

Skill Building • Insights • Techniques

December 12–13, 2018 • Caesars Palace • Las Vegas, NV

# Marketing & Sales Summit



## Keynote

*Identifying, Understanding and  
Growing Niche Markets*

- Improve techniques to craft unified messages, discover niche clients
- Explore skills and traits important to individual success



### **Matthew Pollard**

*Award-winner blogger;  
contributor to CEO,  
Entrepreneur and Top Sales  
World magazines*

- Separate tracks for marketing and sales professionals
- Networking and collaboration opportunities
- Marketing Executives Panel: Converting Non-Programmers

Featuring panelists from



## WHO SHOULD ATTEND:

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

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Wednesday, December 12	
3:00 – 7:00 pm	Registration
4:30 – 6:00 pm	Welcome and Networking Reception
Thursday, December 13	
8:00 – 8:30 am	<b>Breakfast</b> Introduction and Welcome by Marketing & PR Committee
8:30 – 10:00 am	<b>Keynote</b> <i>Identifying, Understanding and Growing Niche Markets</i> Matthew Pollard, The Rapid Growth Academy
10:00 – 10:15 am	Networking
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; text-align: center;">  <b>Marketing Track</b> </div> <div style="width: 45%; text-align: center;">  <b>Sales Track</b> </div> </div>
10:15 – 11:00 am	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; text-align: center;"> <b>Big Data:</b>  <i>The More You Know, the More You'll Grow</i>                      Stephen John, CIO, AmeriPride Services                 </div> <div style="width: 45%; text-align: center;"> <b>Upselling Customers:</b>  <i>If You Won't, Your Competitors Will</i>                      Karen Harrington, Corporate Accounts Director,                      GOJO Industries                 </div> </div>
11:00 – 11:15 am	Networking
11:15 am – 12:00 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; text-align: center;"> <b>Digital Strategy:</b>  <i>Tipping the Scales in Your Favor</i>                      Mitchell Holt, Director of Operations, Infinite Laundry                 </div> <div style="width: 45%; text-align: center;"> <b>Forecasting &amp; Planning:</b>  <i>Turning Dread into Anticipation</i>                      Troy Harrison, Sales Trainer and Consultant,                      Troy Harrison &amp; Associates                 </div> </div>
12:00 – 12:45 pm	Lunch
1:00 – 1:45 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; text-align: center;"> <b>Six Marketing Metrics Worth the Effort</b>                      Troy Harrison, Sales Trainer and Consultant,                      Troy Harrison &amp; Associates                 </div> <div style="width: 45%; text-align: center;"> <b>Managing the Pipeline: Fact vs Fantasy</b>                      Andy Feldman, Sr. VP, Sales and Marketing,                      OMNI Solutions                 </div> </div>
1:45 – 2:00 pm	Networking
General Sessions	
2:00 – 2:30 pm	<b>TRSA Outreach &amp; Marketing Resources</b> Jeff Wile, President, Infinite Laundry
2:30 – 3:15 pm	<b>Coordinating Marketing &amp; Sales</b> Therese Hood, Director of Sales, Superior Linen Service (OK)
3:15 – 3:30 pm	Networking
3:30 – 5:00 pm	<b>Marketing Executives Panel</b> <b>Identifying and Expanding Markets: Converting Non-Programmers</b> Jim Divers, Director of Sales and Marketing, AlSCO Inc.; Ryan Flaherty, VP Sales, Marketing & Business Development, Aramark Uniform Services; Dave Katz, Senior VP Sales & Marketing, UniFirst Corp.; Bob Mitchell, Senior VP and Chief Marketing Officer, Cintas Corp. Moderated by: Joe Ricci, President and CEO, TRSA



# Marketing Executives Panel Discussion

## Identifying and Expanding Markets: Converting Non-Programmers

According to industry analyst Robert W. Baird & Co., today's potential U.S. linen, uniform and facility services market is \$34 billion, with much of \$14 billion in untapped revenue available from new customers. Industry revenues could be 70% higher than the current \$20 billion with more effort to capture non-programmers through a variety of approaches to generate awareness, educate and sell our services. Our biggest competitors for this business are retailers, disposable products and customer inertia. Panelists will discuss why the time is right for the industry to expand and grow the overall market for linens, uniforms, garments and other reusable textiles. Gain practical insight into identifying, communicating with and closing new customers.

**Moderated by:** Joe Ricci, President and CEO, TRSA



### **Jim Divers, Director of Sales and Marketing, AlSCO Inc.**

Jim's career in sales and marketing for the linen and uniform rental industry began in 1981. He has been AlSCO's director of sales and marketing since 2005. Jim has also served two terms on TRSA's marketing committee.



### **Dave Katz, Senior VP, Sales & Marketing, UniFirst Corp.**

Dave has been in his current position for 10 years, overseeing all sales and marketing operations for UniFirst North America. He has direct responsibility for national account sales and service, field sales operations, marketing, prospect data center, sales CRM, telemarketing and sales training. Previous experience includes DHL North America, where he held several senior leadership roles, including VP, Field Sales, VP, National Account Sales and Senior VP and GM-Eastern U.S., a \$1-Billion area.



### **Ryan Flaherty, VP, Sales, Marketing & Business Development, Aramark Uniform Services and AmeriPride Services**

Ryan is responsible for leading growth strategy for the textile rental business, direct sales and national accounts. He joined Aramark in 2006 and held several leadership roles, including VP of Regional Sales and VP of the Healthcare Sector. He was previously at Milliken & Company in a variety of sales, marketing and operations roles.



### **Bob Mitchell, Senior VP and Chief Marketing Officer, Cintas Corp.**

Bob joined Cintas in 1986 as a management trainee and as served in various sales, operations and marketing capacities. He helped launch the facility services division and later helped pioneer the company's first aid & safety and fire protection businesses with the management of over 150 acquisitions. Bob is a business advisor for Enactus Worldwide and a member of the Board of Trustees of the Bethesda Foundation.



## Keynote Presentation

### Identifying, Understanding and Growing Niche Markets



- Discover and turn niche clients into willing and wanting buyers
- Learn the necessary traits and develop individual skills important to success
- Gain valued techniques to craft and leverage sales through the power of unified messaging

#### **Matthew Pollard**

An award-winning blogger and regular contributor to *CEO*, *Entrepreneur* and *Top Sales World* magazines, Matthew Pollard is also known as the *Rapid Growth*® Guy for inspiring business transformations around the world. He is the author of the bestselling sales guidebook, *The Introvert's Edge*.



# General Sessions

## Coordinating Marketing & Sales

- Who does your marketing: Marketing? Sales? Service?
- How do salespeople's opinions alter marketing?
- How can cold-calling be more effective?



**Therese Hood, Director of Sales,  
Superior Linen Service,  
Oklahoma City, OK**

## TRSA Outreach & Marketing Resources

- Review how TRSA's current outreach efforts affect customers in all markets
- Determine how these campaigns can combine with your own to create greater customer awareness
- Discover member resources that enhance your public image: whitepapers, videos, certification support



**Jeff Wile,  
President,  
Infinite Laundry**



## Marketing Track

### Big Data: The More You Know, the More You'll Grow

- Analysis of data collected from consumers' digital footprints enables trends and patterns to emerge
- Discover techniques to convert analyzed data into profitable leads

**Stephen John, CIO, AmeriPride Services**

### Digital Strategy: Tipping the Scales in Your Favor

- Embrace the reality that digital marketing enables companies of all sizes to compete
- Develop plans to keep company content fresh, whether through website updates, social media or the variety of on-line tools now available

**Mitchell Holt, Director of Operations, Infinite Laundry**

### Six Marketing Metrics Worth the Effort

- Discover the metrics that truly resonate with top executives in the form of new customers, lower customer acquisition costs or higher customer lifetime values
- Generate a utilization plan for these metrics to make the case for budgets and beneficial future strategies

**Troy Harrison, Sales Trainer and Consultant,  
Troy Harrison & Associates**



## Sales Track

### Upselling Customers: If You Won't, Your Competitors Will

- Focus on enhancing profitable growth through existing customers
- Amend sales goals based on simple, short, behavioral tweaks designed to easily build competitive advantages

**Karen Harrington, Corporate Accounts Director,  
GOJO Industries**

### Forecasting and Planning: Turning Dread into Anticipation

- Learn why these efforts are valuable tools, not management brickbats
- Use the flexibility of automation to increase the pool of qualified prospects

**Troy Harrison**

### Managing the Pipeline: Fact vs Fantasy

- Analyze pipeline content to gauge valuable opportunities vs wishful thinking
- Bulk up sales management muscle and collaborate with marketing to align goals and end results

**Andy Feldman, Senior VP, Sales and Marketing,  
OMNI Solutions**

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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/marketingssummit

Registrant Information

Name \_\_\_\_\_

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.

Previous event attendee

**Indicate if you will attend:**

Welcome and Networking Reception (Wednesday, December 12, 2018)

**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

(\*required)

	TRSA Operator Member	Non-Member Operator	TRSA Associate Member
Early (by Nov. 2)	<input type="checkbox"/> \$595	<input type="checkbox"/> \$950	<input type="checkbox"/> \$795
Full Registration (after Nov. 2)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$1050	<input type="checkbox"/> \$895

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 \_\_\_\_\_

### Hotel Information

Attendees must call the Caesars Palace Reservation Center at 866.227.5994 to reserve a room. Ask for the "SCMKT8" room rate of \$109 before November 11, 2018. Limited availability. After the November 11, 2018 deadline, regular room rates will apply. All individual reservations must be guaranteed with a major credit card at time of reservation. After the due date of November 11, 2018, if a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged. Caesars Palace is located about 4 miles from the McCarran International Airport (LAS).

### Dress Code

Business casual attire for all sessions.

**Program Cancellation Policy:** Written cancellations received by Tuesday, November 27, 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.

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