



Strengthening and Promoting the Linen, Uniform  
and Facility Services Industry



# Leadership Summit

June 13, 2018 • Hilton Rosemont (IL) • Chicago O'Hare Airport



## Forum for Developing Corporate, Industry Leaders

Recognize, Reward and Develop Leaders of Today and Tomorrow

### Who Should Attend

- CEOs/Executives
- Young Executives
- Emerging Leaders

**ATTENDANCE LIMITED  
TO 125**

### Group Learning in Leadership Development

- Concurrent peer-level session tracks plus activities for all
- Keynote: *Ideas to Results*
- Industry Leaders Panel: *Rising through the Ranks*

### Build Relationships and Reconnect

- Network within and between peer groups
- Trusted, productive setting
- Share experiences and concerns

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GET THIRD  
FREE**

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# Forum for Developing Corporate, Industry Leaders

## Recognize, Reward and Develop Leaders of Today and Tomorrow

The Leadership Summit enables leaders in the linen, uniform and facility services industry to network, share information and build relationships. Collaborate with peers and recognize the next generation of your company's management to develop and retain this talent. When you participate as a team of three, registration for your third participant is FREE.

### Who Should Attend

- CEOs/Executives (CEOs, CFOs, COOs, presidents, business owners, etc.)
- Young Executives in high-ranking roles
- Emerging Leaders preparing for such leadership roles

### Group Learning in Leadership Development

Whether you're a CEO/Executive, Young Executive or Emerging Leader, you benefit from:

- Peer-level session track presented by industry subject matter experts and nationally acclaimed business consultants
- Leadership skill development from general sessions and panels
- Sharing experiences and concerns in trusted environment

The Summit is limited to 125 participants for maximum effectiveness in group learning and discussions.

### Build Relationships and Reconnect

The high value of participation will be evident as your team makes new contacts and leverages your ties with existing ones. Social events unite participants from all three groups for such relationship development. The Summit also improves management team relations within participating companies, as CEOs/Executives recognize their Young Executives and Emerging Leaders (a concept critical to retaining talent) and foster collaboration in developing the next generations of top management.

## THREE PEER-LEVEL SESSION TRACKS

CEOs/EXECUTIVES (pages 4–5)

YOUNG EXECUTIVES (pages 6–7)

EMERGING LEADERS (pages 8–9)

## INDUSTRY VETERANS PANEL

### *Rising through the Ranks: What It Takes*

(page 10)



(pictured left to right)

Scott Farmer, Chairman and CEO, Cintas Corp.  
Steve Larson, VP, North American Linen Division, AlSCO Inc.

Juha Laurio, President and CEO, Lindström Oy  
Steven Sintros, President and CEO, UniFirst Corp.  
Tom Watts, President, Prudential Overall Supply

## KEYNOTE

### *Harnessing Innovation: Turning Raw Ideas into Powerful Results*

Josh Linkner, Tech Entrepreneur, Venture  
Capitalist, Best-Selling Author

(page 10)



Consistently ranked as a top keynote speaker on innovation, Josh combines an energizing performance with real-world experience and credibility. The founder of Detroit Venture Partners, incubator of over 100

startups, he's authored four books and has numerous media credits. Combining the improvisation of his jazz guitar skill with his business savvy, he guides you in unleashing creativity.

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Tuesday, June 12			
5:30 – 7:30 pm	Welcome Reception		
Wednesday, June 13			
7 – 8 am	Breakfast		
8 – 9:15 am	<p><i>Welcome by TRSA Chairman David Potack, President, Unitex and TRSA President and CEO Joseph Ricci</i></p> <p><b>KEYNOTE</b></p> <p><i>Harnessing Innovation: Turning Raw Ideas into Powerful Results</i></p> <p>Josh Linkner, Tech Entrepreneur, Venture Capitalist, Best-Selling Author</p>		
	PEER-LEVEL SESSION TRACKS		
	CEOs/Executives	Young Executives	Emerging Leaders
9:30 – 10:30 am	<p><i>Leading Change: Thriving In 2018 and Beyond</i></p> <p>Debra Zabloudil, CAE, FACHE, President and CEO, The Learning Studio, Inc.</p>	<p><i>Customer Expectations</i></p> <p>Chris Welch, VP, Industrial Division, Prudential Overall Supply</p>	<p><i>Transitioning from Doing to Managing</i></p> <p>J.R. Ryan, President and COO, MODRoto</p>
10:30 – 10:45 am	Networking		
10:45 – 11:45 am	<p><i>Building Organizational Agility and Resiliency Through Your Board</i></p> <p>Ralph Ward, Publisher, <i>Boardroom INSIDER</i></p>	<p><i>“We’re Not All the Same!” Managing a Multi-Generational Workforce</i></p> <p>Debra Zabloudil, CAE, FACHE, President and CEO, The Learning Studio, Inc.</p>	<p><i>Effective Communication Skills for Managers</i></p> <p>Dan Farnsworth, VP, Sales &amp; Marketing, Leonard Automatics Inc. and Ed Kwasnick, Director of Business Development, ARCO/Murray</p>
11:45 am – 12:30 pm	Lunch		
12:30 – 1:30 pm	<p><b>INDUSTRY VETERANS PANEL</b></p> <p><i>Rising through the Ranks: What It Takes</i></p> <p>Scott Farmer, Chairman and CEO, Cintas Corp.; Steve Larson, VP, North American Linen Division, AlSCO Inc.; Juha Laurio, President and CEO, Lindström Oy; Steven Sintros, President and CEO, UniFirst Corp.; Tom Watts, President, Prudential Overall Supply</p> <p>Moderator: Joseph Ricci, President &amp; CEO, TRSA</p>		
1:30 – 1:45 pm	Networking		
1:45 – 2:45 pm	<p><i>Securing Capital to Grow and Innovate</i></p> <p>Chris Kane, VP, Corporate Development, PureStar Linen Group; Jonathan Kaye and Sash Rentala, Managing Directors, Moelis &amp; Co.; Jason P. Morgan, Managing Director, CIBC US</p>	<p><i>Succession Planning</i></p> <p>Larry Oxenham, Author, Senior Advisor, American Society for Asset Protection (ASAP)</p>	<p><b>WORKSHOP</b></p> <p><i>Communicating a Difficult Message Through Times of Conflict (Part I)</i></p> <p>Debra Zabloudil, CAE, FACHE, President &amp; CEO, The Learning Studio, Inc.</p>
2:45 – 3:45 pm	<p><i>Rethinking Talent Management</i></p> <p>Jennifer McNelly, President, 180 Skills, Inc.</p>	<p><i>Developing Your Leadership Skills for Future Success</i></p> <p>Donna J. Dean, Ph.D., Senior Federal Executive (retired), National Institutes of Health (NIH) and Cynthia Simpson, CAE, Chief Business Development Officer, Association for Women in Science</p>	<p><i>Communicating a Difficult Message Through Times of Conflict (Part II)</i></p> <p>Debra Zabloudil, CAE, FACHE, President and CEO, The Learning Studio, Inc.</p>
3:45 – 4 pm	Networking		
4 – 5 pm	<p><i>Training, Reskilling, Attracting and Retaining Talent</i></p> <p>Stephen Ezell, Vice President, Global Innovation Policy, Information Technology &amp; Innovation Foundation (ITIF)</p>	<p><i>Improving Work-Life Satisfaction</i></p> <p>Donna J. Dean, Ph.D., Executive Consultant, Leadership and Talent Development and Cynthia Simpson, CAE, Chief Business Development Officer, Association for Women in Science</p>	<p><i>Conducting Efficient and Productive Staff Meetings</i></p> <p>Jeff Nelson, Regional Manager, Prudential Overall Supply</p>
5 – 6 pm	Networking Reception		
6 – 7:30 pm	Dinner		





# CEOs/EXECUTIVES

Cut to the core of leadership challenges faced today by the industry's C-level executives (CEOs, CFOs, COOs, presidents, business owners, etc.) as business leaders and authors challenge you to share insights, expand your knowledge and strengthen your business.

## *Leading Change: Thriving In 2018 and Beyond*

**Debra Zabloudil, CAE, FACHE, President & CEO, The Learning Studio, Inc. (TLS)**

Sharpen your skills in anticipating changes in the industry to begin planning for their impacts so you can address them and temper employees' emotions when you improve corporate structure and practices accordingly:

- Identify and prepare for organizational change
- Sharpen tools necessary for change process with staff and other stakeholders
- Track the impact of macro-societal changes that affect both workforce and customers



Debra is a certified association executive (CAE) and fellow of the American College of Healthcare Executives (ACHE). Her leadership and management training clients have included ACHE, the National Association of Realtors, Avaya, DDB Worldwide Communications and Vistage executive coaching and consulting.

## *Training, Reskilling, Attracting and Retaining Talent*

**Stephen Ezell, VP, Global Innovation Policy, Information Technology & Innovation Foundation (ITIF)**

Tune into the coming wave of innovation powered by artificial intelligence and robotics expected to reduce the need for management as well as line employees across the economy, likely causing dislocation in some positions and increasing demand for higher-skilled talent.

- Lead adoption of emerging technologies
- Support workers taking short-term courses to improve credentials
- Improve use of skills credentialing in hiring



Focusing on science and technology policy, international competitiveness, manufacturing and services issues, Stephen helps executives recognize how their businesses fit into the innovation-driven economy. He previously led a consortium on service industry growth and related government policies.

**"The failure of the U.S. innovation economy precipitated the Great Recession."**

—Stephen Ezell, see below right

**"Boards now demand not just leaders but leaders with the tools and knowledge needed to be effective."**

—Ralph Ward, see page 5

**"Recruiting processes today are screening candidates out, when we need to be screening them in and growing their talent."**

—Jennifer McNelly, see page 5

## Building Organizational Agility and Resiliency Through Your Board

**Ralph Ward, Publisher, *Boardroom INSIDER***

Examine the structure of a typical corporate board (public and private companies) and how your organization's approach compares with the most successful techniques used worldwide, including extent of governance, communication practices and conflict avoidance.

- Who should serve and why
- Effective board/chair/management relationships
- Strong leadership, committees and information systems
- Special challenges (family companies, special operations executives, joint ventures, etc.)



Ralph's email newsletter provides practical, first-hand advice on better boards and directors. He also edits *Corporate Board* magazine. His writing and commentary have appeared in the *New York Times*, *Wall Street Journal*, *USA Today*, *Crain's*, *Detroit Free Press*,

*Barrons* and more.

## Securing Capital to Grow and Innovate

**Chris Kane, VP, Corporate Development, PureStar Linen Group; Jonathan Kaye, Managing Director, Moelis & Co.; Jason P. Morgan, Managing Director, CIBC US; and Sash Rentala, Managing Director, Moelis & Co.**

Gain insight into the benefits and obligations of securing equity capital to benefit from funding and expertise, likely increasing profit at the cost of shifting at least some ownership and management control.

- Decide if potential growth is substantial enough to merit an effort to seek sufficient capital
- Evaluate equity financing vehicles, including cooperative arrangements, added shareholders, venture capital
- Consider debt with favorable repayment terms that make the loan more like an equity investment



Chris Kane is responsible for merger and acquisition

activities, as well as other corporate growth initiatives, at PureStar, the private-equity-infused holding company for U.S. hospitality laundry businesses. Prior to joining PureStar, he was an investment banker, serving most recently as a senior VP at Moelis.



Jonathan Kaye focuses at Moelis on advising clients in the Business &

Industrial Services sector. He's worked in the Global Mergers & Acquisitions group at Citigroup and held investment banking roles at JP Morgan and equity research roles in the asset management sector.



Sash Rentala specializes in advising private equity sponsors

and hedge funds on a wide variety of matters including mergers/acquisitions and leveraged finance and restructuring transactions. He was an executive director at UBS Investment Bank and investment banking VP at Donaldson, Lufkin & Jenrette.



Jason Morgan originates, underwrites and executes senior

loans to middle market companies and manages relationships with private equity sponsors, financial intermediaries and corporations. Previously he was with MML Capital Partners, CIT Bank, Standard & Poor's, First Light Financial Corp. and GE Capital.

## Rethinking Talent Management

**Jennifer McNelly, President, 180 Skills, Inc.**

Ascertain your company's preparedness to offer 24/7 on-demand training to address job requirements that change quickly with the steady introduction of productivity-enhancing technology. A well-rounded approach helps employees:

- Improve baseline skills through instruction on non-technical topics
- Build health and safety competencies needed in an industrial environment
- Improve continuously, supporting ISO-9001, Six Sigma and other quality management efforts
- Master technical job functions in line with industry-defined standards



Jennifer's firm provides employer-focused online education that improves manufacturers' competitiveness. She was president and executive director of the Manufacturing Institute, the National Association of Manufacturers affiliate uniting the public and private sectors together to grow talent and the economy.



## YOUNG EXECUTIVES

Spot opportunities to demonstrate thought leadership in your company on critical issues to spark growth and profitability as compelling session facilitators lead dynamic discussions to inspire you to launch ideas, evolve your personal brand and better invest your time at work.

### *Customer Expectations*

**Chris Welch, VP, Industrial Division, Prudential Overall Supply (POS)**

Compare your company's means of determining your accounts' contentment with your service with POS' Customer Satisfaction Index (CSI) calculations and the company's other tactics that foster customer loyalty:

- Publicizing CSI for POS overall and individual locations
- Featuring customers in company publication
- Encouraging customers to provide testimonials



Chris joined POS in 1995 as a management trainee in Vista, Calif., moving on to Albuquerque, N.M. as sales and service manager in 1997 and becoming GM there in 1999. Under the company's tuition reimbursement program, he earned his MBA at the University of New Mexico, then was promoted and transferred to the Los Angeles cleanroom GM post in 2004 and became a VP in 2017.

### *"We're Not All the Same!" Managing a Multi-Generational Workforce*

**Debra Zabloudil, CAE, FACHE, President & CEO, The Learning Studio, Inc. (TLS)**

Learn not to stereotype the individuals in the generations most prevalent in your workplace and customer base (Baby Boomers, Generation X and Millennials) but consider the most common personality attributes associated with these groups as an initial step in attracting, engaging and retaining them. Get advice on:

- Using generation profiles as only a baseline for identifying individuals' true values and desires
- Discussing how roles, not experience levels, drive your workplace
- Communicating effectively to determine how employees want to be rewarded
- Combining generations and personalities in collaborative efforts



Debra is a certified association executive (CAE) and fellow of the American College of Healthcare Executives (ACHE). Her leadership and management training clients have included ACHE, the National Association of Realtors, Avaya, DDB Worldwide Communications and Vistage executive coaching and consulting.

**"The world wants to 'lump' Millennials into one stereotype but they are very different individuals on either end of the age spectrum."**

**—Debra Zabloudil, see below right**

**"Being attentive to 'the clock' is an important facet of career and life growth but there is no one perfect time to become a parent."**

**—Donna Dean, see page 7**

**"You need that fire in your belly, that unstoppable desire to control your life, that fear that you might die without ever taking a chance."**

**—Larry Oxenham, see page 7**

## Improving Work-Life Satisfaction

**Donna J. Dean, Ph.D., Executive Consultant, Leadership and Talent Development and Cynthia Simpson, M.Ed., CAE, Chief Business Development Officer, Association for Women in Science (AWIS)**

Explore new ways to achieve the work-life balance you seek. Presenters will draw from their experience assessing how professionals in high-stress science, technology, engineering and math (STEM) work environments cope with such pressure, prompting you to consider:

- How you define work-life satisfaction
- What you can change to reduce stress at work
- Whether to immediately implement an action plan or delay it



A senior federal executive retired from the National Institutes of Health (NIH) since 2010, Donna has focused on leadership and talent development, career enhancement, and mentoring strategies for organizations and individuals as a consultant (pro bono) to AWIS

and career consultant to the American Chemical Society (ACS). She had a 27-year career at NIH and the Food and Drug Administration. She's the author of *Equitable Solutions for Retaining a Robust STEM Workforce* and *Getting the Most out of Your Mentoring Relationships: A Handbook for Women in STEM*.



A certified association executive, Cynthia is responsible for all AWIS business development, with emphasis on institution partnerships. She develops and implements all talent and leadership programs and has presented over 150 interactive workshops on topics of importance

to women in STEM at universities, corporations and professional societies.

## Succession Planning

**Larry Oxenham, Author, Senior Advisor, American Society for Asset Protection (ASAP)**

Take away a set of tools and systems to ensure continued business success as one generation of company ownership and management transitions to the next. Steps needed to protect assets and maximize your company's value will be described.

- Selecting ownership exit strategy (transfer, complete or partial sale, management buyout, etc.)
- Matching succession strategy to estate planning
- Structuring the business to minimize taxes on sale or transfer



Larry is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their holdings for lawsuit protection and tax reduction. The author or co-author of articles and books on the subject including *The Asset Protection Bible*, he has been credited with helping thousands of people save millions of dollars.

## Developing Your Leadership Skills for Future Success

**Donna J. Dean, Ph.D. and Cynthia Simpson, M.Ed, CAE**

Hear about habits worth developing and subjects worth studying. You'll get advice on weaving time for learning and practicing into your schedule, either with colleagues or outside your workplace.

- Developing confidence, transparency, integrity, passion, and trustworthiness
- Communication techniques that make good leaders great
- Balancing attention and affection

See speaker biographical sketches at left





## EMERGING LEADERS

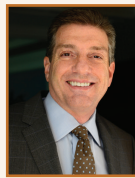
Participate in interactive workshops and team-building to get ideas from presentations on topics selected by TRSA's Education Committee critical to developing executive skills.

### *Transitioning from Doing to Managing*

#### **J.R. Ryan, President & COO, MODRoto**

Improve your grasp of techniques to build trust and communicate effectively with peers who are now your employees and with senior management so you know what you and your team will be held accountable for:

- Meeting with your team members
- Defining your team vision and goals
- Learning more about the operation before implementing changes



J.R. is responsible for five rotational molding plants manufacturing hundreds of plastics products including Tingle Brown laundry carts. In 2011, he launched the company's TBR Associates consulting firm. Previously he was CEO of NELS, owner of two New York City area linen service plants; VP of Regent Manufacturing in San Francisco, overseeing international manufacturing operations and sales; and plant manager, GM, VP and managing partner at W.H. Linen Supply (Clifton, NJ), where he kicked off a 20-year career there as management trainee.

### *Conducting Efficient and Productive Staff Meetings*

#### **Jeff Nelson, Regional Manager, Prudential Overall Supply (POS)**

Evaluate tactics that promote a culture of regular and inclusive meetings where the contribution, knowledge and skill of all grades of staff is drawn upon and valued. Options presented will help you select:

- Opening sequences that prompt immediate engagement
- Mini-activities added to regularly scheduled meetings that invigorate attendees
- Non-confrontational approaches to disengaged participants



With almost 30 years of experience in the industry, all with POS based in California, Jeff has spent hundreds of hours researching industry best practices and implementing them to achieve success in leadership development and financial growth. He joined POS in 1989 as a management trainee, working in Riverside and Irvine. The following year, he was assigned to the company's new Vista plant as GM. Today from the Irvine corporate office he oversees operations in parts of California, New Mexico and Arizona.

**"Understanding how to successfully deliver an unwanted message is critical to organizational success."**

**—Debra Zabloudil, see page 9**

**"The more you make it about others, the more individual success you'll enjoy."**

**—Josh Linkner, see page 10**

**"Good citizenship isn't a 'nice-to-have.' Our customers, employee-partners, shareholders and corporate colleagues expect it from us."**

**—Scott Farmer, see page 10**



## Effective Communication Skills for Managers

**Dan Farnsworth, VP, Sales and Marketing, Leonard Automatics Inc. and Ed Kwasnick, Director of Business Development, ARCO/Murray**

Identify paths to ensuring all your team members fully understand your intentions and recognize the value of what you seek to accomplish; draw from a well of ideas for better articulating your thoughts and recognizing your employees' motivations:

- Building their understanding of the big picture and individual tasks and how they fit into these
- Repeating messages consistently without condescending
- Creating conversations to measure how well they receive your messages
- Asking broad, open-ended questions to allow them to direct conversations
- Calling them to action so they focus on processes, not just outcomes



Since 2005, Dan has managed Leonard Automatics' sales staff, set worldwide strategy, developed marketing plans and goals, overseen ad campaigns and website development and implemented CRM. His previous positions with the company: regional sales manager (existing and new accounts east of the Mississippi) and technical service manager (all after-sale activity, including installation, training and technical support). His prior experience included posts as a lead maintenance technician for Duke Power and weapons technician for the U.S. Navy.



Ed manages all aspects of business development for ARCO/Murray's process group including sales, marketing, and advertising. He's in his 25<sup>th</sup> year of designing, constructing, and operating laundry facilities. In 1998, he founded Turn-Key Industrial Engineering Services, Inc., providing facility planning and implementing continuous improvement such as Lean Six Sigma philosophies that helped launderers increase throughput and improve quality while reducing costs. Before that, he was an engineer and plant and project manager for Omni Services, now part of Cintas Corp.

## Workshop: Communicating a Difficult Message Through Times of Conflict (Parts 1 & 2)

**Debra Zabloudil, CAE, FACHE, President & CEO, The Learning Studio, Inc. (TLS)**

Learn the best ways to reveal a conflict's root cause, benefit from the dissension and lead through it. This two-part workshop will provide communication tools that enable you to:

- Determine individual conflict styles (your own and others) and how they interact to encourage or block resolution
- Recognize when you personally should address conflict between others
- Observe how non-verbal communication perpetuates or resolves disagreement
- Reverse employees' perceptions they are being threatened
- Keep people talking about behaviors, not perceptions or feelings
- Move the focus of discussion of a current conflict from the present to the future
- Identify conflicts helpful to your organization



Debra is a certified association executive (CAE) and fellow of the American College of Healthcare Executives (ACHE). Her leadership and management training clients have included ACHE, the National Association of Realtors, Avaya, DDB Worldwide Communications and Vistage executive coaching and consulting.

# KEYNOTE

## *Harnessing Innovation: Turning Raw Ideas into Powerful Results*

**Josh Linkner, Tech Entrepreneur, Venture Capitalist, Best-Selling Author**

Discover a systematic process that focuses your team creativity into practical outputs and develops game-changing drivers of growth by:

- Unraveling deep layers of misinformation
- Letting go of what was and imagining what could be
- Experimenting with bucking tradition
- Reaching decisions more carefully



Consistently ranked as a top keynote speaker on innovation, Josh backs an energizing performance with real-world experience and credibility. He created and built tech companies that collectively sold for over \$200 million. The founder of Detroit Venture Partners, incubator of over 100 startups, he authored four books, including *New York Times* bestsellers *Disciplined Dreaming* and *The Road to Reinvention*. He is a regular columnist for *Forbes*, the *Detroit Free Press*, and *Inc.* magazine and has been featured in the *New York Times*, *Wall Street Journal*, *Harvard Business Review* and on CNN. Combining the improvisation of his jazz guitar skill with his business savvy, he guides you in unleashing creativity.

# INDUSTRY LEADERS PANEL

## *Rising through the Ranks: What It Takes*

**Scott Farmer, Chairman and CEO, Cintas Corp.; Steve Larson, VP, North American Linen Division, AlSCO Inc.; Juha Laurio, President and CEO, Lindström Oy; Steven Sintros, President and CEO, UniFirst Corp.; Tom Watts, President, Prudential Overall Supply**

**Moderator: Joseph Ricci, President & CEO, TRSA**

Tap into the experience of top executives from international companies in managing new generations of leadership in their organizations. Panelists will answer candid audience questions and discuss their own rise:

- Their backgrounds, lessons learned that led them to this point
- Invaluable assets deployed on the journey (training, mentors, etc.)
- Personal insights and perspectives on issues/concerns impacting the industry



**Scott Farmer** has been Cintas CEO since 2003. Starting with the company in 1981 as a management trainee, he moved into production, sales and service management, then VP slots and became president and COO in 1997.



**Steve Larson** has overseen AlSCO's North American linen division since 2006. He was previously regional manager, GM and production manager. AlSCO has been his employer since high school; he started working part-time in his hometown (Portland, Ore.).



**Juha Laurio** joined Lindström in 2006 as executive VP and COO; he also served as its managing director, rising to president and CEO in 2008. He was previously a telecommunications executive and R&D engineer in engine manufacturing.



**Steven Sintros**, CPA, became UniFirst president and CEO in 2017. Arriving in 2004, he was finance manager and corporate controller, then senior VP and CFO. Before joining UniFirst, he was with Ernst & Young and Arthur Andersen.



**Tom Watts** started in 1975 at POS. He would later become utility route salesman, route manager, sales and service manager, GM, regional manager, operations VP, and for the last two decades, president.



**Joseph Ricci** has been TRSA president since 2010. His association management career spans 25 years, including executive director posts for associations in healthcare, insurance, manufacturing and security industries.

# Leadership Summit

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## 4 Easy Ways To Register:

✉ **Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314 | ✉ **Email:** registration@trsa.org | 📠 **Fax:** 703.519.0026 | 🌐 **Online:** www.trsa.org/leadershipsummit

### Registrant Information

Name \_\_\_\_\_  
Nickname (for badge) \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email (required) \_\_\_\_\_

**Please select one education track:** ☐ CEO ☐ Young Executive ☐ Emerging Leader

**Please indicate who from your organization will also participate in the Leadership Summit.**  
Separate registration required; if they have not yet registered, TRSA will contact them.

Name \_\_\_\_\_  
☐ CEO ☐ Young Executive ☐ Emerging Leader

Name \_\_\_\_\_  
☐ CEO ☐ Young Executive ☐ Emerging Leader

**Indicate if you will attend:**

☐ Welcome Reception, 5:30–7:30 pm, Tuesday, June 12 ☐ Reception, 5–6 pm, Wednesday, June 13 ☐ Dinner, 6–7:30 pm, Wednesday, June 13

☐ Please check if you require special assistance or have special dietary requirements to fully participate.

**How did you learn about this event? (select one)\*:**

- ☐ Brochure  
☐ Postcard  
☐ Textile Services Magazine  
☐ TRSA Promotional Email  
☐ Textile Services Weekly  
☐ TRSA Website  
☐ Colleague/Co-worker  
☐ Manager/Supervisor  
☐ Previous Attendee  
☐ Social Media: TRSA LinkedIn, Facebook, Twitter

**Your Organization Level (select one)\*:**

- ☐ Chairman/CEO/Owner/President  
☐ Vice President/COO/CFO  
☐ Director  
☐ Manager/Supervisor  
☐ Professional/Staff

**Your Job Function (select one)\*:**

- ☐ Customer Service ☐ Legal  
☐ Engineering ☐ Logistics and  
☐ Environmental Transportation/Routes  
☐ Executive ☐ Marketing  
☐ Finance ☐ Production  
☐ General Managers ☐ Purchasing  
☐ Health and Safety ☐ Sales  
☐ Human Resources ☐ Training  
☐ Info Systems Mngt./IT

(\*required)



### When 2 Attend, 3rd Is Free

Save 33% on each registration when three or more staff register together online. Deadline for early registration (lower baseline pricing) is Friday, May 4, 2018. For discount code, contact Mary Beth Porter, 877.770.9274, ext. 100; mporter@trsa.org. Excludes other discounts.



### Hotel Information

**Hilton Rosemont, 5550 N. River Road, Rosemont, IL 60018**

Attendees must call Hilton Rosemont at 888.452.6943 to reserve a room. All individual reservations must be guaranteed with a major credit card at time of reservation. If a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged.

**Room Rate/Group Code:** Ask for the "TRS" room rate of \$209 before May 21, 2018. Limited availability. After May 21, 2018, regular room rates will apply.



### Dress Code

Business casual attire for all sessions.

### Payment

**Total \$** \_\_\_\_\_

☐ Check Enclosed

☐ Charge To: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on Card \_\_\_\_\_

Signature (must sign in order to charge credit card) \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Program Cancellation Policy:** Written cancellations received by May 29, 2018 will receive a full refund minus a 25% processing fee. Cancellations received after then 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.

# Leadership Summit

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## Forum for Developing Corporate, Industry Leaders

**Recognize, Reward and Develop Leaders of Today and Tomorrow**

### Group Learning in Leadership Development

- Concurrent peer-level session tracks plus activities for all
- Keynote: *Ideas to Results*
- Industry Leaders Panel: *Rising through the Ranks*

### Build Relationships and Reconnect

- Network within and between peer groups
- Trusted, productive setting
- Share experiences and concerns

### Who Should Attend

- CEOs/Executives
- Young Executives
- Emerging Leaders

REGISTER  
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**ATTENDANCE LIMITED TO 125**