

ISSA's New Education Package: Just What In-House Service Providers Need!

August 14, 2017—Northbrook, IL, USA—ISSA, the worldwide cleaning industry association, is pleased to announce its new innovative series of targeted education packages designed to help attendees soak up all the skills, industry developments, good business practices, and technological advances available at [ISSA/INTERCLEAN® North America 2017 and ISSA Convention](#), September 11–14, in sunny Las Vegas, NV.

Hosted by ISSA and its trade show partner, RAI Amsterdam, ISSA/INTERCLEAN North America is the most comprehensive event available to the commercial and residential cleaning industry. The show features more than 60 seminars, workshops, and networking events to provide attendees with an immersive learning experience. In-house service providers (ISPs) can further customize and enhance their experience by choosing the all-inclusive [Health Care Environment Essentials](#) or [Green Clean Schools](#) educational packages.

Beginning with the [Welcome Networking Reception](#) Sunday evening, this comprehensive suite of events and seminars will help new and seasoned ISPs keep up with the latest business and industry trends, and address challenges, such as:

- Learning the must-knows of disinfection and decontamination
- Mastering trends and techniques of infection control
- Improving outcomes in health care facilities
- Streamlining operations and cutting costs.

Below are just a few highlighted sessions from the large variety of ISP-focused educational opportunities available through the package.

[Helping Facilities Prevent Illnesses and Absenteeism](#)

Speaker: Lori Strazdas

Monday, September 11, 10:45 a.m.–11:30 a.m.

From absenteeism and facility closures to negative press, illnesses can have serious impact in public and commercial settings—and not just during cold and flu season. Bacteria and viruses such as Methicillin-resistant Staphylococcus aureus (MRSA), norovirus, and others can be found in gyms, schools, hotels, offices, and public restrooms. The professional cleaning industry plays a vital role in helping protect public health by preventing the spread of infections in public spaces. Participants will learn the role of cleaning and disinfecting with new technologies and chemistries, as well as the differences between sanitization and disinfection to reinforce compliant practices.

[Lunch and Learn: Powered by Purpose](#)

Speaker: Scott Deming

Monday, September 11, 11:45 a.m.–12:45 p.m.

Has your mission statement lost its place as the guideline for your organization? If so, be sure to join your peers for this engaging presentation that will focus on strong leadership and teamwork, and challenge you to investigate your personal values and your role in making daily decisions. Organizations passively choose their course of action every day, but organizations that are Powered by Purpose are actively engaged to hold true to the course. Be sure you're one of them!

[Health Care Environmental Services: Data-Driven Overview, Outlook, and Opportunities](#)

Speaker: Jim Peduto

Monday, September 11, 1:00 p.m.–1:45 p.m.

Based on the results of a recent American Institute of Cleaning Sciences market assessment and feasibility study of the commercial health care environmental service (HES) market, this data-rich session will explore the business opportunities and needs of this unique market. Participants will gain an in-depth understanding of the health care industry outlook; decision-makers and influencers; promotional and marketing activities; service pricing ranges and strategies; operational gaps; and changes that present opportunities.

[State of the Economy Panel](#)

Panelists: Brian Beaulieu, Jim Messina, and Karl Rove

Moderator: Frank Luntz

Thursday, September 14, 9:00 a.m.–10:00 a.m.

This panel discussion featuring Brian Beaulieu, Jim Messina, and Karl Rove with Frank Luntz moderating is sure to be lively, as well as insightful, thought-provoking, and maybe even a little controversial (*remember: you can only access this with the full education package*).

[State of the Industry Panel for In-House Service Providers](#)

Panelists: Cynthia Lockwood, Ralph Lepore, and Steve Gilsdorf

Thursday, September 14, 1:25 p.m.–2:00 p.m.

Join your peers for this panel discussion focused exclusively on the trends, hot topics, market opportunities, and threats affecting ISPs today. These knowledgeable thought-leaders will share what makes them successful, the hardships facing the industry, and most importantly, strategies to ensure that you don't get left behind. Don't miss out on this information-packed discussion.

ISSA has shifted the schedule to Monday through Thursday (versus past ISSA/INTERCLEAN schedules running Tuesday through Friday), giving guests a greater opportunity to explore and learn. Now attendees don't have to rush to catch a flight while the show is still underway; they can stay through Friday morning and see it all—and still enjoy the weekend, either at home or in exciting Las Vegas.

To register, visit issa.com/register. For the full listing of this year's education offerings for building service contractors, visit issa.com/seminars.

About ISSA/INTERCLEAN

The award-winning [ISSA/INTERCLEAN](http://issa.com/interclean)[®] family of exhibitions brings together executives from all segments of the cleaning industry to do business and share information to better manage distribution and building services companies, and facility management departments. ISSA, the worldwide cleaning industry association, and its trade show partner, RAI Amsterdam, produce ISSA/INTERCLEAN shows around the world. ISSA also hosts more than 60 educational seminars and networking opportunities in conjunction with ISSA/INTERCLEAN North America. For more information, visit www.issa.com/tradeshows.

About ISSA

With more than 7,000 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the leading trade association for the cleaning industry worldwide. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

The association is headquartered in Northbrook, IL, USA, with regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. For more information, visit www.issa.com, join the discussion with [ISSA's LinkedIn group](#), and follow ISSA on social media on our [Facebook page](#) and [Twitter account](#).

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