



MCAA Monthly Webinar Schedule

2:00 PM Eastern Time

Select the webinar you wish to attend and click on the hyperlink to register.

There is no cost. After you register, GoToWebinar will send you a confirmation with login information and a unique code. You may use VoIP or telephone. You will be given a toll number to call when you log in to the meeting. If using VoIP, we strongly encourage you to use a USB headset and microphone to minimize reverberation and background noise.

The Association has revised the format of its monthly webinar to feature speakers from recent events to delve into issues even more deeply. Previously the President of the Association walked through the programs of the Association to help familiarize new representatives and non-members with the resources that are available. That presentation is now available on [You Tube in a three-part video](#). Please join us now every month for a different featured speaker.

NEXT Scheduled Date

[Tuesday, August 24, 2010](#) – Dr. Lisa Lang, President, The Science of Business, *Getting MORE Jobs DONE Faster!*

Dr Lisa will discuss the 9 challenges to scheduling your shop and why your schedule is dead on arrival. Then she will cover the Theory of Constraints approach you read about in The Goal. CAUTION – this will not be theory, but how to really apply what you read and get more jobs done faster!

Future Webinars:

[Tuesday, September 28, 2010](#) – Sam Richter, SBR Worldwide LLC, *Know More! Networks: Leveraging the Power of LinkedIn to Grow Your Business*

LinkedIn, the social network that helps you build your network, is the rage among many business people. This powerful online resource can help you generate sales leads, promote your business, and get in front of executives in ways never before possible. Yet most people have yet to full take advantage of this incredible tool. In this Webinar, Sam Richter (with more than 16 million LinkedIn connections himself), will show you how. This practical presentation will provide you with the necessary steps to start immediately taking advantage of LinkedIn. Click [HERE](#) for a full session description.

[Tuesday, October 26, 2010](#) Mitch Harper, Mitch Harper & Associates, Topic to be Named

[Tuesday, November 23, 2010](#) – Jeff Dietrich, Institute for Trend Research, *Economic Outlook* (Confirmed)

There will be no webinar in December 2010.

For more information, contact Cynthia Esher, MCAA, esh@measure.org (757) 258-3100

