



## SCHEDULE OF EVENTS WITH SPEAKER BIOS AND LEARNING OBJECTIVES

All times CST (UTC -6)

### Tuesday, Nov 17

1:00 pm-5:00 pm

#### **Committee Meetings**

Full schedule of committees and locations to be published by October 15, 2020

5:00 pm-6:00 pm

#### **Board Meeting**

Open to all PSAI members

6:00 pm-7:30 pm

#### **Board Happy Hour**

Join the Board for games, prizes and great conversation while you sip your favorite beverage from the comfort of your home or office

### Wednesday, Nov 18

Exhibits open 4:30 to 6:30 pm; other times by appointment

10:00 am-11:00 am

#### **Welcome and Keynote: How to Reimagine Your Business for the COVID-19 Economy**

Description: The world may never be the same. Now is not the time to “wait” until normal comes back. Small business expert Barry Moltz teaches how to reimagine your business with the assets, skills and relationships you currently have and match them to what your customers need now.

Learning objectives:

1. Identify key changes in customer needs and interests since the COVID-19 pandemic
2. Learn methods of inventorying your firm’s assets, skills and relationships
3. Develop a change plan for your business which aligns the evolving market/customer needs with your company’s capabilities and strategic intent

Speaker bio: As a small business expert, Barry Moltz gets owners growing again by unlocking their long-forgotten potential. With decades of entrepreneurial experience in his own business ventures as well as consulting countless other entrepreneurs, Barry has discovered the formula to get stuck business owners unstuck and marching forward. As a small business expert, Barry applies simple, strategic steps to facilitate change.

Barry has founded and run small businesses with a great deal of success and failure for more than 20 years. After successfully selling his last operating business, Barry has branched out into a number of entrepreneurship-related activities. He founded an angel investor group, an angel fund, and is a former advisory member of the board of the Angel Capital Education Foundation. He has written five books including, “You Need to Be A Little Crazy: The Truth about Starting and Growing Your Business,” “Small Town Rules: How Small Business and Big Brands can Profit in a Connected Economy,” and “How to Get Unstuck: 25 Ways to Get Your Business Growing Again.” His titles have been translated into Chinese, Russian, Korean and Thai.

11:30 am-12:30 pm

#### **Topical Roundtables I**

Choose from a variety of portable sanitation-related focus areas and join the discussion. All facilitators are trained peers with extensive experience in the subject matter.

- Quality in the field - units, sinks, restroom trailers
- Purchasing equipment in 2021 – trends and questions
- Human resources, COVID, and portable sanitation
- Promoting your company virtually: social media, websites, and more
- Purchasing the best truck for the job
- OSHA 300 logs and requirements
- Updating pricing and quality strategies post-COVID
- Providing service for disasters

12:30 pm-1:00 pm

#### **Break/Exhibitor Playground**



Wednesday, Nov 18 (continued)

Exhibits open 4:30 to 6:30 pm; other times by appointment

1:00 pm-2:30 pm

### Learning Tracks I

Choose one option from the list of live sessions offered simultaneously. Then catch the recording of the others later!

#### **Operations Track: Portable Sanitation Excellence and Special Events (with or without COVID-19)**

Description: Special events are one of the main uses for portable sanitation. It is important for professionals to understand how to plan, service, and follow up on events large and small. In 2020, COVID-19 has added a variety of new considerations and issues that will be highly relevant in each of these activities, and this course will address how portable sanitation companies need to adjust so that users' and workers' safety is maximized.

Learning objectives:

1. Know the key considerations in determining the optimal number and types of portable units required for special events under normal conditions and in light of COVID-19 precautions.
2. Be able to identify both ideal and acceptable placement configuration options at various special events.
3. Be able to describe specific behaviors they should employ and those they should avoid when placing, servicing, and picking up special event units.
4. Know the most likely areas in which problems may develop and understand the steps they can take, both proactively and reactively, to minimize their impact on a successful event.

Speaker bio: This course has been developed by the PSAI's training committee of experienced portable sanitation professionals and vetted by a group of peer subject matter experts. The instructor will be a member of the committee who will follow an approved training manual.

#### **Management Track: Fleet Safety Part I – Best Practices in Creating Your Fleet Safety Program**

Description: A fleet safety program establishes the policies and procedures that are needed to help ensure a safe work environment. It can also help protect against liability from vehicle accidents. Because the road is one of the most dangerous places for employees, establishing a formal and ongoing program of screening, testing, inspection and training is essential.

Learning objectives part I:

1. Know the requirements for fleet safety including on-road performance criteria, defensive driving, and internal policies
2. Develop techniques for monitoring safety performance through roadside inspections (CSA program)
3. Understand the requirements for periodic vehicle inspections and maintenance on commercial motor vehicles, as well as how to develop your own vehicle maintenance program

Speaker bios: This course will be co-led by two seasoned professionals:

- Aaron Kelley is the Director of DOT Compliance for the largest provider of portable sanitation in the temporary site services industry, overseeing a fleet of 3000 across 18 motor carriers. Previously, he was the Director of Transportation Compliance for the 17th largest motor carrier and largest hazardous waste transporter in North America. He is the author of comprehensive FMCSA/DOT and PHMSA Hazardous Materials compliance training for the private sector, and he has first-hand experience having more than one million accident-free miles behind the wheel of a commercial vehicle.
- Mark Nugent serves as National Fleet Manager for United Site Services. In a career that spans more than three decades, Mark worked for distinguished companies such as Clean Harbors, Boston Sand & Gravel, and First Student, Inc., and he has worked on projects that span Boston's Big Dig to seven-figure contracted jobs. Throughout his work, Nugent has focused on cost-cutting initiatives (amassing millions of dollars in savings for his various employers) and has consistently put an emphasis on continual education—becoming both a certified DOT Inspector and ASE-certified Diesel Mechanic.



Wednesday, Nov 18 (continued)

Exhibits open 4:30 to 6:30 pm; other times by appointment

1:00 pm-2:30 pm (continued)

**Sales/Office Track: Improving Your Inside Sales and Customer Service**

Description: Inside sales is the art of knowing, nurturing and transforming leads into customers remotely. With the evolution of technology, inside sales have become the driving force for revenue growth. It doesn't matter if you have a dedicated inside salesperson or share the role with other activities; inside sales can help you grow your business.

Learning Objectives:

1. Understand how to transform inside sales to an essential element of success during the pandemic.
2. Identify the five buying influences for every sale and how to identify them
3. Discover ways to use available technology to make inside sales easier and automate functions
4. Determine how many touchpoints it takes to get a customer to commit and why most salespeople don't hit their target.
5. Identify the impact customer service has on sales and sales referrals

Speaker bio: Eddie LeMoine is a Canadian-born international author, keynote speaker, seminar leader and corporate trainer. He specializes in leadership, employee engagement, stress management, safety and the psychology of success. Through his inspiring stories, infectious sense of humor and genuine care for people, Eddie easily connects with—and motivates—audiences all over the world. Eddie's unprecedented success is due to his powerful ability to close the gap between business results and personal development. He inspires greatness in corporations by inspiring greatness in individuals.

2:30 pm-3:00 pm

**Break/Exhibitor Playground**

3:00 pm-4:00 pm

**Topical Roundtables II**

Choose from a variety of portable sanitation-related focus areas and join the discussion. All facilitators are trained peers with extensive experience in the subject matter.

- Solving the water dilemma on route trucks
- Finding and retaining employees - office, route, and repair personnel
- Quality in the field - units, sinks, restroom trailers
- Purchasing equipment in 2021 – trends and questions
- Software issues and options for billing and routing
- Purchasing the best truck for the job
- Disposal issues
- Updating pricing and quality strategies post-COVID
- Unique job sites

4:00 pm-4:30 pm

**Innovation Forum**

Just before we kick off the trade show, join some of our exhibitors as they share the latest developments and newest products in their areas of expertise. It's like "speed dating" with a portable sanitation twist.

4:30pm-6:30 pm

**Exhibit Hall Open**

Now's the time to visit our exhibitors at their virtual booths. You'll learn about their products, discover show discounts, and collect badges that add up some cool prizes at the end of the show.



Thursday, Nov 19 Exhibits open 8:30 am -10:00 am; 4:30 to 6:30 pm; other times by appointment

8:30 am-10:00 am

**Exhibit Hall**

Whether it's early or late where you live, there's always a time that is right to visit our exhibitors at their virtual booths. You'll learn about their products, discover show discounts, and collect badges that add up some cool prizes at the end of the show.

10:00 am-11:00 am

**Welcome and Keynote: New Standards, New Future for Portable Sanitation and Nonsewered Waste Systems**

Description: Portable sanitation is always evolving. Learn about the new equipment technologies and strategies for waste disposal that are being created to help companies and communities better address the challenges they face. This is a peek into the future!

Learning objectives:

1. Understand the driving forces behind the development of new toilet and waste processing technologies
2. Become familiar with the various "next generation" toilet designs and their feasibility in the portable sanitation market globally.
3. Learn how small-scale waste processing developments for communities could be adapted for the portable sanitation industry to reduce expense and dependence on POTWs
4. Identify considerations for business decisions in the near and middle-term in order to strategically position their company for these technology changes.

Speaker bio: Karleen Kos has been the Executive Director of the PSAI since 2014. Under her leadership the organization has introduced a Code of Excellence for the portable sanitation industry, developed a series of training courses on portable sanitation-specific topics, updated industry standards and participated in global standard-setting activities, modernized the PSAI's certification programs, and overseen the Association's efforts to evolve the industry in response to COVID-19. Karleen writes articles on industry-specific topics for the PSAI's newsletter for members, and she is a regular contributor to PRO Magazine. She holds master's degrees in counseling and business administration, has decades of training experience, and she is a certified association executive.

11:00 am-11:30 am

**Break/Exhibitor Playground**

11:30 am-12:30 pm

**Topical Roundtables III**

Choose from a variety of portable sanitation-related focus areas and join the discussion. All facilitators are trained peers with extensive experience in the subject matter.

- Special events in 2021: it's a new world
- Solving the water dilemma on route trucks
- Finding and retaining employees - office, route, and repair personnel
- Quality in the field - units, sinks, restroom trailers
- Software issues and options for billing and routing
- New revenue opportunities in the wake of COVID
- Good Agricultural Practices (GAP)
- The evolving trailer business

12:30 pm-1:00 pm

**Break/Exhibitor Playground**



Thursday, Nov 19 (continued)

Exhibits open 8:30 am -10:00 am; 4:30 to 6:30 pm; other times by appointment

1:00 pm-2:30 pm

### Learning Tracks II

Choose one option from the list of live sessions offered simultaneously. Then catch the recording of the others later!

#### Operations Track: Portable Sanitation Excellence and Worksites (with or without COVID-19)

Description: Job sites are one of the main uses for portable sanitation. It is important for professionals to understand how to plan, service, and follow up with worksite customers large and small, as well as on unique job sites such as mines, government installations, airports, and refineries. In 2020, COVID-19 has added a variety of new considerations and issues that will be highly relevant in each of these activities, and this course will address how portable sanitation companies need to adjust so that users' and workers' safety is maximized.

Attendees will learn:

1. How to differentiate needs and best practices for different types of work sites both during normal operations and during the pandemic
2. What you need to know regarding special types of work sites such as federal installations, schools, and big box stores
3. Key considerations in determining the optimal number and types of portable units required for work sites
4. How to identify both ideal and acceptable placement configuration options at various work sites, and what has changed as the result of COVID-19 precautions and OSHA guidance
5. Specific behaviors you should employ and those they should avoid when placing, servicing and picking up at work sites

Speaker bio: This course has been developed by the PSAI's training committee of experienced portable sanitation professionals and vetted by a group of peer subject matter experts. The instructor will be a member of the committee who will follow an approved training manual.

#### Management Track: Fleet Safety Part II – Recordkeeping and Liability Management

See course description and speaker bios above in part I.

Learning objectives part II:

1. Attendees will learn requirements and strategies for maintaining up-to-date operational records including driver files, vehicle files, DVIRs, and periodic inspections
2. Attendees will learn requirements and strategies for maintaining up-to-date motor carrier records including operating authority, carrier registrations, DOT accident registers, and others
3. Attendees will be able to identify potential risks that are revealed through indicators such as the CSA program, DOT accident registers, insurance filings, internal policies, and records.

#### Sales/Office Track: The Art of Outstanding Sales Performance

Description: Hitting your sales targets makes business much more enjoyable. For most companies, all of the profitability is in the last 10% of the sales target. Why do top salespeople make it look so easy while others struggle to achieve their targets? Increasing the performance of the sales team is certainly at the root of the answer. This session will teach an approach that builds customer satisfaction, increases employee engagement, and improves retention.

Learning Objectives:

- Identify the three steps to setting sales targets that stick
- Discover the reasons most people don't hit their sales target
- Learn to identify the critical decision-maker for each sale
- Leverage information and company strengths to get to a "yes" with your customer
- Adopt three habits to accelerate your performance

Speaker bio: Eddie LeMoine is a Canadian-born international author, keynote speaker, seminar leader and corporate trainer. He specializes in leadership, employee engagement, stress management, safety and the psychology of success. Through his inspiring stories, infectious sense of humor and genuine care for people, Eddie easily connects with—and motivates—audiences all over the world. Eddie's unprecedented success is due to his powerful ability to close the gap between business results and personal development. He inspires greatness in corporations by inspiring greatness in individuals.



Thursday, Nov 19 (continued)

Exhibits open 8:30 am -10:00 am; 4:30 to 6:30 pm; other times by appointment

2:30 pm-3:00 pm

### Break/Exhibitor Playground

3:00 pm-4:25pm

### HOLLways

These seven hands-on learning labs will run concurrently. Attendees will choose the topics of greatest interest and rotate through them in three 30-minute sessions (3:00 pm-3:25 pm; 3:30 pm-3:55 pm; and 4:00 pm-4:25 pm). Facilitators are groups of trained peers with extensive experience in the subject matter areas.

- Navigating DOT roadside safety inspections: Session will cover essential points for preparing for inspections, records required, and how to address deficiencies
- Sink options for winter – and beyond: Session will cover tactics for placing sinks to avoid freezing in the winter, what to do if a sink does freeze, and design innovations that are needed from manufacturers
- Choosing the best truck for the job: Session will cover how to assess truck needs based on business strategy and the evolving fresh water requirements since COVID-19 has increased hand washing
- ADA compliance and issues in portable sanitation: Learn the difference between ADA “accessible” and “compliant” equipment as well as the many necessary considerations to ensure a site meets the requirements of the law.
- Customer/employee communication in the COVID-19 world: It’s a pandemic and face-to-face communication is not the same. Sometimes it’s not even possible. Yet our industry is essential, and operations continue. The session will look at ways to ensure critical communication is boosted and relationships are maintained when social distancing and COVID-19 precautions are required.
- Handling COVID-19-related HR issues to boost safety and morale: The session will cover how to introduce, adopt, and monitor changes in employee behavior and business protocols that are needed as the result of the pandemic, as well as considerations for if, when, and how to relax those protocols in a “new normal”
- Trailer evolution for the “new normal”: Trailers are in greater demand than ever, and what is needed from them is changing as the result of the pandemic. Hear about ideas manufacturers are considering and modifications to existing trailers others are trying.

4:30 pm-6:30 pm

### Exhibit Hall

Last chance to visit our exhibitors at their virtual booths and collect badges that add up some cool prizes at the end of the show. Doesn't work for you? Make an appointment to see your favorite exhibitors any time. Details to follow!

Friday, Nov 20

Exhibitors available by appointment

10:00 am-11:00 am

### Welcome and Workshop-The Cost of Doing Business (Part I)

Description: Make more money than you spend and you're successful, right? Maybe or maybe not. This workshop will help you go deeply into the various cost drivers for portable sanitation companies. We will examine ways to manage and account for those costs so that you can set prices that effectively reflect your business strategy (low cost leader versus value differentiation) and maximize your cash flow options.

#### Learning Objectives:

1. Understand the nuances of predicting and controlling various direct costs such as equipment, fuel, and personnel
2. Identify indirect expenses such as insurance, hiring costs, and technology and how to make strategic decisions regarding them.
3. Explore costs related to purchasing and maintaining equipment and supplies, including inventory carrying costs, and how to determine the optimal scenario for your business objectives.

Speaker bio: Jeff Wigley is the retired owner of Pit Stop, a Georgia-based portable sanitation company he and his wife started from scratch and operated for more than 20 years. He is a past president of the PSAI Board of Directors and has served on numerous committees over the years. He is currently the chair of the PSAI's Certification Commission, researches and writes articles for the PSAI's bi-weekly newsletter, and helps guide Association volunteers in numerous tasks. Prior to his stint in portable sanitation, Jeff worked as a business analyst for IBM for 10 years. He holds a bachelor's degree in industrial and organizational psychology from the University of Georgia. Jeff will be joined by invited peer experts who will speak to their real-world experiences in areas covered by the learning objectives.



Friday, Nov 20 (continued)

Exhibitors available by appointment

11:00 am-11:15 am

**Break**

11:15 am-12:15 pm

**The Cost of Doing Business Workshop (Part II)**

See information above in Part I

12:15 pm-12:30 pm

**Break**

12:30 pm-1:30 pm

**Topical Roundtables IV**

Choose from a variety of portable sanitation-related focus areas and join the discussion. All facilitators are trained peers with extensive experience in the subject matter.

- Special events in 2021: it's a new world
- Quality in the field - units, sinks, restroom trailers
- Human resources, COVID, and portable sanitation
- Promoting your company virtually: social media, websites, and more
- New revenue opportunities in the wake of COVID
- Insurance issues and needs beyond health insurance
- The evolving trailer business
- Unique job sites

1:30 pm-2:00 pm

**Finale: 2020 Awards and Grand Prize Announcements**