

Skill Building • Insights • Techniques



December 4–5, 2019 • Embassy Suites Tampa-USF/Near Busch Gardens • Tampa, FL



TRSA 2nd Annual Marketing & Sales Summit

Keynote

Emotional Intelligence: The Secret Sauce of Intuition, Influence, and Income

Joel Landi, Founder, The Performance Group and author of *Rewired: Power Up Your Performance, Relationships, and Purpose*



- Ideas and innovation for marketing and sales professionals
- General Session content for company growth
- Networking and collaboration opportunities
- Operator Panel: State of the Markets: F&B, Healthcare, Hospitality and Industrial

WHO SHOULD ATTEND:

- Executives and Managers—Business Development, Marketing and Sales, Customer Service
- Owner-Operators
- General Managers
- Associate Members

Register: www.trsa.org/marketingsummit • #TRSAMARKETINGSUMMIT

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Wednesday, December 4	
2:30 – 4:30 pm	TRSA Marketing & Sales Committee Meeting
3 – 7 pm	Registration
5 – 6 pm	Welcome and Networking Reception
Thursday, December 5	
7 – 8 am	Breakfast
8 – 8:50 am	Keynote: Emotional Intelligence: The Secret Sauce of Intuition, Influence, and Income Joel Landi, Founder, The Performance Group and author of <i>Rewired: Power Up Your Performance, Relationships, and Purpose</i>
9 – 9:45 am	Sales, Marketing and the Digital World Chriss Carsello, Sales Manager, and Emily Novotny, Marketing Manager, CITY Clean and Simple
9:45 – 10:15 am	Networking Break—Book Signing with Joel Landi
10:15 – 11 am	The Importance of Marketing Environmental Sustainability Robert Sroufe, Ph.D., Murrin Chair of Global Competitiveness, Duquesne University MBA Sustainability Program
11:10 am – 12 pm	Great Ideas Swap: Stories from the Trenches Facilitator: Andy Feldman, Senior Vice President of Sales, Omni Solutions East
12:00 – 12:45 pm	Lunch
1 – 1:50 pm	Processing Innovation: Developing Internal SOPs to Align with New Products Tyler Fowler, President, M+A Matting
2 – 3:15 pm	Strategic Partnership: Serving Your Customer's Customer Aldy Keene, Loyalty Research and Wiz Wyatt, Rourke & Company
3:15 – 3:45 pm	Networking
3:45 – 4:45 pm	Closing Operator Panel: State of the Markets Mark Lewis, Corporate Sales Manager, Dempsey Uniform and Linen; Emily Novotny, Marketing Manager, CITY Clean and Simple; and Kris Smith, Business Development and Marketing Manager, HealthMats Facilitator: Jerry Martin, Vice-President, Sales & Marketing, Prudential Overall Supply
5 pm	Load Bus for Busch Gardens Networking Event
5 – 8 pm	Busch Gardens Networking Event



Keynote Presentation

Emotional Intelligence: The Secret Sauce of Intuition, Influence, and Income

Joel Landi, Founder, the Performance Group and author of *Rewired: Power Up Your Performance, Relationships, and Purpose*

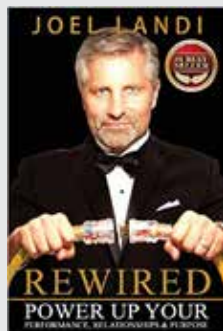
Get the tools and approach necessary to create higher level and more persuasive engagements and improve your outcome during this overview on Emotional Intelligence:

- Unlike an IQ, Emotional Intelligence (EQ) can be developed and honed
- Review the five points of EQ to further advance your goals
- Learn to practically use the principals of EQ to drive more successful outcomes
- Create your own EQ “dashboard” to stay motivated and develop new skill sets



Joel Landi, best-selling author and founder of The Performance Group, has more than 25 years of experience coaching, mentoring, and consulting for leaders and top teams to resolve conflicts, map strategic initiatives, optimize business operations, and radically improve engagement through improving Emotional Intelligence.

Join us for book signing with Joel at the 9:45 am networking break! Summit attendees will receive a complimentary copy of his book, *Rewired: Power Up Your Performance, Relationships, and Purpose*.



General Sessions



Great Ideas Swap: Stories from the Trenches

Andy Feldman, Senior Vice President of Sales, Omni Solutions East, *Facilitator*

In this facilitated group discussion, you’ll discover that everyone—including you—has at least one great story that is worth sharing—the discovery of new customers or business opportunities—that will break the ice for brainstorming about creative and clever ideas on discussion topics such as: New Business/Lead Development; The Marketing & Sales Relationship; Social Media Marketing Lessons Learned; and more.

Sales, Marketing and the Digital World

Chris Carsello, Sales Manager and Emily Novotny, Marketing Manager, CITY Clean and Simple

Break through the stigma that sales and marketing struggle to work with together for their common goals. Discover creative ways in which these two forces can become a cohesive unit that benefits all. Gain insight from experiences and partnership created that allowed for successful inroads in the digital world through LinkedIn and other campaigns.

Strategic Partnership: Serving Your Customer’s Customer

Aldy Keene, Loyalty Research and Wiz Wyatt, Rourke & Company

Identify laundry customers and the customers that they serve who will help forge a strong, mutually-beneficial bond:

- Define your companies’ strategic intent through evaluating your current business model
- Understand the relationship between customer behavior and company activities in promoting partnerships
- See how other companies have incorporated these characteristics to improve business through a case study of a large, family laundry

The Importance of Marketing Environmental Sustainability

Robert Sroufe, Ph.D., Murrin Chair of Global Competitiveness, Duquesne University MBA Sustainability Program

- Learn why environmental conscious practices in your business are important to the modern consumer
- Establish goals to market sustainability in a way that promotes your business and reflects core environmental values

Processing Innovation: Developing Internal SOPs to Align with New Products

Tyler Fowler, President, M+A Matting

- Learn how to implement a new and improved production method that successfully showcases new products
- Enhance your ability to create a standard operating procedure for this process through advanced techniques and tactics



Operator Panel

State of the Markets

Panelists include: Mark Lewis, Corporate Sales Manager, Dempsey Uniform and Linen; Emily Novotny, Marketing Manager, CITY Clean and Simple; and Kris Smith, Business Development and Marketing Manager, HealthMats

Jerry Martin, Senior Vice President, Sales and Marketing, Prudential Overall Supply, *Facilitator*

Mid-size industry leaders will host a discussion on growth opportunities and the future for each laundry market: F&B, Healthcare, Hospitality and Industrial.

From the 2018 Summit: *“Very enjoyable. I thought the presentations in the breakout sessions and the keynote were very, very good. Will plan on attending again in the future.”*

—*Therese Hood, Director, Territory Sales and Client Development, Superior Linen Service, Tulsa, OK*



Networking at Busch Gardens

December 5 • 5–8 pm

Network with friends old and new, and get an early shot of the spirit of the upcoming holidays at Busch Gardens. Enjoy millions of twinkling lights, be entertained at Yuletide shows and sample delicious holiday treats. Evening includes round-trip bus transportation, park entrance ticket, plus food and beverage coupons good throughout the park. Relax and experience Busch Gardens with summit attendees to close out the event!

2019 Marketing & Sales Committee Members

**2019 Summit Content Task Force*

- Chris Corcoran, Crothall Healthcare
- Andrew Feldman*, OMNI Solutions
- Tyler Fowler, M+A Matting
- Seth Gershman, Unitex
- Jacob Gurtler, Gurtler Industries Inc.
- Will Hacker, Landau
- Karen Harrington*, GOJO Industries, Inc.
- Emily Hauber, CITY Laundering
- Barbara Herman, SanMar Corporation
- Candice Hunt, American Textile Maintenance
- Blaine Maddin, Milliken & Co.
- Mike Maley, Cintas Corporation
- Jerry Martin*, Prudential Overall Supply
- Chris Melchionni, Tingle
- Karineh Minissian, Norchem Corp.
- Tanya Pattison, Sohn Linen
- Ben Saukko*, AmeriPride Services Inc.
- Joci Scott, Kleen-Tex Industries
- Kris Smith, HealthMats
- Amanda Steffen*, Ecolab
- Kasey Wahl, WSI
- Jon Witschy, Spindle



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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/marketingsummit

Registrant Information

Name _____

Nickname (for badge) _____

Company _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

Email (required) _____

Please share your three biggest marketing/sales challenges for the “Great Ideas Swap” _____

Please share three questions that you would like the closing operator panel to address _____

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

Previous event attendee

Indicate if you will attend:

Networking Reception (Wednesday, December 4, 2019, 5–6 pm)

Busch Gardens Networking Event (Thursday, December 5, 5–8 pm)

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
- Social Media: TRSA LinkedIn, Facebook, Twitter

Your Organization Level (select one):

- Chairman/CEO/Owner/President
- Vice President/COO/CFO
- Director
- General Manager
- 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

Hotel Information

Attendees must call the Embassy Suites Tampa USF Near Busch Gardens at 813.977.7066 to reserve a room. Ask for the group code “MAR” room rate of \$139 before November 3, 2019. Limited availability. After the November 3, 2019 deadline, regular room rates will apply. 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. The Embassy Suites Tampa USF Near Busch Gardens is located about 16 miles from the Tampa International Airport (TPA).

Dress Code

Business casual attire for all sessions.

Program Cancellation Policy: Written cancellations received by Tuesday, November 19, 2019 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.

	TRSA Operator Member	Non-Member Operator	TRSA Associate Member
Early (by Oct. 25)	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$875
Full Registration (after Oct. 25)	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$975

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 _____

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