



MECHANICAL SERVICE CONTRACTORS OF CANADA

MSCC is implementing an aggressive national recruitment campaign beginning this year and continuing as its top priority for the next 3 years.

Working closely with many of the provincial MCA offices, MSCC has initiated a targeted strategy in Ontario and will be supporting the provincial MCA's across the country in their recruiting efforts. The recruitment goal nationally, as outlined in MCA Canada's most recent strategic plan, is 500 members in 3 years.

Recruitment is always a significant challenge that will require the support of every MCA, their Boards and the members. The MSCC Board feels it is an attainable goal that will be reached through a collaborative effort.

After reviewing the membership across the country over the last decade, it was interesting to note that it has declined slightly in the last 10 years. That signifies that this undertaking is both timely and more importantly, beneficial to the long term strength of all the Associations.

To assist in the ongoing recruitment effort, MSCC has provided a "Managers Orientation Kit" to every provincial MCA office. This kit contains all the pertinent information on the MSCC which should assist with recruitment.



Making contractor
members
more money
is our
first
priority



Mechanical Service Contractors of Canada
*The only organization dedicated to you...
the service, repair and retrofit contractor*

MSCC Board Members and staff are also available for trade shows, conferences and face-to-face presentations in your provinces and at special events. There has been a lot of effort put into creating promotional material that can be 'co-branded' or customized to each province's particular needs or to highlight the member benefits. Also, an online Customer Relationship Management (CRM) program was put in place and is available, free, for any of the MCA's to use in tracking and managing potential new members.

MCA Canada's Associate Members Council and many individual Associate Members have agreed to assist in this project on several levels. With front-line access to contractors across the country, they are a natural source to disseminate and distribute information on MSCC. They will also provide financial support and channels to deliver our message directly to service contracts.

While the recruitment campaign will be a top priority for the next few years, MSCC does have a number of ongoing programs, projects and services. The National Certification Program and the Energy Services programs, along with the service specific Educational Course all require attention and promotion. Discount programs and efforts to increase service contractor member's profiles, marketing opportunities and sales, are ongoing along with much, much more. Another 'special session' will be held in St. John's, NL at the 73rd National Conference.

As always, we encourage you to become an active participant in MSCC as we grow this organization together.

A handwritten signature in blue ink that reads "Scott Grobel".

Scott Grobel
MSCC Chairman