

ISSA Announces 2018 Building Service Contractor Education Package

August 8, 2018—Northbrook, IL, USA—ISSA, the worldwide cleaning industry association, is pleased to announce this year's targeted education packages designed to help attendees soak up all the skills, industry developments, good business practices, and technological advances available at the ISSA Show North America 2018, October 29—November 1, in sunny Dallas, TX.

The [ISSA Show North America 2018](#) is the most comprehensive event available to the commercial and residential cleaning industry. The show features more than 90 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 Track](#) education package.

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: State of the Industry Panel](#)

Sponsored by Essendant

Panelists: Robert Tillis, Laurie Sewell, Alonso Adams, Jack McGurk

Monday, October 29, 11:45 a.m.-1:00 p.m.

Additional registration required.

Discerning the direction of the economy, adapting your business strategy to an ever-changing industry, keeping up with new technology...it can be mind boggling. Get fine-tuned viewpoints on these topics and more. The panelists will offer their astute assessments and observations on what is ahead for the industry, reflecting the voice of each business type to help you plan your next move and stay competitive.

[Chalk Out Your Career Path](#)

Speaker: Gail Alofsin

Monday, October 29, 3:15 p.m.-4:00 p.m.

From the frontlines to the corporate office, leadership is a skill developed and enhanced by your daily choices and actions. Where are you on the leadership ladder versus where you would like to be? Focused on best practices in communication and teamwork, this presentation is designed

to get you thinking about your career path and the milestones to get you where you want to be. Chalk out a clear plan for your growth and success!

[Eliminate Time-Wasters and Close the Right Deals](#)

Sponsored by Essendant

Speaker: Jeff Gardner

Tuesday, October 30, 9:30 a.m.-10:45 a.m.

This is not a time-management workshop, but about letting go of situations that waste your time and efforts. Chasing deals that will never close is familiar to most sales staff while research indicates that more than 80 percent of salespeople commit this costly time-wasting blunder. Discover how to approach the sale from the buyer's point of view and how you can move out of the "zone of indifference" into the "zone of consideration" with just one question.

[A Battle with Slime—Science Vs. Biofilms](#)

Speaker: Greg Whiteley

Tuesday, October 30, 11:30 a.m.-12:15 p.m.

Did you know that bacteria can form biofilms and survive on commonly touched surfaces? Common examples of biofilms are dental plaque and pond scum—basically a slimy buildup of bacteria that can grow on plant and animal tissues and on medical devices such as catheters and pace makers. Worse, the bacteria are 200 times more resistant to antibiotics and 20,000 times more resistant to chlorine disinfectants. Learn about modern genetic techniques to track the movement of bacteria within any setting. Take home information on the latest advances and tips for blocking biofilms.

[The Balancing Act of Cost and Quality](#)

Sponsored by IFMA

Speakers: Rufus Martinez, David Reynolds

Wednesday, October 31, 12:30 p.m.-1:15 p.m.

High costs, lack of adequate resources, and an ever-changing economic environment are some of the challenges facility managers face. And yet, there is a high demand for operational efficiency, sustainability, and to safeguard occupant health. Gain tips and tools to address these issues and ways to draw in building service contractors to play a more collaborative role in helping your facility managers tackle these challenges.

[State of the Industry Panel: Building Service Contractors](#)

Sponsored by Whittaker Co.

Panelists: Marc Collings, Michael Diamond, Mary Miller

Thursday November 1, 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 building service contractors today. These thought-leaders will share their successes and hardships, and most importantly, their strategies for success to help you stay ahead of the curve.

Due to the resounding positive feedback ISSA received last year regarding the adjusted schedule, ISSA Show North America 2018 will again use a Monday through Thursday schedule (as opposed to the Tuesday-Friday schedule used in the past). Now attendees can relax and enjoy the show and leave Friday morning without rushing to catch a flight while the show is still underway. Guests can also elect to stay in Dallas through Sunday for a long weekend and see everything the city has to offer.

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 Shows

The award-winning [ISSA Show](#) family of exhibitions brings together executives and leaders from all segments of the cleaning industry. These shows offer global platforms for manufacturers, distributors, and facility-service providers in commercial and residential cleaning to connect, do business, and share information. ISSA, the worldwide cleaning industry association, produces ISSA Shows in North America, Mexico, Australia, and other regions around the world. In addition to ISSA's ongoing education and training programs and products, ISSA offers robust, comprehensive education programs during its shows. For more information, visit www.issa.com/tradeshows.

About ISSA, The Worldwide Cleaning Industry Association

With more than 9,200 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. 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. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. Visit www.issa.com, call 800-225-4772 (North America) or 847-982-0800, join the discussion with [ISSA's LinkedIn group](#), and follow ISSA on our [Facebook page](#) and [Twitter account](#).

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