



PRSM2010! Educational Sessions & Descriptions

Where Do We Go From Here?

Jim Carroll, MBI

Why Innovators Will Rule in the Post-Recession Economy - And How You Can Join Them
GENERAL SESSION KEYNOTE: Monday, April 19, 2010

www.jimcarroll.com

Jim Carroll has been providing insight to organizations about trends, the future, innovation and creativity for fifteen years. Since the economic meltdown began last year, Jim has been keynoting events worldwide, rapidly adjusting the theme to one of "how you can innovate during a recession?" He's had the opportunity of seeing first hand quite a few very innovative strategies from CEO's and others in a client list that includes Ingersoll Rand, Rockwell Collins, Northrop Grumman, the Walt Disney Organization, Lincoln Financial, Burger King, VISA and Nestle. Through this, Jim has studied what it is that organizations are doing to position themselves for post-recession growth.

One thing they are certainly doing is positioning themselves for innovative solutions to complex problems. When it comes to retail store maintenance there is no doubt that we are in the era of fast-paced solutions, whether its related to intelligent building management solutions, the rapid evolution of in-store layout and design principles; innovative environmental and green technology solutions; or new in-store customer engagement methodologies, all of which impact in-store maintenance professionals in new and dramatic ways.

In his keynote, Jim will share his insight into the key trends impacting the retail sector, and how maintenance professionals can take a seat at the "strategy table," providing unique solutions and guidance to the management team by adapting to fast paced trends.

Jim Carroll is a futurist, trends & innovation expert, recently named by Business Week as one of four leading sources for insight on innovation and creativity, and was a featured expert on the CNBC primetime show, The Business of Innovation, hosted by Maria Bariatoromo.

Social Responsibility — The "Sole" of Business

Blake Mycoskie, Founder & Chief Shoe Giver of TOMS Shoes

GENERAL SESSION KEYNOTE: Tuesday, April 20, 2010

www.twitter.com/BlakeMycoskie

Corporate Social Responsibility is more than a buzzword for many retailers today. It's a commitment to embracing the impact of their work on the consumer, the environment, employees and their community. Learn about how one entrepreneur makes social responsibility the sole of his business.

How does a company succeed in a new era of relentless competition and heightened social awareness? How do you make money and do good simultaneously? How are the two acts intertwined? At TOMS -- a



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self-sustaining, for-profit company -- the act of giving is the cornerstone of its business model, integral to its financial success. Learn how hundreds of thousands of customers that joined the TOMS Movement by buying a pair of shoes. Inspired, inspiring and most of all practical, Blake presents a new direction for business. After hearing him speak, you too will know why giving just makes sense.

MANAGEMENT TRACK

Be Prepared for the Next Disaster or Pandemic

This session explores how you can prepare for their next disaster and pandemic and who is involved in the preparation.

Relationship Management that Drives Results

This session demonstrates how facilities management success comes from managing relationships both with the customer and supplier. The key by product of managing this relationship is the sustainable management of the full life-cycle of store retail assets. This session will be broken up into four areas. Introduction into the management field facing customer; guide to successful customer relationships; incorporating the supplier as customer and finally driving sustainable results.

Speaker: Eric Collier, Director, Gap, Inc.

Life Cycle Cost Analysis Lighting (Cradle to Grave)

Determine lighting life cycle costs and how to get the most efficient lighting system.

Sourcing Requests for Proposals

PRSM's newest Best Practices White Paper on sourcing RFPs is being released and shared with you at this year's event.

SUSTAINABILITY TRACK

Enterprise: Wide Energy Management Systems

Speaker: Lisa Varga, President, Phoenix Energy Technologies

Landlord and Tenant Opportunities for Collaboration

This session will address how to avoid the obstacles of a landlord - tenant relationship specific to execution of a retailer's sustainability goals and identify key impact areas that will require collaboration for successful implementation.



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Building the Business Case for Sustainability - Going Beyond the ROI

The Retail FM Professional is under pressure to respond to new green building legislation, consumer and employee concerns and increased energy costs. This session will cover how the Retail FM can look beyond ROI, to sell sustainability initiatives within the organization as a tool for brand enhancement and differentiation while addressing social and environmental issues.

The Voice of the Retail Facility Manager in the Sustainability Dialogue

High performing, efficient buildings are of paramount importance to retailers. This session will highlight the important role of the Retail FM Professional at the decision making table when developing a corporate sustainability strategy.

CURRENT ISSUES

Realigning Facility Departments for the New Economy

In today's economic climate, FM departments have tightened their business practices, and strengthened their operations. Learn and share how you've changed your business approach.

Outsourcing Business Models

This session explores three different outsourcing business models being employed by retailers. Learn more about each model's qualities.

Retail Economic Outlook

Retail economist will share their thoughts and perspective on what lies ahead for the retail economic climate.

Energy Efficient Codes

Learn about the latest energy related legislation and regulations coming down the pike in Washington.

Speaker: Steve Kiesner, Director National Customer Markets, Edison Electric Institute

Managing FM in International Markets

If your company is planning to expand into international markets, you'll need to know how to get your facilities job done, to source vendors, as well as deal with cultural differences.



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TECHNICAL OPERATIONS

Hands-On HVAC

This very informative and fun session will cover the operation of rooftop air conditioning units, split systems and chill water air handlers. The instructor will have the units most commonly used in today's retail stores on-site demonstrations. In addition, participants can see and handle a variety of individual parts, including different types of compressors. Some of these demonstrations will be presented as whole parts and others will be cut open to expose the interior workings--all to facilitate discussion about the importance of each item in the overall operation and preventative maintenance of HVAC systems.

Speaker(s): Ken Pantin, Vice President/Sharon Pantin, President/ Thomas Pantin, Service Manager/Blue Northern Air Conditioning, Inc.

Reducing Operational Costs While Maintaining Appearance in a Challenging Economy

Retool your operations to be more efficient and identify areas where there may be space to save money without sacrificing quality.

Maintaining Elevators and Escalators Safely and Efficiently

This vertical transportation expert shares how to safely and efficiently manage your elevators and escalators.

Speaker: Robert Cuzzi, Senior Vice President, Van Deusen Associates

Floor Care and Lifecycles

It's Roofing-Not Rocket Science

Industry leaders will be guiding roundtable discussions with both vendor and retailer participation. This technical roundtables will cover topics such as lighting, flooring, HVAC, interior and exterior maintenance for you to explore. Additional topics will be identified from the PRSM X-Change forum and items requested at the roundtables on the day of the session. Tables will provide a recap of the information discussed as well as feedback to the entire group. If you have a question regarding technical operation it will get answered before you leave the room. This session is being sponsored by the Mentoring Committee.

Speaker: Ken Hunt, Vice President - Technical Services, Roof Connect



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PROFESSIONAL DEVELOPMENT

Managing Your Career

Actively managing your career is sage advice from coaching experts. Do you know what your next career step may be? Are you prepared for making a planned or unplanned change? Learn more about how you can prepare yourself. Personal coaching sessions follow with a coach who will work one-on one with you to assist you in managing your next career step. Advance sign-up is required for this session, and you must submit a resume prior to attending.

Facilities Maintenance 101

Are you new to facilities maintenance? This session provides you with the basic best practices for facilities maintenance in the retail environment. Learn what facilities maintenance consist of, how to identify your company's needs, vendor management, how to use CMM's, how to efficiently communicate with your dept., and how to build a network with fellow peers. By attending this session you gain the tools and knowledge you need to survive and succeed in facilities maintenance.

Speaker(s): Bill Pietrykowski, Director of Retail Facilities & Energy Management, GameStop
Bryan Walker, Store Logistics Manager, The Container Store

Understanding Generational Differences and Making Them Work For You

Each of the four generations possess unique characteristics, attitudes, expectations and communication styles, and the more you know about each one, the more successful you will be at accomplishing your professional and personal objectives and creating a mutually satisfying and rewarding working environment. In this action packed, funny and enlightening presentation participants will not only learn how to quickly recognize the people with whom they work (or live), but they will also walk away with a tool-box filled with techniques to help them get what they need and want from others.

Speaker: Linda Larsen, International Speaker & Author, Linda Larsen Communications, Inc.

Staying Right-Side Up

It is absolutely possible to achieve excellence when the world around you seems to be falling apart, if you know the secrets. In this fast paced, fun program, participants will learn practical ways to light their own fire of excellence and motivate themselves to take positive, consistent action when they just want to give up. Attendees will learn what the most successful, effective people throughout history have all known consciously applied.

Speaker: Linda Larsen, International Speaker & Author, Linda Larsen Communications, Inc.

RFMP Prep Course

This session provides you with a good overview of what you need to know to successfully achieve your Retail Facility Maintenance Professional (RFMP) designation.

Speaker: Mike Lapointe, Manager, Field Tech Group, Bose Corporation



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FORUMS

Retailer2Retailer (>20,000 sq ft.)

This best practices forum enables you to bring the topics to the table you want to discuss with similar size retail stores. Retailers only.

Speaker: Elena Boone, Director of Facilities, Guitar Center, Inc.

Retailer2Retailer (<20,000 sq ft.)

This best practices forum enables you to bring the topics to the table you want to discuss with similar size retail stores. Retailers only.

Speaker: Mark Bowlby, Director of Facilities, Hobby Lobby

Technical Operations Roundtables

These technical roundtables cover topics such as lighting, flooring, HVAC, interior and exterior maintenance for you to explore.

Speaker: Ronald Rau, VP, Store & Non-retail Facilities Maintenance, Limited Brands

Town Hall Meeting

Meet with PRSM Association's leadership and learn more about what's new at PRSM and how you can become more involved. We welcome your comments about how PRSM can serve you better.

Speaker(s): Patricia Dameron, Executive Director, PRSM