# **Eastern Exposition for Cleaning and Maintenance Professionals**



May 4 And 5, 2016 Harrah's Waterfront **Conference Center,** Atlantic City, NJ... **The Premier Exhibition Location For East Coast Trade** Shows

Supply Line 2016 will be held in the beautiful new 120,000 square foot Waterfront Conference Center at Harrah's Resort in Atlantic City. This exhibit and convention space, situated on the harbor in the Marina District, boasts state-of-theart technology and audio-visual capabilities, with direct connection to the 2,500-room Harrah's Resort Atlantic City, situated on the harbor in the Marina District. Atlantic City's Waterfront and Renaissance Pointe area has five-star dining, gaming and nightlife attractions.

# **Sponsored by:**















www.njssa.net/supplyline

# Welcome to

Supply Line 2016 is the largest exhibition on the East Coast for the cleaning supply industry and attendees come from Maine to Virginia. Supply Line 2016 invites distributors, facility service managers, hospital, school and institutional maintenance managers



and cleaning contractors to meet direct suppliers of the latest and most innovative jan-san products available today. You can learn new ways to meet the 21st Century cleaning challenges and enhance your professional contacts and business expertise.

# New This Year:

- Prizes to win from exhibitors
- **✓** Education for distributors and cleaning professionals
- ✓ CEU credits available for building and school service managers
- ✓ New Product Showcase and Presentations

Supply line 2016 provides the tools you need to educate your employees and customers on best practices for today's cleaning professionals. This year, we will present a Cleaning Industry Training Standard (CITS) "Accredited Certification Trainer" (A.C.T.) Workshop and "The Value of Clean" with ISSA's Bill Balek. These programs provide you and your staff with critical information to help customers meet operational and budgetary management demands. See pages 3 and 4 for details on registering for this important program.

Building Services Professionals can also "earn while they learn" by attending a special workshop on "The Value of Clean" with ISSA's Bill Balek. This seminar, approved by Rutgers University, offers essential continuing education credits for you on Wednesday, May 4 from 8:00am–10:00am. The first twenty (20) attendees will also receive a Hoover vacuum FREE! Many exhibitors will also have special show discounts and prizes to win and take home!

Supply Line is open to distributors on Wednesday, May 4 from 10am–5pm and on Thursday, May 5 from 9am-3pm. Cleaning contractors and facilities managers may attend on Wednesday, May 4 from 12Noon-5pm and on Thursday, May 5 from 9am–3pm. These extended show hours offer every cleaning professional an opportunity to attend and get inspired.

Whether you are looking for new products, improved ways to service your customers, or opportunities to network with industry colleagues, Supply Line 2016 is the most efficient and cost-effective way for you to buy product and learn new cleaning techniques.

# **Register today!**



# Schedule of Events

7:30am-2:00pm NJSSA Golf Outing, Harbor Pines Golf Club & Estates

8:00am-3:30pm ISSA CITS Accredited Certification Training Workshop—Jim Peduto

6:00pm-8:00pm President's Reception, The Pool, Harrah's Hotel

### PROFESSIONAL EDUCATION SEMINARS

Seminar: The Value of Clean—Bill Balek 8:00am-10:00am

Seminar: Sales Management: Finding & Keeping Good Sales People—Dave Fellman 8:30am-10:00am

Exhibit Hall Open to Distributors—Harrah's Waterfront Conference Center 10:00am-5:00pm

12:00Noon-5:00pm Exhibit hall Open to Cleaning & Building Professionals

12:00Noon Free Lunch on Show Floor

12:00Noon-1:00pm Seminar: Cost, Quality & Productivity: Making the Connection—Jim Peduto

1:00pm-2:00pm Seminar: Dinosaur Wisdom—Dave Fellman

4:00pm-5:00pm Happy Hour on the Show Floor—Network and Enjoy Refreshments

# Thursday, May 5, 2016

## PROFESSIONAL EDUCATION SEMINARS

7:30am-9:00am Seminar: Making Money: You'll Like it...It's Easy!—Jim Peduto

9:00am-10:00am Breakfast with Exhibitors

Exhibit Hall Open to All – Harrah's Waterfront Conference Center 9:00am-3:00pm

12:00Noon–1:00pm Seminar: Making the Business Case for Cleaning—Anthony Trombetta

Supply Line Café Open on May 4 from 12Noon-2:00pm sponsored by Hoover \*Visit www.njssa.net/supplyline for the latest information

# Lodging

\$99 Waterfront Tower Room Rate **GROUP CODE: H05SL6** (All callers will be asked for this code)

**GROUP NAME: NISSA-Supply Lin** 2016 RESERVATIONS: 888-516-2215 (8am-2am EST seven days a week)

## WATERERONT PREMIUM

Our Waterfront Tower has different views from every angle of Atlantic City, from the massive bay window in your premium guest room, your every sense will tell you that you have, decidedly, "arrived." You'll appreciate your room' grand appointments such as tiled ent foyer, 42" fl at screen LCD TV, classic cushioned bench situated at the end of your king bed and seating area complete don't end there

## MAKE YOUR HOTEL RESERVATIONS EARLY!

# Directions to Harrah's Atlantic City Casino & Resort

Located at:

777 Harrah's Blvd. Atlantic City, NJ 0840 (609) 441-5000

• Take NJ Turnpike Exit 11 to the

• Take Exit 38 to the Atlantic City

• Follow the signs to Harrah's.

Garden State Parkway.

Expressway

## Take the Ben Franklin or Walt

- Whitman Bridge to the North South Freeway (Rte. 42) south, to the
- At the end of the expressway, take Exit 1 (the Marina exit) onto the connector and follow the signs to

### From the South:

- Take the Garden State Parkway north to Exit 38 and the Atlantic City Expressway straight into Atlantic City
- At the end of the Expressway, take · At the end of the Expressway, take Exit 1 (the Marina Exit) onto the Exit 1 (the Marina Exit) to the Atlantic Atlantic City Expressway Connector and follow the signs to Harrah's.

### From Baltimore/ Washington, DC:

- Take I-95 to the Walt Whitman Bridge to the North South Freeway (Rte. 42) south, to the Atlantic City
- · At the end of the Expressway, take Exit 1 (the Marina Exit) onto the Atlantic City Expressway Connector and follow the signs to Harrah's.



### PROFESSIONAL EDUCATION FOR DISTRIBUTOR OWNERS & MANAGERS DISTRIBUTOR SALES REPRESENTATIVES. BUILDING SERVICE MANAGERS. MANTENANCE SUPERVISERS, AND CLEANING CONTRACTORS

CLEANING INDUSTRY TRAINING STANDARD "ACCREDITED CERTIFICATION TRAINER" (A.C.T.)

Tuesday, May 3, 2016 \* 8:00am (continental breakfast) \* 8:30am – 3:30pm Workshop (lunch included)



PRESENTER: Jim Peduto, Partner, American Institute for Cleaning Sciences THE "STANDARD" IN TRAINING EXCELLENCE

The Cleaning Industry Training Standard (CITS) program is designed to increase professionalism and demonstrate a commitment to effective training. Specifically, the program is focused on training and certifying frontline cleaning professionals, verifying training programs and training facilities to a set

industry standard, and improving the skills of industry trainers through a comprehensive workshop.

This program will help frontline cleaning professionals, supervisors and managers, manufacturers and distributors achieve credibility, skills, and certification in the cleaning profession. NJSSA members will receive a discount to register for this program. Go to http://www.issa.com/njssaact to register for this event. For more information on this and other events, visit this link http://www.issa.com/act.



# Special Events



New Jersey Sanitary Supply Association

May 3, 2016, Harbor Pines Golf Club and Estates Egg Harbor Township, NJ

7:00am Registration & Continental Breakfast 8:00am Shotgun Start (scramble)

12:30pm Awards Luncheon & Prizes

oin your industry peers and customers for NJSSA's Golf Outing on Tuesday, April 29, 2016. Harbor Pines Golf Club and Estates in Egg Harbor is a five-star course boasting large

undulating greens, distinctive and memorable bunkers, and 17 acres of water. The Course is well-marked for yardage—you can visually read each hole!

The day begins at 7:00am with registration and breakfast followed by a shotgun start at 8:00am Golfers will play a scramble format. Finish the day and enjoy the company of friends and colleagues at the awards luncheon where prizes and trophies will be awarded.





Sponsorship opportunities are still available. For more information or to register your foursome, contact Pat Koziol at (973) 283-1400 or visit www.njssa.net. Reservation deadline is April 26, 2016.

NJSSA President's Reception & Membership Meeting

Tuesday, May 3 6:00pm-8:00pm • The Pool, Harrah's Hotel

NJSSA members and Supply Line exhibitors are invited to join NJSSA President Dave Herman (Banner Chemical) for a "can't miss" networking event. Hear an update on NJSSA activities and congratulate the recipient of the prestigious NJSSA Bob Stader

The Pool is the "in" place to party in Harrah's and we'll have music, food, drinks,



# Wednesday, May 4, 2016

### The Value of Clean

(for building services managers and school maintenance supervisors) 8:00am-10:00am \* Presenter: Bill Balek, **Director of Legislative & Environmental** Services, ISSA

This program will explore the intrinsic "value of clean" and the valuable contribution that a high performance cleaning program can make in support of the facilities we serve whether it is where we work, play, or learn. All too often cleaning is viewed as a cost to be minimized especially during challenging economic times. Such reductions in cleaning often lead to unintentional but significant negative impacts to the quality of the indoor environment as well as to human health

That is why it is important to explore and understand the many contributions cleaning can make in support of the businesses and facilities we serve. This session will discuss the value of cleaning with a special focus on:

- Preventing the spread of infectious diseases;
- Protecting human health and safety through the reduction of slips, trips and falls; and
- Contributing to the sustainability goals of organizations.

In addition, the session will present a review of the various resources that can help facilities achieve high performance cleaning that truly contributes to the bottom line and business objectives of the institutions served. 2 CEU credits available.



Presenter: Bill Balek is the Director of Legislative and Environmental Services for ISSA a non-profit trade association representing the commercial cleaning industry, where he oversees the association's legislative, regulatory and environmental programs.

Bill has over 30 years of experience in the cleaning industry, and is chiefly responsible for the development of public policy, programs and initiatives that are designed to help companies succeed in the green cleaning marketplace. In this capacity he has worked with all major institutional sectors including K-12, higher education, healthcare, retail, and other key sectors served by the commercial cleaning industry.

Bill also has extensive experience working with the various laws and regulations that have a direct impact on the cleaning industry including those requirements that relate directly to occupational safety and health, transportation of hazardous materials, hazard communication, and environmental regulations generally.

## Sales Management: Finding & Keeping Good Salespeople

(for Distributor owners and managers) 8:30am-10:00am \* Presenter: Dave Fellman

It's an age-old problem. Where do you find good salespeople and how do you keep them? Obviously there's more to finding good salespeople than running an ad in the paper or on monster.com, and just as obviously, there's more to keeping them than the earnings opportunity. In this fast-moving seminar, Dave

- will explain How to profile the ideal candidate for your sales position How to "network" for candidates who aren't even looking for
- a job right now
- The right questions to ask in the interview stage
- How to test for the most important "success factors" • How to build "money talks" into your compensation plan,
- using the "voice" of the money to motivate the behavior and performance you're looking for
- How to build loyalty that goes beyond compensation



**Presenter**: David M. Fellman is the president of David Fellman & Associates, Cary NC. He is the author of Listen To The Dinosaur (2010), which Selling Power magazine listed as one of its "10 Best Books To Read in 2010." His articles on sales,

marketing and management topics have appeared in a variety

of publications, and he is a popular speaker who has delivered seminars and keynotes at events across the United States, Canada, England, Ireland, Australia and New Zealand.

## Cost, Quality, and Productivity: Making the Connection

(for building service contractors) 12:00pm-1:00pm **Presenter: Jim Peduto, Partner, American Institute for Cleaning Sciences** 

Today's building service contractor must balance budget cuts with demands for higher service levels. The solution lies in how well an organization is staffed. Participants will learn how to build a zero-

based staffing plan with modern work-loading tools in a way that

strikes the perfect balance between operating costs, and quality.



**Presenter:** Jim Peduto is a partner in the American Institute for Cleaning Sciences (AICS) since 2005 where has worked with marquee clients such as the United States Naval Academy, Pentagon, Waldorf-Astoria, FBI Headquarters,

California Lottery, the US Army.

Iim developed ISSA's revolutionary workloading software, InfoClean and authored the InfoClean Bidding and Estimating Guidebook. InfoClean is an intuitive and amazingly powerful "workloading" program that strips away complexity and simplifies cleaning job costing. He has also developed cleaning software for both distributors and manufacturers.

As the lead author of ISSA's Value of Clean, Jim shared in insights in how cleaning can be leveraged to lower building operating costs by focusing on life-cycle costs and sustainability.

lim was instrumental in the development of CIMS/CIMS-GB cleaning management standard and is one of the cleaning industry's leading authorities on the use of standards to drive

# Grab Your lunch and learn!

(for Distributors and sales representatives)

1:00-2:00pm • Presenter: Dave Fellman

Most of the "buzz" in the sales community is about Facebook and Twitter and LinkedIn, but Dave Fellman believes that the best thing you can do for yourself is to re-focus on the fundamentals. "Everyone seems to be looking for a new way to sell," he says, "because the perception is that the old way isn't working. It's not that the old ways don't work, it's just that most salespeople don't execute the fundamentals very well." Dinosaur Wisdom is a very modern presentation of those fundamentals, and this program will either teach or remind you and your sales team how to sell yourself and your products more effectively. You will learn:

- How to differentiate yourself from your competitors through questions, not just answers; and through actions, not just
- How to get organized for effective selling
- How to overcome the most common obstacles and objections, including the price objection
- How to use Facebook and Twitter and LinkedIn more effectively; to support your fundamentals, not replace them!



Presenter: David M. Fellman is the president of David Fellman & Associates, Cary NC. He is the author of Listen To The Dinosaur (2010), which Selling Power magazine listed as one of its "10 Best Books To Read in 2010." His articles on sales,

marketing and management topics have appeared in a variety of publications, and he is a popular speaker who has delivered seminars and keynotes at events across the United States, Canada, England, Ireland, Australia and New Zealand.

Thursday, May 5, 2016

## Making Money: You'll Like It...It's Easy

(for cleaning contractors)

7:30am-9:00am • Jim Peduto is back to lead you on a journey to increased profits!



This seminar will help you to develop strategies to improve your profits and manage your cash flow. It will help you recognize problem projects, identify unwanted expenses, increase productivity and manage overhead expenses.

- Strategies to maximize profits in a competitive market
- Grow the bottom line despite cost increases
- Deliver the service your customers expect
- Specific tools, strategies, and systems to grow your bottom faster than your top line

### Making the Business Case for Cleaning

(for manufacturers, distributors, building services managers, and cleaning contractors)

### 12Noon-1:00pm **Presenter: Anthony Trombetta**

**3M Commercial Solutions** 

A & B Wiper Supply, Inc.

American Cleaning Solutions

**ASI-American Specialities Inc** 

**Berk Wiper International LI** 

**Bissell Big Green Commercial** 

Americo Mfg Co Anti-Microbial Products

Atlas Paper Mills Away Chemical Corp.

**Banner Chemical Corp** 

Baron Products LLC

**Belle Marque LLC** 

**Bonnit Brush LLC** 

Brookside Agra Brulin & Co. Inc.

**CCW Concentrates** 

Cellucan Manufacturing

Church & Dwight Co., Inc.

Tacony Corp
Colgate-Palmolive Company

**Consolidated Paper Company** 

c/o K&S North America

Cleanmax Vacuums by

Core Products Co., Inc.

Creative Chemicals, Inc.

Culicover & Shapiro Inc.

**Dade Paper Company** 

Dead Sea Works Ltd.

Crystal Ware

Airosol Company, Inc. Alliance Paper

Aluf Plastics

It's time that the cleaning industry (facility decision-makers, end users, distributors, manufactures, etc.) stop thinking of cleaning

Dreumex USA DSC-Distributor Supply Corp

Fresh Wave IAQ/OMI Industries

**Gator Cleaning Products LLC** 

Hoover Inc./TTI Floorcare

**Eco-Logical Concepts** 

Flectrolux

Hawk Entern

Inopak Ltd

Racenstein

lames Austin

Jelmar IIC

HSP USA, LLC

Impact Innovatech USA, LLC

Janitized/APC Filtration

Karcher North America

agasse/United Stationers

intenance Sales News

Mercury/Sandia/Ultimate

Misco Products NaceCare Solutions

Jay Manufacturing

Kutol Products Co.

gacy Converting

as a cost to be minimized and start thinking about it as a profit center. There is now hard data and statistics that outline how properly cleaned facilities improve the health, attitude and morale of the building occupants as well as reduce absenteeism and the frequency of sickness of the people in the building. There is even data that shows clean buildings have increased revenue and improved profits. Come learn how to take advantage of this information and help change the way the world views cleaning.



National Chemical

Association

Association

Norshel Industries

Nittany Paper Mills Inc.

North American Plastics/

OMI Oreck Commercial/TTI Floor

Nationwide Sales & Ser

**Creative Flooring Concep** 

Progressive Products/Wipes F

Rainhow Dusters Internati

Royal Appliance Mfg Co/TT

Sanitary Maintenance Magazine

North American Salt

NSS Enterprises, Inc.

Palmer Fixture

Pioneer Eclipse

EcoSafe Zerowaste Poly Plastics Products

Primepak Company Procter & Gamble

R3 Distribution

Floorcare

Proform by

Sanitaire

Scotch Corp.

Nationwide Sales & Service

**New England Sanitary Supply** 

New Jersey Green Association

**New Jersey Sanitary Supply** 

**Presenter:** Anthony Trombetta is currently the Director of Sales & Marketing for Consolidated Chemical Works (CCW). CCW is the inventors of concentrated, portion controlled cleaning chemicals. We were the originator of unit dosed

chemicals for the cleaning industry back in 1964.

For the 15 years prior to CCW, Anthony was Director of Sales for ISSA where he was directly responsible for the exhibit, advertising and sponsorship sales of the association, as well as the membership, education, training and customer service departments within ISSA. Anthony led the strategic planning process for ISSA starting in 2008, 2012 and again in 2015. He was also instrumental in developing strategic partnerships with industry groups such as BSCAI, CMM (now owned by ISSA), CETA, IEHA and others.



Supply ine Expected Exhibitors Sheppard Enterprises is Soundview Paner Starco Chemical Stoko Professional Superior Manufac Sycamore USA Inc The Andersen Compan The BioSolve Compan The Bullen Companies
The Dial Corp-Henkel
The Libman Company
The Reynolds Agency The Safety Zone Tolco Corporation

TTI Floor Care North America **Tucel Industries Inc.** Unger Enterprises
Unified Solutions United Sales Concepts Sofidel America

Vileda Professional/Marino **Wepak Corporation** Whiff Industries Windsor (Karcher)

(Partial list of expected exhibitors,



United Sales Concepts-Diversey ZEP Distributing

Seko Dosing Systems Corp.

www.njssa.net/supplyline

For additional information visit:



Registration Fees — NJSSA Member Registration NJSSA Members receive 6 free registrations with their paid membership dues and may attend Supply Line 2016 at no charge. Membership dues for 2016 must be paid to pre-register before April 8, 2016. This offer is not available at on-site registration. ☐ 2016 NJSSA Membership Dues (6 attendees included with membership) ☐ Additional Paid Member Registrants \_\_\_\_\_ @\$ 25 per person \$\_\_\_ (after the 6 included with membership) **Non-Member Registration** ☐ Cleaning Professional \_\_\_\_\_ @\$ 45 per person \$\_\_\_\_\_ ☐ Distributor \_\_\_\_\_ @\$ 45 per person \$\_\_\_ ☐ Manufacturer Representative \_\_\_\_\_ @\$ 45 per person \$\_\_\_ \_\_\_\_ @\$960 per person \$\_ ☐ Non-exhibiting Manufacturer Seminar/Event Fees (With paid admission, fees are per person) MEMBER / NON-MEMBER A. Distributor / Manufacturer Rep / Manufacturer Seminars ☐ Sales Management \_\_\_\_\_ @\$ 30 \_\_\_\_\_ @\$ 60 \$\_\_\_\_\_ ☐ Dinosaur Wisdom \_\_\_\_\_ @\$ 30 \_\_\_\_\_ @\$ 60 \$\_\_\_ ☐ Making the Business Case for Clean \_\_\_\_\_@\$ 30 \_\_\_\_\_@\$ 60 \$\_ Register for all "A" workshops as a package and save \$25 for members only \_\_\_\_\_\_ \$65 "A" Seminar Package B. Cleaning Contractors/ Building Services Managers/ Maintenance Supervisors Seminars \_\_\_\_\_ @\$ 30 \_\_\_\_\_ @\$ 60 \$\_\_ ☐ The Value of Clean ☐ Cost, Quality & Productivity \_\_\_\_\_ @\$ 30 \_\_\_\_\_ @\$ 60 \$\_\_\_ ☐ Making Money \_\_\_\_\_@\$ 30 \_\_\_\_\_@\$ 60 \$\_\_ Register for all "B" workshops as a package and save \$25 for members only \_\_\_\_\_\_\$65 "B" Seminar Package ISSA CITS A.C.T. Workshop (May 3rd): Register at http://www.issa.com/njssaact before April 22, 2016 (For distributors, and cleaning professionals) ☐ Golf Outing (May 3) \_\_\_\_\_@\$140 \_\_\_\_\_@\$140 \$\_\_\_ ☐ Foursome Special (save \$60) \_\_\_\_\_@\$500 \_\_\_\_\_@\$500 \$\_\_\_\_ \_\_\_\_\_@\$ 30 \_\_\_\_\_@\$ 30 \$\_\_\_\_ ☐ Awards Luncheon Only **TOTAL DUE:** Make Checks Pavable to NISSA Or pay by Credit Card:  $\square$  Amex  $\square$  MC  $\square$  Visa  $\square$  Discover NAME ON CARD: Supply Line 2016, NJSSA is managed by **Peak Management Solutions**. All credit card charges will appear on your statement as **Peak Management Solutions**. **Company Registrants:** (Make additional copies of the registration form if needed.) **Company business:** ☐ Buildings & Grounds ☐ Distributor ☐ Industrial Maintenance, State, or Federal Facilities ☐ Manufacturer Rep ☐ Cleaning Professional □ Other ☐ Non-exhibiting Manufacturer ☐ Executive Housekeeping **RETURN REGISTRATION FORM TO:** New Jersey Sanitary Supply Association P.O. Box 435, Butler, NJ 07405-0435

(Complete ONE form per company and submit a business card for each

company attendee. Deadline for pre-registration is April 8, 2016.)

www.njssa.net

973-283-1400

Or register online at: www.njssa.net

Registration Form

Deadline for pre-registration is April 8, 2016.