



**reENVISION**

**MSCA19**

THE BROADMOOR

OCT 13-16 COLORADO SPRINGS





The mechanical service industry has enjoyed a time of exceptional growth. We've invested in new technology. We've explored new ideas. We've expanded our business and inspired the next generation of service contractors. It is certainly a time to celebrate. But it is also a time to recalibrate and reflect.

Have we achieved all we can? Do we rest on our laurels? Can we better prepare ourselves for a successful future? How do we sustain the growth we are currently experiencing? We've envisioned what that looks like.

## Now we must **re-ENVISION.**

Re-UNITE with your industry in Colorado Springs for a re-INVIGORATING four days of re-CHARGING. Re-INVEST in the latest technology, re-EXPLORE exciting ideas, re-EVALUATE your business thinking and re-INSPIRE yourself at a re-MARKABLE resort—the Broadmoor.

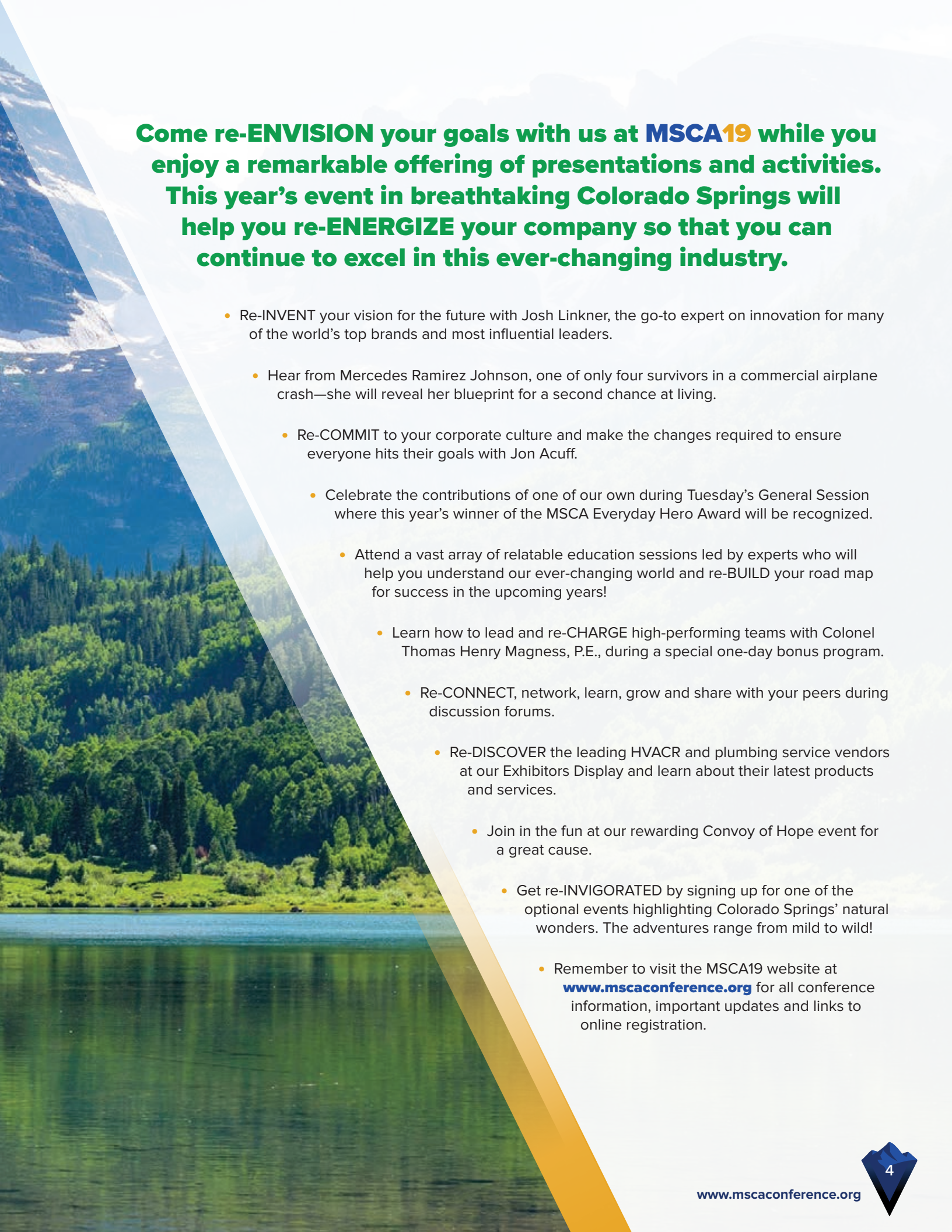
MSCA invites you to re-COMMIT, re-CONNECT and re-KINDLE your excitement for re-ASSURED success.

**The skies are clear in Colorado.  
Let's re-ENVISION.**









**Come re-ENVISION your goals with us at MSCA19 while you enjoy a remarkable offering of presentations and activities. This year's event in breathtaking Colorado Springs will help you re-ENERGIZE your company so that you can continue to excel in this ever-changing industry.**

- Re-INVENT your vision for the future with Josh Linkner, the go-to expert on innovation for many of the world's top brands and most influential leaders.
- Hear from Mercedes Ramirez Johnson, one of only four survivors in a commercial airplane crash—she will reveal her blueprint for a second chance at living.
- Re-COMMIT to your corporate culture and make the changes required to ensure everyone hits their goals with Jon Acuff.
- Celebrate the contributions of one of our own during Tuesday's General Session where this year's winner of the MSCA Everyday Hero Award will be recognized.
- Attend a vast array of relatable education sessions led by experts who will help you understand our ever-changing world and re-BUILD your road map for success in the upcoming years!
- Learn how to lead and re-CHARGE high-performing teams with Colonel Thomas Henry Magness, P.E., during a special one-day bonus program.
- Re-CONNECT, network, learn, grow and share with your peers during discussion forums.
- Re-DISCOVER the leading HVACR and plumbing service vendors at our Exhibitors Display and learn about their latest products and services.
- Join in the fun at our rewarding Convoy of Hope event for a great cause.
- Get re-INVIGORATED by signing up for one of the optional events highlighting Colorado Springs' natural wonders. The adventures range from mild to wild!
- Remember to visit the MSCA19 website at [www.mscaconference.org](http://www.mscaconference.org) for all conference information, important updates and links to online registration.

# KEYNOTE SPEAKERS

## Opening Celebration

### **Re-INVENT: How to Drive Disruption and Accelerate Transformation**

*Monday, October 14 – 8:00 a.m. - 9:30 a.m.*

## **Josh Linkner**

Companies, communities and individuals fail for many reasons, but one of the most common—and easily avoidable—is the failure to reinvent. When people and organizations rest on prior successes rather than drive purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces.

Transformation demands an ongoing process of rediscovery and reimagination. Venture capitalist and serial entrepreneur, Josh Linkner, will lay out a systematic approach for continually challenging and reinventing yourself and your business.

Change is inevitable. You need to decide: will you drive that change, or be driven away by it? Will you disrupt, or be disrupted? By choosing to deliberately reimagine your own status quo, you can re-secure a strong future for both your company and your career.





## General Session

### REFLECT: Second Chance Living

Tuesday, October 15 – 7:30 a.m. - 8:45 a.m.

## Mercedes Ramirez Johnson

Many people feel so overwhelmed by daily pressures and obligations that they find themselves in survival mode, operating with the assumption that there will always be a tomorrow in which they can fix today's problems, right today's wrongs, and take care of the truly important things they wished they'd done yesterday. Mercedes will move participants to put their challenges in perspective and carefully consider how the choices they make will profoundly affect their future. Her message focuses on personal success, overcoming challenges and finding authentic fulfillment. Through her gripping, poignant, yet humorous account of her plane crash and long-fought recovery, Mercedes proves that everyone can achieve their dreams.

In 1995, Mercedes Ramirez Johnson narrowly survived a commercial airplane crash that killed 160 people, including her parents. As one of only four survivors of this tragedy, she vowed that she would make her second chance at life count... and she has—not only for herself, but also for the tens of thousands who have heard her story and her message.

Mercedes, along with Kip Bagley, will also participate in the presentation of the sixth annual **MSCA Everyday Hero Award**. This award has become a highly-anticipated feature of the conference where one special person is recognized for his or her selfless contributions to their community. Don't miss your chance to nominate those in your company who you believe are deserving of this honor. The fill-able nomination form in PDF can be found on the MSCA website at [www.mscaconference.org](http://www.mscaconference.org).

## Closing Session

### Re-FOCUS, Re-ASSESS and FINISH

Wednesday, October 16 – 1:15 p.m. - 3:15 p.m.

## Jon Acuff

According to a study conducted by the University of Scranton, 92% of resolutions fail. That's a staggering number considering how important goals are to companies.

You actually have a greater shot of getting into Julliard in New York City to be a ballerina than hitting your next sales goal. Or your next budget reduction. Or your next widget production.

At every element of your work, goals matter. What if we could do some simple things to improve how often we finished what we started? What if we could complete the incomplete projects and tasks? What if we could get more done in a world full of opportunities and endless distractions?

New York Times bestselling author, Jon Acuff, says you can. Jon will share easy changes you can make to your corporate culture to make sure everyone hits their goals. Some of the ideas are obvious. Some are counterintuitive. Some will surprise you, but the best part is that they actually work.

The good news is, you can learn to finish. It's not a natural talent some people have, and others do not. It can be taught. Starting is fun, but the future belongs to finishers.



# BREAKOUT SESSIONS

This year's breakout sessions will offer insights, techniques and tools to re-CHARGE your growth, re-ENGAGE your mind and help you reach new levels!



## Peter Sheahan

### Re-INSPIRE: Sustaining Growth Through Transformation

The world is facing unprecedented disruption from artificial intelligence, machine learning, broader shifts in technology and the way we work. Whether you approach these changes as a C-suite executive setting strategy, a middle manager making technical decisions, or a sales person positioning your product and value in the marketplace, we all need to grow at a faster rate than the external environment is growing.

In an engaging, case study-rich presentation, **Peter Sheahan**, CEO of global consultancy ChangeLabs™ and popular presenter at past MSCA conferences, will help you understand how to lead your organization in a rapidly changing and competitive environment, navigate the growing regulatory and disruptor challenges that put pressure on your operations, and align behind a strategic vision to find opportunity. During this year's presentation, Peter will use real-world examples of individuals who have been able to move towards the edge of disruption and transform their teams and organizations by:

- Telling themselves the truth and taking ownership for the changes in their industry
- Focusing on impact by unleashing a burning aspiration to innovate, adapt and grow
- Aligning on a shared vision of inspiration and growth

## Phil Jones

### Re-DISCOVER: Exactly How to Sell—Even if you Hate Selling

**Phil M. Jones**, author of five international best-selling books, and the youngest winner of the coveted “British Excellence in Sales and Marketing Award” has made it his life's work to demystify the sales process. He reframes what it means to “sell” and helps his audiences to learn new skills that reinforce confidence, overcome fears and instantaneously impact results. He is by no means your typical sales expert.

Phil is famous for his inspiring “Magic Words.” He has a highly engaging, practical approach to a subject that is often littered with hype and power-hungry “gurus.”

Rediscover exactly what it takes to develop a community of customers who continue to spend with you, refer you to others and build your reputation. Explore the winning tools and techniques that you can use to increase your confidence ahead of your sales conversations and achieve more from every interaction you have.







## Ryan Estis

### Re-ENGAGE: Passion On Purpose—Turning Corporate Culture Into a Competitive Advantage

**Ryan Estis**, has more than 20 years of experience as a top-performing sales professional and leader. He will refresh your perspective on how to cultivate a high-engagement, high-performance work culture. As we prepare for the next growth cycle in business, leaders need to understand the needs and expectations of the modern workforce. Ryan pushes back on conventional thinking with new research and case studies from category-leading companies that succeed at maximizing human potential and elevating performance.

To win in today's market, you need a healthy organization: tuned-in employees, authentic leadership, open communication and trust. Leaders are called to cultivate the kind of workplace where people come first and performance and profit follow. Most organizations leave too many opportunities on the table and waste a huge amount of their people's potential. This session will offer practical advice to help you reverse that trend.



## Leah Gutmann

### Re-ESTABLISH: Sustaining the Financial Health of Your Service Business

Why is it that some service businesses are able to maintain growth and profitability year over year, while others dip and spin in financial uncertainty? The key to financial health and sustainability is knowing what financial benchmarks you should be measuring and why.

During this session, **Leah Gutmann**, owner of First Forward Consulting, LLC, will reiterate how setting a few key financial targets and knowing how to diagnose the results will reinforce attendee's ability to know where to focus their efforts and how best to use their resources.

Leah currently sits on the Board of Education for the Mechanical Contractors Association of Western Washington (MCAWW), where she offers her expertise on specific industry training needs and cutting-edge trends. Those in attendance will walk away with a clear understanding that just measuring key benchmarks is not enough. Companies must be willing to implement foundational policies that will change the service culture of their business. Benchmarks are the diagnosis, and culture is the cure.



## **Anthony Huey**

### **Re-BRAND: Talk Like a Leader**

The old adage, ‘what people perceive, is what they believe,’ has never been truer than in today’s superficial society. Whether you realize it or not, you are constantly being judged by others, often subconsciously. How you communicate in everything from casual conversations to formal business meetings can be the difference between success and failure.

During this highly interactive session, **Anthony Huey**, owner of Reputation Management Associates, one of the nation’s leading communications training and crisis consulting companies, will demonstrate effective ways to leave a positive perception on a wide variety of audiences you deal with every day, including customers, prospects, internal staff, boards of directors, management, community partners, the news media, elected officials, investors and many others. Never again miss your only opportunity to connect and leave a lasting impression that others will remember.

## **Carl Herman**

### **Re-ENERGIZE: Hiring and Motivating a Top Sales Team**

**Carl Herman**, Director of Operations at University of Houston’s Sales Excellence Institute and lead professor at MSCA’s Sales Masters Program, brings a wealth of knowledge and experience in motivating and training the next generation of salespeople. This session will help you gain a better understanding as to why certain sales people quickly become productive and perform well. He will delve into the value of “dashboards” that encourage peer pressure and healthy competition and how focused training of the sales process, especially understanding the customer’s problems and needs, can ensure exceptional sales results. Carl will also explore the hiring process and the qualities to look for when hiring salespeople. The importance of utilizing a CRM system will also be discussed.



## **Jon Finch and Tim Herbert**

### **Re-IMAGINE: How to Enhance Your Recruiting Pipeline**

Your business relies on the best people to get the work done. As generations change, we need to rethink our methods to get people to join our business. Join **Jon Finch**, Vice President of Training, Milwaukee Tool, and **Tim Herbert**, Lead Organizer, Washington State Pipe Trades, to discuss how you can proactively target and engage your future workforce. During this session, you will refresh your recruiting perspective and leave with actionable steps to increase your hiring potential.

#### **Focus topics:**

- Re-INVIGORATE your candidate pool—where to target
- Re-DESIGN your recruiting pitch—how to tell your story
- Re-ENGAGE your connection strategy—solutions to increase your impact and network reach

**Kurt Steenhoeck, UA International Rep**  
**Rich Benkowski, UA Training Specialist**  
**Russ Borst, Hurst Mechanical**  
**Chris Carter, Murphy Company**

## **Re-ASSES: Liability and Risk Management of Healthcare Facilities**

Does your firm participate in new construction, renovation and maintenance of healthcare facilities? Does your firm perform or have service contracts with any of these? Does your firm work on cooling towers, ice machines, or humidifiers in hospitals, skilled nursing homes or critical access hospitals? Install or renovate plumbing, medical gas piping or fire protection systems?

If you answered yes to any of these questions, this session will provide you with crucial information to help your customers and your workers be in compliance with new mandates. Every healthcare facility is required to create a water management team compliant with ASHRAE 188-2018. Every water management team requires involvement by mechanical service contractors. Participants will learn Legionella intervention and how to manage the liability by adding value and support to their customer's water management teams.



### **Jared Martin**

## **Re-EVALUATE: Tenets of Personal Finance**

Ensure your financial future and gain a better understanding of how your money can provide you with the best return. Innovest Vice President and Certified Financial Planner® **Jared Martin** will outline aspects of personal finance and ways to reinforce your finances through estate planning, education planning, insurance, health care, investing and retirement planning. Jared will identify best practices and implementation process improvements that can maximize efficiencies for retirement. At Innovest, Jared provides consulting services to committees, boards and individuals. He also manages the relationships between service providers and plan sponsors and provides ongoing vendor management for Innovest's clients. After the session, attendees will be able to better put together the pieces of their personal finance puzzle.





# ONE-DAY OPTIONAL BONUS PROGRAM

## Ready-Redeploy-Respond: Leading High-Performing Teams

Sunday, October 13 – 7:30 a.m. - 1:30 p.m.



## Featuring Colonel (Ret.) Thomas Henry Magness, P.E.

High-performing teams reach this measure of success when they have a solid foundation of productive communication, create innovative solutions and consistently achieve great results. The leaders charged with maintaining this level of excellence have a unique challenge to keep the well-oiled machine communicating, creating and achieving. To achieve and sustain this level of performance from both the team and the leader, **Colonel Tom Magness**, embraces the notion that daily training builds confidence and competence when operating in a volatile, uncertain, complex and ambiguous (VUCA) environment, while providing essential skills and knowledge—resulting in readiness. Based on the principles learned from this concept, this special session led by Colonel Magness will help you gain a better understanding and help elevate your organization's purpose resulting in a common shared vision of success or end-state.

The session will draw on examples from military, sports and corporate America to highlight the value and best practices in communicating leader's intent and how two-way communication develops ownership of the mission as well as future team empowerment. Discussion will also focus on the significance of early leader development and how to motivate developing leaders. Participants engage in hands-on practical exercises, small group discussion and lively dialogue spotlighting critical issues identified by the client hoping to elevate their teams to this level.

Since first entering the U.S. Army as a cadet at the United States Military Academy, Colonel Magness has been a leadership "work in progress." He has led military organizations from Platoon to Brigade. His unique background combines his service and education as a professional engineer with the confidence and professional development that comes from being an "Airborne Ranger!"

As a commander (CEO) with the U.S. Army Corps of Engineers, he has completed numerous projects as part of multi-billion dollar construction programs. Following retirement, Colonel Magness served as COO for a \$300M international construction company until leaving to start his own company, teaching high-impact leadership strategies across the country.

### Attendee Value and Takeaway:

- Identify common attributes in leading high-performing, cohesive, mission-focused teams and their application to business teams
- Examine the factors that enable synergy within a team
- Discover the direct correlation between communication of commander's intent and empowerment

Explore the value of the Army's after-action review process as a means of communication, encouraging innovation and learning from challenges.

*The cost for this special program is \$450 and includes breakfast, lunch and a copy of Colonel Magness's book "Leader Business."*

# PEERS & PARTNERS

## Peer Group Forums

*Monday, October 14 – Session #1:  
2:15 p.m. - 3:00 p.m.*

*Monday, October 14 – Session #2:  
3:30 p.m. - 4:15 p.m.*

*Wednesday, October 16 – Session #3:  
8:30 a.m. - 9:30 a.m.*

Peer Group Forums give you the opportunity to talk about topics of interest and concern. Together, these sessions will help you reconnect to a larger vision for your company. During these discussions, you will have plenty of time for rediscovering best practices with your peers and leaders in the field.

*Monday's session topics may include:*

**REMARKABLE:** Gadgets and Gizmos

**REFRESH:** Plunging into Plumbing Service

**RENEW:** Contract Renewals

**RECRUITING:** Finding and Keeping the Best

**RETENTION:** Employee Engagement

**REFUEL:** Fleet Management/Best Practices

**RESILIENCE:** Bottomline Safety

**RESPOND:** Sales Insights

**REPEAT:** Automation – BMS

**RESOURCEFUL:** Value Added Services

**RECONCEPTUALIZATION:**

Concepts and Ideas for Empowering Techs

Wednesday's Peer Group Forum will be broken down by company size to ensure relatable and relevant discussion based on the 2019 MSCA benchmark survey.



## Exhibitors Display

*Monday, October 14 – 9:30 a.m. - 12:30 p.m.*

Rediscover the latest HVACR and plumbing products, services and innovative technologies at this year's special Exhibitors Display. Our industry's leading suppliers will be on hand this year, supporting our conference and providing you with a unique opportunity to get first-hand information on all they have to offer. This year's display will include lunch and rewards for those in attendance!

## Women in the Mechanical Industry

*Monday, October 14 – 4:15 p.m. - 5:15 p.m.*

Join other women executives from HVACR and plumbing service companies across the country for a casual networking session. You will have the opportunity to share ideas, challenges, insights and strategies for success while meeting new friends and developing a brand new support group of peers.



**WOMEN** *in the*  
**MECHANICAL**  
**INDUSTRY**



# RECREATIONAL EVENTS

**Re-CHARGE your spirits with these optional recreational events as you take time to enjoy all that breathtaking Colorado Springs has to offer.**

***Tuesday, October 15***

These events are available to registered attendees only. Space is limited on some excursions, so sign-up early. Trips are subject to cancellation if the required minimum number of registrations is not received. A full refund will be issued if a trip is cancelled.

## **27th Annual MSCA Golf Tournament—West Course**

***1:00 p.m. Shotgun Start***

Get ready for rolling fairways, multi-level greens and demanding hazards at The Broadmoor's stunning yet formidable West Course, a former host site for PGA Cup matches. At 6,800 feet, this 18-hole course offers breathtaking views of both the mountains and Colorado Springs. The West Course plays tighter off the tee, with more heavily tree-lined holes and gives players an array of spectacular approach shots. This tournament is open to golfers of all skill levels. The cost of \$230 per person includes the green fee, cart fee, range balls, tournament fee and use of guest lockers. Registration is limited to the first 100 paid golf registrations received. All registered attendees and spouses are welcome to play.





## Soaring Zip Line Adventure— Woods Course

1:30 p.m. - 5:00 p.m.

Descend 225 steps alongside Seven Falls before soaring over the amazing landscape around the famed Seven Falls. Experienced guides make this a fun and meaningful experience for both novice and experienced zip-liners. The cost of \$215 per person includes professional guide, ground school, orientation, all equipment and roundtrip transportation.

*There is a 250 lb. weight limit for any participant.*

## Jeep Tour on Pikes Peak Highway

12:45 p.m. - 5:45 p.m.

Explore Pikes Peak in an open-air 4-wheel-drive jeep on this amazing tour. A cowboy driver will serve as your guide as you make your way up America's Mountain via the scenic Pikes Peak Highway. Your driver will share amazing anecdotes about the region's history, and cameras are a must to capture the incredible vistas that greet you at every turn. The cost of \$190 per person includes box lunch, snacks, guide, water, blankets and rain ponchos.

## Olympic Training Center Tour

2:00 p.m. - 4:30 p.m.

Get a glimpse of the behind-the-scenes training of the athletes residing at the Olympic Training Center. Colorado Springs is home to the U.S. Olympic Committee and one of just three Olympic Training Centers in the country. This exclusive guided tour will show you the high level of dedication it takes to become an Olympian, and you will also meet an athlete in training and learn about their Olympic goals and dreams. The cost of \$175 per person includes VIP tour of training center, meet and greet with athlete and roundtrip transportation.





## **Re-INVIGORATING: 7th Annual MSCA Sun Run**

***Wednesday, October 16 – 7:00 a.m. - 8:00 a.m.***

Start your day off right! Join us for a 5K run/2-mile walk around the grounds of the Broadmoor estate. Enjoy the morning sun and mountain view as you race to the finish line, and get your energy revved up for the last day of MSCA19. Participants will be timed, and the winners will be recognized. There will be water stations, recovery areas and finish line refreshments. What a great way to start your day! Conference attendees and spouses are welcome to attend!

# SPECIAL SPOUSE PROGRAM

Registered spouses are invited to attend all conference activities, including all social events, general sessions, educational seminars, spouse events and optional trips. Spouse registration is only \$600 at the early-bird rate (ends July 12) or \$650 at the regular rate.

## Re-LIVE: Wine Tasting and Art History Tour

*Monday, October 14 – 11:30 a.m. - 2:00 p.m.*

Enjoy a special wine tasting and tapas prior to a unique art history tour of the Broadmoor. With one of the finest collections of Western Art in the world, a Broadmoor Historian will walk you through an almost forgotten time as shown through the eyes and palettes of some of the greatest artists in the world. Learn how these paintings, and the artists who created them, chronicled the taming of the American West. Registration will be onsite.

## REWARDING: Convoy of Hope Packing Party

*Tuesday, October 15 – 9:00 a.m. - 11:30 a.m.*

MSCA and Convoy of Hope have been partnering for a DECADE! Our popular annual Packing Party is fun for a very worthy cause. For the tenth year, we will partner with Convoy of Hope to give back to communities in need, as we groove to tunes played by featured entertainment. We hope you will lend a hand and have a great time with this REWARDING charitable event.



# HOTEL & TRAVEL INFORMATION



# Early Bird Registration is available for MSCA19

**Register by July 12, 2019**

**Registration is \$1,400**  
**Spouse Registration is \$600**

**Register beginning July 13, 2019**

**Registration is \$1,500**  
**Spouse Registration is \$650**

## About the Hotel

At the Broadmoor, the spirit of the West inspires the adventurer within, providing endless opportunities to explore the picturesque mountains, streams and canyons that have inspired generations. Since first opening their doors over a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of the American West. Today, that tradition is met with warm, genuine hospitality and an unmatched selection of programs and activities that celebrate the magnificent surroundings.

Hike through scenic trails and lush valleys. Try your hand at authentic Western adventures from horseback riding and mountain biking, to archery or canoeing on Cheyenne Lake. Experience an iconic Colorado Springs resort where personalized luxury offers an escape from the ordinary and modern details blend seamlessly with the timeless European elegance of their historic hotel.

From the moment that you step into The Spa at The Broadmoor, you have embarked on an extraordinary journey of rejuvenation, balance and pure relaxation. The Forbes Travel Guide Five-Star Spa follows the footsteps of their founders, Spencer and Julie Penrose, who traveled the world to create an oasis of culture in Colorado Springs - then considered the uncivilized West. Their skilled spa practitioners honor this tradition with restorative treatments that are tailored to address the unique needs and wellness goals of every guest in a luxurious yet serene setting.

## Activities

Colorado Springs has no shortage of activities to offer, with more than 55 area attractions, including trains, museums, parks, a zoo and more. Whether you're looking for outdoor thrills, or educational and cultural activities, the options are limitless.

## Airport

Easily accessible by car as well as by air through both Colorado Springs Airport (15 minutes away) and Denver International Airport (90 minutes away)—this is where convenience and comfort unite. Roundtrip and one-way shuttle service between both Colorado Springs Airport and Denver International Airport and the resort can easily be arranged through The Broadmoor Transportation Department once you have finalized your flight plans. Please contact 719-362-3276 to arrange reservations or learn more about the airport shuttle services and other transportation options.

## Rates and Reservations

Special room rates for the MSCA conference are \$329/night for run of the house rooms, \$359/night for premier rooms, plus a \$20 resort fee. Suites are available upon request. The rate is offered three days prior to and three days after the conference for extended stays, based on availability. Hotel reservations must be received by September 1, 2019, to guarantee a room at the conference rate. Reservations are processed on a first come, first serve basis.

For additional information on accommodations, contact Sobeida Orantes at 1-800-556-3653 or via e-mail at [saorantes@mcaa.org](mailto:saorantes@mcaa.org). To make a hotel reservation, complete the room registration section of the online registration form. A credit card and two night deposit is required to reserve your room. Reservations are refundable within 72 hours of arrival – after that time, a one-night room and tax fee will be charged to your credit card.

# SCHEDULE OF EVENTS AT A GLANCE

(Subject to Change)

## Sunday, October 13

7:30 a.m. - 1:30 p.m.	Bonus Program: Leading High-Performing Teams with Colonel Thomas Henry Magness, P.E.
1:00 p.m. - 7:00 p.m.	Conference Registration
3:00 p.m. - 7:00 p.m.	Exhibitor Set-up
5:30 p.m. - 6:30 p.m.	First Timers Reception
7:00 p.m. - 9:00 p.m.	Welcome Opening Reception

## Monday, October 14

7:00 a.m. - 5:00 p.m.	Registration
7:00 a.m. - 8:00 a.m.	Breakfast
8:00 a.m. - 9:30 a.m.	General Session featuring Josh Linkner
9:30 a.m. - 12:30 p.m.	Exhibitors Display and Lunch
11:30 a.m. - 2:00 p.m.	Spouse Program: Wine Tasting and Historic Art Tour
12:30 p.m. - 2:00 p.m.	Education Session I (3 concurrent sessions)
2:15 p.m. - 3:00 p.m.	Peer Group Forums I
3:30 p.m. - 4:15 p.m.	Peer Group Forums II
4:15 p.m. - 5:15 p.m.	WiMI Reception

## Tuesday, October 15

6:45 a.m. - 7:30 a.m.	Breakfast
7:00 a.m. - 12:00 p.m.	Information Desk
7:30 a.m. - 8:45 a.m.	General Session featuring Mercedes Ramirez Johnson and Everyday Hero Award
9:00 a.m. - 10:30 a.m.	Educational Session II (3 concurrent sessions)
9:00 a.m. - 11:30 a.m.	Convoy of Hope Packing Party
10:45 a.m. - 12:15 p.m.	Educational Session III (3 concurrent sessions)

### Optional Tuesday Afternoon Events:

- MSCA Golf Tournament
- Soaring Zip Line Adventure — Woods Course
- Jeep Tour on Pikes Peak Highway
- Olympic Training Center Tour

## Wednesday, October 16

7:00 a.m. - 8:00 a.m.	7th Annual MSCA Sun Run
7:45 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. - 9:30 a.m.	Peer Group Forums III
9:45 a.m. - 11:15 a.m.	Education Session IV (3 concurrent sessions)
11:30 a.m. - 1:00 p.m.	Education Session V (3 concurrent sessions)
1:15 p.m. - 3:15 p.m.	Closing Session Luncheon and Changing of the Guard featuring Jon Acuff
7:00 p.m. - 10:00 p.m.	Final Party Celebration

# THANKS TO THE MSCA 2019 SPONSORS

(AS OF APRIL 29, 2019)

## Level 1



## Level 2



## Level 3





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[www.mscaconference.org](http://www.mscaconference.org)