

EDUCATION

Take advantage of education sessions on a wide variety of topics surrounding the sign, graphics and visual communications industry. There's still time to register for ISA Sign Expo education to get the uncut, uncensored insights you need to grow your business and increase efficiency. ISA Sign Expo's education sessions provide knowledge and solutions you can take back to your colleagues and put into practice immediately. Check signexpo.org/pricing for on-site pricing — or stop by registration.

EDUCATION TRACKS



DESIGN



DIGITAL SIGNAGE



GAME CHANGER



MARKETING YOUR BUSINESS



ORGANIZING YOUR BUSINESS



PRINT



PROTECTING YOUR BUSINESS



RUNNING YOUR BUSINESS



SELLING YOUR BUSINESS

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GAME CHANGER SESSIONS

Drawing on years of experience in the field, these subject matter experts share their best practices so you can improve your business.

ISA-17: THE ONE AND THE NINE: BUILDING TEAMS & ORGANIZATIONS THAT WIN

Jake Wood, Co-Founder and President,
Team Rubicon

ISA-34: SURPRISING LESSONS FROM 100 DAYS OF REJECTION

Jia Jiang, Founder of Fearbuster, Entrepreneur
and Author

See pages 29 and 32 for full descriptions.

DIGITAL SIGNAGE EDUCATION DAY

WEDNESDAY, APRIL 19

9:00 a.m. – 9:50 a.m.

Introduction to Digital Signage: Where Is the Profit?

ISA-01

Islander H

- **Alan Brawn**, Brawn Consulting
- **Jonathan Brawn**, Brawn Consulting

The key to achieving success in digital signage (DS) is to understand the major elements that are involved. This seminar illustrates specific ways you can increase your sign shop revenue by expanding your business into DS with a minimal investment of dollars and time as well as how to capture the recurring revenue benefits that come from DDS. You will be provided with a roadmap of what is involved, where to go for help and who you can partner with to become successful by expanding your business with DS at a pace you can accommodate.



BASIC

10:00 a.m. – 10:50 a.m.

My Client Wants a Digital Sign — Now What?

ISA-02

Islander G

- **Ryan Cahoy**, Rise Vision

The client asks "Can I add a digital sign to the project?" Now what do you do? In this session we go through real scenarios for ordinary clients such as small businesses, churches, K-12 schools, a coffee shop and the local bank — the actual customers you speak with on a regular basis. We provide you with a nuts and bolts script you can use to talk to your customers to understand their needs and make sure you are recommending the best product. In short, what to do and what to ask.



BASIC

11:00 a.m. – 11:50 a.m.

The Sizzle and the Steak: Adding Sizzle to Your Dynamic Sign Offering!

ISA-03

Islander H

- **Tom Fanger**, MGM Grand

Two of the most important elements of signage are impact and recall. Dynamic signage adds the benefits of motion and capturing more attention for longer periods of time. Creating content with the proper amount and location of motion on screen is critical. We explore dynamic options such as weather widgets, clocks, RSS feeds, slideshows and multi-media to see what is out there that could be a nice addition to displays in an area or throughout a facility.



BASIC

1:00 p.m. – 1:50 p.m.

Blending Static and Dynamic Signs in Higher Education

ISA-04

Islander G

- **Spencer Graham**, West Virginia University

One of the fastest growing areas of digital signage is education and higher education in particular. While the bits and pieces of hardware will be similar to other dynamic signage applications and projects, the market and use of services are rapidly expanding to improve the quality of education. This seminar discusses how both static and dynamic digital signage complement one another and then focuses on the major applications of wayfinding, student messaging and emergency notifications. Learn how to connect and interface with the school staff in a meaningful way to best present your ideas to your customer.



BASIC

2:00 p.m. – 2:50 p.m.

Digital Signage Content Creation Production In-House and What to Expect

ISA-05

Islander H

- **Jim Nista**, Insteo

The be-all and end-all of signage is content — the finished product. This seminar recognizes the differences between static and dynamic sign content, content lifecycles and the effect content has on the viewer. Explore the different types of dynamic content and delve into the various methods of content creation for the sign shop. Recognizing that sign shops come in all types and sizes, the seminar explores what can be created in-house, what can be outsourced and who to partner with. Learn about recurring revenue and discuss what to charge for content creation.



BASIC

3:00 p.m. – 3:50 p.m.

Writing and Presenting a Basic DS Proposal That Wins!

ISA-06

Islander G

- **Tom Jones**, Ingram Micro

Learn how to create and present a simple-to-understand, digital signage proposal. The focus of this session is on the process, creation and tools needed to supply a winning proposal for digital signage. It looks at items such as the tools for creating a quote, what to include in the proposal and how to streamline your process. You are provided the key items that every proposal should include: expectations/scope of work, hardware, software, connectivity, services and warranty information, as well as timeframe, terms and conditions, and legal jargon. Making it simple and succinct for your organization will make it simple and easy for your customers to simply say yes.



BASIC

THURSDAY, APRIL 20

9:00 a.m. – 10:00 a.m.

3D Modeling for the Design-Build Project

ISA-07

Islander G

BASIC

- **Keith Davis**, KR Design

3D modeling is not just for pretty pictures! Think beyond the visual and improve your ROI using 3D modeling throughout the entire lifecycle of a design-build project. This presentation explores how your sign shop can grow its service offerings, avoid cross-software redundancy and increase productivity by utilizing SketchUp 3D Modeling from preliminary concept design and client presentation through production.

Marketing Strategies for Sign Companies

ISA-08

Islander F

INTERMEDIATE

- **Debbie Schwake**, BLM Technologies, Inc.

Marketing is not a luxury afforded only to large companies that have the budget for a full team of marketing professionals. There are small and affordable strategies you can begin to implement today to help you put your company's best foot forward. Learn a few easy-to-implement strategies that can elevate your company to be fully representative of your capabilities and core values and to help you win business. Come away with an understanding of how to use your limited marketing resources effectively (people, time, budget); the basics of how to best represent your company and capabilities; and which strategies are necessary and which are not. Attendees receive a free template and checklist on how to execute marketing strategies, tiered to accommodate varying experience levels.

Commercial Print Trends and Best Practices (Produced by *Printing Impressions*)

ISA-09

Islander C

BASIC

- **Denise Gustavson (Moderator)**, *Printing Impressions*
- **Neil Baker**, HP
- **Ken Hanulec**, EFI
- **Deborah Hutcheson**, AGFA
- **Randy Paar**, Canon

A content-rich session specifically for organizations who are seeking the trending wide format applications, best practices, new offerings and strongest profit margins throughout print. Walk away with important take-aways you can implement in your business immediately. Denise Gustavson of *Printing Impressions* leads this panel discussion of major manufacturers/suppliers who are seeing the hottest areas to move/expand into.

PRINTING IMPRESSIONS®

The Next Generation and the Family Business

ISA-10

Islander B

INTERMEDIATE

- **Kristi Daeda**, The Family Business Consulting Group

Nothing prompts as much thinking about the future as the prospect of inviting the next generation into the family business. What role is right for them? How do you help them learn to lead? When and how should you think about your own exit? Learn how families in business think about succession planning and the questions that often arise from both current business leaders and the next generation. Attend with family members to gain some common insights on how to navigate the path ahead.

The Sales Triathlon: Time Management, Voicemail, Overcoming Objections

ISA-11

Islander A

INTERMEDIATE

- **William Farquharson**, Idealliance

Ask any print sales rep, "Why aren't you selling more?" and you are sure to hear three issues mentioned: (1) there is not enough time in the day, (2) I can't beat the price/they already have a vendor or (3) all I get is voicemail. Regardless of experience level, these three sales challenges confront us all. Mastering time management, learning to overcome objections, and beating voicemail can be the difference between being a sales rep and a sales superstar. In this session, learn how to overcome these three biggest sales challenges salespeople and owners face and leave with new ideas and solutions to help you combat these ongoing issues.

10:30 a.m. – 12:00 p.m.

Is Your Day Just One Big Interruption? (Including the Tyranny of Electronic Communication)

ISA-14

Islander C

BASIC

- **Linda Tennant**, Attainment, Inc.
- **Tery Tennant**, Attainment, Inc.

Many of us feel overwhelmed with constant interruptions. A recent study concluded that the average employee has a little over three minutes between interruptions – that translates to over 150 interruptions a day! These come from e-mails, texts, phone calls, voice mails, people stopping by and other sources. This interactive workshop helps you become aware of how much productivity is being lost because of interruptions. It provides a means to help you analyze the source of the interruptions and gives tips and tools to effectively get a handle on them.

11:00 a.m. – 12:00 p.m.

Green Space Signage and Interpretive Graphics – A Growing Market You Want to Be a Part Of

ISA-12

Islander G

INTERMEDIATE

- **Grady Brown**, iZone Imaging

The green space signage and interpretive graphics market provides huge growth opportunities for those in the sign, graphics and visual communications industry. Come away with an understanding of the market, planning, and design processes and products traditionally used in this segment, which will better position you and your organization to be a part of this growing market. Gain an understanding of the common obstacles to green space signage programs and learn the techniques and materials used to overcome them for successful projects. Receive an overview of signage applications that are used to enhance and improve brand value, functionality, educational value and user experience within green space – all of which have elements commonly provided by the sign industry for use in other market segments.

Rethinking Sales Management

ISA-13

Islander F

ADVANCED

- **David Fellman**, David Fellman & Associates

So much has changed in the marketplace that it's probably time to rethink every element of sales performance and sales management. Dave Fellman is a thought-leader in both management strategy and compensation strategy. In this fast-moving session, he helps you to understand that any sales problems you have are really management problems and they're usually problems that can be solved! NOTE: This seminar draws on data collected by the Sign Sales DNA Project, conducted by Dave Fellman in 2015.

UV Printers: The V Is for Versatility

ISA-15

Islander B

BASIC

- **Michael Perrelli**, Direct Color Systems

Opportunities abound for owners of UV LED printers to expand their product line and enhance their business. This session discusses how UV LED printer owners can leverage the versatility of these machines to unlock profit potential. This session covers an intro to UV printing and then moves to highlight how unique applications like TEXTUR3D, ADA/Braille signage and t-shirt printing can increase profit margins and expand product offerings. After thorough insight into application examples and ROI analysis of actual projects, you will leave confident that UV LED printers are the right choice for your business.

Dynamic Signage: Myths, Margins and Making the Sale

ISA-16

Islander A

BASIC

- **Teresa M. Young**, Sign Biz, Inc.

Everywhere you turn, digital signage offers of products and services are on the rise with no end in sight. Information about dynamic signage abounds, yet paradoxically, understanding is just dawning within the sign industry. To gain a better foothold in this niche, sign professionals can employ six key benchmarks to declutter the options for their clients. This seminar builds on 12 years of front-line results to yield a framework for successful digital sign sales, and dispels some myths in the process. Whether you are already making DS sales or are wanting to add digital sign products to your offerings, this workshop paves the way. Gain a crystal clear litmus test for product selection and a proven step-by-step checklist for making profitable dynamic sign sales!

1:00 p.m. – 2:00 p.m.

The One and The Nine: Building Teams & Organizations That Win

ISA-17

Islander H

ALL

- **Jake Wood**, Co-Founder and President, Team Rubicon

For every 100 people in a typical organization or on your team, there are 10 people who shouldn't even be there, 80 who at their best have a neutral impact, nine who perform exceptionally, and one who is a true leader capable of taking command and creating a winning team or culture. This reality is forcing organizations to rethink what they know about leadership, change management and risk. Those that can adapt will thrive, while those that refuse change will flounder and fail. Jake Wood provides organizations the framework for becoming better leaders and building more agile organizations. Using his own remarkable journey as an athlete, Marine scout sniper and co-founder of Team Rubicon, Wood shows how you can find and build the team needed to win life's battles and become the "one" others look to.

2:30 p.m. – 3:30 p.m.

Choosing the Technology to Best Fit the Application Requirements

ISA-18

Islander G

BASIC

- **Josh Hope**, Mimaki

In this session, we explore various technologies, including 3D print, Thermoform and routing, that can be used for creating dimensional signage. We discuss opportunities for each, the future of 3D print, and considerations for choosing the best technology to meet your application requirements.

THURSDAY, APRIL 20 continued

2:30 p.m. – 3:30 p.m.

How Sign Companies Can Manage Their Online Reputation



ISA-19
Islander F

BASIC

- **Aaron Hockel**, AltaVista Strategic Partners

67% of consumers are influenced by online reviews, meaning reviews do matter for sign companies. Learn how to define your company's online reputation and brand management; implement strategies to drive positive reviews; build a useable action plan for responding to negative reviews; and launch activities designed to control what the first page of Google says about your business.

Wide Format: Using Data to Increase Profit and Create Opportunity



ISA-20
Islander C

BASIC

- **Pat McGrew**, InfoTrends

Wide format printers can grow their market by using data-driven design techniques used by transaction printers and direct mailers. Xplor International, the go-to resource for education for transaction printers and direct mailers, shares with you how to apply use of data to the sign, graphics and visual communications industry. Take a few notes, walk away with new ideas and see how some of your competitors are making money using these tried and true methods.



Generational Differences: Millennials at Work



ISA-21
Islander B

BASIC

- **Steve Bench**, Wisconsin Business World

For the first time in American history, four generations are working side by side in the workplace. The experiences that each generation had growing up could not be more different, and now HR professionals are reporting those generational differences are creating serious conflicts at work. Learn the Millennial perspective, examine the stereotypes and discover the learning styles of our multigenerational workforce. This session makes you laugh, think and, most importantly, delivers ideas to use today, improving the way you work with people across all generations.

The 25 Best Sales Tips Ever



ISA-22
Islander A

INTERMEDIATE

- **William Farquharson**, Idealliance

The best time of day to make a sales call. The three best ways to differentiate yourself from your competition. The best definition of an objection. The three most important selling months of the year. Strategies for gaining access to the decision-maker. Discover the 25 best sales tips covering a range of topics from time management to beating a voicemail to closing the sale.

FRIDAY, APRIL 21

9:00 a.m. – 10:00 a.m.

Building Successful Design-Build Partnerships



ISA-23
Islander G

BASIC

- **George Lim**, Tangram Design, LLC
- **Angela Serravo**, Tangram Design, LLC

Collaborative teams made up of designers and fabricators generate the richest opportunities for creativity and innovation for signage projects. While both designers and fabricators strive to achieve successful results for the client, working together can sometimes create friction between the two. How do you create better communication and understanding between designers and fabricators that builds a quality and trusting relationship that symbiotically works for everyone involved?

Tangram Design worked with YESCO to deliver a new branded wayfinding signage program for Laramie County Community College in Cheyenne, WY. Tangram also worked with Harbinger to build a 45-ft. monument sign for one of America's most treasured law enforcement institutions, the Texas Rangers, in Waco, TX. Learn how Tangram collaborated with each of these fabricators to create a design-build relationship that delivered a successful product for both their clients. Tangram shares their work product, communication materials, project management plans and lessons learned to provide insights on how to create successful design-build partnerships.

The Power of Competitive Leadership Skills That Leads to Success



ISA-24
Islander F

ADVANCED

- **Thomas Hudgin**, Wilmington Quality Associates

In today's challenging economy and diverse workforce, implementing superior competitive leadership skills is critical to your success. This presentation shows you how visionary, global and long-range thinking play major roles in your beating the competition. Where most organizations have the same equipment, same strategies, same sales channels and competitive products and services, you have to be different and superior in your ability to organize, communicate, encourage, teach, influence, energize your workforce and create loyal customer relationships to be on top. Topics include the critical characteristics that drive a successful competitive leader, forces acting on your success or failure, ways to compete with your products, services and business to create the right customer image, powerful ways to create customer retention, define your business, fix mistakes two ways, create a self-motivating work environment, face the challenges that lie ahead and focus on your vision.

Key Business Measurements for Financial and Operational Success



ISA-25
Islander C

INTERMEDIATE

- **Yaron Lew**, Lauretano Sign Group

Many companies in the sign, graphics and visual communications industry are run by the owner's gut feel. Learn how to set key measurements for financial and operational control of the business. These global measurements will enable better control of business processes and will provide a high level dashboard to assess business trends. Emphasis is put on the uniqueness of the sign, graphics and visual communications industry.

Creating an Outrageously Successful Organization



ISA-26
Islander B

ADVANCED

- **Scott Hunter**, Unshackled Leadership Co.

The world is changing rapidly, and our businesses are, too. Regardless of your company, function or title, you're dealing with a global economy, ever-increasing competition from around the world and a constantly-changing playing field. With all of that going on, are there tried and true, timeless, unchanging qualities that if you master, success must follow? The answer is: yes!

So why don't most companies fulfill on their potential? Because we have been taught, as leaders, to believe a number of things that are simply not true. Learn what it takes, year in and year out, no matter what is happening in the world economy, to have an outrageously successful organization. Discover that success has very little to do with what you do, what you know and how hard you work. Truly successful leaders understand certain principles and use them to outperform the competition.

In-Plant Success Stories: Smart Case Studies



ISA-28
Islander H

BASIC

- **Deborah Corn (Moderator)**, Print Media Cent
- **Erik Holdo**, Konica Minolta
- **Deborah Hutcheson**, Agfa Graphics

In-Plant Graphics Magazine sponsors a valuable panel session during ISA and the co-located Collaboration In Packaging Production shows. Several industry suppliers share unique stories on how they've adapted their in-plant department for greater company success. Attendees learn unique best practices from two to three specific case study presentations.

In-plantGraphics

9:00 a.m. – 10:30 a.m.

ISA Electrical Codes & Standards Forum: Introducing the 2017 National Electric Code



ISA-27

INTERMEDIATE

Islander A

- **David Servine**, Servine Sign Services
- **Joseph Frederic**, Underwriters Laboratories LLC
- **Joseph Wages, Jr.**, International Association of Electrical Inspectors (IAEI)

Learn about the newest changes included as part of the revised 2017 edition of the National Electric Code (NEC) and the application of Underwriters Laboratories standards to electric sign best practices. Experts from ISA, UL and the IAEI present and discuss all of this year's key NEC changes affecting sign companies, including:

- Additional labeling requirements for retrofitted signs and disconnect switches
- Newly written tables describing secondary wiring of Class 2 systems
- New section applying to photovoltaic signs
- And much more

Code experts reconcile sign industry practice with the common interpretations of the Code as enforced by local inspectors and discuss the application of Code installation rules to sign manufacturing and UL certification. Presenters also provide updates on UL Standards revisions under consideration by the UL 48 Standards Technical Panel.

11:00 a.m. – 12:00 p.m.

Win-Win-Win! How Design Professionals and Sign Fabricators Can Create Successful Partnerships to Solve Client Problems



ISA-29

INTERMEDIATE

Islander G

- **Chris Calori**, Calori & Vanden-Eynden/Design Consultants
- **David Vanden-Eynden**, Calori & Vanden-Eynden/Design Consultants
- **Gary Stemler**, Archetype Sign Fabricators

Utilizing the case study of The Rockefeller University campus in Manhattan, NY, Chris Calori, Dave Vanden-Eynden and Gary Stemler share their insights into the design process, the fabrication process and what each party brings to the table to collaboratively solve client problems. The case history includes a concept-to-installation overview of the internationally-recognized Rockefeller University signage program, providing attendees with unique insights into how the partnership of design and fabrication enhances the quality of the final project, as well as being a sound business strategy for sign fabricators. In addition to sharing photos of other successful projects, the session team touches upon how the different skills and mindsets of designers and fabricators complement each other, when fabricators need to think like designers and vice versa, how signage fits into the broader media channels of branding, and the ever-evolving relationship between static and dynamic signage in larger communication scenarios.

FRIDAY, APRIL 21 continued

11:00 a.m. – 12:00 p.m.

Digital Signage — The Keys to Success

ISA-30

Islander F

BASIC

- **Deacon Wardlow**, Spectacular Media

Digital signage (DS) can be confusing. LED outdoor/indoor manufacturers use different terms for the same components, colors seem to chart numbers that never existed before, and the “noise” can make it difficult to see what the best solutions are. Learn the components of a good DS manufacturer and discover the keys to success for building a successful DS program for your business. From sales through support, discover the tools you need to succeed (or be more successful).

Using Content Marketing for Success

ISA-31

Islander C

BASIC

- **Alicia Auerswald**, International Sign Association
- **Paige Cardwell**, CSG Creative
- **Sara Spangler**, International Sign Association

Instead of pitching your products or services, learn strategies on using content that makes your customers more intelligent and drives them to profitable actions. Incorporating content elements into the marketing mix is easy (yes, it can be easy) and offers a powerful opportunity with a great ROI. Attend this session for key takeaways that help you build your brand, attract new customers, and recognize and promote loyalty.

Do You Provide the TLC Factors Your Customers Expect?

ISA-32

Islander B

BASIC

- **Vince DiCecco**, Your Personal Business Trainer

In today’s marketplace, customers embrace frugality with a vengeance and limit buying decisions to the bare essentials or the very best deals. Prospects take longer to make a buying decision than before the Great Recession. Still, many wise entrepreneurs count on the long-time business tenet that “people buy from people who they like, trust and with whom it is convenient to do business.” Do your customers and prospects view your company and its representatives as being likeable, trustworthy and convenient to do business? If so, how do you know for sure and how would you determine the degree to which they do? Learn practical ways to measure, nurture and develop the TLC factors that you can easily implement in your company. This seminar is a must for all business owners, sales and customer care professionals, and managers.

Transitioning Your Business with Inkjet

ISA-33

Islander A

BASIC

- **Eric Hawkinson**, Canon Solutions America, Inc.

Technology transforms most industries, and none more so than the printing industry. High-speed production inkjet began transforming the printing market around 2007. Some call it transformative, some call it revolutionary, some call it a rebirth of the printing industry overall. Today, the reality is there is much growth and excitement in the production inkjet space.

During this session, we dive into the details of how these companies have made the transition to inkjet. What challenges did they face? How did they overcome them? How did they navigate the many choices of media, inks and finishing options? What benefits have they realized? What organizational changes did they make? What would they do differently if they knew then what they know now? And what words of advice do they have for others considering a similar move to high-speed inkjet?

1:00 p.m. – 2:00 p.m.

Surprising Lessons from 100 Days of Rejection

ISA-34

Islander H

ALL

- **Jia Jiang**, Founder of Fearbuster, Entrepreneur and Author
- When entrepreneur Jia Jiang left corporate life to build his dream company, he had no idea it also meant facing crushing rejection. To overcome his fear and pain, he decided to fully embrace rejection by making crazy requests for 100 days. To his surprise, the world opened up to him. Jiang flew a plane, taught a college class and befriended a billionaire. In the meantime, he made a viral video blog that got more than 6 million views on YouTube, and elevated a well-known company’s stock by 29%. This presentation shows the humorous and insightful learning and truth about rejection and fear Jiang has discovered, and their practical applications in life and business.

2:30 p.m. – 3:30 p.m.

Job Costing: What Is It, How to Do It and Why It Matters for Your Sign Company?

ISA-35

Islander G

INTERMEDIATE

- **Sheldon Scheu**, KeyedIn Sign Software

If you’re like most people in the sign industry, true and accurate job costing probably sounds like a fairy tale. Sure, in theory, it’d be great if you knew exactly where every penny in your shop was coming from (or going to), but unfortunately, most people settle for the sad reality of relying on profit and loss statements at the end of the month to paint the picture of overall company performance. Knowing whether or not your company is making or losing money at the end of the day is great, but if you aren’t able to pinpoint the exact job, customer, sign type or even geography where you have the highest and lowest margins, then you aren’t truly maximizing your profit potential. Learn what job costing is and why it is so crucial to your company’s success, and leave the session equipped with the knowledge you need to begin accurately job costing immediately.

Retaining Key Employees...Creating a Self-Motivating Work Environment

ISA-36

Islander F

ADVANCED

- **Thomas Hudgin**, Wilmington Quality Associates

Inspired, driven and talented employees — it’s every company’s most important asset. Your top-performing employees will help your company survive the toughest economy. That’s why, now more than ever, it’s critical to ensure that you are taking the steps to retain these key employees for the short and long term. You cannot tell people to be motivated, but you can create a work environment that fosters self-motivation. Examine the thought processes and emotions of key performers who stay versus those who move on to what they see as “greener pastures.” Get advice on strategies and motivational techniques to build the loyalty necessary to ensure key employees stay and thrive.

Making Your Prices Stick without Getting Stuck

ISA-37

Islander C

BASIC

- **Vince DiCecco**, Your Personal Business Trainer

Are you pricing your goods and services to capture your fair share of the market while still achieving profitability? Do revenues exceed the operating and overhead expenses for healthy business growth? Explore these questions and learn ways to defend the prices you must charge to grow and succeed. If you’ve lost sales to competitors who undercut your price and are tired of customers beating you up over a few lousy bucks, this spirited and idea-filled seminar dissects and explores what you can do to sell at prices higher than your competition, and uphold your professional image at the same time.

Guide to Conflict Resolution for the Project Manager

ISA-38

Islander B

INTERMEDIATE

- **Karen Vanhoy**, Allen Industries

Conflict is a part of the workplace, and how well we manage that conflict can have a major impact on the success or failure of our projects. In this session, learn how to effectively recognize conflict, identify the root causes of workplace conflict and acquire strategies to facilitate the resolution of that conflict.

Seven Ways to Be a More Effective Boss

ISA-39

Islander A

ADVANCED

- **Kevin Poland**, TRG

Are you comfortable being the boss? Many business owners and managers are not comfortable leading and managing people. They are not sure what to do or how to do it. An effective boss is one who helps his or her people improve their performance and productivity. Learn seven actionable ideas that will immediately make you a more effective boss. Discover how to turn your good employees into great employees, producing better and more consistent results. When your people grow, your business will grow. It is time to feel comfortable as the boss. It is time to learn what great bosses do.