



Seminar Schedule

Tuesday, October 23
9:00 a.m. – 10:15 a.m.

Winning on Value vs. Losing on Price by Landy Chase

Three marketplace dynamics — technology, intense competition and skyrocketing customer expectations — are the catalysts that are driving the success or failure of America's sales organizations. Find out what it takes right now to ensure that your company grows — and even prospers — in these difficult times.

Distributors! Maximize Your Margins! by Barry T. Wright

Whether you're dealing with the "Big Box Stores" or "Mom and Pop Undercutting," today's challenges are endless. Learn the exclusive secret that will differentiate you from everyone else and keep your competitors guessing.

Three Routes to Increased Profitability in Your Contract Cleaning Business by Bob Langdon, CPA •

Ongoing success relies on your ability to increase profits each year. Most business owners would say increasing sales is the answer. Bob Langdon, CPA and author of "Managing Your Business for Profit," will explore three alternative ways to increase profitability in your business more easily and faster!

How Investing in the Science of Management Leads to Cleaning Success by Panel Discussion

Panelists from cleaning organizations that were first to certify to the Cleaning Industry Management Standard discuss how examining organizational elements and implementing a principled management structure can improve productivity, efficiency, customer confidence and ultimately lead to a more successful operation.

The Science of CLEAN and GREEN: A Better Language for JanSan by Dr. Steven Spivak

Find out how the scientific meanings of industry terms like clean, cleaning or high performance support public health and hygiene and go beyond simply improving appearance.

Basics of Supervision and Quality Control by Mickey Crowe •

What are the five things every worker needs to succeed? Why is knowing how many coats of

finish are on a floor in a given area important? Why is knowing my productivity so important? Crowe will answer these and other questions pertinent to the successful management of a cleaning operation and the people who keep it running smoothly.

10:30 a.m. – 11:45 a.m.

Industry Career Coach: Recruit & Retain the Best People by Panel Discussion

Personnel costs make up the lion's share of most cleaning industry budgets, and having the right people involved can directly impact productivity, profits and more. A panel of industry veterans will field audience questions and offer their best advice for finding and keeping top employees in the cleaning industry.

Effective Ways to Immediately Improve Your Bottom Line by Bob Langdon, CPA

Reducing expenses is one of the fastest and easiest ways to improve profitability in your operations. In this program, Bob Langdon, CPA and author of "Managing Your Business for Profit," will share his proven techniques for reducing expenses.

Profitability: Improving Fill Rate Economics by Bruce Merrifield

Industry distribution strategy expert Bruce Merrifield reveals the key to improving fill rate economics and its relation to profitability. Learn how to fine-tune your one-stop-shop and in-stock program offerings all while improving your bottom line in the process.

Don't Eat the Marshmallow Yet: The Secret to Sweet Success in Work and Life by Dr. Joachim de Posada

In a University of Stanford experiment, four-year-olds were each given one marshmallow and told if they could wait for 15 minutes without eating it, they would get another one. If they ate it, they would get nothing else. If you understand and apply the marshmallow principle revealed by this experiment, you will be successful in your life and business.

Advanced Prospecting Strategies: Marketing to Non-Customers by Landy Chase

Marketing skills, not sales skills, drive success in the area of new business development. This

valuable session redefines prospecting skills into a cohesive, highly successful marketing strategy that increases the number of quality sales opportunities with less time and effort expanded.

If Green is the Solution, Then What is the Problem? by Dr. Lauren Heine •

The industrial and institutional cleaning industry is demonstrating great leadership in developing and adopting green chemicals, green products, and green practices. During this session, we will discuss past, current, and emerging environmental and human health issues that relate to cleaning.

12:00 p.m. – 1:30 p.m.

All-Industry Networking Lunch

Join more than 600 of your peers, along with industry consultants and educators to discuss and learn how you can best prepare for and deal with everything from shrinking budgets and staffing shortages to pandemics, certification and green cleaning. Bring your questions, concerns and an open mind.

1:30 p.m. – 2:45 p.m.

Get a First Look at Tomorrow Today by Alan Beaulieu

Learn how short-term and long-term economic forecasts impact your company. Find out what leading economic indicators you should be watching for. Also, Republican or Democrat — what impact does each type of administration have on the economy?

How to Construct a Manageable Budget by James Peduto •

BSCs and in-house service providers face a conundrum...balancing tight budgets and demands for higher service levels. Learn to build a "bullet proof" budget that accounts for numerous real-life variables such as tight funding, changing customer expectations, and the unexpected.

Beyond Green Cleaning: Advanced Environmental Discussions for Executives by Stephen P. Ashkin

If you already understand the basics of green cleaning, then it's time to move ahead of the curve. You'll learn about LEED Certification for your own facility, greening the supply chain, running vehicles on biodiesel, driving hybrid cars, facility energy reductions and much more.

Social Media 101: Leveraging the Power of Blogs, Podcasts and Wikis by David Gammel

Wondering what pundits mean when they talk about the social media craze? David Gammel, a noted web strategy expert will explain blogging, podcasts and wikis and how you can leverage them to contribute to your business outcomes.

Public Cross-Contamination: The Cleaning Industry's Impact in the Most Surprising of Places by Dr. Charles P. Gerba •

Public cross-contamination continues to be a hot topic as building occupants become more aware of their surroundings and the effect cleaning has on their general health. Dr. Charles Gerba, aka Dr. Germ, a microbiology professor at the University of Arizona will discuss the current state of public health and contamination issues. He also will reveal results of a new soap study.

3:00 p.m. – 4:15 p.m. How to Upgrade and Motivate Your People by Don Aslett

Want to capture the leverage of "clean" to get tons of free attention and employee production? This hands-on session will teach you how to enhance loyalty, ambition and quality by upgrading the attitude of all of us in the cleaning industry.

3:00 p.m. – 4:30 p.m. Building Service Contractor Peer Exchange Session: Elevate Your Contracting Business by David Frank and James Peduto

ISSA's Management Standard Registrars will walk BSCs through an interactive session to help participants evaluate how well their operations incorporate the five elements of service success. Then delve into an information exchange regarding ways to differentiate and market unique selling points and increase account retention.

Distributor Peer Exchange Session: Developing Your Personal Brand by John A. Jenson

A professional executive and branding coach will combine a compelling presentation with peer-to-peer conversation helping you find the best way to package yourself for positive results. Discover ways to put people in the position to receive you and the initiatives and ideas you have to offer positively.

6th Annual Women's Forum: The Uber Secrets of Top Performers by Bonnie St. John

Bonnie St. John is a Silver Medal-winning Paralympic skier, Rhodes Scholar and author, despite growing up in San Diego, having her leg amputated at age five, and coming from a family of modest means. She will surprise you with examples of stories exhibiting business secrets, plus engage you in peer-exchange exercises to further add to the shared experience.

Wednesday, October 24 8:30 a.m. – 10:00 a.m.

If You Want to Succeed, Make Some Noise by Ken Schmidt

The former director of communications for Harley-Davidson Motor Company, Ken Schmidt, played an active role in one of the most celebrated turnarounds in corporate history. Ken will present a fascinating story of building an entirely new corporate culture, of rekindling relationships with customers and reaching out to new ones in completely non-traditional ways.

Thursday, October 25 8:15 a.m. – 10:00 a.m.

Keynote Address: Living in the Age of Transformation by Newt Gingrich

Newt Gingrich, former Speaker of the United States House of Representatives, author, scholar and current transformational change consultant, will bring his global insight to ISSA/INTERCLEAN where he hopes to empower attendees from every nation to respond to the challenges and opportunities presented by the Information Age and global marketplace.

Friday, October 26 8:30 a.m. – 9:30 a.m.

The Cleaning Industry Management Standard: Committing to Operational Excellence by Dan Wagner

Learn how the Cleaning Industry Management Standard and certification program can help improve internal operations and service levels, demonstrate a commitment to quality, and differentiate an organization as dedicated to meeting customer expectations. Plus, what it takes to comply and certify with the program.

7 Mega-Trends that Will Change the Cleaning Industry & How You Can Make the Most of Them by John Delany

Learn about seven major insights developed from a year-long, strategic trend study conducted by ISSA to help gain insight into the future of the cleaning industry. Built from an underlying database of more than 300 identified industry trends, this can't-miss presentation will help you see the industry as you haven't seen it before.

• Seminars sponsored by *Contracting Profits* magazine, *Housekeeping Solutions* magazine, *Sanitary Maintenance* magazine, CleanLink.com, and CleanHound Search Engine.