

September 11, 2017 - Monday

● 9:00am–10:10am -

"HOW TO MANAGE YOUR TIME"

10 tips that will work

CETA's Opening Speaker

Presented by: **Beth Borrego**

Beth Borrego is a small business owner, and the co-founder of See Dirt Run! Inc. based in Germantown, Maryland. See Dirt Run! Inc. specializes in wood care and restoration, with an emphasis on wood restoration and maintenance for log and cedar homes, and decks.

Borrego is also a freelance writer for Cleaner Times Magazine, and has been writing for them since 2006. She wrote the marketing and business portions of The Pressure Washers Guidebook published in 2015 Cleaner Times. She has also written for other publications, including Blast Master Magazine (no longer in print), and Country's Best Cabins. She's been passionate about writing since she was a child.

In college, Beth majored in marketing. She has built websites for many companies over the years and assisted with SEO. Anyone who meets her, quickly sees how extremely enthusiastic about helping people to succeed! Borrego has spoken on various topics at past numerous PWNA conventions and round table events, and at the CETA/ISSA joint convention. She's been a seminar speaker at The Huge Convention and PWNA in 2015 and 2016, as well as at CETA and ISSA in 2014 and 2016. Beth Borrego was one of the instructors for the Wood Restoration Certification class for the PWNA in 2016, and is scheduled to co-teach again in 2017. She has also spoken at home shows as a featured speaker numerous times. Beth is a former PWNA Board of Director.

● 10:15am–11:50am -

"AMERICA'S SALES PSYCHOLOGIST" CETA

Keynote Speaker

Presented by: **Dr. Kerry Johnson**

Speaking at least 10 times each month, Dr. Kerry Johnson logs over 8,000 miles each week internationally from New York to New Zealand and from London to Los Angeles. As a pro tennis player in the Mid 1970s, Kerry competed against the world's best.

Today he brings his experience in professional sports, university research and business to communicate ideas that will help your attendees greatly improve their skill, performance and motivation. Kerry's programs are consistently rated "excellent" by audiences around the world. Dr. Johnson's goal is to provide your attendees with transferable content, applicable entertainment, and audience participation that will keep everyone on the edge of their seats.

A prolific writer, Kerry contributes monthly to at least 15 well known magazines. He is the author of 7 books including, Mastering the Game (Louis and Ford), Peak Performance: How to increase your business by 80% in 8 weeks (Prentice Hall), Will Power: The Secrets of Self-Discipline and his newest book, "Behavioral Investing: Why Smart People make dumb mistakes with their money."

These books are consistently listed among business best-sellers. Educated at the University of California, San Diego, Kerry also earned the Certified Speaking Professional (CSP) designation by the National Speakers Association. Dr. Johnson has also been recognized by the U.S. Jaycees as one of the most Outstanding Men in America.

September 11, 2017 – Monday (Continued)

• 12:00pm–1:00pm -

Lunch with CETA Manufacturers

Enjoy lunch provided by CETA Manufacturers and meet them on a personal level without the hustle and bustle of the trade show floor Tuesday through Thursday.

• 1:10pm–2:10pm -

CETA Technical Update & Industry Trends

Presented by: **The CETA Technical Committee with Dr. Marlo Dean**

This session will cover all the latest technical updates and Industry Trends. Impact of changes with the harmonized safety standard UL 60335-2-79 from the old UL-1776. Discuss the CETA Performance and Efficiency Standards. What our Industry is facing in the future.

• 2:15pm–4:30pm - ***ROUND TABLE DISCUSSIONS***

Participants can choose any four tables they want, with each session lasting 25-30 minutes. Possible topics may include:

1. Employee Health Insurance
2. Employee Compensation
3. Incentives for Service People
4. Inventory Management
5. Measuring Production
6. Solution Selling
7. Benchmarking
8. Marketing
9. DOT

September 12, 2017 - Wednesday

• 1:00pm–1:50pm

ISSA EDUCATION THEATER *(on the show floor)*

“How to Manage Your Time Better”

Presented by: **Beth Borrego**

Synopsis: This seminar outlines 10 tips that work for managing your time better.