

FALL 2024

EDUCATION CATALOG



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CEI

ABOUT

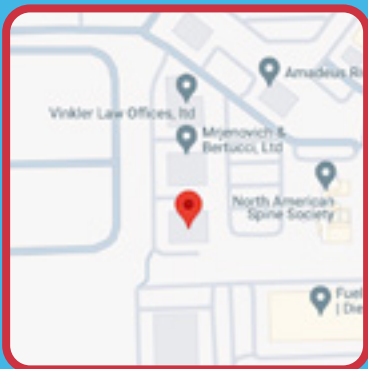
OUR GOAL & GUARANTEE

We work hard to provide truly exceptional programming designed to help you further your career. If any program of the Construction Education Institute® does not fulfill your goal we will gladly refund your money.

HISTORY OF CEI

The nationally-recognized Construction Education Institute® was founded in 1997 by MCA of Chicago and the Piping Education Council (PEC) to provide quality educational offerings for the industry. One major genesis for the founding of CEI came from a national study on union contractor productivity. It showed that 1) union contractors were overly reliant on the training of their workers for the success of their businesses and 2) that the management and office staff of non-union contractors were often better trained than the office staff of union contractors. CEI's university-quality programs span a wide range of topics from safety to people management to computer technology. The CEI facility is comprised of highly qualified educators well-versed in the mechanical contracting and service industry.

GETTING HERE



DRIVING DIRECTIONS

**7065 VETERANS BLVD.
BURR RIDGE, IL 60527**

The Construction Education Institute® is conveniently located in Burr Ridge, IL, close to I-294 and off of I-55. Exit I-55 at N. County Line Road (exit 276B) and turn left on Veterans Blvd. Continue left on Veterans Blvd. and follow the signs to building 7065.

LETTER FROM THE DIRECTOR OF EDUCATION

Dear Members,

The MCA of Chicago and Piping Education Council (PEC) are longtime partners in the creation and delivery of quality educational programming. We're always working to improve and build on our offerings — including the functionality of our comprehensive catalog. We're excited to present the Fall 2024 Education Catalog for the Construction Education Institute® (CEI), which has been reformatted to allow easier navigation and registration.

The new catalog offers 36 courses across five categories: Business Skills, Project Management, Info and Resources, Jobsite Skills and Technology, in addition to our Essentials of Project Management and Advanced Project Management certificate programs.

With your feedback and open dialogue, we can continue to offer outstanding programs and enhance the training we provide to the construction industry of Chicagoland and Northwest Indiana.

We look forward to seeing you in the classroom!



Mary Sebek
Director Of Education

MCA LEADERSHIP

MCA OF CHICAGO BOARD

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Daniel Bulley, Senior Vice President
Mary Sebek, Director of Education
Susan Rocque, Director of Finance

CLASS SCHEDULES



AUGUST 2024

8.22 - PLANNING SKILLS

SEPTEMBER 2024

9.17 - AI IN MECHANICAL CONTRACTING

9.18 - ONENOTE

9.19 - PRODUCTIVITY IMPROVEMENT

9.19 - TIME MANAGEMENT

9.20 - LEADERSHIP

9.25 - WATER, TEST AND BALANCE (DAY 1)

**9.26 - UNDERSTANDING MECHANICAL
SYSTEMS**

OCTOBER 2024

**10.1-10.2 - HOW TO GROW YOUR
RESIDENTIAL BUSINESS (2 DAYS)**

10.4 - PEOPLE MANAGEMENT

**10.8-10.9 - PROJECT MANAGEMENT FOR
SERVICE (2 DAYS)**

10.10 - LEGAL

10.16 - MEDLEY OF MICROSOFT

10.16 - WATER, TEST AND BALANCE (DAY 2)

10.17 - PROJECT INTERVIEWS

**10.22 - SUBSTANCE USE AND MENTAL
HEALTH IN THE TRADES**

10.24 - JOB COST CONTROL

10.24 - PROJECT BILLINGS & CASH FLOW

10.30 - WATER, TEST AND BALANCE (DAY 3)

NOVEMBER 2024

11.6 - LEED AND WELL

11.6 - BLUEBEAM LEVEL 1 PT. 1

11.6 - WATER, TEST AND BALANCE (DAY 4)

11.7 - INTRODUCTION TO WEBLEM

11.12 - SUCCESSFUL SERVICE TEAMS

**11.13 - FINANCIAL CONSTRUCTION
FOUNDATIONS FOR FOREMEN**

11.13 - WATER, TEST AND BALANCE (DAY 5)

11.13 - BLUEBEAM LEVEL 1 PT. 2

11.14 - BASIC CONTRACTS

**11.15 - MANAGING AND IMPROVING
PRODUCTIVITY**

11.20 - WATER, TEST AND BALANCE (DAY 6)

DECEMBER 2024

12.4 - CUSTOMER CHAOS

12.5 - DOCUMENTATION

12.5 - BASIC NEGOTIATING

12.6 - TECH DAY

AUGUST 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	5	6	7	1	2	3
11	12	13	14	15	16	17
18	19	20	21	22 ☀️ 8 ^{AM} - 3:30 ^{PM} ★ PLANNING SKILLS	23	24
25	26	27	28	29	30	31

★ Business Skills | ★ Project Management | ★ Technology | ★ Jobsite Skills
 ★ Essentials of Project Management (EPM) | ★ Advanced Project Management (APM) | ★ Info & Resources

SEPTEMBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 * ALIGN MECHANICAL CONTRACTING: HOW TO LEVERAGE ARTIFICIAL INTELLIGENCE TO IMPROVE EFFICIENCY AND MAXIMIZE PROFITABILITY.	18 * 9AM - 10:30AM * ONENOTE	19 * 8AM - Noon * PRODUCTIVITY IMPROVEMENT * 12:30PM - 3:30PM * TIME MANAGEMENT	20 * 8AM - 3:30PM * LEADERSHIP	21
22	23	24	25 * 5PM - 8PM * WATER, TEST AND BALANCE (DAY 1)	26 * 8AM - 3PM * UNDERSTANDING MECHANICAL SYSTEMS	27	28
29	30					

★ Business Skills |
 ★ Project Management |
 ★ Technology |
 ★ Jobsite Skills
★ Essentials of Project Management (EPM) |
 ★ Advanced Project Management (APM) |
 ★ Info & Resources

OCTOBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6	7	1 🕒 8AM - 3PM ★ HOW TO GROW YOUR RESIDENTIAL BUSINESS (DAY 1)	2 🕒 8AM - 3PM ★ HOW TO GROW YOUR RESIDENTIAL BUSINESS (DAY 2)	3	4 🕒 8AM - 3PM ★ PEOPLE MANAGEMENT	5
13	14	8 🕒 8AM - 2PM ★ PROJECT MANAGEMENT FOR SERVICE (DAY 1)	9 🕒 8AM - 2PM ★ PROJECT MANAGEMENT FOR SERVICE (DAY 2)	10 ★ LEGAL	11	12
20	21	15 16 🕒 9AM - Noon ★ MEDLEY OF MICROSOFT 🕒 5PM - 8PM ★ WATER, TEST AND BALANCE (DAY 2)	16 🕒 9AM - Noon ★ MEDLEY OF MICROSOFT 🕒 5PM - 8PM ★ WATER, TEST AND BALANCE (DAY 2)	17 🕒 8AM - 3PM ★ PROJECT INTERVIEWS	18	19
27	28	22 🕒 10AM - 12PM ★ SUBSTANCE USE AND MENTAL HEALTH IN THE TRADES	23 30 🕒 5PM - 8PM ★ WATER, TEST AND BALANCE (DAY 3)	24 🕒 8AM - Noon ★ JOB COST CONTROL 🕒 12:30PM - 3:30PM ★ PROJECT BILLINGS & CASHFLOW	25	26

★ Business Skills | ★ Project Management | ★ Technology | ★ Jobsite Skills
 ★ Essentials of Project Management (EPM) | ★ Advanced Project Management (APM) | ★ Info & Resources

NOVEMBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6 <ul style="list-style-type: none"> * LEED AND WELL 🕒 8AM - Noon 🕒 9AM - 10:30AM * BLUEBEAM LEVEL 1 PT. 1 🕒 5PM - 8PM * WATER, TEST AND BALANCE (DAY 4) 	7 <ul style="list-style-type: none"> 🕒 8AM - Noon * INTRODUCTION TO WEBLEM 	8	9
10	11	12 <ul style="list-style-type: none"> 🕒 8AM - Noon * SUCCESSFUL SERVICE TEAMS 	13 <ul style="list-style-type: none"> 🕒 8AM - Noon * FINANCIAL CONSTRUCTION FOUNDATIONS FOR FOREMEN 🕒 9AM - 10:30AM * BLUEBEAM LEVEL 1 PT. 2 🕒 5PM - 8PM * WATER, TEST AND BALANCE (DAY 5) 	14 <ul style="list-style-type: none"> 🕒 8AM - 3:30PM * BASIC CONTRACTS 	15 <ul style="list-style-type: none"> 🕒 8AM - 3:30PM * MANAGING AND IMPROVING PRODUCTIVITY 	16
17	18	19	20 <ul style="list-style-type: none"> 🕒 5PM - 8PM * WATER, TEST AND BALANCE (DAY 6) 	21	22	22
24	25	26	27	28	29	30

DECEMBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 🕒 8AM - 4PM ★ CUSTOMER CHAOS	5 🕒 8AM - 12PM ★ DOCUMENTATION 🕒 12:30PM - 3:30PM ★ BASIC NEGOTIATING	6 🕒 8AM - 3PM ★ TECH DAY	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

★ Business Skills | ★ Project Management | ★ Technology | ★ Jobsite Skills
 ★ Essentials of Project Management (EPM) | ★ Advanced Project Management (APM) | ★ Info & Resources

FALL 2024
**BUSINESS
SKILLS**



MCA
OF CHICAGO



OCTOBER 1 & 2

🕒 8AM - 3PM | 🏢 CEI® Classroom

HOW TO GROW YOUR RESIDENTIAL BUSINESS

2 DAY

RON COLLIER



REGISTER

The residential service/replacement market is one of the most profitable in the HVAC arena, with profits exceeding 15%. Over 90% of homes today have an AC unit, and AC units require maintenance, service, and eventually upgrades. This workshop will teach you the ins and outs of working in — and profiting from — the residential market. From operations, personnel and pricing to marketing and sales, you'll gain the knowledge to excel in this field.

OCTOBER 8 & 9

🕒 8AM - 2PM | 🏢 CEI® Classroom

PROJECT MANAGEMENT FOR SERVICE

2 DAY

WOODY WOODALL



REGISTER

This program covers the different type of focus that service projects require. We'll use group discussion, small team work sessions, role playing, problem solving sessions and competitions to help all participants better understand some proven ways to do their job better, faster and with more focus on the end user. Below are some of the many skills worked on:

- A typical day for a PM
- How to develop a game plan
- How to bid a job
- How to add value
- How to listen
- Communication
- Pre-bid skills
- Asking questions
- Strategies to get the job
- How to write a great proposal
- Relationship management
- Presentation skills
- Develop a winning team (subs, vendors)
- How to land another job

**OCTOBER 17**

🕒 8AM - 3PM | 🏢 CEI® Classroom

PROJECT INTERVIEWS

TROY AICHELE

Attendees will leave this workshop with presentation strategies and tips to implement for their next project interview. These best practices will maximize chances of success on project bids and will help build a reputation for excellent presentations. Participants will learn the following from this workshop:

- Learn how to classify your customers before the interview with a relationship matrix
- How to conduct an effective interview preparation meeting
- Establishing and incorporating your company's Key Overriding Message (KOM) into your presentation
- Common pitfalls to avoid during the interview
- References and tips for improving your presentation skills by practicing in-class mock presentations

NOVEMBER 13

🕒 8AM - Noon | 🏢 CEI® Classroom

FINANCIAL CONSTRUCTION FOUNDATIONS FOR FOREMEN

LEAH GUTMANN

All field supervisors need to understand the impact they have on the financial outcomes of both the project and the company. As the first line of defense, the foreman has an important role in project financial goals and performance. By the end of this course, participants will understand why they should care about company financial performance and learn the key indicators of financial success on the job.



DECEMBER 4

🕒 8AM - 4PM | 🏠 CEI® Classroom

CUSTOMER CHAOS

LISA AUSTIN

In our fast-paced service business, people get emotional. Even a satisfied customer can get frustrated, annoyed, disappointed or upset. Knowing how to handle customers when they are emotional and flexing dominant personality styles can prove to be very challenging. The focus of this session is resolving this type of difficult interaction with a win-win resolution. Come learn these important relationship building techniques.



REGISTER



FALL 2024
**JOBSITE
SKILLS**



MCA
OF CHICAGO



SEPTEMBER 25

OCTOBER 16

OCTOBER 30

NOVEMBER 6

NOVEMBER 13

NOVEMBER 20

🕒 5 - 8PM | 🏢 CEI® Classroom

WATER: TEST AND BALANCE

MIKE SALEMI

This six-part program will cover procedures for testing and balancing systems, system designs, pump selection, reading pump curves, setting pumps with variable frequency drives and calculating flows using pressure drop through equipment. This course is recommended for anyone involved in HVAC service, including project managers.

SEPTEMBER 26

🕒 8AM - 3PM | 🏢 CEI® Classroom

UNDERSTANDING MECHANICAL SYSTEMS

KEITH RAHN

This course will provide participants with a basic understanding of mechanical systems terminology, various components and simple design principles.

NOVEMBER 12

🕒 8AM - Noon | 🏢 CEI® Classroom

SUCCESSFUL SERVICE TEAMS

LEAH GUTMANN

After completing this class you will be able to identify the unique challenges encountered by mechanical service teams.

- Learn your team style approach and apply strategies to leverage the styles of the whole service team
- Know what it means to be an ideal service team player
- Gain input and buy-in from team members to make better team decisions



REGISTER



REGISTER



REGISTER

FALL 2024

INFORMATION & RESOURCES



MCA
OF CHICAGO



OCTOBER 22

10AM - Noon | **CEI® Classroom**

SUBSTANCE USE AND MENTAL HEALTH IN THE TRADES

JESSIE MONREAL

This class covers substance abuse and mental health challenges common among people working in the trades. It covers risk factors, strategies to reduce and manage risks, signs and symptoms to watch for, what can be done when an issue is confirmed and common objections or barriers to addressing these issues. The class also covers evidence-based substance abuse treatment options.



REGISTER

NOVEMBER 6

8AM - Noon | **CEI® Classroom**

LEED AND WELL

VISHNU REDDY

LEED (Leadership in Energy and Environmental Design) was developed by the U.S. Green Building Council (USGBC) and is a globally recognized building certification system. LEED evaluates built environments based on several criteria, including energy efficiency, water savings, indoor environmental quality and sustainability. The WELL building standard was developed by the International WELL Building Institute (IWBI) and focuses on human health within the built environment. WELL certification addresses aspects such as indoor air quality, access to natural light and ergonomic design. This webinar will provide you with an introduction to both and highlight some of the major differences between the two.



REGISTER



FALL 2024
TECHNOLOGY



MCA
OF CHICAGO



SEPTEMBER 17

🕒 8AM - Noon | 🏠 CEI® Classroom

AI IN MECHANICAL CONTRACTING: HOW TO LEVERAGE ARTIFICIAL INTELLIGENCE TO IMPROVE EFFICIENCY AND MAXIMIZE PROFITABILITY

CHRIS CARR

The class will cover how to talk to BIM in natural language, explore the implications AI will have on employment/HR, how AI will transform your Microsoft/Google software tools, how to utilize AI to monitor and enhance labor efficiency and how to simplify risk identification by using AI tools.



REGISTER

SEPTEMBER 18

🕒 9 - 10:30AM | 🏠 Virtual Class

ONENOTE

GINNIE FLORADAY

OneNote is a personal information manager that helps you collect information from various sources and store it in an organized format. Its freeform gathering technique allows you to keep and organize handwritten notes, link to websites, external documents or files of various types — including images, graphics, freeform sketches, audio files and more. OneNote also allows you to capture and extract graphics and text from image files, which is particularly slick. You can also share your notes, work offline and then merge each user's notes file when back online. This class will give you the overview of the OneNote tools and how to use them.



REGISTER

OCTOBER 16

🕒 9AM - Noon | 🏠 Virtual Class

MEDLEY OF MICROSOFT

GINNIE FLORADAY

This course will teach participants how to utilize Microsoft Excel spreadsheets and workbooks in conjunction with Microsoft Word and Microsoft Outlook to increase organization and efficiency, for example, when keeping, managing and deploying mailing lists.



REGISTER

REGISTER



NOVEMBER 6

🕒 9 - 10:30AM | 🖥️ Virtual Class

BLUEBEAM® LEVEL 1

PART 1

GINNIE FLORADAY

Bluebeam is a collaborative construction management program that makes managing a project smoother and easier. This course will provide an overview of the program and will teach you how to use it effectively.

In part one of the course we'll cover:

- How the program is organized
- Setting up reusable marks
- Managing documents
- Extracting documents
- Comparing documents

NOVEMBER 7

🕒 8AM - Noon | 🏢 CEI® Classroom

INTRODUCTION TO WEBLEM

RON KING

WebLEM is the industry's most reliable authority on comprehensive labor units for typical project tasks. This class will help you understand how to quickly search for and retrieve information. WebLEM is reviewed and updated to reflect the latest products and joining methods.

REGISTER



NOVEMBER 13

🕒 9 - 10:30AM | 🖥️ Virtual Class

BLUEBEAM® LEVEL 1

PART 2

GINNIE FLORADAY

In part two of the Bluebeam Level 1 course we'll delve into searching for objects, measurement and sharing construction documents over Bluebeam Cloud.

We'll also:

- Learn how to calibrate documents to assure accuracy
- Review traditional measuring methods
- Go over Bluebeam's measurement tools
- Provide an overview of Bluebeam Projects and Studio



REGISTER





ESSENTIALS *of* PROJECT MANAGEMENT

The Essentials of Project Management (EPM) certificate program focuses on core management skills like communications, labor, legal, change orders and project close-outs. This 72-hour program features courses taught by academics and highly experienced project management professionals and can be completed in less than a year.

AUGUST 22

🕒 8AM - 3:30PM

PLANNING SKILLS

EPM DAY 1 | JOHN KOONTZ

🏠 CEI® Classroom

SEPTEMBER 19

🕒 12:30 - 3:30PM

TIME MANAGEMENT

EPM DAY 2 | JOHN KOONTZ

🏠 CEI® Classroom

SEPTEMBER 19

🕒 8AM - Noon

PRODUCTIVITY IMPROVEMENT

EPM DAY 2 | JOHN KOONTZ

🏠 CEI® Classroom

OCTOBER 24

🕒 8AM - Noon

JOB COST CONTROL

DAY 3 | JOHN KOONTZ

🏠 CEI® Classroom

OCTOBER 24

🕒 8AM - 3:30PM

PROJECT BILLINGS & CASH FLOW

DAY 3 | JOHN KOONTZ

🏠 CEI® Classroom

NOVEMBER 14

🕒 8AM - 3:30PM

BASIC CONTRACTS

DAY 4 | JOHN KOONTZ

🏠 CEI® Classroom

DECEMBER 5

🕒 8AM - Noon

DOCUMENTATION

DAY 5 | JOHN KOONTZ

🏠 CEI® Classroom

DECEMBER 5

🕒 12:30 - 3:30PM

BASIC NEGOTIATING

DAY 5 | JOHN KOONTZ

🏠 CEI® Classroom

JANUARY 23, 2025

🕒 8AM - Noon

CHANGE ORDER MANAGEMENT

EPM DAY 6 | TROY AICHELE

🏠 CEI® Classroom

JANUARY 23, 2025

🕒 12:30 - 3:30PM

MECHANICAL SCHEDULING

EPM DAY 6 | TROY AICHELE

🏠 CEI® Classroom

FEBRUARY 20, 2025

🕒 8AM - 3:30PM

CRITICAL LEADERSHIP SKILLS

EPM DAY 7 | GARY POLAIN

🏠 CEI® Classroom

MARCH 6, 2025

🕒 8AM - 3:30PM

FINANCIAL OUTCOMES

DAY 8 | DAVID ASHCRAFT

🏠 CEI® Classroom

APRIL 3, 2025

🕒 8AM - Noon

PROJECT CLOSEOUT

DAY 9 | MARK ROUNDS

🏠 CEI® Classroom

APRIL 3, 2025

🕒 12:30 - 3:30PM

BEST PRACTICES OF GREAT PROJECT MANAGERS

DAY 9 | MARK ROUNDS

🏠 CEI® Classroom

MAY 15, 2025

🕒 8AM - 3:30PM

DEVELOPING A DANGEROUS MINDSET

DAY 10 | ALEX WILLIS

🏠 CEI® Classroom



APM

Advanced Project Management

The Advanced Project Management (APM) certificate program is for graduates of the EPM program, or those with extensive industry experience. It focuses on leadership, managing and improving productivity, negotiation, technology and legal.

SEPTEMBER 20

🕒 8AM - 3:30PM

LEADERSHIP

APM DAY 1 | MARK ROUNDS

🏠 CEI® Classroom

OCTOBER 4

🕒 8AM - 3PM

PEOPLE MANAGEMENT

APM DAY 2 | JOHN KOONTZ

🏠 CEI® Classroom

OCTOBER 10

🕒 8AM - 3PM

LEGAL

APM DAY 3 | BLAKE WENTZ

🏠 CEI® Classroom

NOVEMBER 15

🕒 8AM - 3:30PM

MANAGING AND IMPROVING PRODUCTIVITY

APM DAY 4 | TROY ACHIELE

🏠 CEI® Classroom

DECEMBER 16

🕒 8AM - 3PM

TECHNOLOGY

APM DAY 5 | MIKE ZIVANOVICH

🏠 CEI® Classroom

WHAT'D WE MISS?

**Let us know what classes to
add next year to expand your
business skills**



SCAN TO CONTACT US

CEI® INSTRUCTORS

John Koontz **MCAA's Director for Project Management Education**

John Koontz, MCAA's Director for Project Management Education, has almost four decades of wide-ranging mechanical industry experience that includes contracting, academics and consulting. He is a former Tenured Associate Professor in Purdue University's Department of Building Construction Management. He is also the founder and former director of Purdue's Mechanical Construction Management Specialization Program, and is the founder of the first MCAA student chapter at Purdue in 1993. In addition to his academic career, he spent 15 years in the employment of MCAA contractors in a variety of positions including senior project manager, project manager, project engineer and estimator. Koontz comes from a long line of UA members (father, grandfather, great uncle and more) and has a sincere, deep-rooted pride for, interest in, and concern for the success of his fellow union mechanical construction workers. John has a Bachelor's Degree in Building Construction Management from Purdue University and a Master's Degree in Construction Management from Washington University in St. Louis.

Chris Carr **Founder and CEO, Farotech**

Chris Carr is the Founder and CEO of Farotech, a digital marketing agency outside of Philadelphia. What started primarily as a web design firm in 2001 quickly grew into a comprehensive digital marketing agency that now specializes in helping clients in the healthcare, orthopedics, manufacturing, SaaS and cyber security fields see explosive growth through a proven marketing system. Chris is the host of three podcasts, and since early 2020 has become a thought leader in the field of artificial intelligence (AI), hosting AI workshops for companies around the country.

Ginnie Floraday

Computer Trainer

Ginnie has been consulting and teaching in the computer field for over three decades and has been working with MCA of Chicago since 2002. She is the computer trainer for several chapters of the MCA across the country. Her primary focus is software training and computer consulting, working in the Microsoft Office applications and BlueBeam. She conducts both group and one-on-one training remotely for her clients.

Mike Salemi

Consultant, Synergy Test and Balance

Mike is a consultant with Synergy Test and Balance as their Nebb Certified C.P. with 50 years of field experience in HVAC, service and test and balance. His qualifications include: Nebb certification in system test and balance, building commissioning and retro commissioning, UA certification, 20 years of teaching experience at MCA of Chicago and Tridium AX and N4 certification.

Keith Rahn

Assistant Professor, Auburn University

Keith Rahn owned and operated a mechanical contracting company in Indiana for many years before shifting gears to teaching. He currently serves as an assistant professor at Auburn University in the McWhorter School of Building Science. He previously served as an instructional assistant professor at Illinois State University for nine years. While at ISU, he taught a variety of classes that covered instruction in mechanical and electrical systems, project management and administration, estimating and project scheduling and construction material methods.

Ron Collier

Assistant Professor, Auburn University

Ron Collier, Ph. D., has served the HVAC industry for over 35 years as a business management consultant. He has helped more than 6,000 contractors achieve financial success and has spoken often at national conferences including AHS, ACCA, PHCC, SMACNA, MCA, Comfortech and Women in HVAC. His latest book, "Profit Is An Attitude," reveals successful strategies on how to profit in the HVAC industry.

Woody Woodall

Managing Principal, Customer Focused Solutions, Inc.

Woody Woodall is the managing principal of Customer Focused Solutions, Inc., where he specializes in assisting contractors and associations with achieving their strategic goals through education and collaboration. Woody has had a long and distinguished career in the mechanical contracting industry, holding numerous positions in the mechanical field. Being so engaged in the industry has allowed him to identify the processes and techniques that make service groups best in class in their areas. Woody started as a steamfitter with Local 602 in the Washington, D.C., area. After completing his apprenticeship, he went on to become an instructor for the Union Apprentice Program in Washington, D.C. Through his passion for teaching, he has since become an integral part of the education offerings with the Mechanical Service Contractors Association (MSCA). He was instrumental in helping develop many courses, including the HVAC 101 program and the Sales Institute.

Ron King

Executive Director, WebLEM & NCPWB at MCAA

Before becoming Executive Director of WebLEM and the National Certified Pipe Welding Bureau (NCPWB) for MCAA in March 2024, Ron spent 19 years at Trimble MEP, first as estimating software manager and association manager and finally as industry relations and business development director. He spent another 17 years before that at a multi-trade contractor in Northwest Ohio, providing a broad range of industrial construction services. Ron is also involved with the Pipe Fabrication Institute (PFI) Engineering Committee. MCAA's WebLEM committee is responsible for the formulation of labor units used by mechanical contractors.

Mike Zivanovich

Senior Solutions Architect, FARO Technologies

Mike is a Senior Solutions Architect at FARO Technologies, specializing in 3D measurement and imaging solutions for construction projects. As a United Association pipefitter with 13-plus years in the construction industry, Mike is proficient in the construction lifecycle with a focus on technology integration. Recognized as an Autodesk 2019 "40 Under 40 Construction Champion," Mike is dedicated to promoting construction technology and innovation to create efficient and sustainable built environments.

Alex Willis

Founder and CEO, Leadership Surge and Former NFL Player

Alex is a former Florida Gator and Tampa Bay Buccaneer wide receiver who has dedicated his career to working with organizations to improve their leadership culture. A nationally recognized expert on leadership development and keynote speaker, Alex has motivated thousands to pursue greatness in their professional and personal lives. His flagship company, Leadership Surge, values people over process and focuses on a holistic, strengths-based approach to leadership. Alex embraces fun and encourages interaction through innovative programs such as “1st and 5” to help leaders exceed expectations and improve profitability company-wide.

Leah Gutmann

President, First Forward Consulting, LLC

Leah Gutmann, owner of First Forward Consulting, LLC, specializes in a wide variety of training, program development and design and consulting services, including communications, leadership, emotional intelligence, instructor training and financial training. She has over 14 years of experience in the design, implementation and facilitation of educational programs, classes, and seminars for the mechanical contracting industry. Her 20-year career as a CFO and Finance Manager in the industry has given Leah the unique ability to offer training and consulting from a hands-on, in the trenches perspective. Leah’s client base includes several MCA affiliates and JATC programs across the country as well as individual mechanical contractors both large and small. Leah has been involved in developing and delivering a wide variety of programs at all levels of an organization from executive leaders to field employees and supervisors. Leah is a certified instructor for Fierce Conversations and Fierce Accountability and Feedback. In addition, she holds certifications for Training Program Design, Strength Finders Coaching, DISC, Emotional Intelligence, Checkpoint 360, Profiles XT, Clifton Strengths Finders and Blanchard’s Situation Leadership II.

Lisa Austin

Founder and President, Austin Training Advisors

Lisa Austin is the founder and President of Austin Training Advisors. As a business owner she is responsible for the day-to-day tasks of launching and running a successful woman-owned company. She has been developing and delivering custom employee development workshops since 1997 with a special emphasis on customer service, effective communication and employee engagement. Prior to opening ATA, Lisa was a senior trainer for a large mutual fund company where she was instrumental in dealing with the challenges and frustrations faced in the fast-changing business world. She is a seasoned professional and her enthusiasm and energy make for a highly motivational experience. Lisa is certified by The Bob Pike Institute on creative training techniques and is also a certified telephone doctor customer service trainer. She is an active member and past president of The Alliance of Professional Women. She grew up in New England and now lives in Morrison, Colorado. She enjoys spending time with friends and family and doing anything outdoors in the Rocky Mountains.

Mark Rounds

Professor, Milwaukee School of Engineering

Mark is a professor at the Milwaukee School of Engineering in the Civil and Architectural Engineering and Construction Management department. He teaches classes in project management, cost control, lean construction and leadership. Prior to his work at MSOE, he worked as a general contractor for 40 years. His experience in the construction industry ranged from laborer, superintendent, project engineer, estimator, senior project manager and vice president. Mark teaches PMDP and CSF courses for AGC Wisconsin and was part of the team that revised the AGC Project Management Development Program. He is a graduate of the University of Wisconsin Madison in civil and environmental engineering and is a registered professional engineer in Wisconsin. He received the Daily Reporter's Educator of the Year award in 2018 for his work teaching in the construction industry.

Troy Aichele

Owner and Instructor, Aichele and Associates, LLC

Troy has worked in every facet of commercial mechanical contracting for 30 years, including as a prime, second tier and joint venture contractor for new, remodel and mechanical system upgrades. Troy has helped complete everything from high rise office and apartment buildings to hotels, hospitals, schools and casinos under a variety of delivery methods, including plan and specification, negotiated, design-build and design-assist. Through Aichele and Associates, LLC, Troy teaches mechanical construction workshops nationally, as well as instructor training development, and creates company training programs.

Vishnu Reddy

Construction Management Professor, University of Nebraska

Vishnu Reddy started his full-time professional career in 2004, working for a small tier 1 auto industry supplier, where he'd interned while pursuing his master's at the University of Wisconsin, Madison. Reddy was recruited by Jacobs Engineering and joined them in 2006. His main role was leading teams to update many manufacturing facilities to meet GMP standards and build some new ones for his clients. This gave Reddy the opportunity to travel to various locations in the country and work on unique projects building factories around the nation for the food and pharmaceutical industries. He continued this work for household brands such as Kellogg's, Con-Agra Foods, Medtronic, Target Corporation and Novartis. Working for such a diverse group of clients across the nation was both challenging and satisfying and it also required Reddy to hone his project management skills. Developing strategic plans, executing on tight timelines and budgets, and leading multiple teams in multiple locations at the same time required him to lean on his strengths in project management to be successful. He is now part of the faculty in the Construction Management Program at the University of Nebraska and operates his consulting firm based in Lincoln, Nebraska.

MCA OF CHICAGO MEMBER BENEFITS

TRAINING & EDUCATION

CEI EDUCATION

Get top-tier training at the Construction Education Institute (CEI) from industry leaders. Build hands-on skills across a variety of topics, with options to earn certificates in Essentials of Project Management (EPM) and Advanced Project Management (APM).

SAFETY

- 10-hour OSHA training, \$299 Value
- 30-hour OSHA training, \$299 Value
- Weekly "Toolbox Talk" emails
- Safety webinars and seminars

INDUSTRY RESOURCES

- Access to MCAA's Web-Based Labor Estimating Manual.
- Subsidies for Project Management, Advanced Project Management and Advanced Leadership Institute.
- Two free passes for each CBHCC class.
- 33% discount on most CSC classes.

TECHNOLOGY

Three hours of technology consulting from computer and software expert, Ginnie Floraday, \$525 Value.

ADVOCATING

LOBBYING

Lobbying experts in Springfield in addition to state representation from Illinois Mechanical Specialty Contractors Association (IMSCA) to implement legislation specific to member interests.

LABOR RELATIONS

Staff coaching on Local Union 597 labor-related questions including contract and code interpretations, jurisdiction, drug plan, wage and benefits, audits, bonds and apprentice issues.

ASSOCIATION RESOURCES

MCAA EVENTS

Subsidies available for attending:

- MCAA Convention
- MSCA Annual Educational Conference
- Safety Directors' Conference
- Women in the Mechanical Industry (WiMI) Conference
- MEP Innovation Conference

ADDITIONAL MEMBERSHIPS

Membership to additional organizations, including:

- Mechanical Contractors Association of America (MCAA)
- Chicagoland Better Heating-Cooling Council (CBHC)
- Construction Safety Council (CSC)



NETWORKING

EVENTS

Gain exclusive access to premier networking events with industry leaders, including events curated for Young Professionals and Women in the Mechanical Industry (WiMI). Foster professional growth in a supportive community.

INDUSTRY

Positively influence the mechanical contracting industry through active participation in MCA committees, professional groups and services to drive collective growth and innovation.



PROFESSIONAL SERVICES

LEGAL COUNCIL

One hour of legal advice and counsel from Ogletree, Deakins, Nash, Smoak & Stewart, P.C., a leading labor and employment law firm.

Email MCAhotline@ogletree.com with details.

FINANCIAL AUDIT

CFO Simplified offers a financial business audit by a team of executives, including review, analysis and recommendations for financial success.

OFFICE USAGE

CEI classroom, recreational room and board room for private use.

WEBSITE AUDIT

Website audit conducted by Haines Creative, a full-service web design and marketing agency based in Naperville. Get in touch by emailing theguy@hainesdesigns.com.



WANT TO LEARN MORE ABOUT **YOUR BENEFITS?**

SCAN THE QR CODE TO VIEW ALL MCA OF CHICAGO MEMBER BENEFITS



EDUCATION PARTNERS

