



Technical Training and Management Conference February 28, 2017

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



ACA/NE will conduct an HVAC Technical and Management Conference on Tuesday, February 28, 2017.

This conference will include workshops for technicians, owners, office and sales staff, and the chance for vendors to promote their products and services, and network with industry leaders. The conference will be held at the Sheraton Tara Hotel, in Framingham, MA, from 8:00 am - 3:00 pm.

The technicians training sessions will include:

**Ventilation
AC Check Refresher Training
Mini Split Heat Pump Quality Installations**

The management sessions will include:

**Storytelling in Business: How to Motivate, Inform & Inspire
Training To Turbocharge Your Technicians
Self Generating Leads for HVAC Sales People**

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| 8:00 am - 9:00 am | Registration and Exhibitor Visits |
| 9:00 am - 10:30 am | <p>Technical Session: Ventilation</p> <ul style="list-style-type: none"> • Residential and Light Commercial Ventilation (natural and mechanical) • Residential and Light Commercial Building Envelopes • Residential and Light Commercial Energy Recovery • Infiltration, Mold and Moisture Issues within the Building Envelope <p>Presenter: Evan Trethewey, RST Thermal Audience: Service & Installation Managers, Technicians, Installers</p> |
| 9:00 am - 10:30 am | <p>Management Session: Storytelling in Business: How to Motivate, Inform & Inspire</p> <p>The use of stories and storytelling has been a powerful communications tool for thousands of years and is becoming even more essential in the digital era. Learning the art of selecting and delivering the right story will not only have a motivational impact on your people but will help you impact the culture of your organization. Stories are effectively used to present new ideas, to deliver technical information, to communicate company policies, to motivate employees and so much more... With today's technology the amount of time that you have to capture the attention of your audience is dwindling. As soon as you utter your first word the countdown begins. Individuals who use a compelling story are the ones that win over and engage their audiences. Whether you are an emerging leader or an experienced executive, storytelling is an essential communications tool to inspire and motivate your listeners.</p> <p>Presenter: Cynthia Shorten, Dale Carnegie Audience: Owners, Managers, Office and Sales Staff</p> |
| 10:30 am - 11:00 am | Refreshment Break / Exhibitor Visits |
| 11:00 am - 12:30 pm | <p>Technical Session: AC Check Refresher Training</p> <ul style="list-style-type: none"> • Sharpen your knowledge of Superheat / Sub Cooling & Measuring Air Flow with Static Pressure • See how approved electronic tools improve accuracy and speed of measurements • Participate in a lessons learned discussion to avoid nuisance failures in 2017 • Q&A opportunity with our Technical Training Staff • Must Bring Charts to Class! DO NOT BRING YOUR TOOLS! • Attendance required if you completed less than 3 AC Check tests (formerly QIV) in 2016 • Failure to attend a refresher class will require retraining at a regularly scheduled class in 2017 <p>Presenters: Charles McCracken & Russell Fontaine, CLEAResult Audience: Trained Technicians with Valid ID numbers!</p> |

Program At-A Glance

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| 11:00 am - 12:30 pm | <p>Management Session: Training To Turbocharge Your Technicians Learn how to build a year round training program and curriculum that will take your technicians to the next level.</p> <p>Presenter: Matt Michel, The Service Roundtable Audience: Owners, Managers, Office and Sales Staff</p> |
| 12:30 pm - 1:30 pm | Lunch, Legislative Update and Exhibitor Visits |
| 1:30 pm – 3:00 pm | <p>Technical Session: Mini Split Heat Pump Quality Installations</p> <ul style="list-style-type: none"> • Survey Installation techniques for maximizing efficiency and performance • Demonstrate Field Testing for Quality Installation • Examine options for Mini Ducted and conventional Air Handler installations <p>Presenters: Charles E McCracken and David Parker, CLEAResult Audience: Sales Staff, Service & Installation Managers, Technicians, Installers</p> |
| 1:30 pm - 3:00 pm | <p>Management Session: Self Generating Leads for HVAC Sales People Most HVAC salespeople wait for leads to be handed to them. High income salespeople take matters into their own hands and self-generate as many leads as possible.</p> <p>Presenter: Matt Michel, The Service Roundtable Audience: Owners, Managers, Office and Sales Staff</p> |
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| Fees: | <p>Members: First attendee = \$100 per person Additional attendees = \$75 per person</p> <p>Non Members: Per Person = \$200</p> <p><i>Lunch is included.</i></p> |
| For More Information Contact: | <p>ACA/NE 11 Robert Toner Blvd., # 234 North Attleboro, MA 02763 Phone: 508-839-3407 Fax: 508-232-6005 Catherine Flaherty, cflaherty@acane.org Mike Gillis, mike@acane.org</p> |



Registration Form

Technical Training and Management Conference
Sheraton Tara Hotel | Framingham, MA | February 28, 2017

[Click here to register online.](#)

Name # 1 _____

Email # 1 _____

Cell Phone # 1 _____

Please check the sessions you will attend.

☐ Technical Sessions

☐ Management Sessions

Name # 2 _____

Email # 2 _____

Cell Phone # 2 _____

Please check the sessions you will attend.

☐ Technical Sessions

☐ Management Sessions

Name # 3 _____

Email # 3 _____

Cell Phone # 3 _____

Please check the sessions you will attend.

☐ Technical Sessions

☐ Management Sessions

Name # 4 _____

Email # 4 _____

Cell Phone # 4 _____

Please check the sessions you will attend.

☐ Technical Sessions

☐ Management Sessions

Fees: Members: First attendee = \$100; Additional attendees = \$75 per person; Non Members: = \$200 per person

Total \$ _____ Payment Method ☐ Check ☐  ☐  ☐ 

Company _____ Street _____

City _____ State _____ Zip _____ Phone _____

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