

10% OFF
3 registrations



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EXECUTIVE MANAGEMENT INSTITUTE



TRSA 55th Annual Executive Management Institute (EMI)

August 11–15, 2019 • 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:

19% GMs
10% VPs
12% Presidents

Sample of current job titles of 406 EMI attendees 2014–2018

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



“ 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

“

I have been in management a long time, but the information I received at EMI will definitely help me be a better manager.

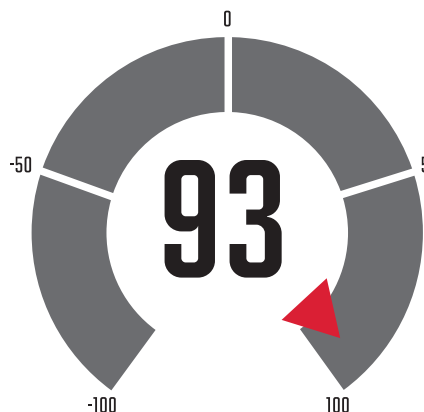
”

Cory Rosenberger, HCSC Hospital and Healthcare Linen



2019 Management Development (Year I) Schedule

Sunday, August 11		Wednesday, August 14	
4 pm	Registration Opens	7–8 am	Continental Breakfast
5–7 pm	Dinner	8 am–12 pm	Personal Case Studies
7–7:45 pm	Introductory Session–Kent Baker	12–1 pm	Lunch
Monday, August 12		1–4:30 pm	Conflict Management
7–8 am	Continental Breakfast	5–6 pm	Dinner
8 am–12 pm	Leadership Styles	6–10 pm	Night at National Harbor
12–1 pm	Lunch	Thursday, August 15	
1–3:30 pm	Delegating for Results	7–8 am	Continental Breakfast
3:30–4:30 pm	Cross-Over Session with Jim Kroncke, Year II Instructor	8 am–12 pm	Time and Stress Management
5–7 pm	Cookout	12–1 pm	Lunch
Tuesday, August 13		1–4:30 pm	Constructive Discipline
7–8 am	Continental Breakfast	4:30–5:30 pm	Class Photos
8 am–12 pm	Enhancing Creativity and Business Paradigms	5:30–6:30 pm	Cocktail Reception
12–1 pm	Lunch	6:30–9:30 pm	Graduation Dinner
1–4:30 pm	Personal and Organizational Change	Friday, August 16	
5–6 pm	Dinner	7–8 am	Continental Breakfast
6–10:30 pm	MLB Outing: Nats vs. Reds at Nats Park	Check Out by 12 Noon	



Net Promoter Score (NPS)
EMI Year I — 2018

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

SHIRT SPONSOR:



VF Workwear

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.



Multi-Rater Competency Survey: As your EMI journey begins, your benchmark/baseline will be established with a Multi-Rater Competency Survey (also known as a 360 Survey). You will progress through four years of learning and development and this survey will track that progress. First-year students will receive instructions to participate and the survey will be completed prior to arriving. Then, during the first day of the program, students will have the opportunity to meet with Year IV instructors to review the results of the survey and gain guidance on OFI (opportunity for improvement) actions. The ultimate goal is to look for areas of improvement as you progress through the EMI program. Your improvement will be remeasured with a second Multi-rate Competency Survey in Year IV as part of the Self-Leadership Workshop.



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.

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 11 through your departure on Friday morning, August 16. If you plan to arrive early or stay late, please contact TRSA to confirm availability.



Fun: Social Activities Provide Networking Opportunities with PMI Attendees

TRSA's Production Management Institute (PMI) is held concurrent with EMI, adding valuable networking opportunities with PMI participants and faculty in group social functions. Building relationships with EMI/PMI colleagues is a valuable take-away from your time investment in these programs. Make sure you check the boxes on page 7's registration form and attend these unique events.

- **Tuesday, Aug. 13: MLB Game @ Nats Park (Nats v Reds)**

Limited to first 50 registrants

Enjoy a night at the ballgame! Nationals Park is a fan-friendly stadium with unique concessions and great views from every seat.

- **Wednesday, Aug. 14: Night at National Harbor**

Enjoy the DC area's unique waterfront entertainment, dining and shopping complex, overlooking the Potomac River. Pre-plan your night by reviewing the latest offerings at www.nationalharbor.com.

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 Workshops

- Finance
- Self Leadership

Half-Day Workshops

- Contracts/Legal
- Customer Service
- Human Resources
- Safety

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3 registrations



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: Ashley Harvey, aharvey@trsa.org, 703.519.0029, ext. 103, 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 business professional attire for the final graduation dinner and reception.

August 11–15, 2019 • 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) _____

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

Shirt Size: ☐ Small ☐ Medium ☐ Large ☐ XL ☐ 2XL ☐ 3XL

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.

☐ Year I — Management Development

☐ Year III — Personal and Interpersonal Relationships

☐ Year II — Advanced Management

☐ Year IV — Business Management in Linen, Uniform and Facility Services

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 Managers
- ☐ 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. All rooms are non-smoking.

	Early (by June 28)	Full Registration (After June 28)
TRSA Member (Operators or Associates)	<input type="checkbox"/> \$4275	<input type="checkbox"/> \$4675
Non-Member Operator	<input type="checkbox"/> \$6800	<input type="checkbox"/> \$7200
Alliance Member	<input type="checkbox"/> \$5525	<input type="checkbox"/> \$6050

Additional Evening Outings (no fee):

☐ Tuesday, August 13: MLB Game @ Nats Park (Nats v Reds) - limited to first 50 registrants

☐ Wednesday, August 14: Night on the Town - National Harbor

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 27, 2019 will receive a full refund minus a 25% processing fee. Cancellations received after July 27, 2019 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

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3 registrations