



Mechanical Service Contractors of Canada

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ONE-DAY SERVICE CONTRACTOR FORUM

Increasing Your Maintenance Base to Grow Profits

The **Mechanical Service Contractors of Canada** (MSCC) invites you to join us for a special **"One-Day Forum"** dedicated to Canada's mechanical service contractors. This unique program offers you the opportunity to discuss issues of common interest, participate in educational sessions and establish business relationships...all in a relaxed and social atmosphere. This event only happens once-a-year so don't miss out! Sign up today!

Where Should I Be... Fairmont Le Chateau Frontenac, Quebec City, Quebec !

When Should I Be There... Wednesday, September 14, 2011, 10:00am – 4:00pm !

What's Happening... Workshop on "Increasing Your Maintenance Base to Grow Profits" – One Day Only !

Who Should Attend... Anyone in the mechanical service, repair or retrofit industry !

How Do I Find More... Visit www.servicecontractor.ca, call 613-232-0492 or email daryl@mcac.ca !

Don't Miss This Special "One-Time Only" Presentation...

Increasing Your Maintenance Base to Grow Profits... This program has never been seen in Canada and this will be your only opportunity to attend this course specifically dedicated to profits through Preventative Maintenance!

The 5 hour program will provide attendees with a superior understanding of the critical tools they need to enhance profits by growing their preventative maintenance sales base. Designed specifically for the HVAC service management team, this program provides all the information needed to determine specific value to be gained through an expanded maintenance base. You will learn how growing your maintenance base can result in a booming repair and retrofit business.

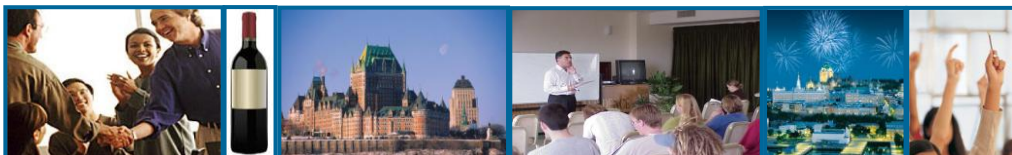
Specific topics include maintenance sales vs. project sales; multiplier effect and annuity growth principle; types of maintenance plans; keeping sales activity high; evaluating compensation plans; prospecting; estimating tools, managing mark-ups; retaining customers and profitability measures. Steve Smith is VP of ACCO Engineered Systems, Glendale, CA.

And How Much Does This Cost...

MCA Canada Fully Registered Conference Delegate.....	\$ Included
One-Day Forum Only	\$ 215.00 (HST & QST Included)

Service contractors who wish to attend pay only **\$215** taxes in. Lunch is also included. For MCA members who are attending the 2011 Annual National Conference, this event is included as part of your program.

Wednesday, September 14, 2011 * Quebec City, PQ * Fairmont Le Chateau Frontenac



MECHANICAL SERVICE CONTRACTORS OF CANADA

REGISTRATION FORM



MECHANICAL SERVICE CONTRACTORS OF CANADA

DELEGATE INFORMATION...

RESERVATION CUT-OFF: **Fri., August 26, 2011**

First Name:		Last Name:	
Spouse/Companion Name:		Last Name:	
Company Name:		Title:	
Company Address:			
City:	Prov./State:	Postal/Zip Code:	
Bus. Tel: ()	Bus. Fax: ()	eMail:	
Home Address:		Home Tel: ()	
City:	Prov./State:	Postal/Zip Code:	
Category: (Please <input checked="" type="checkbox"/> all that apply)			
<input type="checkbox"/> MSCC Member <input type="checkbox"/> MCAC Member <input type="checkbox"/> MCAC Associate Member			
<input type="checkbox"/> Association Manager <input type="checkbox"/> Non-Member <input type="checkbox"/> Guest <input type="checkbox"/> Media (Complimentary)			
Fees: (Please <input checked="" type="checkbox"/>)			
<input type="checkbox"/> MCAC Conference Delegate \$ Free <input type="checkbox"/> One-Day Fourm \$215 <input type="checkbox"/> One-Day Forum + Evening Events \$400			
<small>HST & QST are included in the fees.</small>			

REGISTRATION PAYMENT...

*Cheque (Members Only - Payable to MCA Canada) MasterCard Visa American Express

Credit Card #: _____

Expiry Date: _____

Cardholder: _____

Signature: _____ Date: _____

SEND THIS FORM TO...

SEND THIS FORM TO:

MSCC Canada
601- 280 Albert Street
Ottawa, Ontario K1P 5G8
or Fax: (613) 235-2793
or Email: daryl@mcac.ca

FOR HOTEL RESERVATIONS CONTACT...

Fairmont Le Chateau Frontenac Hotel
Hotel Reservations: (418) 692-3861
Global Reservations: (800) 441-1414
Group Code: MCAS11