

FOR IMMEDIATE RELEASE

ISSA's Education Package: Just What Distributors 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 the all 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, USA.

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. Distributors can further customize and enhance their experience by choosing the all-inclusive education package [Disrupt And Innovate: A New Think Tank For Distribution](#).

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

- Improving operational efficiency and cutting costs
- Increasing customer retention
- Sparking innovation and sustainable practices.

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

[Unleash a Spirit of Innovation to Win the Future](#)

Speakers: David Houle, Dirk Beveridge, Steven Handmaker, and Steve Riddell

Monday, September 11, 8:30 a.m.–11:30 a.m.

Based on the one-of-a-kind Unleash: Wholesale Distribution summit, this modern-day think tank brings together a powerhouse of inspiring speakers from outside the industry to cross pollinate ideas and spark innovation. Designed to inspire change and unleash positive momentum, growth, and success, this game-changing program will guide companies in profitability and in confidently seizing the future. *This program will be presented in three parts: The Age of Disruption: Call for a New Spirit of Innovation, Winning the Future with New Solutions, and Win the Future: Lift and Shift.*

[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!

[What's the DEAL with Distributor Facility and Fleet Costs?](#)

Speaker: Jonathan Adkins

Tuesday, September 12, 3:00 p.m.–3:30 p.m.

As market dynamics change, distributors are facing stiff financial pressure. Many are wasting 10 to 30 percent on facility and fleet operating costs! ISSA's Distributor Efficiency Analytics & Learning (DEAL) program is designed to help distributors—and any company that operates warehouses and fleets—reduce operating costs and increase profitability. Discover how the DEAL program's comprehensive learning, analytics, and awards framework can help you save money and improve your operational efficiency.

[State of the Industry Panel for Distributors](#)

Panelists: Jim Chittom Jr., Meredith Reuben, and Travis Brady

Thursday, September 14, 11:30 a.m.–12:15 p.m.

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

Afterward, stick around for the presentation of the first DEAL Awards, which recognize the achievements of DEAL (Distributor Efficiency Analytics & Learning) participants during the previous year. This will take place following the Distributor State of the Industry panel on Thursday, September 14, at 12:30 p.m. in the foodservice area near the ISSA Education Theater.

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 distributors, visit issa.com/seminars.

About ISSA/INTERCLEAN

The award-winning [ISSA/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](#).

###

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