

PROGRAM at a GLANCE

* Certification classes designated in blue.

Wednesday, February 20, 2008

7:15 a.m. – 5 p.m. Registration Desk Open	Exhibit Hall C-5 Foyer
8 a.m. – 12 p.m. HOST Carpet Care Seminar	Room N108
9 a.m. – 5 p.m. IQAir Air Cleaner College <i>Authorized Dealer Training (Pre-registration required)</i>	Room N111
9 a.m. – 5 p.m. Central Vacuum Installation & Service Seminar <i>Preregistration Required</i> Meet at VDTA Registration Desk at 9 a.m.	Off-site
12:30 p.m. – 1:45 p.m. SEA National Meeting with Guest Speaker Rita Farro	Room N107
7 p.m. Awards Presentations & Industry Cocktail Reception	Las Vegas Hilton Hotel in Ballroom B

Thursday, February 21, 2008

Exhibits Open 11 a.m. - 5 p.m.

7:30 a.m. – 5 p.m. Registration Desk Open	Exhibit Hall C-5 Foyer
8:30 a.m. – 10 a.m. KEYNOTE ADDRESS: Prospering in TURBULENT Times	Rooms N109
10:15 a.m. – 11:15 a.m. Solar Comfort—There Is No Comparison Work With EdenPURE & Witness An Entirely New Customer Base Vacuum Motor Technology & Application Reap the Benefits of Indoor Air Quality Marketing 10 Power Ideas to Keep Your Customers Close! Clean Air is a Human Right Adding Up Add-Ons How to Create a New Profit Center Selling the “SIZZLE” The CrossRoads-Technology+Art=Change 5 Proven Steps to Bullet Proof Your Business in Troubled Economy Selling Embroidery Is More Than Selling Machines & Design Sets!	Room N104 Room N105 Room N106 Room N108 Room N109 Room N111 Room N112 Room N207 Room N208 Room N209 Room N210 Room N211
10:15 a.m. – 12:30 p.m. Central Vacuum Education Track (Part I)	Room N107
11:30 a.m. – 12:30 p.m. Clean Up by Helping Others Clean Heaters 101 Cleaning For Health All That You Ever Wanted to Know About Stabilizers Too Many Duplicate Designs? Is Your Business Winning Or Losing? Segue Selling Get the Competitive Edge With Creative DRAWings@!	Room N108 Room N109 Room N111 Room N112 Room N208 Room N209 Room N210 Room N211
1 p.m. – 4 p.m. Riccari Tandem Air Certification	Room N109

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Friday, February 22, 2008

Exhibits Open 11 a.m. - 6 p.m.

7:15 a.m. – 5 p.m. Registration Desk Open	Exhibit Hall C-5 Foyer
8 a.m. – 12 p.m. Suck-Cess 2008	Room N109
8:30 a.m. – 9:30 a.m. Selling Made Simple Selling Embroidery Is More Than Selling Machines & Design Sets! Selling the “SIZZLE” How to Create a New Profit Center Diversify! Learn How to Demo a Sewing Machine	Room N108 Room N111 Room N112 Room N207 Room N209
8:30 a.m. – 10:30 a.m. Save & Make More Money With Your VDTA/SDTA Member Benefits	Room N208
8:30 a.m. – 11:30 a.m. Central Vac Certification & Installation Technique	Room N102
8:30 a.m. – 12:30 p.m. Central Vac Education Track (Part II)	Room N107
9:45 a.m. – 10:45 a.m. How To Select A Green Air Purifier: Go Green With AllerAir Selling Made Simple How to Host a \$250,000 Embroidery Event Technology = Profit Too Many Duplicate Designs?	Room N106 Room N108 Room N111 Room N112 Room N209
11 a.m. – 12 p.m. What If You’re Only As Good As Your Bathroom? All That You Ever Wanted to Know About Stabilizers	Room N111 Room N209
11 a.m. – 1:15 p.m. Sewing Dealers Roundtable	Room N108
12:15 p.m. – 1:15 p.m. Sell CVS at Higher Price & Make Full Profit How to Use Advertising to Create a Retail Money Machine	Room N102 Room N109
12:30 p.m. – 1:30 p.m. Segue Selling	Room N107
12:45 p.m. – 3:45 p.m. Simplicity Tandem Air Certification	Room N112
1:30 a.m. – 2:30 p.m. Central Vacuum Dealers Roundtable How to Use Customer Newsletter to Make Your Business Competition Proof!	Room N102 Room N109
2:45 p.m. – 3:45 p.m. 5 Proven Steps to Bullet Proof Your Business in a Troubled Economy	Room N109
4 p.m. – 6 p.m. Dealer Appreciation Social Event	Exhibit Hall

Saturday, February 23, 2008

Exhibits Open 9 a.m. - 12 p.m.

7:45 a.m. – 1 p.m. Registration Desk Open	Exhibit Hall C-5 Foyer
8 a.m. – 10 a.m. Vacuum Dealers Roundtable	Room N107
9 a.m. – 5 p.m. IQAir Air Cleaner College (<i>Preregistration Required</i>)	Room N102
12:30 p.m. – 4:30 p.m. Sew-Cess 2008	Room N107