

Cell Phone # 1 _____

Cell Phone # 2 _____

Additional sponsor attendees = \$75 per person.

Name # 3 _____

Name # 4 _____

Email # 3 _____

Email # 4 _____

Cell Phone # 3: _____

Cell Phone # 4: _____

Registration for one non-member contractor. If you register a guest to attend the Hot Work Safety Certificate Class, please provide the home contact information. This is required for certification.

Contractor Name _____ Email _____

Company _____ Address _____

Home Address _____ Home Phone _____

Mobile Phone _____

Check which class your contractor guest will attend.

- Hot Work 8:30 am - 12:00 pm
- Successful HVAC 10:30 am - 12:00 pm
- MS Check Mini Split Heat 1:30 pm - 3:00 pm

- Future of HVAC 8:30 am - 10:00 am
- Lunch | Social Style 12:00 pm - 1:30 pm
- Killing the Service Tech 1:30 pm - 3:00 pm

Fees Member Tabletop Sponsorship = \$400 Non-Member Tabletop Sponsorship = \$500
 Additional sponsor attendees _____ x \$75 = \$ _____

Total \$ _____ Payment Method Check   

Account Number _____ Expiration _____ Security Code _____

Cardholders' Name _____ Email _____ Billing Zip _____

Return to: ACA/NE | 11 Robert Toner Blvd., # 234 | North Attleboro, MA 02763
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