

**FOR IMMEDIATE RELEASE**

**METALCON Launches New Initiatives**  
***Delivering Its Commitment as the Source for Ongoing Learning Opportunities***

**(Newton, Mass., – November 17, 2020)** — [METALCON](#), the metal construction industry’s largest international event for metal construction products, technologies and solutions, announces a variety of new initiatives that provide ongoing educational opportunities and essential training for industry professionals.

“We’ve been working diligently to create meaningful programs for the metal construction industry during this time of uncertainty,” says Judy Geller, Vice President of Tradeshow at METALCON. “We’ve lined up some of the best in the industry to connect with you virtually and to deliver exceptional programming year-round – and until we meet again in person – for a world-class event next year in Tampa!”

**METALCON’s new learning opportunities include:**

**1. METALCON Business Academy**

The METALCON Business Academy (MBA) program offers business-oriented courses for business, sales and marketing leaders. Session one of six “**Building Your One-Page Strategic Plan**” takes place on December 2 and is produced in partnership with Danny Kerr of [Breakthrough Academy](#).” The remaining five courses will cover topics, such as staffing, increasing productivity and structuring your company for success. The first four sessions will take place virtually via *METALCONLive!*, with the remaining two in-person at METALCON 2021 in Tampa, where participants can earn a METALCON diploma for completing the program. Virtual classes will also be available on demand. [Register for FREE here!](#)

**2. Metal Construction Association (MCA) Presents**

Each month the MCA will present technical topics of interest to you during *METALCONLive!* On November 18, John Trifonoff, vice president of [East Coast Metal Systems](#) will present “**Bring Your MCM to Life with a Quality MCM Fabricator**.” He delves into what makes one metal manufacturer better than another and reveals the truth behind quality MCM fabricators. He explains what to look for in a metal supplier and how to ensure only quality products are provided for your project. Attendees will learn what testing to watch for, what certificates to be aware of, and various utilizations of quality sheet manufacturers. Learn more about MCM, its suppliers and how to bring the MCM to life on your next project! [Register Now!](#)

(more)

### 3. *Metal Architecture* with METALCONLive!

***Metal Architecture* with METALCONLive!** launches virtually on January 13, 2021, in partnership with [Metal Architecture](#) Magazine—a four-part series that explores what’s on the cutting edge of metal in architecture, innovative uses of metal in design and sample case studies. Remaining virtual sessions will take place on April 7 and August 11, with the final session taking place live on-site at METALCON 2021.

### 4. METALFOCUS® Safety Certificate Program

In mid-February, Craig Schaffer, president of [Safety Works, Inc.](#) will teach the **METALFOCUS® Safety Certificate Program**, a series of 20 one-hour long virtual safety courses tailored to supervisors, foremen, crews and others in the industry. Courses will focus on increasing safety, reducing job site risks and lowering the risk of regulatory penalties, and include: Fall Protection in Steel/Metal Buildings, OSHA’s Steel Standard, Job Safety Analysis, Managing OSHA Inspections, Hot Work Permit Operations and others. Registration fees begin at \$30/class with discounts available for multiple class registrations. Stay tuned for more details.

All courses will be available both “live” and on-demand. METALCON 2021 takes place on Oct. 6-8, 2021 in Tampa, Florida. To learn more, visit [www.metalcon.com](http://www.metalcon.com).

#### **About METALCON**

METALCON is the largest international event in the metal construction industry. Established in 1991, it’s the only annual tradeshow and conference devoted exclusively to the application of metal in design and industrial, institutional, commercial and residential projects. Designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries attend each year. Industry experts from 275 leading companies exhibit the latest products, solutions and game-changing technologies, while sharing their knowledge with attendees. METALCON’S success is based on a dynamic exhibit hall, extensive educational programs and interactive learning opportunities. METALCON is produced by PSMJ Resources, Inc., and sponsored by The Metal Construction Association. For more information, visit [www.metalcon.com](http://www.metalcon.com) or call 800-537-7765.

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