

10% OFF
3 registrations
Plus TRSA credit for PMI
participation,
see p. 6



TRSA Executive Management Institute (EMI)

August 6–10, 2017 • College Park Marriott Hotel & Conference Center, University of Maryland

**50+ Years of Developing
Uniform and Linen Services Leaders**

*Now co-located with Production Management Institute (PMI)
to increase information-sharing opportunities(see p. 5).*

Register Today! www.TRSA.org/EMI – 877.770.9274 • #TRSAEMI

EMI Applies the Latest Management Techniques to Your High Priority Tasks and Long-Term Industry-Specific Workplace Challenges

You operate today in an uncertain environment subject to changing business conditions that:

- Exert pressure to increase productivity and reduce cost
- Encourage more group problem-solving and decision-making
- Require managing multicultural and multigenerational employees
- Compel real-time productivity monitoring
- Manage communication through social and mobile media

EMI instructors address these trends and other issues that impact your daily decisions, enabling participants to raise concerns specific to their operations:

- Sharing problems, successes and failures in classes and social events
- Developing professional networks with industry colleagues

Enhancing EMI's ultimate take home value, first-time participants collaborate to develop an action plan to address a workplace challenge resulting in:

- Immediate applicability of actions impacting operations
- Improved leadership, change management, conflict resolution and decision-making skills
- New resources to add to their "EMI Tool Box"



“ My participation in role-playing of actual industry work situations, identifying conflict, brainstorming, paradigms and more were valuable to our company. EMI provides huge takeaways and gives you a new outlook. ”

Jordan Walker, Max I. Walker Uniform Rental

“ This great class reinforced previous lessons and gave me new knowledge and techniques. It made me more conscious of the way I manage and lead. ”

Timothy Ricker, Assistant General Manager, Vogue Services



2017 Management Development (Year I) Schedule

SUNDAY, AUGUST 6	
4 pm	Registration Opens
5–7 pm	Dinner
7–7:45 pm	Introductory Session–Kent Baker
MONDAY, AUGUST 7	
7–8 am	Continental Breakfast
8 am–12 pm	Leadership Styles
12–1 pm	Lunch
1–3:30 pm	Delegating for Results
3:30–4:30 pm	Cross-Over Session with Jim Kroncke, Year II Instructor
5–7 pm	Cookout
TUESDAY, AUGUST 8	
7–8 am	Continental Breakfast
8 am–12 pm	Enhancing Creativity and Business Paradigms
12–1 pm	Lunch
1–4:30 pm	Personal and Organizational Change
5–6 pm	Dinner
6–6:10 pm	Load Bus for DC @ Night Tour
7–10 pm	DC @ Night Tour
10–10:30 pm	Travel back to Hotel

WEDNESDAY, AUGUST 9	
7–8 am	Continental Breakfast
8 am–12 pm	Personal Case Studies
12–1 pm	Lunch
1–4:30 pm	Conflict Management
5–6 pm	Dinner
6–6:10 pm	Load Bus for Lucky Strike Bowling & Billiards
7–9:30 pm	Lucky Strike Bowling & Billiards
9:30–10 pm	Travel back to Hotel
THURSDAY, AUGUST 10	
7–8 am	Continental Breakfast
8 am–12 pm	Time and Stress Management
12–1 pm	Lunch
1–4:30 pm	Constructive Discipline
4:30–5:30 pm	Class Photos
5:30–6:30 pm	Cocktail Reception
6:30–9:30 pm	Graduation Dinner

Who Should Attend

- Company owner/operators and next-generation leaders
- Corporate executives and directors (including HR/administration)
- Plant-based management (GMs, branch and department heads)
- TRSA Member Associates
- Individuals who have achieved the CPLM credential can receive 31 hours toward recertification

CPLM
CERTIFIED PROFESSIONAL
 LAUNDRY MANAGER

Syllabus for Participants Entering EMI

Management Development (Year I)

- Leadership Styles
- Creativity and Change
- Delegating for Results
- Getting Control of Time and Stress
- Constructive Discipline
- Managing Conflict
- Problem Solving and Decision Making

Managers rely on innate and learned leadership styles to contend with their everyday workplace challenges. **EMI Management Development** enables participants to identify their primary and secondary leadership styles and recognize how these and others should be used in various situations so they can apply different management strategies and techniques.

Year I participants also learn new ways to break down barriers to creative thought to foster innovation in the workplace, identify errors common to organizational change efforts and apply the eight-stage process of creating major change.

Starting EMI builds industry connections that strengthen with time. Techniques learned are immediately applicable and set the stage for learning advanced practices over the three years to EMI graduation. During this time and thereafter, EMI instruction and idea-sharing foster everyday productivity and profitability gains.

Instructor: Dr. H. Kent Baker, Dean of EMI



University Professor of Finance, Kogod College of Business Administration, American University, Washington, DC

Core instructor for EMI Management Development since 1976 and EMI dean since 1981; training and consulting experience with more than 100 organizations. Teaches finance at American University, where he chaired the Department of Finance and Real Estate for 11 years. Has received many teaching, research, and service awards. Recognized among the top 1% of the most prolific authors in finance during the past 50 years. A leading survey researcher in finance, author or editor of 25 books, writer of 160 peer-reviewed articles. Two doctorates, three master's degrees, two bachelor's degrees.

After enrolling in EMI join the program's LinkedIn group for online collaboration between classmates all year round. Learn how to join when you register for EMI.



“ At EMI you see how our companies are not in worlds of our own. We face the same issues and share the same values and we respect each other for it. ”

Barbara Bailey-Polk, Office Team Leader, Roscoe Company

EMI Develops Participants' Skills, Enhances Your Operations

Commit to EMI to invest in your business through development of its future leaders. Textile linen, uniform and facility services operators face the paramount challenges of keeping talent and developing the next generation of managers and leaders. EMI improves retention and strengthens individual, company and industry performance. Students return to EMI in subsequent years to study:



Advanced Management (Year II)

- Coaching and Performance Problems
- Communication Styles
- Personality Profiles—Natural Tendencies
- Relationship Development and Team Building

Instructor: Jim Kroncke—Founder and President, Kroncke Consulting, Winston-Salem, NC. 30 years helping clients increase “emotional intelligence” and build collaborative work relationships. Certified administrator of the Five Factor Personality Profile.



Personal and Interpersonal Relationships (Year III)

- Appreciating All Personalities
- Building Trust
- Employee Loyalty
- Revealing Hidden Agendas

Instructor: Jim Underwood—Senior Consultant, Currier Consulting Group, Washington, DC. Leadership and management development, strategic planning, team development, executive coaching. Corporate attorney specializing in securities, corporate, banking and financial services.

Business Management in Linen, Uniform and Facility Services (Year IV)

Half-Day Workshops

- Customer Service
- Disaster Planning/Recovery
- Finance
- Human Resources
- Safety

90- to 120-Minute Sessions

- Emerging Technologies
- Energy
- Family Business Dynamics
- Insurance
- Legal
- Social Media
- Strategic Planning



Fun: Social Activities Include PMI Attendees

NEW! TRSA Production Management Institute (PMI) now at University of Maryland concurrent with EMI, adding valuable networking with PMI participants and faculty in group social functions. Check the boxes on your registration form to attend (p. 7).

- **Tuesday, Aug. 8: DC at Night Bus Tour**
Experience the nation’s capital at dusk, see national memorials like never before and step outside to take photos. You’ll be up-close to the Jefferson, Lincoln, MLK, FDR and Vietnam memorials; U.S. Capitol; and White House.
- **Wednesday, Aug. 9: Lucky Strike Bowling and Billiards**
Enjoy state-of-the-art reserved bowling lanes, private buffet, 10 projection screens, tournament-quality billiard tables and 50-foot bar. Fun, vibrant environment heralded for attentive wait staff, great food and music, easy circulating around the venue to chat.

10% OFF
3 registrations
Plus TRSA credit for
PMI participation

Multi-registrant discount. Register three Management Development (Year I) participants online from the same company at once and receive 10% off each registration fee.

Production Management institute (PMI) credit. Enroll an individual in EMI and another in PMI (also at University of Maryland Aug. 6–10) and save \$500 on a future TRSA event. Discount applies only to first-time participants in both programs.



Contact: Mary Beth Porter, mporter@trsa.org, 703.519.0029, ext. 100, for online registration discount codes. One discount per attendee/referral.

Benefits

Participants gain practical insight specific to the linen, uniform and facility services industry and operations that can be immediately applied to motivate and inspire co-workers and employees to streamline production, improve productivity and increase profitability, including:

- Developing effective leadership and communications skills
- Managing innovation and change
- Reducing conflict

Individuals who graduate from EMI benefit from interactive classroom training covering:

- Coaching and performance
- Effective communications
- Problem solving
- Conflict management
- Human resources
- Safety/compliance
- Customer service
- Leadership
- Team building
- Delegation and resource management
- Personal and interpersonal development

All-Inclusive Package Simplifies Your Expense Reports

Single-room accommodations at the College Park Marriott Hotel & Conference Center are included in your registration fee. Registration also includes breakfast, lunch, dinner and breaks each day. Once you have registered for EMI, accommodations will be automatically reserved for your arrival on Sunday, August 6 through your departure on Friday morning, August 11. If you plan to arrive early or stay late, please contact TRSA to confirm availability.

Attire

Dress for EMI classroom and social activities is business casual. Facilities are air-conditioned and classrooms may become slightly cool; a light jacket or sweater is suggested. Many students choose to wear dress slacks or suits for the final graduation dinner and reception, although business attire is not required.



“

My management toolbox has greatly increased in depth and content. I can immediately apply what I have learned to my everyday interactions.

”

Seth Morrison, Process Engineer, Faultless Laundry Co.

Register Online at: www.TRSA.org/EMI • #TRSAEMI
Fax to: 703.519.0026 • Call: 877.770.9274
By Mail: TRSA, 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314



Student Registration (Information will be included on the class roster.)

Full Name (for certificate) _____
 Name for Badge _____
 E-mail (required) _____
 Title _____

Your Job Function (Select one):

- | | | |
|--------------------------------------------|--------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Operations |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Environmental | <input type="checkbox"/> Management / IT | <input type="checkbox"/> Sales / Marketing |
| <input type="checkbox"/> Executive | <input type="checkbox"/> Legal | <input type="checkbox"/> Training |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Logistics and | |
| <input type="checkbox"/> Health and Safety | <input type="checkbox"/> Transportation / Routes | |

Your Organization Level:

- | | |
|-------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Chairman/CEO/Owner/President | <input type="checkbox"/> Manager/Supervisor |
| <input type="checkbox"/> Vice President/COO/CFO | <input type="checkbox"/> Professional/Staff |
| <input type="checkbox"/> Director | |

Company _____
 Company Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____

EMI Program Fees include include lodging, all meals, breaks, closing reception and dinner, evening outing transportation. 10% discount for companies that register three or more attendees online at the same time; \$500 credit on future TRSA event when company registers one new EMI participant and one new PMI participant. Call 877.770.9274 for more details. All rooms are non-smoking.

	Register by June 23	After June 23
<input type="checkbox"/> TRSA Member	\$3995	\$4395
<input type="checkbox"/> Non-Member	\$6500	\$7100
	Total	\$ _____

Additional Evening Outings (No Fee)
<input type="checkbox"/> Tuesday, August 8: D.C. at Night Bus Tour
<input type="checkbox"/> Wednesday, August 9: Lucky Strike Bowling and Billiards

Payment Information

Check enclosed payable to TRSA
 Check # _____ Total _____
 Charge to: VISA MasterCard AmEx Discover
 Card Number _____
 Exp. Date _____ Sec. Code _____
 Credit Card Amount \$ _____ Signature _____

Class Selection

Participants must have completed the previous year's curriculum to register for the subsequent year's program.

- Management Development – Year I
- Advanced Management – Year II
- Personal and Interpersonal Relationships – Year III
- Business Management in Linen and Uniform Services – Year IV

Shirt Size:

- | | |
|---------------------------------|------------------------------|
| <input type="checkbox"/> Small | <input type="checkbox"/> XL |
| <input type="checkbox"/> Medium | <input type="checkbox"/> 2XL |
| <input type="checkbox"/> Large | <input type="checkbox"/> 3XL |

How did you learn about this event?

- (Select only one)
- Postcard
 - Textile Services Magazine
 - Brochure
 - TRSA Promotional Email
 - Textile Services Weekly
 - TRSA Website
 - Colleague/Co-worker
 - Manager/Supervisor
 - Previous EMI Attendee
 - Social Media – TRSA LinkedIn, Facebook, Twitter

What are the top three (3) management issues that keep you up at night? _____

- ADA accommodations requested. Please contact Salita Jones at 877.770.9274 or registration@trsa.org if you require any special assistance.

Dietary needs? Please indicate here

Written cancellations received by July 21, 2017 will receive a full refund minus a 25% processing fee. Cancellations received after July 21, 2017 will not be refunded and cannot be credited to another TRSA program or event. Refunds will not be granted for no-shows. Cancellations will be processed after the event. Group discounts are voided if less than 3 individuals attend.



Strengthening and Promoting the Linen, Uniform and Facility Services Industry

1800 Diagonal Road, Suite 200
Alexandria, Virginia 22314

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What EMI Delivers

- Leadership and communication
- Innovation and change management
- Employee motivation and inspiration
- Conflict resolution

