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Marcone Servicers Association 2014 convention emphasizes "Better Business, Better You"

Appliance technicians, industry business owners, and top brand manufacturers will converge January 26–29 in Las Vegas for the bi-annual convention dedicated to the appliance service niche. The event is put on by MSA, a leading trade group representing the appliance service industry and backed by the nation's largest parts distributor, Marcone Supply.

The 2014 gathering will take place at the Rio Hotel & Casino (3700 W. Flamingo Rd., Las Vegas) and boasts a schedule full of offerings to help attendees connect with the convention's "Better Business, Better You" theme. The line-up includes appliance trainings from master technicians and reps of brands like Whirlpool, GE, Samsung, Electrolux, and LG, among others. Classes tailored to the small service business owner are available to attendees as well. And the event's "Better You" message will highlight a focus on health and happiness, meaning perks like chair massages and morning fitness sessions, and the opportunity to get involved with the featured charity, military support non-profit HEROES Care.

"The concept of starting fresh and improving ourselves is a traditional theme for every new year—and with good reason. What better time to get fresh perspectives, learn more, and find new ways to better our lives all around?" says Rick Vogel, Vice President at Marcone. "The event is our way of sharing the passion and practical steps necessary for achieving personal and professional success."

More information is available at MSAWorld.com. Convention registration is open through Saturday, January 25.

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