



Bring Your Company To The Next Level  
 With Leadership, Recruiting & Branding  
*Help Fight Unfair Competition*  
 Come Participate in this Wide Breadth  
 of Business Training for You & Your Team



**MATT MICHEL**

*Renowned National Speaker  
 & Founder of Service Nation Inc.  
 member of the Elite Business  
 Contracting Hall of Fame and author*

**Special Guest Speakers  
 Who Should Attend?  
 Owners & Department Managers  
 of Air Conditioning, Plumbing,  
 Electrical & Solar Companies**



**VICKI & JOHN LAPLANT**

*Service Nation Trainers &  
 Business Coaches Over 40 years  
 training & consulting contractors.  
 Vicki is a member of Contracting  
 Business Hall of Fame.*

**At This Event You Will Learn:**

- **The Difference Between Being A Manager And A Leader**  
 This session emphasizes that both managers and leaders are necessary in a company and sometimes must be encompassed by the same person but they are two different roles.
- **Relentless Recruiting**  
 You can't grow your business if you can't find, hire and keep the right people. Why are some companies always fighting turnover battles? Attract the kind of employees you want and keep them with you for years.
- **Brand You**  
 Unless you build a brand for your business, you operate as a commodity and commodities sell for the lowest price. Learn the history of branding and how to make your business stand out.

***DO NOT UNDERESTIMATE THE THREAT OF UTILITY COMPANIES.  
 YOUR LIVELIHOOD IS AT RISK!!***

Please Join Us: Thursday, January 30, 2020  
 8:00 a.m. — 12:00 p.m. (registration opens at 7:30 a.m.)  
 Holiday Inn Sarasota-Airport  
 8009 15th Street East  
 Sarasota, FL 34243

**Price is \$135 for 1st person from your company and \$99 for every additional person.  
 Must Register Online [www.macca.us](http://www.macca.us) / Limited Seating / Continental Breakfast Provided**

***Event Sponsorship Available!!***