



# 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**

## Program At-A Glance

<b>8:00 am - 9:00 am</b>	<b>Registration and Exhibitor Visits</b>
<b>9:00 am - 10:30 am</b>	<p><b>Technical Session: Ventilation</b></p> <ul style="list-style-type: none"> <li>• Residential and Light Commercial Ventilation (natural and mechanical)</li> <li>• Residential and Light Commercial Building Envelopes</li> <li>• Residential and Light Commercial Energy Recovery</li> <li>• Infiltration, Mold and Moisture Issues within the Building Envelope</li> </ul> <p>Presenter: Evan Trethewey, RST Thermal            Audience: Service &amp; Installation Managers, Technicians, Installers</p>
<b>9:00 am - 10:30 am</b>	<p><b>Management Session: Storytelling in Business: How to Motivate, Inform &amp; Inspire</b></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>
<b>10:30 am - 11:00 am</b>	<b>Refreshment Break / Exhibitor Visits</b>
<b>11:00 am - 12:30 pm</b>	<p><b>Technical Session: AC Check Refresher Training</b></p> <ul style="list-style-type: none"> <li>• Sharpen your knowledge of Superheat / Sub Cooling &amp; Measuring Air Flow with Static Pressure</li> <li>• See how approved electronic tools improve accuracy and speed of measurements</li> <li>• Participate in a lessons learned discussion to avoid nuisance failures in 2017</li> <li>• Q&amp;A opportunity with our Technical Training Staff</li> <li>• Must Bring Charts to Class! DO NOT BRING YOUR TOOLS!</li> <li>• Attendance required if you completed less than 3 AC Check tests (formerly QIV) in 2016</li> <li>• Failure to attend a refresher class will require retraining at a regularly scheduled class in 2017</li> </ul> <p>Presenters: Charles McCracken &amp; Russell Fontaine, CLEAResult            Audience: Trained Technicians with Valid ID numbers!</p>

## Program At-A Glance

<b>11:00 am - 12:30 pm</b>	<p><b>Management Session: Training To Turbocharge Your Technicians</b>          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>
<b>12:30 pm - 1:30 pm</b>	<b>Lunch, Legislative Update and Exhibitor Visits</b>
<b>1:30 pm – 3:00 pm</b>	<p><b>Technical Session: Mini Split Heat Pump Quality Installations</b></p> <ul style="list-style-type: none"> <li>• Survey Installation techniques for maximizing efficiency and performance</li> <li>• Demonstrate Field Testing for Quality Installation</li> <li>• Examine options for Mini Ducted and conventional Air Handler installations</li> </ul> <p>Presenters: Charles E McCracken and David Parker, CLEAResult          Audience: Sales Staff, Service &amp; Installation Managers, Technicians, Installers</p>
<b>1:30 pm - 3:00 pm</b>	<p><b>Management Session: Self Generating Leads for HVAC Sales People</b>          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>
<b>Fees:</b>	<p><b>Members:</b>          First attendee = \$100 per person          Additional attendees = \$75 per person</p> <p><b>Non Members:</b>          Per Person = \$200</p> <p><b><i>Lunch is included.</i></b></p>
<b>For More Information Contact:</b>	<p><b>ACA/NE</b>          11 Robert Toner Blvd., # 234          North Attleboro, MA 02763          Phone: 508-839-3407          Fax: 508-232-6005          Catherine Flaherty, <a href="mailto:cflaherty@acane.org">cflaherty@acane.org</a>          Mike Gillis, <a href="mailto:mike@acane.org">mike@acane.org</a></p>



# Registration Form

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

[Click here to register online.](#)

Name # 1 \_\_\_\_\_

**Please check the sessions you will attend.**

Technical Sessions

Email # 1 \_\_\_\_\_

Management Sessions

Cell Phone # 1 \_\_\_\_\_

Name # 2 \_\_\_\_\_

**Please check the sessions you will attend.**

Email # 2 \_\_\_\_\_

Technical Sessions

Cell Phone # 2 \_\_\_\_\_

Management Sessions

Name # 3 \_\_\_\_\_

**Please check the sessions you will attend.**

Email # 3 \_\_\_\_\_

Technical Sessions

Cell Phone # 3 \_\_\_\_\_

Management Sessions

Name # 4 \_\_\_\_\_

**Please check the sessions you will attend.**

Email # 4 \_\_\_\_\_

Technical Sessions

Cell Phone # 4 \_\_\_\_\_

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 \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_ Zip Code \_\_\_\_\_

Cardholders' Name \_\_\_\_\_ Email \_\_\_\_\_

Return to: ACA/NE | 11 Robert Toner Blvd., # 234 | North Attleboro, MA 02763  
Phone: 508-839-3407 | Fax: 508-232-6005 | [mike@acane.org](mailto:mike@acane.org)