

ISSA Announces ISSA/INTERCLEAN® North America 2017 Keynote Speakers

June 19, 2017—Northbrook, IL, USA— Comedian and *America's Got Talent* host Howie Mandel and inspirational and gritty former NFL Dallas Cowboys quarterback Troy Aikman will be the 2017 ISSA Keynote Speakers during the ISSA/INTERCLEAN® North America 2017 Trade Show and ISSA Convention, September 11-14 in Las Vegas, NV, according to ISSA, the worldwide cleaning association.

“With the high-quality of the selected speakers, these entertaining addresses will be can’t-miss events,” says ISSA Conventions and Meetings Director Kim Althoff. “I can’t wait to hear what insights these gentlemen share for attendees to bring back to their everyday lives and businesses.”

Aikman will be speaking on Wednesday, September 13, at 9:00 a.m. Mandel will be closing the show, speaking on Thursday, September 14, at 2:30 p.m. His expert stage presence is just another reason to stick around through ThurSTAY! (as is the chance to be a Dallas Experience winner; *see below*).

Meet the Speakers

Canadian born TV personality Mandel has amassed a prolific career lasting more than 30 years. While many know him from his current stint as a judge on the widely popular TV show *America's Got Talent* and his role as former host of the game show *Deal or No Deal*, he also participated in a wide variety of other shows. One such role was Mandel’s Emmy-nominated, animated show, *Bobby's World*, which drew from his real-life experiences, aired for eight seasons, and still enjoys syndication in 65 countries weekly. Mandel’s success is not limited to solely one media. His memoir, *Here the Deal: Don't Touch Me*, that covers a variety of topics and personal issues—including his self-proclaimed germaphobia—was a *New York Times* bestseller.

Aikman spent his entire 12-year football career as the quarterback for the Dallas Cowboys. Entering the league as the first-overall pick of the 1989 NFL Draft, he enjoyed legendary success, setting 45 franchise passing records and leading his team to six divisional titles, four conference championship games, and three Super Bowls—a feat done by only three quarterbacks besides Aikman in the history of the NFL. Aikman was inducted into the Pro

—more—

Football Hall of Fame in 2006; and his work as a five-time Super Bowl broadcaster for *NFL on Fox* earned him an Emmy nomination.

Get the Dallas Experience

Following Mandel's address, six lucky individuals will receive a golden ticket to a unique Dallas Experience — one of several great prizes, including tickets to the Dallas Cowboys second regular season game, a shopping trip to Neiman Marcus, a trip to Wild Bill's for cowboy hats and boots, or another adventure valued at US\$1,000. Dallas is an extremely lively, culturally diverse, on-the-rise city with a vibrant nightlife, variety of food, and gorgeous weather, so any experience is sure to be remarkable! Just another reason to stay for ThurSTAY!

To learn more about the ISSA Keynote Addresses, visit issa.com/keynotes. Or learn more about ISSA/INTERCLEAN North America at issa.com/show.

About ISSA

With more than 7,000 members, including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, and associated service members, ISSA is the leading trade association for the cleaning industry worldwide. The association is committed to helping its members change 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 on 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, follow ISSA on social media at www.facebook.com/issaworldwide and www.twitter.com/issaworldwide, or join the discussion in ISSA — The Worldwide Cleaning Industry Association LinkedIn group at www.issa.com/linkedin.

###

Contact: ISSA Media Communications & Publications Director Lisa Veeck at lisav@issa.com; phone, 800-225-4772 (North America) or 847-982-0800