



# 2017/2018 EDUCATIONAL VIDEO CALENDAR

ISSA-TV premieres one online educational videos for the cleaning industry each month. The popular Educational Quick Clip (EQC) series features industry and business experts who address a variety of pertinent topics throughout the year (view examples at [www.issa.com/quickclips](http://www.issa.com/quickclips)). With as many as 3,000 views in their first month online, ISSA-TV videos provide a great opportunity to get your message in front of a captive audience of industry professionals. Act now and contact your ISSA account executive at [sales@issa.com](mailto:sales@issa.com) to secure your video sponsorship! Dates and speakers are subject to change at any time.

Date	Speakers	Topic
Jan 17, 2017	Anthony Trombetta	Cleaning Chemicals 101
Jan 31, 2017	Barry Maher	Stress Releasing Experiment
Feb 14, 2017	Diane Darling	Networking Secrets of Successful Women
Feb 28, 2017	Gene Woodard	Building a Clean Culture for a University
Mar 14, 2017	John Poole	Service Agreements Best Practices
Mar 28, 2017	J. Darrel Hicks & Michael Diamond	Infection Prevention Strategy
Apr 11, 2017	Steve Ashkin	Sustainability Tips
June 13, 2017	Hannah Kennedy	Value of Clean
July 13, 2017	Ryan Estis	Leading Breakthrough Performance in the New Economy
Aug 8, 2017	Sharon Cowan	Get it Write: Killer Proposals That Land Accounts
Sept 12, 2017	ISSA-TV Live	Live broadcasts of speakers, select sessions, and trade show floor tours
Oct 10, 2017	Mark Warner	Emerging Hard Floor Care
Nov 14, 2017	Mary Miller	Hiring With Confidence
Dec 7, 2017	Michael Jones	Green Cleaning Programs in Schools
Jan 16, 2018	David Corker	The Profit Margin Squeeze: Millennial and the Internet
Feb 13, 2018	Jean Hanson	Best Practices for B2B E-mail Marketing Campaigns
Mar 13, 2018	Brant Menswar	True Collaboration
Apr 10, 2018	Jim Pancero	The End of the Decision Maker
May 8, 2018	Gene Marks	Trends, Technologies, & Tools for Finding and Motivating the Best People
June 12, 2018	Matt Mayberry	Tackling Adversity and Achieving Success in Business and in Life
July 11, 2018	Troy Harrison	Winning Compensation Strategy
Aug 14, 2018	Cliff Beiser	Never Be Satisfied: The Journey to Transparent Quality
Sept 11, 2018	Jodi Krause	Auditing A Cleaning Program
Oct 30, 2018	ISSA-TV Live	Live broadcasts of speakers, select sessions, and trade show floor tours
Nov 14, 2018	Gail Alofsin	Leadership Skills
Dec 12, 2018	Kindra Hall	The Power of Strategic Storytelling

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