



2011 Education Convention Seminar Evaluation

Thank you for attending. Your comments are important to us.
Please rate each session on a scale of 1 to 5.

TUESDAY, OCTOBER 18

		High			Low	
Dr. Al Bates	Advanced Distributor Program: Driving Profit in the New Economy	5	4	3	2	1
Panel Discussion	Industry Career Coach: Finding Your Future Stars	5	4	3	2	1
Stephen Ashkin/David Holly	Practice What You Preach: Steps to Becoming Sustainable	5	4	3	2	1
Dr. Richard Shaughnessy	ISSA Research Update: What Improves School Cleanliness?	5	4	3	2	1
Dr. Fred Broder	Brand Your Mind Before You Promote Your Brand	5	4	3	2	1
J. Michael Marks	Ask Mike: An Open Industry "Q & A" Session	5	4	3	2	1
Don Aslett	Networking Lunch: The Journey of Clean	5	4	3	2	1
William Griffin	IICRC Basic Skills Hard Floor Care Program	5	4	3	2	1
David Holly	Green Cleaning University Workshop	5	4	3	2	1
Scott Williams	Health Insurance 101: Cutting Your Costs	5	4	3	2	1
Mary Miller	Taking Care of Your Most Important Asset: People	5	4	3	2	1
Dan Wagner	CIMS and CIMS-Green Building: The Pursuit of Clean, Healthy...	5	4	3	2	1
Stephen Ashkin	Green Cleaning Fundamentals	5	4	3	2	1
Bill Balek/Jack Geibig	A New Approach to Evaluating Environmentally Preferability	5	4	3	2	1
Dana Telford	Flexibility, Knowledge, & Cash: Lessons of the Great Recession	5	4	3	2	1
J. Michael Marks	Advanced Distributor Program: Pricing Strategies for Maximum	5	4	3	2	1
Stephen Ashkin	Selling Green Cleaning: From 'Why' to 'Why Not'?	5	4	3	2	1
David Frank	An Industry Pulse: Trends in the Marketplace	5	4	3	2	1
Michel Theriault	Target Your Customers with What Drives Them	5	4	3	2	1
Bob DeStefano	Seven Steps to Search Engine Marketing Success	5	4	3	2	1
Dana Telford	Defend Your Castle, Grow Your Kingdom: Wielding the...	5	4	3	2	1
Steve Deist	Advanced Distributor Program: Strategic Inventory Management	5	4	3	2	1
Panel Discussion	Cleaning for Health in a Global Environment	5	4	3	2	1
Michel Theriault	Procuring Success: Customer Evaluation & Contractor Response	5	4	3	2	1
Nicole Kenny	Cleaning for Health and Infection Control	5	4	3	2	1
Robert Menard	Negotiations: Essential Skills for Buying and Selling	5	4	3	2	1

WEDNESDAY, OCTOBER 19

Don Aslett	Selling Clean Beyond Cost & Appearance	5	4	3	2	1
Nicole Kenny	Food Service Sanitation and Infection Prevention	5	4	3	2	1
Joe Ellers	Advanced Distributor Program: Improving Profitability Through...	5	4	3	2	1
Stephen Ashkin/David Holly	Cleaning Products: What Are They and What Defines Them?	5	4	3	2	1
Ian Greig	Day Cleaning: The World is Changing, Are You?	5	4	3	2	1
Dr. Bart Basi	Every (Practical) Thing Business Owners Should Know About Taxes	5	4	3	2	1

THURSDAY, OCTOBER 20

Don Aslett	The Power of Positive Presence: Cash in Your Idea\$	5	4	3	2	1
Bill Balek/Jack Geibig	Transpare™: A New Platform for Environmentally Preferable...	5	4	3	2	1
Lt. Michael J. Maher	Core Values: How Honor, Courage, & Commitment Drive Success	5	4	3	2	1

What topics would you like to hear at ISSA in 2012?

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|---|---|---|---|---|
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Sales Management | <input type="checkbox"/> Supply Chain Partnership | <input type="checkbox"/> Hazardous Materials Transportation | <input type="checkbox"/> Bidding & Estimating |
| <input type="checkbox"/> Time Management | <input type="checkbox"/> Sales: Prospecting | <input type="checkbox"/> Inventory Management | <input type="checkbox"/> Workplace Safety | <input type="checkbox"/> Workloading |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Sales: Product | <input type="checkbox"/> Infection Control | <input type="checkbox"/> Green Cleaning Certifications | <input type="checkbox"/> Day Cleaning |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Sales: Services | <input type="checkbox"/> Blood Bourne Pathogen | <input type="checkbox"/> Green Product Certifications | <input type="checkbox"/> Hard Floor Care |
| <input type="checkbox"/> Motivation | <input type="checkbox"/> Marketing | | | <input type="checkbox"/> Carpet Care |
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Branding | | | <input type="checkbox"/> Social Media |

Speaker recommendations, topics, or comments: _____

Visit www.issa.com/handouts to download speaker materials and action plan worksheets. Flash Drive tickets can be redeemed in the ISSA Resource Center, booth 3868 (Wednesday - Friday). Please return to an ISSA representative or fax to 847.982.1012. Save \$40 (see back for details).