

The What If Experience

Mike Rayburn is an accomplished musician who asks “What If...” as a means to take on problems and change. Within 30 seconds you will know that the impossible is possible. Within two minutes you will be laughing and totally engaged. By the end you will be on their feet, energized and equipped with solid business tools and wisdom. Mike Rayburn’s “What IF? Experience” is about:

- Innovation...finding and creating the opportunities, products and processes that others miss
- Change...moving from managing change to creating change.
- High Performance...making those opportunities happen.

You will leave with the tools to do just that. Oh, and you’ll laugh so hard it hurts!

Takeaways...you will:

- Learn three powerful tools to access unrealized potential.
- Create change, rather than manage change.
- Discover the opportunities you are currently missing.
- Set and achieve bold, empowering goals.
- Embrace your uniqueness as your competitive edge.

A sample of his message can be seen at <https://www.youtube.com/watch?v=LwhljnkPqmw>

More than anything... “The What IF? Experience” is just that: An EXPERIENCE. “What IF?” will be memorable, valuable and unforgettable. There is no one who does what Mike Rayburn does.

Mike Rayburn is TEDx Presenter who teaches innovation, change and peak performance using world-class guitar and humor to create a transformational experience and generate exponential results. He has headlined Carnegie Hall, Las Vegas, and performed more than 5,000 presentations in 20 countries on five continents. Rayburn is a music/internet pioneering entrepreneur, feature artist on Sirius/XM and Artist In Residence at High Point University. His more than 1000 corporate clients include most of the Fortune 100, 500, and the top five, including multiple presentations for Walmart, Exxon, Wells Fargo, Lincoln Financial, UnitedHealth, IBM, Siemens, Verizon, Ford, Nationwide, MetLife, PepsiCo, Chevron, Sony, Allianz, and Liberty Mutual.



Inspired Talent

Employee engagement is paramount. Without it, organizations struggle and employees remain disengaged, operating on the low end of performance and fulfillment. Research confirms only 29% of the workforce is fully engaged – meaning they like what they do, feel supported, productive and rewarded. The other 71%? Most are just trading hours for dollars with their heart, head and focus somewhere else. As a result, companies get less than they need from their workforce and suffer with poor results in sales, profit, growth, turnover and customer satisfaction.

The answer? “Inspired Talent.” Because truly engaged employees are those who are motivated, committed and fulfilled. Motivation comes from within. Commitment is a decision that is made. Fulfillment is the result. And none of these happen unless leaders inspire – which is the powerful external influence that drives employee engagement. In this presentation, Jason Young shows leaders how to create an environment where employees are inspired, engaged and can do their best work. In this inspirational keynote, Jason teaches that Inspired Talent is the result of proven leadership practices that lead people to their full potential and help them, not just survive, but to thrive. Participants will come away with the practical insights and tools needed to have what every organization desperately needs...Inspired Talent.



Jason Young has been called a “rare breed” when it comes to developing leaders and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company’s innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today. Today, as president of Culturetopia, Jason shares his vision in developing successful corporate culture with forward-thinking companies, including Starbucks, Ericsson, Farmers Insurance and Tyson Foods – among hundreds of others. He has even captured his philosophy of creating high performance cultures in his books, *The Culturetopia Effect* and *Servicetopia*.

An Olympic Dream That Changed the World

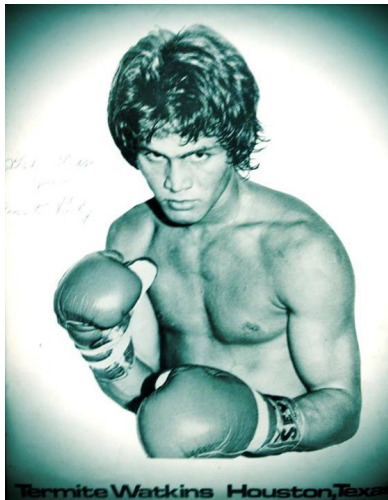
Maurice "Termite" Watkins was at the time the youngest ever Gold Gloves national champion boxer. He turned pro his senior year in high school, and set his sights on a world title.

His 58 professional wins included 48 knock-outs. In 1980, he fought in Caesar's Palace for the coveted world title in a double main event that featured Muhammad Ali and Larry Holmes. In a fifteen-round brutal fight, Termite lost to champion Saoul Mamby.

Retired from boxing and enjoying a successful sales career, Termite was settled into a suburban life with his family in Deer Park, Texas until the events on 9/11 changed his life. Termite felt an overwhelming desire – he believed it was a calling of God – to serve his country. He asked what he could do for his country. The surprising answer was pest control, the business he'd learned as a child from his father. The coalition needed someone to go into Iraq and to rid military camps of snakes, scorpions and bugs. Over his family's strong objections, Termite headed to Iraq.

Termite's patriotic service soon spread beyond vipers and flies – he offered boxing classes to soldiers, officers, and aid workers. News spread of this high-energy boxer with the infectious "can-do" attitude. Visionary coalition leader Mike Gfoeller presented an amazing challenge to the Texan: Ousted for the unspeakable crimes against its athletes, Iraq had not been in the Olympics in decades. "It was a slim-to-nothing chance, maybe one in a million," Termite said. Meeting his team of forgotten, rusty athletes in Baghdad, Termite was unimpressed with their skills but amazed by the hearts of these 14 Iraqis. Some arrived without shoes; none had headgear or mouthpieces. "It took tremendous courage for these men to show up on that soccer field to meet an American," said Termite. He fell in love with them and put his life at risk every day to help them reach their Olympic dreams.

Termite's incredible perseverance and total devotion to a goal was called upon to overcome daunting obstacles. The quest of this unlikely team and their colorfully charismatic coach inspired the world. At a time of tanks and the toppling of Hussein statues, Termite's team sent the message of hope and freedom in a war-torn nation. CNN, Fox, NBC, ABC, CBS, The New York Times, Sports Illustrated, and every other major news outlet heralded the triumph of spirit represented by Termite and his men. This story will be produced into a movie in 2020, by Sylvester Stallone.



MCA Texas 2020 Conference Education and Entertainment Programs

Economic Outlook For Texas and the Nation: 2020

There are a lot of things happening in Texas. Alan will look at construction trends in Texas and the region, labor issues, interest rates and construction price index. He will also look at US and global economic trends that will impact Texas. Thinking and planning for the changes before they are on your doorstep is key to being successful as we go through the business cycle. Attend and learn what the leading indicators are telling us and what it all means for budgets and cash planning, and what we can do about it. We'll also take a closer look at the 2020s, and what opportunities and potential problems await us there.

Dr. Alan Beaulieu, is the President and a Principle at the Institute for Trend Research (ITR). ITR Economics is First in Forecasts Worldwide because of its reputation for reliable forecasts and actionable content. Additionally, Alan co-authored three books, including a children's book "But I Want It" to shape young minds in a way that will prepare them for prospering in the future.



2020 Annual Meeting Featured Entertainer

The live performances of celebrated conjurer, "Stand Up Magician" Derek Hughes, have been lauded by audiences and critics alike, with the New York Times calling him "thoroughly entertaining." Hughes has performed his magic on MTV, VH1, Comedy Central, The Tonight Show and was a top 10 finalist on NBC's "America's Got Talent". He's performed in comedy clubs across the country to sold out audiences. Besides being laugh out loud and an amazing performer, he's also head writer and frequent accomplice on TRU TV's and Netflix "The Carbonaro Effect"

MCA Texas 2020 Conference Education and Entertainment Programs

Mechanical Contractors Association of America

Meet and hear of the latest efforts and initiatives from your National Association. We will be joined by Armand Kilijian, the incoming elected President of MCAA for 2020. Armand is the President of O'Brien Mechanical, Inc. II, a family-owned, full-service plumbing/piping/HVAC contractor headquartered in San Francisco, CA. The company self-performs a wide range of plumbing and piping installation work for commercial projects throughout the Greater Bay Area.

Texas State Board of Plumbing Examiners - An Interactive Conversation With Our Legislative Advocacy Team

As you are no doubt aware, the Texas Legislature could not agree on a path forward for the regulation of the plumbing industry during their 2019 Legislative Session. As a result, the State Board of Plumbing Examiners and the Plumbing License Law were set to become extinct on September 1, 2019. An Executive Order from Governor Greg Abbott declared an emergency and continued the Board and License Law until May 31, 2022. He essentially said to the Legislature - find a consensus to move forward with some form of plumbing regulation in your next Legislative Session in 2021. MCA of Texas and our local Associations and At-Large Members have collectively hired Clint Hackney & Associates to represent the interests of our members to help find a means to continue the State Board of Plumbing Examiners as a State Agency, and improve the efficiency of the Board in its' responsibility to regulate plumbing in the State of Texas. Come join us for the latest information in this effort.

Clint Hackney is a lobbyist and government affairs lawyer in Washington, D.C. and Austin, Texas. He is consistently listed as one of the top 10 lobbyists in Texas by Capitol Inside and has been designated by his peers as one of America's Best Lawyers in Government Relations. Clint is also a charter member of the Professional Advocacy Association of Texas and a member of the American League of Lobbyists.

Project/Service Managers Education Series for 2020

Servicetopia – The Ultimate Customer Service Experience

In this keynote, Jason Young explains how a company can deliver a transformational service experience — Servicetopia — with each and every customer encounter. What is Servicetopia? Imagine an environment where all employees are aligned with the mission and vision of the company and every day they go to work committed to providing exceptional service to every customer. They understand their purpose in the organization. They perform their duties with passion as they seek to meet every customer's needs. They are professional and work tirelessly to build customer loyalty. They follow a carefully outlined process to ensure customer satisfaction and eliminate pain and frustration. And in the end, they add a little pizzazz to surprise and delight the customer. Purpose. Passion. Professional. Process. Pizazz. These are the hallmarks of Servicetopia, the behaviors required for delivering exceptional customer service, every day. In this keynote, Jason Young shares how a company can deliver on Servicetopia, where high levels of customer satisfaction and retention are sustained; and where employees derive personal and professional satisfaction from delivering great service and the customer is the beneficiary. You'll discover that a commitment to Servicetopia can help your organization make a name for itself and impact the bottom line.



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