

PROGRAM



Exhibit Floor Hours:

Wednesday, November 6, 2024 – 6 p.m. to 8 p.m.

Thursday, November 7, 2024 – 7 a.m. to 6 p.m.

Friday, November 8, 2024 – 7 a.m. to noon

Wednesday, November 6

12:00 PM – Registration and Exhibitor Move-In

Century Foyer and Ballroom

6:00PM – Exhibit Hall Opening and Opening Reception

Century Foyer and Ballroom

Thursday, November 7

7:00AM– Exhibit Hall and Registration

Century Foyer and Ballroom

8:00AM – Breakfast

Century Foyer and Ballroom

9:00AM– A Management Playbook to Accelerate Your Business

Century Ballroom

10:15AM - Break

Century Foyer and Ballroom

10:30AM – Breakouts

Century Ballroom

Corps Room

Ross Room

11:30AM – Exhibit Hall

Century Foyer and Ballroom

12:00PM – Panel Discussion

Century Ballroom

1:30PM – Breakouts

Century Ballroom

Corps Room

Ross Room

2:30PM – Break

Century Foyer and Ballroom



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Friday, November 8, 2024 – 7 a.m. to noon

**3:00PM – Revolutionizing Your Business
with OpenAI: Best Practices, Ethics,
and Practical Applications**

Century Ballroom

**4:00PM – How did we get HERE? Energy
Efficiency, HVAC, and the BILLIONS
(Yes, with a B) flowing into Texas**

Century Ballroom

7:00PM – Casino Night

Century Foyer and Ballroom

Friday, November 8

7:00AM – Exhibit Hall and Registration

Century Foyer and Ballroom

8:00AM – Breakfast

Century Foyer and Ballroom

9:00AM – Breakouts

Century Ballroom

Corps Room

Ross Room

10:00AM – Break

Century Foyer and Ballroom

10:30AM – Exhibit Hall

Century Ballroom

**11:30AM – Lunch/Laws and Rules with Bill
Weatherly of TDLR**

Century Ballroom

12:30PM – Exhibits Breakdown

Century Foyer and Ballroom

**1:30PM – How to ignite Your Unstoppable
Passion for What You Do**



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Thursday, November 7

**9:00AM – A Management Playbook to
Accelerate Your Business:
Michael Caito
Century Ballroom**

Michael Caito, CEO of MAP Consulting, will talk about the importance of having a management playbook in your business along with a plan to train your managers as that system is only as good as the people running it. MAP has worked with hundreds of HVAC companies including playing a pivotal role in Goettl's success in the industry as noted in the E-Myth HVAC Contractor: Why Most HVAC Companies Don't Work and What to Do About It. In this passionate keynote, you'll hear Michael's own entrepreneurial journey, learn about the Six Functions of Management and walk away with key learnings that you can take back and implement into your business.

10:30AM – Breakouts

**Mastering Community Engagement and
Local Guerilla Marketing: Colleen
Keyworth
Corps Room**

Colleen Keyworth, with Online Access, will jump into how you can get your brand noticed and loved through smart community involvement and some clever, out-of-the-box marketing tricks. We'll show you ways to connect with your community that really work, getting your business right where people are already focused. Learn how to use fun local events and surprise marketing tactics to keep folks talking about your brand. We'll also talk about how setting up contests and community events can really ramp up your visibility and make customers feel more connected to your business.

Current Insurance Headwinds and Market Conditions Including Common Risks, Policies and Premium Factors:
Cody Schumacher

Century Ballroom

Cody Shumacher, with Federated Insurance, dives into the essentials of risk management tailored for HVAC/R professionals. Participants will explore foundational policies that protect businesses, examine premium considerations to optimize coverage, and discuss common risks within the industry. A core component will be the development of a safety plan, offering practical steps to minimize liabilities and ensure a safer workplace. Whether you're an owner, manager, or technician, this workshop provides valuable tools and insights to safeguard your operations and strengthen your risk management approach.

Current Insurance Recruiting the Best HVAC Technicians During a Shortage of Talent: What's Working, What Isn't, and What to Do: John P. Sherk

Ross Room

John P. Sherk, President and owner of Operations

Laboratory, will equip you with effective strategies to navigate the current talent shortage and secure the best technicians for your team. Explore innovative recruitment techniques that are yielding results, from leveraging social media and industry networks to enhancing your employer brand. Discover what practices aren't working and learn how to avoid common pitfalls that can hinder your hiring efforts. Discuss ways to create a compelling employee value proposition that resonates with candidates, highlighting the benefits of working for your company, including career development opportunities, competitive compensation, and a supportive workplace culture. Learn actionable insights that will help you attract, hire, and retain the best HVAC talent. Join us and turn the challenges of today's market into opportunities for growth and success and take the first step toward building a strong, skilled HVAC team.

12:00PM – Panel Discussion

Navigating Membership in TACCA, ACCA, and Local Affiliations:
Sean Robertson, Vice President of Membership, Advocacy, and Events;
Roland Arrisola, TACCA 2024 State President; and Fawn Cheng, Board Member for TACCA North Texas, and facilitated by Rob Eloff, 2024 TACCA Vice President
Century Ballroom

The HVAC/R industry in Texas benefits from a range of associations to serve its professionals but understanding the benefits of membership and distinctions among them can sometimes be challenging. Aiming to clarify the roles and collaborative efforts of TACCA, ACCA, and local chapters. Panelists will discuss how membership in each organization supports contractors, detailing the advocacy work done at the Capitol, state legislature,

and local levels. They will also explore what it means to hold membership across multiple organizations, shedding light on overlapping services, unique benefits, and the importance of interconnected affiliations in Texas. This session is designed to provide contractors with the information they need to maximize their industry affiliations, understand where their membership dollars go, and how each organization uniquely supports HVAC/R professionals.

1:30PM – Breakouts

Stay Ahead of the Curve, Key 2021 Uniform Mechanical Code Updates: John Mata Corps Room

John Mata, Senior Director of IAPMO, will inform you on the latest changes to the 2021 Uniform Mechanical Code. This session provides a detailed overview of critical updates impacting the HVAC/R industry, including modifications in safety standards, efficiency requirements, and installation protocols. Attendees will gain essential knowledge to ensure compliance and maintain best practices in their projects. Join us to understand how these code changes influence the industry and what steps you can take to stay ahead.

Can Service Be Optimized?: Patrick Davis Ross Room

Patrick Davis, with DIGIMEP, will dive into the HVAC industries' attempts to standardize service methods. As in the case of all business practices there is no way to optimize something that cannot be standardized. Standardization is the prerequisite to all business optimizations. When will the outcomes of service become predictable and repeatable? When will the Internet of things finally impact HVAC services?

Marketing Challenges Contractors Face Daily and How to Win: DeWayne Gibson and Christine Joo

Century Ballroom

DeWayne Gibson and Christine Joo, with Optic Marketing Group, delves into the everyday hurdles that contractors encounter in the dynamic field of marketing. From managing tight budgets and meeting client expectations to staying updated with the latest digital trends and handling stiff competition, we will explore the multifaceted challenges that define a contractor's routine. Join us to better understand the intricacies of contractor marketing and to equip yourself with tools to navigate this demanding landscape.

3:00PM – Revolutionizing Your Business with OpenAI: Best Practices, Ethics and Practical Applications: Colleen Keyworth

Century Ballroom

Colleen Keyworth, with Online Access, will delve into the transformative power of OpenAI Century Foyer and Ballroom Century Ballroom Century Foyer and Ballroom Century Ballroom technologies in the business world. AI is reshaping how we approach problem-solving, creativity, and efficiency. Our focus will be on understanding and ethically leveraging these tools to gain a competitive edge. We'll explore practical aspects of OpenAI, including prompt engineering for customized AI interactions, the strategic use of AI tools for business enhancement, and the integration of AI-generated imagery in marketing and design. By blending real-time examples with real-world applications, this presentation offers a comprehensive roadmap for businesses looking to harness the potential of AI while adhering to ethical standards.

4:00PM – How did we get HERE? Energy Efficiency, HVAC, and the BILLIONS (Yes, with a B) flowing into Texas: Todd McAlister
Century Ballroom

Texas is poised to receive more than a billion dollars in funding through the Inflation Reduction Act (IRA). How did we get here through our past Energy Efficiency policies in the state, where are we headed, and what are the effects on the HVAC industry?

Friday, November 8

9:00AM – Breakouts

Implementing A Safety Program, Employee Handbook & Developing a Risk Management Culture: Tyson Ross
Ross Room

Tyson Ross, with Federated Insurance, addresses the critical aspects of employment-related liability for HVAC/R business owners and managers. Attendees will gain insights into potential legal risks related to hiring, managing, and terminating employees, as well as the best practices for minimizing these risks. Topics will include workplace discrimination, harassment prevention, wrongful termination claims, and ensuring compliance with employment laws. This session equips leaders with the knowledge to protect their businesses while fostering a safe, fair, and legally compliant work environment.

How to Locate, Hire, and Keep Great Talent: Bryan Dodge

Century Ballroom

Join Bryan Dodge, founder of Dodge Development, Inc., as he shares strategies to find, hire, and retain top talent. With over 35 years of experience, Bryan will introduce a proven process to position employees for success, improve team communication, and build loyalty from day one. This session will equip you with practical tools to create a more unified, high-performing workforce.

Profitable Planning: Five Crucial Lessons for Building Wealth and Legacy: Rob Schulz

Corps Room

In this session, Rob Schulz, founder of Schulz Wealth, shares five impactful stories from his 30 years of experience working with business owners. Through these real-life examples, Rob highlights key lessons in strategic planning, tackling pitfalls, and adopting mindsets essential for long-term success.

Tailored for HVAC founders and leaders, this presentation provides a strategic roadmap to overcome financial and legacy challenges. Attendees will learn about business continuity planning, asset diversification, and aligning exit strategies with personal goals. Rob's insights equip entrepreneurs to address behavioral barriers and navigate effective transition planning.

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11:30AM – Laws and Rules: Bill Weatherly – Century Ballroom

Century Ballroom

Join Bill Weatherly, with TDLR for an essential session on the latest updates in Texas HVAC/R laws and regulations. This program covers key developments in the investigations process, including recent sting

operations and enforcement actions. Gain insights into licensing standards, the path to becoming a certified technician, and the responsibilities that come with licensure. Perfect for contractors and technicians committed to compliance, this session will ensure you're up-to-date on regulatory changes affecting the HVAC/R industry in Texas.

**1:30PM – How to Ignite Your Unstoppable
Passion for What You Do: Bryan
Dodge**
Century Ballroom

Join Bryan Dodge, owner of Dodge Development, Inc. and author of *The Good Life Rules* and *Becoming the Obvious Choice*, as he reveals strategies to reignite your purpose and passion. Drawing from over 35 years of experience building better businesses and lives, Bryan will guide you through actionable steps to discover your "why," elevate team engagement, and communicate with impact. Learn how to attract and position top talent for success and uncover what's holding you back from achieving your goals. This inspiring session will leave you empowered and ready to lead with a renewed sense of purpose.