



2018 Tradeshow Speaker Schedule



(updated April 12, 2018)

MAIN STAGE AREA

***Technical Certifications and Product Trainings are for registered attendees on a first come, first serve basis day of show. Sign-up at Registration Desk for 9:00am sessions.**

**** Seminars and trainings are subject change without notice. Check back frequently for updates to times and locations.**

Start	End	Who Should Attend?	Industry Type	Topic & Description	Sponsor / Speaker
9:30am	10:30am	Business Owners & Service Technician	All Industries	<p>Service Sales Excellence</p> <p>WOW Experience: Your Most Powerful Sales Ally</p> <p>Are you prepared to WOW? This presentation will challenge every preconception that defines your brand because every customer deserves a WOW experience. Learn how to create consistent WOW experiences by constructing a relationship bridge between customer service and sales. Bonus: Learn how to create allies with your external and internal customers to propel you to sales success!</p> <p>BIO</p> <p>Ryan Keenan is an industry speaker for Power Selling Pros, a customer service training company. Ryan's expertise is working with contracting businesses in the area of customer service with particular emphasis on methodology for fortifying client relationships to achieve higher sales returns and greater customer loyalty.</p> <p>Power Selling Pros Company Info</p> <p>Power Selling Pros is responsible for overhauling customer experience for home service contractors with the implementation of innovative best practice strategies supported by expert research. Power Selling Pros offers industry renown training, coaching, and certification programs that teach home service providers how to create WOW experiences, book more appointments, make more sales, and generate more money.</p>	<p>Selling Power Pros. Ryan Keenan</p> 
10:45am	11:45am	Business Owners & Service Technician	All Industries	<p>Drive S.A.F.E.</p> <p>Distracted Driving</p> <p>Driving crashes and fatalities are crises which need to be addressed. Both are at an all-time high in the US! This discussion focuses on the reinforcement of S.A.F.E. driving and specifically how Speed, Attention, Fatigue, and Emotion can be managed effectively so your company drivers can return safely home from work each day to their loved ones. Be prepared to discuss actions that can make a positive difference to your business and your drivers.</p> <ul style="list-style-type: none"> • What are the problems and how does it happen? • What are the consequences? • What can you do about it? <p>BIO</p> <p>Ryan Crawford is an Account Executive in the Association Risk Management Services department for Federated Insurance. Ryan is responsible for managing Federated's association partners and buying groups in California, Idaho, Montana, Nevada, Oregon, Utah, and Washington.</p> <p>Ryan began his Federated career in 2013 where he was a successful marketing representative in Tucson, AZ. Ryan has extensive knowledge of insurance contracts, policy language, and implementing the best risk management practices for your business.</p> <p>Ryan is the oldest of five siblings and loves to spend time with his family. Ryan and his wife, Jennifer, enjoy anything outdoors including hiking, biking, and camping. Before Federated, Ryan played quarterback at South Dakota State University</p> <p>Federated Insurance Company Info</p> <p>For more than a century, Federated Insurance has been providing quality insurance products to businesses of all sizes. Federated's highly trained representatives understand the insurance needs of the contractor industry, so you can expect to get personalized service and coverages specially designed for your business. Federated's many outstanding risk management programs and services include industry-specific Risk Management Academy seminars, and Federated's Shield Network®, offering clients anytime online access to a variety of risk management resources.</p>	<p>Federated Insurance Ryan Crawford</p> 

12:00pm	1:00pm	Licensed Contractor Business Owner	All Industries	<p>Great Online Reviews: Best Online Marketing Tactics Get Five-Star Reviews on Google, Yelp, and Facebook</p> <p>When consumers are searching online for plumbing, heating, and cooling professionals in your area, does your business show up? Whether potential customers are evaluating a new provider or are following up on a referral from a friend, it's imperative that you stand out and shine.</p> <p>Learn how you can bolster your business's online presence to attract new customers and create a new revenue stream.</p> <p>In this session, we'll discuss:</p> <ul style="list-style-type: none"> • How Google tracks customer actions and visits to your pages • Which online review platforms matter most to local consumers • How to generate five-star feedback for your business on Google, Yelp, and Facebook • Best practices for modern websites to drive more leads. <p>Attendees will learn how to use free tools to take control of and improve your business's online pages, and learn customer follow-up strategies that can be applied immediately.</p> <p>BIO Kim Olson has collaborated with local businesses for over 4 years in her career as an account executive and marketer. She is currently a Marketing Consultant at Broadly.com, which helps local businesses improve their online presence and grow word-of-mouth. Kim earned a Bachelors from Point Loma Nazarene University in San Diego with a degree in Communications.</p>	<p>Broadly <i>Kim Olson</i></p> 
1:15pm	2:15pm	Business Owners & Service Technician	All Industries	<p>Asbestos Update SD Air Pollution Control District Rule 1206</p> <p>After a brief asbestos background (dangers, where it is found in buildings) the presentation will cover Rule 1206 applicability, exemptions, facility surveys, notifications, asbestos emission control, waste handling and disposal.</p> <p>BIO Eric Luther has been working for the Air Pollution Control District since 2001. Prior to becoming the Small Business Assistant, Eric was a compliance inspector for nine years, when he gained extensive experience on various regulated sources. Eric's current duties as the Business Assistant include conducting training presentations and courtesy inspections and preparing compliance advisories and videos to assist regulated sources to comply with air pollution rules and regulations.</p> <p>San Diego Air Pollution Control Company Info Air Pollution Control District (APCD) is a government agency that regulates sources of air pollution within San Diego County. The County Board of Supervisors sits as the Air Pollution Control Board. Our mission is to improve air quality to protect public health and the environment.</p>	<p>SD Air Pollution Control <i>Eric Luther</i></p> 
2:30pm	3:00pm			SHOW WRAP UP - RAFFLES	PHCC

TRAINING TENTS & SPEED CONTEST

Area	Start	End	Duration	Who Should Attend?	Industry Type	Topic & Description	Sponsor / Speaker
A	9:00am	11:00am	2 Hour Certification	Service Technician	Plumbing	UPC Code Update (CERTIFICATION) <i>* Requires completion of full 2-hour course.</i>	PHCC Academy Rick Garcia  <small>PLUMBING-HEATING-COOLING CONTRACTORS ACADEMY OF SAN DIEGO</small>
B	9:00am	11:00am	2 Hours Certification	Service Technician	Plumbing	PE Gas Line (CERTIFICATION) <i>* Requires completion of full 2-hour course.</i>	Carrhill Sales Chuck Carr  carrhill company <small>Manufacturers Representatives</small>
A	11:15am	12:15pm	1 Hour Product Training	Service Technician	Plumbing	Takagi Tankless Water Heaters	Delco Sales Ray Hotta 
B	11:15am	1:15pm	2 Hour Certification	Service Technician	Plumbing	CSST/TracPipe and PEX/Uponor (CERTIFICATION) <i>* Requires completion of full 2-hour course.</i>	Keyline Sales Wayne Burton 
A	12:30pm	2:30pm	2 Hour Certification	Service Technician	Plumbing	Sewer Camera & Pipeline Inspection (CERTIFICATION) <i>* Requires completion of full 2-hour course.</i>	WCT Products Steve Gamblin  <small>Since 1980</small>
B	1:30pm	2:30pm	1 Hour Product Training	Business Owners & Service Technician	Plumbing & HVAC	Patriot Sewer Jetter Demo	Patriot Sewer Erick Morales 