



Transformation

U N L I M I T E D

MCAWW
CONFERENCE **2018**

SEPTEMBER 20 7AM-5PM

Washington State
Convention Center
Seattle, WA

MCA *Registration
Brochure*

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TRANSFORM YOUR PERSPECTIVE

Vinh Giang

Magic is much more than sleight of hand. It's the ability to guide perspective, spotlight influence, and challenge belief systems. With humor, heart, and captivating showmanship, Vinh Giang transforms these three powerful components and shares how creating and cultivating the RIGHT influence in our lives can make the difference between tremendous success or limited mediocrity. At the end of this keynote you will be thinking differently with a mind opened by wonder, not one closed by negative beliefs.

With only 6 months to graduate, Vinh Giang left his degree in commerce and law to become an online magic teacher ultimately building a hugely successful online business, 52kards, which now serves over 800,000 students all around the world. This earned him the award of Top Young Entrepreneur in Australia. He has spent the last 15 years mastering the art of performance-enhanced communication, helping thousands of professionals worldwide to learn these skills. Vinh's presentation will bring out the magic in you!

BREAKOUT SESSIONS



IT'S YOUR CAREER: MANAGE IT!

Shari Harley, MA, CSP

Many professionals are waiting for their boss or mentor to provide the training, coaching and exposure they need to advance their career. The truth is it's up to each employee to create opportunities, gain visibility, and get the feedback they need to strengthen their performance and position themselves for future roles in the organization.

It's Your Career. Manage It! provides the specific language to use to establish candid relationships with direct supervisors, mentors, coaches, and coworkers. Employees will know what to say to get more of what they want and less of what they don't at work. Managers and coaches will get the language and tools they need to guide direct reports and coachees into a future they're excited about. Get more feedback enabling you to take control of what you put in front of others and the impressions you create. And as a result, build long lasting business relationships that outlast economic downturns, miscommunication and conflict.

Shari Harley is the founder and President of Candid Culture, an international training and consulting firm that is bringing candor back to the workplace, making it easier to tell the truth at work. Shari is known globally as an engaging, funny, content-rich business speaker and author. She is the author of the book How to Say Anything to Anyone: A Guide to Building Business Relationships that Really Work, holds an MA in Communication and taught leadership at the University of Denver. Shari's techniques are sure to delight and inform in a real, direct, and very funny way. Participants will be laughing while they're learning and will walk away with tools and techniques to transform any relationship.



WHAT'S THE VALUE OF YOUR ATTITUDE?

Matt Booth

What's The Value of Your Attitude? There is an old saying that "attitude is everything". Is that true? I think Attitude is the START of everything! Attitude determines your thoughts and ultimately your actions. In this program you will find that being positive as often as possible helps you be more successful at what you do. You'll leave this program with practical take-a-ways and the motivation to implement them.

Matt Booth is the ATTITUDE EXPERT. Matt is an engaging speaker and author who encourages people to chase their dreams. He is direct, thought-provoking, and inspiring. To achieve Personal Satisfaction and Professional Success, Matt's philosophy is simple: You Must Be Yourself and Improve Yourself.



DONE 2.0! TIME MANAGEMENT STRATEGIES FOR COMMANDING YOUR DAY

Paul H. Burton

In this age of hyper-connectedness, the world seems to spin faster and faster. No matter how hard or long we work, we often finish the day right where we started. It feels like we're treading water! That's about to change. This session delivers a host of best practices for staying focused, getting more done, and enjoying greater personal and professional satisfaction. The straightforward suggestions made in this program put you back in charge of your work and success. By attending this seminar, you will learn to make a direct connection between productivity and its relationship to success; receive two dozen suggestions for increasing productivity and command over work and life; and become motivated to achieve greater career and personal success.

Paul H. Burton is a recovering corporate finance attorney who helps people regain command of their day. As a nationally recognized time management expert, he regularly speaks to professional audiences about getting more done and enjoying greater personal and professional satisfaction. Paul is the author of seven books on individual and leadership productivity. You can learn more about Paul and his practice at www.quietspacing.com.

FUTURE TRENDS FOR MECHANICAL CONTRACTORS - THE GOOD NEWS!

Nicholas Webb

Mechanical Contracting and the construction industry as a whole, is the subject of massive disruption. There are four key trends that are driving the future that include, disruptive innovation, connection architecture, consumerization (yes that includes B2B) and new economic models. In order to survive and thrive in the disruptive future, contractors will need to find new ways to drive greater levels of business efficiency leveraging emerging new technologies. Additionally, consumers and business customers alike are significantly increasing their expectation in the area of Customer Experience. This requires that contractors institutionalize Customer Experience Design to drive scalable growth and profit. The talk will conclude with powerful and actionable takeaways that you can apply in your organization to ensure that you and your business are Future Ready.

Nicholas Webb is one of the world's top innovation strategists and futurists. As the CEO at Lassen Scientific, Inc. Nicholas works with Fortune 500 companies throughout the world to help them lead their industries in innovation, strategy and customer experience design. As a technologist, Nicholas has been awarded over 45 patents for breakthrough technologies that include one of the world's smallest medical implants to a wide range of industrial and consumer products. As a professor, successful inventor, bestselling author and world-renowned innovation strategist, Nicholas brings the perfect pedigree and the best research to each and every one of his customized talks on the future, innovation, and business.



FLAWLESS EXECUTION: TRANSFORM STRATEGIC INTENT INTO REALITY

Mike Evans

Deciding upon new strategies and direction is challenging. Enlisting employees at every level to think, act and behave in a manner that assures the strategy results in success is even more difficult. Executing any strategy that requires change in human behavior may be the most difficult challenge a leader will ever face. What does it take to ensure key strategies are not slowly suffocated, but rather produce exhilarating results? Applying these principles of flawless execution will enhance your likelihood of success.

In this session attendees will learn the four principles of execution that are common among strategies that achieve and sustain desired results; understand the most common 'de-railers' of flawless execution and how to avoid them; discover how to create organizational focus on critical new strategies that will ensure future; and learn how to 'deconstruct' crucial strategies down to the individual contributor level so that all employees understand how 'what they do' contributes to the success of the strategy.

Mike Evans has developed a unique perspective from 20+ years of working alongside a star-studded list of world-renowned thought leaders, including: Dr. John Kotter, Dr. Stephen Covey, Tom Peters, Jim Kouzes, and Chris McChesney. Mike served in senior leadership and consulting roles with Kotter International, Franklin Covey, and Tom Peters Company. He uses his unique insights, passion, experience, and humor to positively affect individuals, teams and organizations around the world.



AVOIDING THE QUIT & STAY PHENOMENON: ENGAGE & RETAIN YOUR BEST EMPLOYEES

Shari Harley, MA, CSP

Walk by your employees' desks and see them surfing the internet? The bad news: They're not researching how to improve the company's results. They're playing fantasy football or shopping for shoes. The good news: You can incent performance and raise morale. And you don't have to spend any money. When turnover is low, employees still quit -- they just don't leave the building. Quit and stay is the phenomenon of employees becoming disengaged and less productive while waiting for other roles to become available.

In this workshop, participants will learn how to bring the fun and camaraderie back to work; make work a place people want to be; recognize performance without spending money; find out why your employees stay with your organization and what would make them leave; develop a loyal and committed workforce; and get the best from employees.



CLOSING KEYNOTE SESSION

HOW TO EMPLOY GEN Z: RECRUIT, RETAIN, AND UNLOCK THE POTENTIAL OF THE GENERATION AFTER MILLENNIALS

Curt Steinhorst

Gen Z is here! This brand-new generation—born 1995 and after—is quickly entering the workforce with a different approach to communication, technology, and careers than previous generations, including (and maybe especially) Millennials. Gen Z has come of age during an era of intense digital disruption. In fact, it's all they've ever known. They rely on their mobile devices for everything—from applying for a job and dating to playing Pokémon GO and networking around the world. In this pioneering program, Curt Steinhorst will share The Center's new Gen Z research and specific strategies you can use right away to attract, motivate, develop, and retain this emerging generation.

Curt Steinhorst is the most experienced Certified Keynote Speaker at The Center for Generational Kinetics. Curt has received standing ovations for his powerful delivery that combines The Center's latest research and how-to with his unique experience working with clients around the world. A Millennial himself, Curt was elected President of his 10,000-member class at Texas A&M University, where he graduated magna cum laude. Curt's personal experiences leading Millennials and serving as a speaking coach for top performers make him a powerful and entertaining speaker on how to solve generational challenges with employees and customers.



CONFERENCE DETAILS

The 2018 MCAWW Conference is designed to be a transformational experience for you and your firm. Guaranteed to inspire and re-energize everyone from CEOs and business managers to newly hired graduates and field personnel, the event will include motivating and educational keynote and breakout sessions, networking opportunities, and an exhibition hall featuring cutting-edge products and solutions. Conference registration includes breakfast, lunch and cocktail reception.

Who Should Attend

The conference is open to all employees from MCAWW member firms, as well as others directly invited by MCAWW. The conference will benefit the ownership, sales, management, field and operations personnel of our member firms.

Exhibits

This is your opportunity to see the most innovative products and services in our industry. The exhibits will include examples of new piping materials, innovative software, energy and labor savings material, as well as new HVAC technologies.

Networking

Apart from the opportunity to talk to product representatives at the exhibits, participants will enjoy social time during breakfast, lunch and the afternoon cocktail reception.

MCA of Western Washington occasionally videotapes, records, or photographs events for the purpose of responsibly promoting the association and/or attendance at future events. By registering for this event you agree to allow us to use your name and likeness for such purposes.

SPONSORS

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Additional sponsor opportunities available.

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REGISTRATION

Register by **August 9th, 2018** for the Early Bird Discount.

- Individual for **\$250 each**
- Block of 5 or more for **\$200 each**
- Block of 10 or more for **\$175 each**

Early bird and block discounts only apply to MCAWW Contractor Member firms and are not available after August 9, 2018. After August 9, 2018, registration fee is \$299 per person.

*Fee includes conference registration, access to exhibits, conference materials, breakfast, lunch and cocktail reception.



EXHIBITS ONLY

Employees of MCAWW member firms are welcome to view the exhibit hall for FREE.

No pre-registration required. Exhibit pass does not grant access to sessions, breakfast, lunch or the reception.

REGISTRATION CANCELLATION POLICY

If you must cancel your participation in the conference, please call MCAWW at **(206) 442-9029** or send written notification via e-mail to **MCAWW@mcaww.net** as soon as possible.

REFUND AMOUNTS WILL BE PROCESSED AS FOLLOWS

- A full refund if you cancel your participation by **August 9, 2018**
- 75% of your registration fee if you cancel by **August 23, 2018**
- 50% of your registration fee if you cancel by **September 6, 2018**
- No refund for cancellations after **September 6, 2018**

COMPLETE THIS FORM AND RETURN TO MCAWW VIA EMAIL, MAIL OR FAX.

Firm: _____

Total Due: \$ _____

- Email form to **MCAWW@mcaww.net** and we will send you an invoice.
- Please mail payment (check payable to MCAWW) with registration form to
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Seattle, WA 98101
- Fax form to **(206) 442-9364** and we will send you an invoice.

Participant Names (Associate Member attendance may be limited)	Title	Phone	Email

- Please check here if any of your participants require special accommodations under the Americans with Disabilities Act.

Please indicate if any of your participants have any dietary allergies: _____