



EXCHANGE 2022

April 21-23

Daytona Beach, FL



Electronic Devices

As a courtesy, please turn off or silence all electronic devices during sessions. If it is necessary to use a cell phone, please step outside of the meeting room to an area where you will not disturb other attendees.

Registration/Information Desk

The Registration & Information Desk will be open on Thursday 2:30-5:30pm in the Rock Royalty Lobby and 8:00-9:00am on Friday in the Avalon Foyer.

Attire

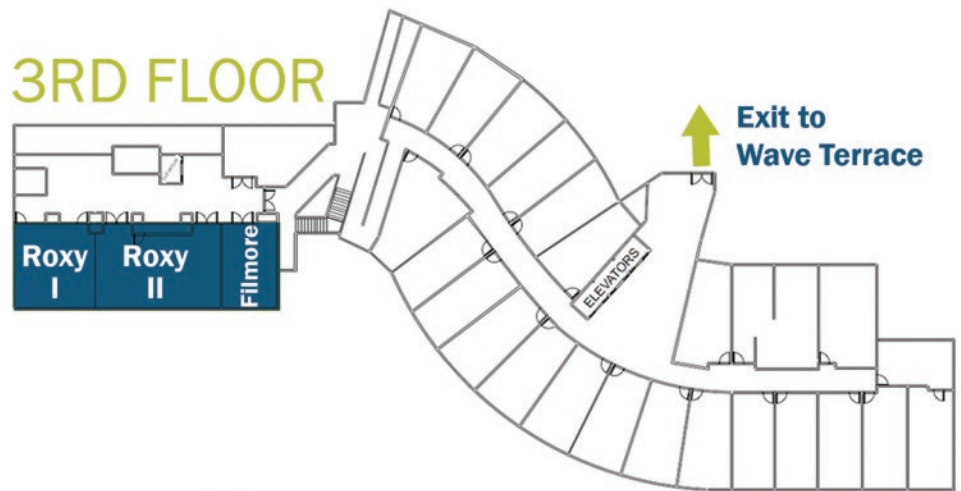
- **Welcome Reception/Awards** - Dressy attire. Jackets recommended for men.
- **Conference Sessions** - Casual. Jeans and shorts are fine.
- **Closing Party** - Relaxed resortwear. Jeans and shorts are fine.

**Don't miss the gift card drawings
during the general sessions...**

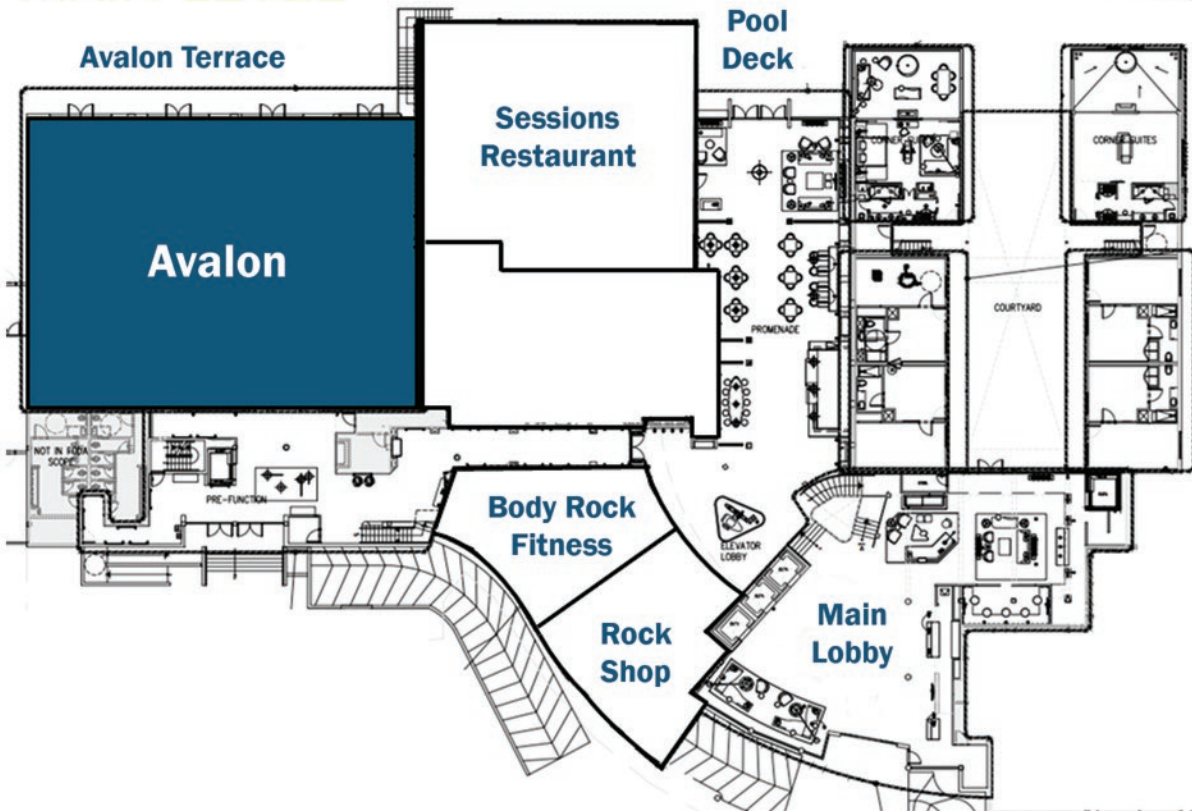
Must be present to win!

Breakfast & Lunch will be served each day
on the Terrace outside the Avalon Ballroom.

3RD FLOOR



MAIN LEVEL



THURSDAY – APRIL 21

8:30am – 4:30pm

Sales Training **ROXY**

This interactive workshop is designed for milliCare sales people, sales managers, and owners. Plan to walk away with tangible tools to accelerate sales growth in your territory!

1:00pm – 5:00pm

International Meeting **FILMORE**

Open to all international owners and managers.

2:30pm – 5:30pm

Registration & Information Desk **ROCK ROYALTY LOBBY**

Visit the registration desk upon arrival to check-in and pick up your Exchange 2022 welcome materials. International attendees can pick up their registration materials at the International meeting.

6:30pm – 7:00pm

Welcome Reception **AVALON TERRACE**

Come grab a drink and say hello to your fellow franchisees. We will also have a photographer available for headshots beginning at 6pm.

7:00pm – 10:00pm

Awards Dinner **AVALON**

Let's gather to celebrate the outstanding achievements of the milliCare Network for 2020 and 2021!

Thank you to our Exchange 2022 Sponsors!



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FRIDAY – APRIL 22

8:00am – 9:00am	Breakfast.....	AVALON TERRACE
8:00am – 9:00am	Registration & Information Desk.....	AVALON FOYER
9:00am – 9:10am	Welcome	AVALON
9:10am – 10:15am	Keynote.....	AVALON
10:15am – 10:45am	Corporate Update	AVALON
	CEO Rob Gannett will share an overview of the goals for milliCare's future, as well as an update on the progress we have made towards those goals in recent months.	
10:45am – 11:00am	Break	
11:00am – 12:30pm	milliCare's Growth Strategy	AVALON
	<ul style="list-style-type: none">• Growth Initiatives for Team milliCare – Stephen Schiller• Investment & Strategy of National Accounts – Hester Davis, Lakela Bowen, and Nicole Wienchutoni• Increasing Unit Economics Through Growth – Brian Morgan and Stephen Schiller• Understanding the Journey of Business Owner Candidates – Aaron Thompson• Accelerating Growth with Marketing – Lucas Hatten	
12:30pm – 2:00pm	Lunch.....	AVALON TERRACE
12:30pm – 2:00pm	Owners' Meeting.....	ROXY II
2:00pm – 2:30pm	Building Our Brand.....	AVALON
	We are working on a brand refresh....Get a preview of what's in store for the milliCare brand!	
2:30pm – 4:45pm	Battle of the Bands	AVALON
4:45pm	Free Evening	

SATURDAY – APRIL 23

8:00am – 9:00am	Breakfast	AVALON TERRACE
9:00am – 9:45am	Systems & Support Update Brian Morgan will provide an overview of support since the last time we were able to be together in 2019 as well as the most recent developments and support initiatives. We will look at the current and future state of franchise support from a training, personnel, software and initiatives standpoint.	AVALON
9:45am – 10:45am	Breakout Session 1	ROXY I & II
10:45am – 11:45am	Breakout Session 2	ROXY I & II
11:45am – 1:15pm	Lunch/Headshots Don't miss your chance to get an updated headshot!	AVALON TERRACE
1:15pm – 2:15pm	Breakout Session 3	ROXY I & II
2:15pm – 2:30pm	Break	
2:30pm – 3:30pm	Sales Best Practices Panel Stephen Schiller will moderate a panel discussion as some of milliCare's most seasoned sales professionals share some of their best practices.	AVALON
3:30pm – 4:30pm	Operations Management Best Practices Panel Brian Morgan will moderate a panel discussion about how the past couple of years have changed our operations and our communications with customers. We will also explore how we can diversify our service offerings.	AVALON
4:30pm – 7:00pm	Free Time	
7:00pm – 10:00pm	Closing Party Come rock out with us and celebrate together with great food, music, and the sounds of the surf.	WAVE TERRACE



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BREAKOUT SESSIONS

Feel free to mix it up and attend sessions from both tracks.

OWNERS/SALES TRACK ROXY II

SESSION 1

Maximizing IFMA Memberships

IFMA membership can help you grow your business, but you can't be a member in name only. Grace Cubarrubia of milliCare by Sustaining Interiors will share some great ways to truly get involved in your local chapter.

SESSION 2

Proper Valuations for Resale: Positioning Your Business for Maximum Value

If you anticipate selling your business at some time in the future, it's never too early to begin positioning for maximum value. Stephen Schiller, Chief Growth Officer, will share strategies that can help you ensure you make the most from your business.

SESSION 3

Building Partnerships with Key Multipliers

Brian Farmer of milliCare by Select Facility Solutions will discuss ways to identify and partner with various market multipliers to increase our opportunities in the market. Come exchange ideas on how to amp up your sales.

OPERATIONS TRACK ROXY I

SESSION 1

Pricing: Back to Basics

With rising costs to operate service businesses, strategic pricing is more important than ever. Travis Owens of milliCare by Cubix, Inc. will share tools to use in assessing and estimating your carpet and hard surface jobs.

SESSION 2

Chemistry/Methodology

This session will be a refresher of milliCare's current hard and soft surface chemical offering, highlighting the features and benefits that seem to resonate well with customers. We will also talk about how that dovetails into milliCare's historical commitment to sustainable cleaning practices.

SESSION 3

Setting Your Job Up for Success

Since the pandemic, many milliCare businesses have added touch point cleaning and disinfecting services and more hard surface services. Brian Morgan will lead a discussion of a couple of hard surface case studies and the best practices and key learnings from those jobs.



HARD ROCK HOTEL DAYTONA BEACH

918 N Atlantic Avenue
Daytona Beach, FL 32118