

# 2020 ANNUAL CONVENTION

## Registration Form

Register Online: [www.networkcsc.com/ac](http://www.networkcsc.com/ac)

Please duplicate this form for additional registrants. Every person attending must register, even if participating in only one event.

COMPANY NAME: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Phone: \_\_\_\_\_

Please write names below as you would like them to appear on the event badge.

Attendee #1: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Spouse/Guest: \_\_\_\_\_

Attendee #2: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Spouse/Guest: \_\_\_\_\_

Attendee #3: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Spouse/Guest: \_\_\_\_\_

### The ARIA RESERVATIONS:

Phone: Call 866.359.7757 You must provide the code CSCNetwork to receive the CSCNetwork discounted rate of \$209 per night (+ \$39 Resort Fee). Rates cannot be changed at check-in or check-out for guests who fail to identify your affiliation with our group at the time the reservation is made.

Reserve rooms at the CSC rate online at:

[www.networkcsc.com/ac](http://www.networkcsc.com/ac)

Reservation deadline to receive the \$209 rate (+ \$39 Resort Fee) is February 17, 2020

### SUPPLIERS ONLY

All suppliers attending the CSC Annual Convention must exhibit. Suppliers may only promote CSC approved products and services in their booth.

Exhibition Kit Contact Name: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

10'X 10' Booth, 3 attendees\* —\$3,500\*\*

10'X 20' Booth, 5 attendees\*—limited availability - \$4,500\*\*

\*Cost for additional attendees is \$250 per person with a maximum of 5 total attendees for a 10 x 10 booth and 8 attendees for a 10 x 20 booth.

\*\*At least one representative from your company must stay at the host hotel (The ARIA) and your registration form must be received, and the fee paid in full, by December 20, 2019. If any of these requirements are not met, the registration fee will increase \$500. Exhibit Booth Registration Deadline: December 20, 2019.



1000 Corporate Centre Drive Suite 130  
Franklin, Tennessee 37067  
[www.networkcsc.com](http://www.networkcsc.com)



Empowering Independent Laundries

Please join us for this engaging and informative two day event!

# 2020 ANNUAL CONVENTION

MARCH 18-19, 2020

ARIA - Las Vegas



[www.networkcsc.com/ac](http://www.networkcsc.com/ac)

# Schedule & Training

Wednesday, March 18th

10:00 AM

Supplier Registration Opens

10:15 AM - 11:30 AM

David Bernstein  
Propeller Solutions Group, LLC  
**24 Tips to Dramatically Improve Customer Retention**

We've heard the statistics about how much more time and money are involved in customer acquisition than retention. In this value-packed seminar, David will share some of his proven strategies to take control of your most important source of long-term revenue, loyal customers, and ensure that they will renew with your company rather than shopping your competition.

11:30 AM - 1:00 PM

Lunch

1:00 PM - 2:15 PM

Wiz Wyatt & Aldy Keene  
Rourke & Company, Loyalty Research Center  
**Effectively Managing the Strategic Partnership With Your Customer**

This session structures the steps an owner must take to define and manage their Strategic Intent. With the ongoing need to develop strategic partnerships with multiple constituencies, where do you begin? Keene and Wyatt will tell you that you must begin with the customer, the only accurate reflection of 'who' your business truly is. Doing so successfully, with facts, a plan, will give you the means to create lasting value, enhancing the income flow and monetary value of your enterprise.

2:30 PM - 3:30 PM

**KEYNOTE**  
Steve Gilliland  
**Making a Difference™**

Focusing on the conscious choices we make every day that impact the lives of others, Making a Difference™ is an eye-opening and heartfelt keynote detailing how to positively influence people in every imaginable way, regardless of position or status. Each of us has the potential to transform the culture of an organization through our actions and attitude. While we don't always know what challenges face the people we meet every day, we do have the power to bring them hope. That hope can multiply a thousand times over and spread throughout the world exponentially. This is the essential, motivating truth behind Making a Difference™.

5:00 PM - 7:00 PM

**Networking Social**

Network with old friends and attendees. Cocktails and light hors d'oeuvres served.

Thursday, March 19th

8:30 AM - 10:00 AM

**KEYNOTE**  
David Rabiner

## Winning the Labor War: Moving from Compliance to Commitment

It's difficult to continue providing quality service if your people aren't motivated, or worse, if you're turning your people over. Experienced managers know we don't have the same "hold" on our employees as we used to. The data shows the new generation is less committed over the long term, more mobile and has more options. In this program, international leadership speaker David Rabiner tells you how to change your approach so that your employees aren't just compliant, but they are committed to you. More importantly, David will teach you why great managers and supervisors struggle with demonstrating today's important qualities and how to overcome those obstacles. You'll leave with the foundation for your own personal plan and the incentive to implement it.

10:15 AM - 11:30 AM

Mark Kowalski  
Envise Partners  
**Increase Your Business Value**

In this informative session, Mark will help you learn how to examine actions using market data. This includes a plan for differentiation vs. your competitors. This session will help you clarify what your best growth opportunities, markets and segments are, which can be through mergers and acquisitions or organic growth.

Troy Harrison  
Troy Harrison & Associates  
**Advanced Sales Management: Getting Engagement From Your Salespeople**

The #1 skill of sales managers is helping their salespeople perform at their maximum level. It's called the science of Engagement. Engagement can be influenced by proper management and onboarding techniques, and this program will teach attendees how to engage salespeople on the first day of employment, and re-engage them as necessary throughout their employment tenure. This program will move Sales Managers to the upper level of their profession!

11:30 AM - 12:45 PM

Lunch

12:45 PM - 1:45 PM

Seth Denson  
GDP Advisors  
**TAKING CONTROL: Keys to Managing the Healthcare Supply Chain**

Employer-sponsored healthcare continues to be a financial challenge for many organizations. As costs continue to increase, so too does the impact on culture, growth, and EBITDA. This session will reveal strategies to identify cost drivers, quantify them, and prioritize solutions. These strategies offer employers the ability to manage their own specific "supply chain" all the while curbing volatility and improving the bottom line.

Brian A. Habacivch  
Constellation  
**The Shale Energy Revolution**

The Shale Revolution (Fracking) has changed the energy landscape globally. In a period of a decade, The Shale Revolution is responsible for driving the price of natural gas and electricity in the U.S. to near all-time lows creating a long-term economic advantage. In this session, learn where we have been, where we are, and where we are going in energy, and importantly, what it means to commercial and industrial energy consumers and supply chain managers.

2:00 PM - 6:00 PM

**Supplier Exhibition**

**NEW TIME - Based on the majority of feedback from members and suppliers, the Supplier Exhibition will now be earlier in the day!**

**\*Suppliers will be able to setup from 9 am - 1 pm on Thursday, March 19th\***

Visit with 70+ CSC Suppliers - Cocktails and heavy hors d'oeuvres served

# Exhibit Information

All suppliers attending the CSC Annual Convention must exhibit. Suppliers may only promote CSC approved products and services in their booth.

## 2020 Supplier Registration Fees

**\$3,500 - Regular 10 x 10 Booth - Fee includes:**

Entrance for 3 attendees to all seminars, meals and the supplier exhibition, 8' draped table, 2 chairs, wastebasket, identification sign.

**\$4,500 - Large 10 x 20 Booth (Limited Amount Available) - Fee includes:**

» Entrance for 5 attendees to all seminars, meals and the supplier exhibition, two 8' draped tables, 4 chairs, wastebasket, identification sign.

• At least one representative from your company must stay at the host hotel (The ARIA) and your registration form must be received, and the fee paid in full, by December 20, 2019. If any of these requirements are not met, the registration fee will increase \$500 to \$4,000 (\$5,000 for the Large booth).

## Attendee Registration

• Cost for additional attendees is \$250 per person with a maximum of 5 total attendees for a 10 x 10 booth, and 8 attendees for a 10 x 20 booth. The maximum amount of attendees, per booth, will be strictly enforced.

• Attendees must be confirmed by February 21, 2020. Cancellations after February 22nd and no shows (anyone you register that does not attend) will be charged \$200 per person.

## Featuring TWO Keynote Speakers!

### Steve Gilliland



Steve built a multimillion-dollar company from the ground up on the same philosophy he expounds to his audiences. If you continually learn more about your company, your industry, your customer and yourself, you will always be a leader. You will be purpose-driven rather than process-driven, and you will make a difference. His motto is straightforward: "If you take care of people, the business will follow." He has been recognized by Who's Who for Speakers and Business Professionals. Recognized as a master story-teller and comedian, Steve has the distinction of speaking in all 50 states and in 15 countries. In addition to his speaking career, Steve is a prolific, accomplished author, evidenced by four of his books—(*Enjoy The Ride, Making a Difference, Hide Your Goat and Detour*)—perennially making the publisher's best-seller list and his being named Author of the Year.

### David Rabiner



David Rabiner is a leadership speaker, trainer, facilitator, and executive coach, and he has been presenting worldwide since 1993. His body of work includes over 2,200 presentations in 13 countries and 46 US states. David's presentation style is quick, powerful, and funny, and his quarter century of experience gives him a perspective of leadership and performance that a few can offer. Most important, David's programs create personal change, which is the hallmark of speaking excellence.