



SCHEDULE AT A GLANCE



MONDAY, NOVEMBER 18, 2019

BREAKOUT SESSIONS

- **Building a Self-Motivated Workforce**
Martha Woodward, Quality Driven Software
10:45 a.m. - 11:30 a.m. | LVCC S228
- **Hiring the Productive and Legal Way**
Wendy Christie, HR Associates
10:45 a.m. - 11:30 a.m. | LVCC S233

Lunch and Learn

Kristen Hadeed, Student Maid

11:45 a.m. - 1:00 p.m. | LVCC S221/S222/S223

THE DIGITAL CONSUMER: How Today's Buyer Has Changed and What Your Business Must Do About It (Part 1)

Marcus Sheridan, IMPACT

1:15 p.m. - 2:00 p.m. | LVCC S233

THE DIGITAL CONSUMER: How Today's Buyer Has Changed and What Your Business Must Do About It (Part 2)

Marcus Sheridan

2:15 p.m. - 3:00 p.m. | LVCC S233

BREAKOUT SESSIONS

- **Best Practices for Progressive Discipline and Termination**
Wendy Christie, HR Associates
3:15 p.m.- 4:00 p.m. | LVCC S228
- **How to Build a Business that Can Run Without You**
Debbie Sardone, The Maid Coach
3:15 p.m.- 4:00 p.m. | LVCC S233

Welcome Reception

7:00 p.m. - 9:00 p.m. | Bally's Las Vegas

TUESDAY, NOVEMBER 19, 2019

ISSA General Meeting

8:45 a.m. - 9:45 a.m.

House Cleaning Training & Certification

8:30 a.m. - 12:30 p.m. | LVCC

First-Time Attendee Orientation

Rosie Rangel, ISSA

8:30 a.m. - 9:30 a.m. | LVCC S221/S222/S223

BREAKOUT SESSIONS

- **Map Your Customer Journey to Create a Better Experience**
Jean Hanson, The Janitorial Store
9:30 a.m. - 10:15 a.m. | LVCC S228
- **How Hiring a Virtual Assistant Can Revolutionize Your Business**
Maria Dorian, Quality Driven Software, and Paul Fried, Maid in Hoboken
9:30 a.m. - 10:15 a.m. | LVCC S233

Million Dollar Owner Panel: Ask Them Anything

Sharon Tinberg, Rags to Riches, plus panelists

10:30 a.m. - 11:30 a.m. | LVCC S233

WEDNESDAY, NOVEMBER 20, 2019

House Cleaning Training & Certification

8:30 a.m. - 12:30 p.m. | LVCC

BREAKOUT SESSIONS

- **Recruitment, Hiring & Retaining Top Talent**
Katie Pearse, The Maid Mentor
10:15 a.m. - 11:00 a.m. | LVCC S228
- **How to Turn \$1K into a Million Dollar Business in Three Years**
Elena Ledoux, Superb Maids
10:15 a.m. - 11:00 a.m. | LVCC S233

BREAKOUT SESSIONS

- **Build Your Business With An Automated Marketing Calendar**
Pam Washington, Build My Cleaning Business
11:15 a.m. - Noon | LVCC S228
- **Take Your Business to the Next Level**
Alonzo Adams, Busy Bees
11:15 a.m. - Noon | LVCC S233

Evening Roundtables

7:00 p.m. to 10:00 p.m. | Bally's Las Vegas

THURSDAY, NOVEMBER 21, 2019

House Cleaning Training & Certification

8:30 a.m. - 5:00 p.m. | LVCC