



2012 IKECA Annual Meeting

April 11 – 14, 2012

**Hilton San Francisco Financial District
San Francisco, California**

Plan Ahead!

Exhibiting and sponsorship opportunities are available. Please contact IKECA Headquarters for more information. KEC operators and owners! This is the premier event to help you build your business.

Keynote Speaker

Don't miss Keynote Speaker Tom Grandy's presentation: "How to be Wildly Successful in Today's Economy." This session will help your bottom line by covering topics like:

- What to do when times are slow (evaluate the company, create systems, etc.)
- Three things every customer wants from their contractor
- Eight things to learn from a VERY successful contractor
- Seven things you need to brainstorm with all your employees
- Understanding the basic costs of doing business
- Overcoming the fear factor of raising your rates

If you want your company to experience profitable growth in any economy, including this one, don't miss this meeting!

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Tom Grandy
President of Grandy &
Associates

Tom Grandy is president of Grandy & Associates, based in Owensboro, KY. The vision of Grandy & Associates is to **“teach contractors how to run profitable companies.”** Tom has been the general manager of a service company, Director of Company Development for the Dial One Franchise and currently presents his nine seminar/workshops to contractors across the country and in Canada including the industry acclaimed three-day “Basic Business Boot Camp.”

Tom has presented programs for ACCA, PHCC, MCA, and SMACNA plus distributors and manufacturers across the country. Tom is also the founder of the web-based **“Service Contractors BUSINESS Presentation of the Month”**. Tom also writes numerous articles for trade magazines including *Contracting Business News*, *HVAC Insider* and regular monthly articles for *RSES Journal*, *Reeves Journal* and *Contracting Canada*. He is a 1970 graduate of Virginia Tech and brings a unique perspective to the industry with his industrial engineering degree and more than 30 years experience.

In addition to his keynote address at the 2012 IKECA Annual Meeting, Tom Grandy will also lead two must-see breakout sessions:

1. Analyzing The KPIs (Key Performance Indicators) in Your Service Department

Find Out:

- Why service is often under priced
- Who is really setting the standards in your service department
- What KPI's need to be set (and tracked) within your service department
- How “attaboys” can bring your customer service to new levels
- The real reasons for poor performance

2. Cash Flow Budgeting and Collections

You will learn now to:

- Create a month-by-month, department-by-department, cash flow budget (what will happen, when?)
- Project monthly cash flow needs (how negative will you go...when?)
- Create a collections policy to insure cash flow
- Pick up dozens of collections tips that will allow you be paid on time... resulting in a more positive cash flow for your company!

