

TRSA[®]**100+**
est. 1912

Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

10% OFF
3 registrations



EHRlich-STEMPLER
EMI⁵⁰⁺
est. 1965
EXECUTIVE MANAGEMENT INSTITUTE



54th Annual Executive Management Institute (EMI)

August 5–9, 2018 • College Park Marriott Hotel & Conference Center, University of Maryland

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

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
- Facilitate real-time productivity monitoring
- Manage communication through multiple channels

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 lessons learned
- Developing professional networks with industry colleagues

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

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

How do EMI attendees grow? They earn better positions:

22% GMs
14% VPs
8% Presidents

Sample of current job titles of 337 EMI attendees

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



“EMI has been an excellent experience for me both personally and professionally. I have developed great relationships with my classmates and learned the skills to be a better manager and person.”

Ryan Kelley, CPLM, Pellerin Milnor Corp.

“ 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



2018 Management Development (Year I) Schedule

Sunday, August 5	
4 pm	Registration Opens
5–7 pm	Dinner
7–7:45 pm	Introductory Session–Kent Baker
Monday, August 6	
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 7	
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
6–10:30 pm	DC @ Night Tour Outing

Wednesday, August 8	
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
6–10 pm	Lucky Strike Bowling & Billiards Outing
Thursday, August 9	
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

SHIRT SPONSOR:



VF Workwear

90

**Net Promoter Score (NPS)
EMI Year I — 2017**

Attendee willingness to recommend this event;
an NPS of 50+ is “excellent”

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.



“ 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

“

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.

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

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 5 through your departure on Friday morning, August 10. If you plan to arrive early or stay late, please contact TRSA to confirm availability.



Fun: Social Activities Include PMI Attendees

TRSA's Production Management Institute (PMI) is held concurrent with EMI, adding valuable networking opportunities between participants and faculty in group social functions. Check the boxes on your registration form (p. 7) to attend.

- **Tuesday, Aug. 7: 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. 8: 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.

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)

Full-Day Workshop

- Finance


Half-Day Workshops

- Customer Service
- Disaster Planning
- Family Business
- Human Resources
- Safety


120-Minute Session

- Legal



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

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

 **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.

August 5–9, 2018 • University of Maryland • Hyattsville, MD

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/emi

Registrant Information

Full Name (for certificate) _____
 Nickname (for badge) _____
 Company _____
 Title _____
 Address _____
 City/State/Zip _____
 Telephone _____
 Email (required) _____

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

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: Small Medium Large XL 2XL 3XL

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 EMI 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
 Engineering
 Environmental
 Executive
 Finance
 General Manager
 Health and Safety
 Human Resources
 Info Systems Mngt./IT
 Legal
 Logistics and Transportation/Routes
 Marketing
 Production
 Purchasing
 Sales
 Training

(*required)

Registration

EMI Program Fees 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.

	Early (by June 22)	Full Registration (After June 22)
TRSA Member (Operator or Associate)	<input type="checkbox"/> \$4195	<input type="checkbox"/> \$4595
Non-Member Operator (Operators Only)	<input type="checkbox"/> \$6725	<input type="checkbox"/> \$7125

Additional Evening Outings (no fee):

- Tuesday, August 7: D.C. at Night Tour Wednesday, August 8: Bowling & Billiards

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 July 21, 2018 will receive a full refund minus a 25% processing fee. Cancellations received after July 21, 2018 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.

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50+ Years of Developing Uniform, Linen and Facility Services Leaders

What EMI Delivers

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

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LAUNDRY MANAGER
31 Credit Hours

