

## **ISSA Offers New Education Package for BSCs**

**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. Building service contractors (BSCs) can further customize and enhance their experience by choosing the all-inclusive [Commercial Cleaning Business Solutions](#) education package.

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

- Improving operational efficiency and customer retention
- Learning marketing strategies that promote and boost business
- Mastering hiring and retention strategies that work
- Using data to drive business decisions.

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

### [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!

[Rockstar Recruiting: What to Look for and How to Find It](#)

**Speakers: Anthony Trombetta and Michael J. Hawkins**

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

Finding and hiring talent is mission critical to any organization, but that's just the beginning. To be truly successful, you need to ensure you have the right people performing the right job. This informative session will teach you how to find talented people, but also what to look for in potential hires.

[Workloading Made Simple](#)

**Sponsored by Whittaker Co.**

**Speaker: David Frank**

**Monday, September 11, 4:00 p.m.–4:45 p.m.**

Nothing spells disaster more than poor workloading. In this information-packed session, master the defined systems of cleaning, and learn how to determine the appropriate cleaning schedule, equipment, and workforce for any given facility. In addition, get an in-depth look at the organizational structures, disciplines, and benefits of each system, as well as how to motivate staff to increase productivity and quality of work.

[25 Guerrilla Marketing Ideas to Grow a Cleaning Business](#)

**Speakers: Derek Christian and Liz Trotter**

**Tuesday, September 12, 4:30 p.m.–5:20 p.m.**

Learn 25 quick, easy, and inexpensive marketing ideas that can work for a cleaning company of any size. This session is generally more popular with smaller businesses, as larger businesses can often afford a marketing budget, and thus have less need for guerrilla-style hustling.

[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 Building Service Contractors](#)

**Sponsored by Whittaker Co.**

**Panelists: Jim Harris Jr., Rachel Sanchez, Taylor Bruce, and Matt Vonachen**

**Thursday, September 14, 10:30 a.m.–11:15 a.m.**

Join your peers for this panel discussion focused exclusively on the trends, hot topics, market opportunities, and threats affecting BSCs 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.

— more —

ISSA has shifted the schedule to Monday through Thursday (versus past ISSA/INTERCLEAN schedules running Tuesday-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](http://issa.com/register). For the full listing of this year's education offerings for building service contractors, visit [issa.com/seminars](http://issa.com/seminars).

### **About ISSA/INTERCLEAN**

The award-winning [ISSA/INTERCLEAN](http://issa.com)® 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](http://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](http://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](http://www.issa.com), join the discussion with [ISSA's LinkedIn group](#), and follow ISSA on social media on our [Facebook page](#) and [Twitter account](#).

###

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