



Business Growth Strategies

June 11-13, 2024

The event is being held at the ISSA Headquarters in Rosemont, IL. The event is scheduled for:

June 11: 1 pm – 5 pm CT | June 12: 9:00 am – 5pm CT | June 13: 9:00 am – 12pm CT

Tuesday, June 11, 2024

1:00 - 1:15 pm

Welcome to Business Growth Strategies

Brant Inero, ISSA Global Education Officer & Ricardo Regalado, BSC Director, ISSA Board of Directors

1:15 - 2:15 pm

Working with Subcontractors

Ricardo Regalado, Rozalado & Co. Commercial Cleaning, Route and Dan Schindler, CEO, Integrity Facility Solutions

2:15 - 3:15 pm

Panel: Technology and Innovation Shaping the Future of the Cleaning Industry

Ricky Regalado, Rozalado Services, Route, Moderator

Panelists:

- *Ricky Funk, Route*
- *Karina Neff, CORA Technologies*
- *Dan Fleisher, HireBus*
- *Matt Johnston, Midlab*

Nothing moves faster than technology – and nothing can change the face of your business faster than technological innovations. At the Business Growth Strategies Conference, we have put together a panel of industry experts to share what’s new, what’s hot and where you need to be.

3:15 - 3:30 pm

BREAK

3:30 - 4:00 pm

Sunbelt Rentals, Inc. Sponsored Session

Rory Saleh, Director of Sales



4:00 – 5:00 pm

Are You Unknowingly Destroying your Cleaning Business?

Mark Anderson, President/Co-Founder, TPGI

With over 50 years building and growing commercial cleaning businesses, Mark has seen and experienced the highs of rapid expansion and the lows of unexpected challenges that can bring a company to its knees. Through successes and failures, he’s identified 9 critical areas that, if left unaddressed, can slowly and systematically destroy even the most promising cleaning operation.

5:30 - 7:30 pm



**NETWORKING EVENT
HOSTED BY CLEANING & COCKTAILS**

Close out the first day of the Business Growth Strategies with a fun and engaging networking reception.

Wednesday, June 12, 2024

9:00 – 10:00 am **Clone the Owner: Leveraging the Power of Systems to Level Up!**
Dean Mercado, Online Marketing Muscle

Join master coach and bestselling author Dean Mercado in an enlightening presentation that delves into the world of systematization for service businesses. In this engaging session, Dean will share practical insights, actionable strategies, and proven methods to help entrepreneurs transform their businesses and position themselves for greater levels of success.

10:00 - 10:15 am **BREAK**

10:15 - 11:15 am **The Key to Contract Renewal, Exceed your Customer's Expectations**
Brian Regnart, KleenMark

During this session, KleenMark Director of Operations Brian Regnart will share the secret to business retention is renewing contracts with your existing customer base. And the key to that is not only meet your customer's expectations, but to exceed them. A customer that is pleased with the results will not be looking for a replacement so you need to develop a strategy that you and your professional cleaning team can launch that ends in contract renewal.

11:15 am - Noon **Panel: Drive Success with Winning Employee Retention Strategies**
Dean Mercado, Online Marketing Muscle, Moderator
Panelists:

- *Alan Applebaum, Director of Operations, Jack Laurie Group*
- *Luiz Thomaz DaCosta, Owner/CEO, Modular Concepts LLC*
- *Iris Verdi, Director of Operations, Elite Building Services*

Your employees are the secret to your success. They are the face of your business, and they are the key to your success or failure. During this session, our panel will share strategies you can implement to improve your employee retention and reduce turnover. How you treat your employees dictates how your employees treat your customers. Our panel will help you shape a better relationship with your employees, improve employee engagement and develop a culture of success.

Noon – 1:00 pm

ThinkLite Air[®] LUNCHEON

SPONSORED BY THINKLITE AIR

1:00 – 2:00 pm

Panel: Leveraging Standards to Close the Gap on Operational Deficiencies

Brant Insero, Chief Global Education Officer, ISSA, Moderator

Panelists:

- *George Boutsalis, Vice President, Impact Cleaning Services*
- *Alex Crowley, Chief People Officer, Vonachen Group*
- *Jason Dinverno, CXO, Managing Partner, Prestige Maintenance USA*

The Cleaning Industry Management Standard (CIMS) is the first consensus-based management standard that outlines the primary characteristics of a successful, quality cleaning organization. CIMS is designed to assist cleaning organizations in thoroughly understanding the customer's service requirements. During this panel discussion discover how these companies are leading the way with operational excellence and positioning themselves for success through their competitive advantage.

2:00 - 2:45 pm

Harness the Power of the Value of Clean[®] to Grow Your Business

Is your organization underestimating the true impact of a clean and healthy environment? ISSA's Value of Clean[®] tools have long been used by ISSA members to illustrate to their customers that cleaning is a critical investment for better occupant health, a more confident society, and a better bottom line for facilities. ISSA is proud to launch an updated version of the Value of Clean[®] document. As companies continue to protect their facilities from infectious diseases, proper cleaning and disinfecting play an integral role in boosting employee and customer confidence that workplaces and businesses are safe.

2:45 – 3:00 pm

BREAK

3:00 – 4:00 pm

Leverage IAQ Monitoring and Air Purification to Grow your Business

Dinesh Wadhvani, ThinkLite

- Learn about what is in the air we breathe, and the critical safety metrics you need to be aware of to gauge air safety.
- Learn about the current state of the indoor air quality monitoring and purification market.
- Understand the key factors any commercial facility must look for in order to select an effective technology/solution to truly protect their facilities and occupants from airborne transmission of infection.
- Learn how any organization can calculate its return on investment (ROI) for IAQ improvement initiatives.

4:00 – 5:00 pm

Systems In Action Workshop: Create Your Blueprints for Success

Dean Mercado, Online Marketing Muscle

Dive into an interactive workshop tailored for cleaning and restoration companies eager to streamline their business immediately. Identify system gaps and leave with a personalized success blueprint. Transform your business into a well-oiled machine with real-world examples, case studies, and hot seat sessions to simultaneously improve marketing, sales, and operations.

Thursday, June 13, 2024

9:00 – 10:00 am

Panel: Look to the Future: Trends in the Cleaning Industry

Scott Stevenson, President/CEO, KleenMark, Moderator

Panelists

- *Jerred Attanasio, Director of BSC Division, Spartan Chemical Company*
- *Anthony (AJ) Prescia, Sr Category Manager, Soft Services, JLL*

Let's take a look into the future with our panelists during this session on our last day at the Business Growth Strategies. We are all here to develop strategies that will propel us to business growth and success. Our panelists will share their insights with you on the current trends in the worldwide cleaning industry and what they see coming.

10:00 - 10:30 am

BREAK

10:30 am - Noon

The Amplify Your Profits™ Sales & Marketing Blueprint

Debbie Sardone, Debbie Sardone Consulting, Speed Cleaning

7 Ways To Amplify Your 2024 Profits: Unlock Explosive Growth Without Spending More Money or Working Harder. Think of the Profit Amplifier Sales & Marketing Blueprint™ as a "W.E.L.C.O.M.E. MAT" that leads qualified buyers right to your door. Once they come inside they feel like family, they stay longer, and invite their friends over too. In this workshop Debbie Sardone will share her four-step framework for getting more leads, closing more sales, and keeping clients for life:

Step 1: You'll Amplify Your Biggest Success Driver

Step 2: You'll Identify The M.A.T. (Market, Acquisition Cost, Time-Money Mix)

Step 3: You'll Learn The 7 Profit Pullers™ in your business

Step 4: You'll discover the secret to Keeping Clients For Life

Don't spend another dime on marketing until you've optimized these 7 Profit Pullers™ in your business to AMPLIFY your results!

