



UNIVERSAL IMPACT

2012 MCA ANNUAL MEETING

JANUARY 22-24, 2012

HYATT REGENCY CLEARWATER BEACH • CLEARWATER, FL



www.metalconstruction.org

A UNIVERSAL IMPACT

January is the ideal time of year to take stock and look ahead to the future, specifically the future of metal in construction.

At MCA, we are looking forward to getting together at the annual meeting to network, collaborate, and make decisions about the coming year and beyond.

Those of you who have been to MCA meetings know that what you learn and decide here can have an impact on your business activities throughout the year. MCA strives to have a positive *Universal Impact* in several areas—your experience as a member, your business activities, and the metal construction industry as a whole.

We hope you will join us at the 2012 MCA Annual Meeting at the Hyatt Regency Clearwater Beach in Clearwater, FL, Sunday, January 22, through Tuesday, January 24.

Updates of key activities will be the name of the game at this meeting. The schedule includes sessions focused on market development, technical programs, codes and standards, and councils and committees, as well as opportunities for networking and discussing new ideas.

Our opening general session on Sunday will feature Jim Austin, principal for Decision Strategies International, discussing “Strategy in Uncertainty,” a special session on strategic planning and the potential effect it has on companies and industries.

As with previous meetings, we are offering a half-price registration fee for first-time attendees from current member companies and those who have not attended an MCA Annual or Semi-Annual Meeting in the past 3 years. We look forward to seeing you!

Find out how to make an impact on your business and the industry by taking advantage of the programs and activities offered to you and your company at this meeting.

Register today.



Renee Ramey

Renee Ramey, MCA Program Chair
Marketing Manager, Steelscape, Inc.

MEETING HIGHLIGHTS*

SUNDAY, JANUARY 22

1–2 PM

OPENING GENERAL SESSION

Strategy in Uncertainty

*Jim Austin, MPA/MURP, Principal, Executive Education,
Decision Strategies International (DSI)*



Join Jim Austin, an experienced healthcare executive and business strategy coach to associations, for a session on strategic planning in uncertain economic times. Learn concrete steps for better decision making.

MONDAY, JANUARY 23

8–9:30 AM

METAL ROOFING ALLIANCE MEMBER MEETING



All attendees are encouraged to attend this session. Plans for 2012 marketing activities will be discussed as well as a review of 2011 programs.

TUESDAY, JANUARY 24

NOON–2 PM

AWARDS LUNCHEON AND GENERAL SESSION

Join us as we recognize outstanding building projects with the 2011 Chairman’s Awards as well as outstanding service to the association with the Larry Swaney and Pat Bush Awards. We will hear from MCA Chair Jeff Irwin on the “State of the Association” and from incoming MCA Chair Todd Miller, as well as elect MCA Board members. Special reports on technical projects will be given, and several MCA members will showcase their companies and projects.



*Preliminary schedule. Subject to change.

SPECIAL EVENTS*



GOLF OUTING

MONDAY, JANUARY 23

NOON–5 PM

The popular MCA golf tournament will be held at the Belleair Country Club, located approximately 10 minutes from the Hyatt Regency Clearwater Beach. This private club offers two 18-hole golf courses designed by Donald Ross, one of America's most famous golf course architects. Beautifully maintained and extraordinarily scenic, the West Course will challenge and inspire golfers of all levels. The registration cost of \$175 includes greens fee, taxes, a cart, and a box lunch. Players can choose from two formats:

- Scramble Format: Team event, four players per team, playing the best shot from each player, one score for each team
- Callaway Medal Format: Team event, four players per team, total team score from each player's individual score, after adjustments using the Callaway handicap system

Competition for individual low gross and low net will also be played. Please be sure to indicate if you will be renting clubs on the registration form. MCA will place the requests in advance and payment of \$50 plus tax will be made by individuals on site.

SPOUSE AND GUEST PROGRAM

MCA welcomes attendees' spouses and guests to the annual meeting. The spouse and guest program includes an optional event as well as a Welcome Coffee Hour, the MCA Awards Luncheon, a cocktail reception, and dinner on the final evening of the meeting. The hotel concierge can assist in arranging off-property excursions.

OPTIONAL EVENT

Details on the optional spouse and guest event will be posted on the MCA website. Please visit www.metalconstruction.org for more information.

**Preliminary schedule. Subject to change.*

TRAVEL INFORMATION

CLEARWATER, FL

As a year-round top vacation spot, Clearwater offers an endless supply of sun and a mild and temperate climate. Clearwater is situated on the Gulf of Mexico on Florida's west coast and is located 20 minutes from the St. Petersburg International Airport and 30 minutes from the Tampa International Airport. Clearwater and its surrounding areas offer a variety of beach and water recreational activities as well as numerous options for dining, shopping, golfing, and entertainment.

HOTEL

Hyatt Regency Clearwater Beach

301 South Gulfview Boulevard

Clearwater, FL 33767

727.373.1234 (hotel)

888.421.1442 (reservations)

www.metalconstruction.org (online reservations)

Rate: \$209 single/double, plus taxes

Take advantage of MCA's special conference rate at the Hyatt Regency Clearwater Beach by mentioning you are attending the MCA Annual Meeting and making your reservation before **December 23**. MCA attendees will enjoy premium rooms (suites with walk-out balconies and fully equipped kitchens) and waived daily resort fees. Group rates will be available 3 days prior and 3 days after the meeting, based on availability. Reservation requests received after the cutoff date will be offered the group rate based on availability. Your support of MCA by securing your reservation at the host hotel is greatly appreciated.

- All reservation requests must be guaranteed by credit card.
- Individuals canceling less than 72 hours prior to arrival date will forfeit their deposit of 1 night's room and tax.
- A full day will be charged if departure date changes after check-in (without notification to the Front Desk on day of arrival).

AIRLINE AND GROUND TRANSPORTATION

Airline and ground transportation information can be found at www.metalconstruction.org and will be listed on your registration confirmation letter.



PROGRAM SCHEDULE*

SUNDAY, JANUARY 22

8–9:30 am	Membership Committee
9:45–10:45 am	Statistics Committee (closed) Program Committee
11 am–12:45 pm	Wall Panel Council
1–2 pm	Lunch and Opening General Session
2:15–3:45 pm	Roofing Council
4–5:45 pm	Retrofit Council
6 pm	Reception

MONDAY, JANUARY 23

7–8 am	Continental Breakfast
8–9:30 am	Metal Roofing Alliance Meeting IMP Council (closed)
9:45–11:30 am	Market Development
Noon–5 pm	Golf Outing

TUESDAY, JANUARY 24

8–9:30 am	METALCON Liaison Committee
9:30–10 am	Joint MCM/IMP Meeting with UL Environment
10–11:30 am	MCM Fabricators Council Metal Forming Equipment/ Roll-Former Council
Noon–2 pm	Awards Luncheon and General Session <ul style="list-style-type: none">• Chairman's Awards• Larry Swaney Award• Pat Bush Award
2–3 pm	Technical and Sustainability Committees
3–5 pm	Codes and Standards Committee
6:30–9 pm	Reception and Dinner

COUNCIL AND COMMITTEE HIGHLIGHTS

Many of MCA's achievements start with the sharing of ideas that occur during council and committee sessions. The listings below indicate the current work of each council and committee.

Membership Committee

- New member recruitment program
- Member communication

Program Committee

- Planning for future meetings

Wall Panel Council

- Wall Panel Selection Guide
- Dynamic Building Envelope research update
- Wall Panel demo area

Roofing Council

- Installation Guide update
- Commercial Roofing Guide specification
- Dynamic Building Envelope research update

Retrofit Council

- Base Specification and Design Guide
- Retrofit AIA seminar series

Market Development

- Competitive Materials Assessment
- 2012 Marketing Plan
- Consolidated Survey results

METALCON Liaison Committee

- Show planning and promotion
- MCA demos

MCM Fabricators Council

- Design criteria document
- LCA messaging for MCM materials
- Code issues

Metal Forming Equipment/Roll-Former Council

- Portable Roll-Former Best Practices Guide

Codes & Standards Committee

- ICC Code updates
- Florida code issues
- CEC update

*Preliminary schedule. Subject to change.

2012 MCA Annual Meeting Registration Form

Hyatt Regency Clearwater Beach • Clearwater, FL • January 22-24, 2012

Please print clearly. Use a separate form for each registrant; duplicate as necessary.

FOR OFFICE USE ONLY

Cust# _____ Mtg Ord # 1- _____

Date _____ | _____

Complete name _____ First name for badge _____

Company _____ Company city/state _____

Mailing address Home Work _____

City/State/ZIP _____

Daytime phone (_____) _____ Fax (_____) _____

E-mail address _____

In case of emergency during the meeting, please contact this person: Name _____

Daytime phone (_____) _____ Evening phone (_____) _____

This is my first MCA meeting. (FTA)

To register, make your selections in the boxes below, add subtotals in boxes A, B, and D, and indicate the total amount in Box E.

BOX A Meeting Registration

- MCA Member Registration \$590
 Nonmember Registration \$690
 First-Time Attendee Registration \$295
(Only for current MCA members who are first-time attendees or have not attended an Annual or Semi-Annual Meeting in the past 3 years.)
 Late Registration Fee (after December 26, 2011) \$75 (LF)

Subtotal A \$ _____

BOX B Annual MCA Golf Outing

Monday, January 23, Noon-5 pm

Cost per person includes greens fee, taxes, cart, and box lunch.

Player's name _____ Handicap _____

Spouse/guest _____ Handicap _____

- I want to play Callaway Medal format. (CF)
 I want to play Scramble format. (SF)
 I will need rental clubs: left-handed (LRC) right-handed (RRC)
 Please indicate players you would like in your foursome.

GOLF \$175 each x _____ = \$ _____

MCA Golf Shirt

Order by December 26, 2011, to receive a shirt at the meeting.

- Men's M (MGM) L (MGL) XL (MGXL) XXL (MGXXL)
 Women's S (WGS) M (WGM) L (WGL) XL (WGXL)

SHIRT \$45 each x _____ = \$ _____

Subtotal B \$ _____

BOX C Optional Spouse and Guest Event

This event is open to all attendees, spouses, and guests.

Monday, January 23, 1-5 pm

- (OE1) Clearwater Marine Aquarium and Sea Life Safari

\$60 each x _____ = \$ _____

Subtotal C \$ _____

BOX D Spouse/Guest Registration

Spouse/Guest Registration includes welcome coffee hour, awards luncheon, cocktail reception, and final night dinner.

Spouse/guest name for badge _____

Spouse e-mail _____

- (GST) Guest Registration \$135 each x _____ = \$ _____

BOX E

Total Amount (Boxes A+B+C+D) \$ _____

BOX F Events

The following sessions are included in the meeting registration fee. Please indicate the events you will attend for planning purposes.

Sunday, January 22

- (RE1) 6 pm Cocktail Reception

Tuesday, January 24

- (GS1) Noon-2 pm
Awards Lunch & General Session
 (RE2) 6:30-9 pm
Cocktail Reception & Dinner

SPECIAL REQUESTS

(SDV) I will need a vegetarian meal.

(SA) I will use a wheelchair at the meeting (information is needed to project space accommodations for meeting rooms and other functions).

3 EASY WAYS TO REGISTER

Mail

MCA
 PO Box 839
 Glenview, IL 60025-0839

Phone* 847.375.4718

Fax* 847.375.6488

*Phone and fax orders are accepted only with credit card payment.
 If you fax this form, please do not mail the original.

PAYMENT

-  MasterCard  VISA  Discover
  American Express **Check** (enclosed)

- If rebilling of a credit card charge is necessary, a \$25 processing fee will be charged.
- I authorize MCA to charge the below-listed credit card amounts reasonably deemed by MCA to be accurate and appropriate.
- Make check payable to MCA.
- Checks not in U.S. funds will be returned.
- A charge of \$20 will apply to checks returned for insufficient funds.

Account number _____ Expiration date _____

Signature _____

Cardholder's name (Please print.) _____



If payment does not accompany this form, your registration will not be processed.

Cancellation, Program Changes, and Refund Policies All cancellations must be made in writing and sent to the attention of MCA Member Services. No refunds will be made on cancellations postmarked after December 30, 2011. Please keep a copy of your registration form for your records. If MCA must cancel the meeting, registrants will receive full credit or refunds of their paid registration fees. MCA cannot offer refunds for lodging, airfare, or any other expenses related to attending the meeting. All refunds will be processed and issued after the meeting.



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