

50+ YEARS OF DEVELOPING LINEN, UNIFORM AND FACILITY SERVICES LEADERS



**TRSA 56TH ANNUAL
EXECUTIVE
MANAGEMENT
INSTITUTE (EMI)**

AUGUST 8-12, 2021

UNIVERSITY OF MARYLAND COLLEGE PARK
MARRIOTT HOTEL & CONFERENCE CENTER
HYATTSVILLE, MD

A LIVE, IN-PERSON EVENT



**SAVE \$400 WITH
EARLY REGISTRATION!**

Same time and place as TRSA Professional Management Institute (PMI) and Maintenance Management Institute (MMI) to increase networking, information-sharing opportunities (see p. 5).



REGISTER TODAY! www.TRSA.org/EMI • #TRSAEMI • 877.770.9274

WHO SHOULD ATTEND

Company owner/operators,
management development
candidates and next-generation
executives

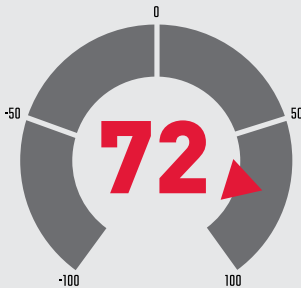
Corporate executives and
directors (including HR/
administration)

Plant-based management
(GMs, branch and regional
departments)

TRSA Member Associates

CPLM
CERTIFIED PROFESSIONAL
LAUNDRY MANAGER

Individuals who have achieved
the CPLM credential can
receive 31 hours toward
recertification



NET PROMOTER SCORE (NPS)

EMI SESSION I — 2019

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

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"

**"As a session one student, it was nice to meet others in the industry,
hear how they overcome some of their industry challenges and
learned and identified new things about myself."**

—Michael Wall, Prudential Overall Supply

“EMI helped me to identify my strengths and weaknesses regarding leadership,

encouraged me to think more creatively in the workplace, and provided a template for

resolving conflicts. These are skills I can use as I progress in this industry.”

—Damian Manning, Pellerin Milnor Corp.

2021 MANAGEMENT DEVELOPMENT (SESSION I) SCHEDULE

Sunday, August 8

4 pm Registration Opens
5–7 pm Dinner
7–7:45 pm Introductory Session–Kent
Baker

Monday, August 9

7–8 am 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,
Mark Clark, Session II
Instructor
5–7 pm Cookout

Tuesday, August 10

7–8 am 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 at Night Bus Tour (optional)

Wednesday, August 11

7–8 am Breakfast
8 am–12 pm Problem Solving and Decision
Making Personal Case Studies
12–1 pm Lunch
1–4:30 pm Conflict Management
5–6 pm Dinner
6–10 pm Night at National Harbor
(optional)

Thursday, August 12

7–8 am Breakfast
8 am–12 pm Dealing with Difficulties
(People, Situations) and Time
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

Friday, August 13

7–8 am Continental Breakfast
Check Out by 12 Noon

SYLLABUS FOR PARTICIPANTS ENTERING EMI

Management Development (Session 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.

Session 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. Session I 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 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-Rater Competency Survey in the final session 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. 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.

**“The training and
facility was top notch.”**

—2019 Session I Attendee

BENEFITS

Participants gain skills specific to successful management techniques 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

**“In the past I have said,
if you can take away at least
one new tool/skill from a training,
it is worth it. I left with at least
three tools/skills that I will use for
as long as I am managing people.
I DID enjoy this training.”**

—Glenn Alan Young, AlSCO Inc.

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 as well as social events and activities. Once you have registered for EMI, accommodations will be automatically reserved for your arrival on Sunday, August 8 through your departure on Friday morning, August 13. If you plan to arrive early or stay late, please contact TRSA to confirm availability.

FUN! SOCIAL ACTIVITIES PROVIDE NETWORKING OPPORTUNITIES WITH PMI, MMI ATTENDEES

This year TRSA's Professional Management Institute (PMI) and Maintenance Management (MMI) Institute are at the same time and place as EMI, adding valuable networking opportunities with PMI and MMI participants and faculty in group social functions. Building relationships with all TRSA institute 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. 10: DC at Night Bus Tour

Experience the nation's capital at dusk. Enjoy up close, dramatic views of monuments such as the Jefferson, Lincoln, MLK, FDR and Vietnam memorials, US Capitol and White House. Bus will stop for photo opportunities.



Wednesday, Aug. 11: 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. Linen, uniform and facility services operators and suppliers 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 (Session II)

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



Instructor: Mark A. Clark, Ph.D.

Assoc Prof, Management, Organizational Behavior and HR, American University. Mark's expertise is with high-performing teams, leadership, diversity and strategic human capital. His research engages a variety of organizations and high-tech companies and entrepreneurial startups.

Personal and Interpersonal Relationships (Session 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 (Session IV)

- Best Practices (Student Presentations)
- Employment Law
- Finance
- Human Resources
- Internal/External Customer Service
- Self Leadership



Instructor: Eric Kurjan

President and Owner, Six Disciplines Consulting Services. Eric brings a unique resume in top management to his role in guiding the EMI Session IV faculty. Prior to joining Six Disciplines, he was the president of Plumblines Solutions, Inc. (now Solomon Cloud Solutions), and was also the general manager of Microsoft Corp. North America Business Solutions organization.



TRSA is committed to helping attendees stay safe! Review our Live Event Health and Safety Protocols at www.TRSA.org/eventsafety.

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.

✈ TRAVEL TIP

Hyattsville, Maryland is a suburb of Washington, DC and the venue is in close proximity to these three international airports:

- Baltimore/Washington International Thurgood Marshall Airport (BWI) in Maryland (26 miles)
- Ronald Reagan Washington National Airport (DCA) in Virginia (14 miles)
- Dulles International Airport, also in Virginia (35 miles)

August 8–12, 2021 • University of Maryland College Park Marriott Hotel & Conference Center • Hyattsville, MD

4 Easy Ways To Register:

Online: www.trsa.org/emi

Email: registration@trsa.org

Mail: 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314

Fax: 703.519.0026

Questions?

877.770.9274

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.

List the top three (3) management challenges you're currently struggling with: _____

Additional Evening Outings (no fee):

Tuesday, August 10: DC at Night Bus Tour

Wednesday, August 11: Night on the Town - National Harbor

Shirt Size

- Small Large 2XL
 Medium XL 3XL

Class Selection

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

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

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 Transportation/Routes
 Environmental
 Executive Marketing
 Finance Production
 General Managers Purchasing
 Health and Safety Sales
 Human Resources Training
 Info Systems Mngt./IT

REGISTRATION

EMI Program Fees include lodging, all meals, breaks, closing reception and dinner, evening outing transportation. All rooms are non-smoking.

	Early (by June 25)	Full Registration (After June 25)
TRSA Member (Operators or Associates)	<input type="checkbox"/> \$4325	<input type="checkbox"/> \$4725
Non-Member Operator	<input type="checkbox"/> \$6925	<input type="checkbox"/> \$7325

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 _____