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To: Daryl Sharkey
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MSCC Dispatcher

June 2009

In This Issue

[Administrative Policy Changes At Revenue Canada](#)
[MSCC Education Programs](#)
[MSCA Educational Conference](#)
[Welcome New MSCC Members](#)
[Is Your Service Department In Full Swing?](#)

Quick Links

[Membership in MSCC](#)
[MSCC Website](#)
[Educational Programs](#)
[Business Tools](#)
[Discount Programs](#)
[2009 MCAC Conference](#)
[MCA Canada Website](#)
[CMCEF Education Foundation](#)
[Provincial & Zone Affiliates](#)
[Calendar of Events](#)
[Board Of Directors](#)
[Childfind Poster Program](#)

[Join Our Mailing List!](#)

Administrative Policy Changes At Revenue Canada

ADMINISTRATIVE POLICY CHANGES FOR TAXABLE BENEFITS

In 2007, the Canada Revenue Agency (CRA) initiated a review of taxable benefits to employees and the related administrative costs to employers. During this review, the CRA has worked with other government and external stakeholders.

Based on the findings, the CRA is announcing the [following changes](#) to its administrative policies for taxable employment benefits in order to reduce a number of administrative difficulties and increase fairness:

- *Overtime Meals and Allowances Provided to Employees*
- *Municipality or Metropolitan Area*
- *Loyalty Programs*
- *Employer Provided Motor Vehicles Required to be Taken Home at Night*
- *Non-cash Gifts and Non-cash Awards*
- *Surface Transit Passes Provided to Family Members of Transit Employees*

To read the full report from Canada Revenue Agency and find out the 2009 changes which may affect your business, including *changes to motor*

vehicles required to be taken home at night, please [click here](#).

MSCC Education Programs

MSCC EDUCATIONAL PROGRAMS - The Mechanical Service Contractors of Canada has been working very closely with your Education Foundation, CMCEF, to identify and deliver service specific courses.

The following courses will be available for service contractors in 2009 - 2010 and enrollment is expected to start in August with courses available in Septmeber.

You are encouraged to speak to your staff regarding the courses they would like to take and to your MCA manager to book the appropriate courses in your area.

Courses include...

- [Dispatcher Training Program](#)
- [How To Determine Charge Out Rates](#)
- [Small Projects Management](#)
- [Your Million Dollar System and Four Ways to Grow Your Business](#)
- [Building Your Service Team From The Top](#)
- [Customer Service For Service Organizations](#)
- [Proactive Service Workshop](#)
- [Thriving As A Service Contractor](#)
- [Electrical Troubleshooting for HVAC Service - Level 1](#)
- [Electrical Troubleshooting for HVAC Service - Level 2](#)

To find out what the courses entail, please click on the above link to see a brief outline. The complete Course Cataloge will be available shortly.

MSCA - Service Contractor Educational Conference

MSCA ANNUAL EDUCATION CONFERENCE - Registration has opened for the Mechanical Service Contractors of America's (MSCA) 2009 National Conference scheduled for October 18 - 21, 2009 in Bonita Springs, FL .

Some of the brightest minds in the mechanical service industry will be there to help you deal with and overcome the major challenges facing all service contractors today.

This is an exceptional conference and MSCC members are able to register at member pricing. This is a conference we would highly recommend and each year, more and more Canadians participate! Please join us.

View and download the complete conference brochure and registration forms from <http://www.msca.org> or register on-line at <http://www.mcaa.org/education/msca/annualconference>.

Early-bird registration runs until July 17th so be sure to register soon to SAVE!

Welcome New MSCC Members

WELCOME TO NEW MSCC MEMBERS - The Mechanical Service Contractors of Canada continues to grow and is very please to welcome the following new members...

Reinhardt Plumbing, Heating & Air Conditioning, Regina, SK.

Contact: Patty Reinhardt T: 306.543.7400 E: reinhardt@sasktel.net

Rogers Plumbing & Heating, Brantfor, ON.

Contact: Roger J. Crawford T: 519.753.4421 E: cpumps@on.aibn.com

Fahrhall Mechanical Contractors Ltd., Windsor, ON.

Contact: John Bertotti T: 519.969.7822 E: fahrhall@fahrhall.com

Is Your Service Department In Full Swing?

The Times They Are Changing - Is Your Service Department In Full Swing? -

You are competing in a different market today than you did a year ago. Keep in mind that many of your customers are listening to the same news stories that you were before you made the decision not to participate. Many of them are choosing to repair their current systems and maintain what they already have instead of buying new. If you have not repositioned your service department to focus on this new mentality, you are losing ground. Here are some things that you must put in place today to provide "The Experience" that will bring the customer back for years to come:

- *Eliminate anything in your company that prevents you from being more responsive on the service side.*
- *Get your pricing where you need it to be. Remove any doubt - be confident in what you charge!*
- *Look at Flat Rate Pricing - your customers want to know the full cost of the repair before you start the work. If you simply give them a price per hour, they may be hesitant to tell you to do the work since they really don't know what the full cost will be.*
- *Get your [Maintenance Agreement](#) program in place and make sure every person in your company is familiar with the benefits and can explain them to your customers.*
- *Train your service technicians on how to look for other opportunities to provide service while in the customer's home. If they can point out potential problem areas that could cost the customer more money by ignoring them, you will pick up additional business and save the customer money at the same time.*

Remember, it's your choice. You can choose to participate in the doom and gloom or you can look for opportunities to grow your business. If you can put the puzzle

pieces in place to provide an exceptional customer experience, and shift to the service and maintenance trend in your market, you will be at an advantage and will put your company in a position for growth. Some of your competitors have chosen to participate in the doom and gloom and are wallowing in the fear of the market. Seize this opportunity; provide the service your customers want today and position your company so when the economy takes a turn back, your customers will come right to your door. (Source: Grandy & Associates March 2009)

Contact Us

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