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TUESDAY, OCTOBER 18

Dr. Al Bates	Advanced Distributor Program: Driving Profit in the New Economy
Panel Discussion	Industry Career Coach: Finding Your Future Stars
Stephen Ashkin & David Holly	Practice What You Preach: Steps to Becoming Sustainable
Dr. Richard Shaughnessy	ISSA Research Update: What Improves School Cleanliness?
Dr. Fred Broder	Brand Your Mind Before You Promote Your Brand
J. Michael Marks	Ask Mike: An Open Industry "Q & A" Session
Scott Williams	Health Insurance 101: Cutting Your Costs
Mary Miller	Taking Care of Your Most Important Asset: People
Dan Wagner	CIMS and CIMS-Green Building: The Pursuit of Clean, Healthy and Sustainable
Bill Balek & Jack Geibig	A New Approach to Evaluating Environmental Preferability
Dana Telford	Flexibility, Knowledge, & Cash: Lessons of the Great Recession
J. Michael Marks	Advanced Distributor Program: Pricing Strategies for Maximum Profit
Stephen Ashkin	Selling Green Cleaning: From 'Why?' to 'Why Not?'
David Frank	An Industry Pulse: Trends in the Marketplace
Michel Theriault	Target Your Customers with What Drives Them
Bob DeStefano	Seven Steps to Search Engine Marketing Success
Dana Telford	Defend Your Castle, Grow Your Kingdom: Wielding the Sword of Strategy
Steve Deist	Advanced Distributor Program: Strategic Inventory Management in the New Normal
Panel Discussion	Cleaning for Health in a Global Environment
Michel Theriault	Procuring Success: Customer Evaluation & Contractor Response
Nicole Kenny	Cleaning for Health and Infection Control
Robert Menard	Negotiations: Essential Skills for Buying and Selling

WEDNESDAY, OCTOBER 19

Don Aslett	Selling Clean Beyond Cost & Appearance
Nicole Kenny	Food Service Sanitation and Infection Prevention
Joe Ellers	Advanced Distributor Program: Improving Profitability Through Joint Sales Calls
Stephen Ashkin & David Holly	Green Cleaning Products: What Are They and Who Defines Them?
Ian Greig	Day Cleaning: The World is Changing, Are You?
Dr. Bart Basi	Every (Practical) Thing Business Owners Should Know About Taxes

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