

Service Nation Conference September 21-23, 2021

MIACCA's Executive Director, M.J. D'Smith, was in attendance at this event in Louisville KY. She attended the Affiliate members day session with other Executive Directors around the country. In their session, they discussed:

1. **Membership recruitment and retention:** This is an issue with all of the states in attendance. Service Nation Director Pete Danielson was going to look into sharing their membership lists of state members not belonging to a state association so that we can reach out to those not a member. This had been done in the past, but we have not received a list this year.
2. **Workforce Development:** It was concurred that our members are lacking technicians and the group shared some things that they have been doing. MIACCA shared our efforts on setting up equipment for FSU students and how we are looking into doing this regionally across the state to incorporate all HVAC students in a region. Other States also discussed relationships with High School counselors, such as the conference MIACCA attended in 2019. We asked Service Nation to brainstorm how they can assist with this effort on a Nationwide basis. They talked about the benefits of establishing relations with juvenile delinquent facilities and the felon program, but carefully looking at what their crimes were and if they could be utilized in going into homes, etc.
3. **Member Communications:** Discussions revolved around how much communications should be going out to members. Anything more than once or twice a week, seemed excessive. We discussed texting members and what that text would involve. The census was that if it was a reminder to sign up for something or deadline for something that then it is an appropriate text. Texting newsletters, etc. would be too much information in a text. Direct mailing members also seemed to work for some associations as their contractors get hundreds of emails a day, for important information.
4. **Board Make Up:** M.J. asked how the other associations boards were comprised and who sat on it. This was something the group thought would be a good resource for board recruitment. Some associations had an education institute on their board, multiple distributors and energy companies on their boards. This is a project M.J. will be working on for MIACCA board recruitment.
5. **SRT Rebates:** The group had a presentation on the types of rebates available and the cost savings of contractors upgrading from their standard free membership.
6. **SRT/Associations Relationship:** The group discussed a lack of common focus and values, along with opportunities for improvement. SRT reminded the associations that we are not marketing for them, they utilize us as a resource for helping assist contractors on the business aspect. We will continue to discuss relationship opportunities/improvements on our Quarterly zoom meetings. These have been helpful in improving our relationships with SRT and other associations. The group was grateful for the opportunity to meet in person and the financial support from SRT.

M.J. attended the keynote speaker sessions with Michigan's own Gino Wickman on his new book Traction ([read more here](#)), Another keynote highlight was motivational speaker Krish

Dhanam ([read about him here](#)) and had the opportunity to sit next to him at dinner to learn more about his methods. She also met with many vendors in the trade show. She is following up with several of them who expressed interest in becoming MIACCA corporate partners.

M.J. had the opportunity to have a lengthy meeting with Sean Robertson of ACCA to brainstorm how to improve and best utilize our State/National relationship. They are going to try to host a similar association meeting at their conference in March in St. Louis.

The event featured great food and evening activities, such as a dealership dinner featuring antique cars and a costume theatre party at the historic [Louisville Palace Theatre](#).

As always, Service Nation does a stand up job at providing educational and networking opportunities, along with the only opportunity for State associations to meet in person, all while reimbursing the expenses. MIACCA appreciates and thanks them greatly for the opportunity to attend.

The next event will be in Tampa FL in October 2022.