

2010 NUTS & BOLTS WORKSHOP TOPICS

Friday, March 26th

The Digital Handshake - 9:00 - 10:00 am

Speaker: Paul Chaney

Even today's most successful businesses are seeing shrinking returns on their advertising and marketing dollars. This workshop explains why advertising and marketing are losing their effectiveness and how to solve the problem using social media to corral elusive consumers. It explains the best practical business applications in current use and how you can use them to ramp up your business. Using case studies gleaned from real businesses, Speaker and author Paul Chaney shows you how companies both large and small can tap social media to mitigate market changes and reap valuable business benefits in the real world.



Teamwork Works - 10:00 - 11:00 am

Speaker: Rob Little

This workshop serves to build synergy to enhance the team's creativity and to allow team members to discover new ways of working together, which is critical for success in the workplace. Robert presents life changing principles and information in a practical manner that can be instantly implemented. This seminar is excellent for groups that have long-term working relationships. He presents life changing principles and information in a practical manner that can be instantly implemented.

Saturday, March 27th

When Good People Lose Their Way - 9:00 - 10:00 am

Speaker: Stevin Hoover

Stevin Hoover literally "wrote the book" on Mark Whitacre, the man known round the world as "The Informant". In Hoover's presentation, you get the story straight up, a down-to-earth, spell-binding presentation told by the one man Mark Whitacre trusts completely. Whitacre worked undercover for the FBI for nearly three years, wired and recording illegal price-fixing meetings and became the highest-profile whistle-blower of all time. The case remains one of the most important and legally precedent-setting price-fixing cases in United States business history. Even as an FBI informant, Whitacre was still sentenced to a 10-year prison term.

Stevin now speaks and writes on white-collar crime and is the leading expert on Whitacre and how he overcome such extreme adversity. How did he keep his family intact while doing a decade of hard time? How did he learn to accept full responsibility for his actions? These and other questions are answered by Hoover in ways that can positively impact your own life, your own business, and your own relationships.



Cost of Doing Business - Part II - 10:00 - 11:30 am

Panel Discussion: Lee Sola, Chair; Michael McCarthy; Mike Pauling; Mike Rice; Millicent Carroll

The first part of the discussion will be to revisit the direct expense portion of the cost per service analysis presented in the Spring of 2009. This exercise will also incorporate the balance of the expenses, primarily from the General & Administrative side of our respective business'. While it is critical to understand exactly what your direct expense is for the average service performed, by incorporating all of your expenses into the equation you will have a direct link to assure a price structure assuring profitability.

The second portion of the panel discussion will be to review and analyze some actual numbers from different operators in diverse locations. This will give participants some realistic direction in helping them complete their own forms. The goal is to help all operators realize and maintain consistent profitability.

2010 Nuts & Bolts Workshop

Biloxi, Mississippi

ROUND TABLE DISCUSSIONS

Friday, March 26th

1st & 2nd sessions of specified topics and 3rd Session by Company Size

1st Session: 1:00 - 2:00 pm • 2nd Session: 2:15 - 3:15 pm • 3rd Session: 3:30 - 4:30 pm

1st & 2nd Session - Topics:

- Cost of Doing Business
- Cost Savings / Increasing Profits
- Customer Service
- Differentiating Yourself from Your Competition - Other than Price
- Managing Repair Cost: Restrooms / Trucks
- Route Management / Monitoring
- Social Media Networking as a Sales Tool
- Web Marketing / Company Branding

3rd Session - Common Problems By Company Size:

- Under 500 Units
- 501 - 1,500 Units
- 1,501 - 3,000 Units
- Over 3,000 Units

Saturday, March 27th

1st Session: 1:00 - 2:00 pm • 2nd Session: 2:30 - 3:30 pm

1st & 2nd Session - Topics:

- Cell Phones in the Workplace
- Cost Savings / Increasing Profits
- Deodorizers
- Differentiating Yourself from Your Competition - Other than Price
- Marketing by Segments (Special Events, Industrial, Construction, etc.)
- Route Management / Monitoring
- Team Building
- Trucks & Pumps

PSAI HEALTH & SAFETY

CERTIFICATION CLASS

SATURDAY, MARCH 27TH

12:30 PM - 6:00 PM

** Note: Certification class attendees will not be able to participate in the Saturday round table discussions.*