



**Southeast Michigan**  
Air Conditioning  
Contractors Association

**Educational Sessions**  
**May 2, 2022**  
**Burton Manor, Livonia MI**

**Just \$50 for a full day of education!**

TECHNICAL	BUSINESS	MARKETING
BREAKFAST & COFFEE		
<b>Evacuation and Recovery</b> 8:30AM - 9:30AM   Jeff Hutton	<b>The Math of the Exit</b> 8:30AM - 9:30AM   Matt Michel	<b>Marketing vs Advertising</b> 8:30AM - 9:30AM   Mckena Harless
BREAK / SWITCH		
<b>All Things Brazing</b> 10:00AM - 11:00AM   Nancy Jo	<b>Technology to Elevate Your Business</b> 10:00AM - 11:00AM   Claire Ficke	<b>Employee Engagement</b> 10:00AM - 11:00AM   Sarah Hammond
BREAK / SWITCH		
<b>R290</b> 11:30AM - 12:30PM   HBB Pro	<b>How to Sell with Financing</b> 11:30AM - 12:30PM   Mac McCabe	<b>GMB Best Practices 2022</b> 11:30AM - 12:30PM   Colleen Keyworth
LUNCH		
<b>Regulations on the Horizon</b> 1:30PM - 2:30PM   Jennifer Butsch	<b>The Math of the Exit</b> 1:30PM - 2:30PM   Matt Michel	<b>Community Marketing</b> 1:30PM - 2:30PM   Sarah Hammond
BREAK / SWITCH		
<b>Ventilation</b> 3:00PM - 4:00PM   Tom Jackson	<b>3 Biggest Myths Online Booking</b> 3:00PM - 4:00PM   Katie Mclinden	<b>Add Some Zest to your Social Media</b> 3:00PM - 4:00PM   Mckena Harless
TRADESHOW		
<b>HVACR Electrical Troubleshooting</b> 4:15PM - 5:15PM   Brynn Cooksey	<p>COME FOR THE CLASSES, STAY FOR THE FUN! FREE TRADE SHOW 4PM-7PM DINNER * DOOR PRIZES * 50/50 YOU COULD WIN A TV!</p>	