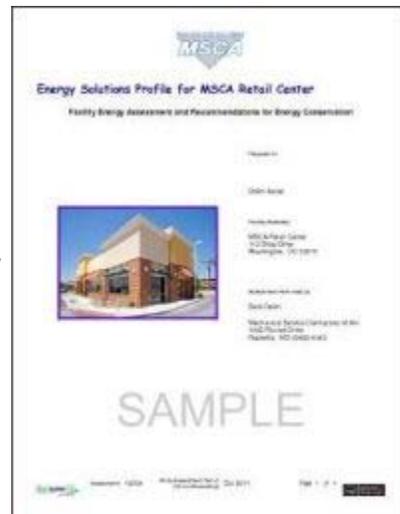




GreenSTARs! Energy Solutions Profile Reporting Software Now Available for Your Use

If you're a GreenSTAR you can now apply for and start using MSCA's Energy Solutions Profile (ESP) Web-based software. Complete [this form](#) and submit it to MSCA so you can receive your login name and password to access this exclusive benefit. Once you have this information, go to <http://esp.msccstar.org> to view two brief tutorials which will help you navigate the software. Then get ready to start creating useful and attractive benchmarking reports (like the sample at right) for your customers and prospects!

Also note that a special webinar will be held on June 26, 2012, at 1:00 p.m., Eastern Time, to help you better understand and utilize the software and answer any questions you may have. This webinar is open to all MSCA members. [Click here](#) to register.



If you are not a GreenSTAR, now's the time to pursue this elite designation. When you become GreenSTAR qualified, you'll have access to the ESP software, our brand new customizable sales brochure, the GreenSTAR DVD to take on the road with you or to post on your Web site and so much more! [Click here](#) to access the GreenSTAR application and take the first step to becoming the energy solutions provider of choice in your marketplace!

Effective Energy Sales the Focus of MSCA LIVE 2012 Optional Program

If you're craving more energy solutions sales knowledge, then you'll want to sign up for the optional program held October 14 from 7:30 a.m. to 2:00 p.m., just prior to MSCA LIVE 2012! *Taking Energy Solutions to the Next Level: Selling Efficiency Effectively* will provide you with a wealth of information and insights on how to drive business and enhance sales of energy efficiency solutions.

During this program you will learn to:

- ▶ Understand and sell all the benefits of enhanced efficiency (utility cost, non-utility cost financial and non-financial)
- ▶ Appreciate the differences in decision-making drivers among owners/landlords/tenants
- ▶ Identify and appeal to sector-specific and role-specific benefits
- ▶ Generate leads and successfully network
- ▶ Develop accounts
- ▶ Anticipate and address myths and objections
- ▶ Communicate strategies and tactics, including the value of a well-crafted "elevator pitch"
- ▶ Understand your prospects and building rapport
- ▶ Calculate a project's true return
- ▶ Use life-cycle cost to justify higher first-cost, premium-efficiency solutions
- ▶ Distill the costs/benefits into a concise one-page financial summary that emphasizes the proper decision-making metrics
- ▶ Leverage the ENERGY STAR® Portfolio Manager energy performance benchmarking tool to open doors and document progress

Each attendee of this program will also receive a copy of *The Playbook to Learning to Sell Efficiency Effectively* containing all presented slides as well as tip sheets, templates, exercises, glossary and selected reprints.

Program presenter Mark Jewell is president of Energy Efficiency Funding Group, Inc., and the Efficiency Sales Professional Institute. He is a nationally recognized subject matter expert, author, coach and speaker focused on applying energy efficiency to create value. Mark worked closely with the EPA in creating and promoting ENERGY STAR for Commercial Real Estate and helped test, debut and deploy the Portfolio Manager benchmarking tool.

Breakfast, lunch and all program materials are included with your optional program registration fee which is \$300 for conference attendees and \$450 for those who would just like to attend this one session on October 14. Space is limited. [Register today](#) to attend MSCA LIVE 2012 and be sure to add the special optional program to your registration.

Customizable GreenSTAR Sales Brochure and Promotional Items Now Available

GreenSTARs will soon be receiving information via e-mail about accessing our brand new customizable GreenSTAR sales brochure which was created to support a consultative sales approach that puts the customer at the center of the discussion. Information about ordering your company's customizable GreenSTAR DVD and new promotional items including uniform patches and decals will also be included in the communication.

New GreenSTAR Web Site Will Help Potential Customers Find You

In July, MSCA is scheduled to launch a brand new Web site, www.mscaenergy.org, for GreenSTARS and for companies looking to hire a GreenSTAR for their HVACR and plumbing business. Features of the new site include:

- Searchable "Find a GreenSTAR" map for building managers looking to hire the best
- GreenSTAR Marketing Resource Center featuring our new customizable sales brochure
- Resource Library for Building Managers who want to learn more about working with a GreenSTAR
- Link to the new ESP benchmarking software
- GreenSTAR store to purchase your company's customized DVD, uniform patches and other marketing items
- And more!



GreenSTARS: Watch your e-mail for details on how to complete your company profile on the Web site and for notification of when the new site goes live!

Apply To Become an MSCA GreenSTAR Today!

Today's building owners and managers are facing shrinking budgets, declining occupancy rates, increased competition and soaring energy costs. Now is the perfect time for you to step up to the plate and become your customers' energy solutions partner and work with them to provide energy saving solutions. Since over 35% of a building's energy usage is from HVAC systems, there is great potential opportunity for extensive savings. By becoming an MSCA GreenSTAR, you will be able to prove to your customers and potential customers that you have the skills, know-how and expertise to become their service provider of choice. As a current MSCA STAR, you only need to complete a short application and meet several requirements and you are on your way to GreenSTAR qualification. As a GreenSTAR, you will have access to a wealth of new training and marketing materials including:

- *Our new software program, Energy Solutions Profile, (ESP)* available exclusively to GreenSTAR contractors. ESP allows GreenSTARS to create an attractive and personalized benchmarking report, culled from data from your ENERGY STAR Portfolio Manager account, which includes recommendations for energy conservation measures.
- *A new sales brochure* that can be customized and used to promote your business
- *A new GreenSTAR Web site* (coming in July) with expanded features and benefits to support contractors and their customers
- *Building Benchmark Assessments Webinars* providing you the skills to determine how your customer's buildings compare to similar buildings through the EPA's ENERGY STAR program. [Click here for archived programs.](#)
- *New marketing tools to promote your GreenSTAR status* including uniform patches and truck and window decals
- *A customizable DVD* to showcase your energy services expertise and post on your Web site

Becoming a GreenSTAR is free and easy! Here's all you need to do:

Get started today by downloading the GreenSTAR [application and instruction form](#). Then, if you have any questions, call 301-869-5800 or 1-800-556-3653. And, to help you through the process, we will even provide you with a mentor to walk you through the application step-by-step. Just give us a call or e-mail Barbara Dolim at bdolim@mcaa.org or Elinore Tibbetts at etibbetts@mcaa.org.

Welcome New GreenSTARS!



MSCA is pleased to welcome four new GreenSTARS to the program: Dunbar Mechanical, Inc., Toledo, OH; Smith-Boughan, Inc., Lima, OH; Soefker Services, LLC, Memphis, TN; and Wolin & Associates, Inc., Des Moines, IA.

To join these contractors as a member of the elite GreenSTAR program, [click here](#) for an application and more information.

Thanks to Our MSCA LIVE 2012 Sponsors



(as of June 11, 2012)



1385 Piccard Drive | Rockville, MD 20850 | 301.869.5800

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