

Welcome Letter

2018 Building for Profit National Training Conference

Thank you for traveling to Chicago for this year's Pet Butler's 2018 **Building for Profit**, National Training Conference. The **Building for Profit** theme will center on understanding the opportunity to grow your business and achieve your income goals.

The conference will be spread across several locations in order to provide exposure to our locally owned Pet Butler franchise, the call center, training center and corporate offices. We felt that we should show you as much of who we are and where we came from while we had everyone here for the first time. We are too big to stay on campus both days, so we will utilize the North Central College Campus on Saturday. Shep Hyken will get us started with a powerful message on customer service and then we will dig in on the marketing and technology opportunities focusing on best practices that will drive our businesses forward.

The time should be highly interactive and while business is viewed as a serious game we also plan to have fun and get to know each other.

The presentations are geared to educate and inform, but also allow for interaction and input. While we have a good amount of experience, we place a high value on franchise owner input. It is the collective knowledge of all that propels a franchise organization further and faster than anyone individually. I hope you can come to embrace this and lean in with your thoughts and experiences over the two days.

I thank you for your contributions and welcome you to the 2018 Pet Butler – National Training Conference!

Sincerely,

James Young,
President



Day 2: Saturday, August 4

Please wear your Pet Butler Shirt today!

Theme for the Day: Marketing and Technology

7:00 am Hotel Indigo Lobby, walking to North Central College
7:15 - 7:55 am **Breakfast** (Ratio Hall)
8:00 - 8:15 am **Opening Address** – Ted Hofer, CEO (Ratio Hall)
8:15 - 9:45 am **Keynote Speaker** - Shep Hyken (Ratio Hall)
10:00 - 10:45 am **Building a Recurring Revenue Business**
 James Young, President (Ratio Hall)
11:00 - 12:00 pm **Understanding the Lead Journey & System Performance**
 Dan Robb, Director of Digital Marketing (WSC 104)
12:00 - 12:40 pm **Lunch** (Ratio Hall)
12:45 - 2:55 pm **Breakout Sessions** (Ratio Hall)

**Each session is 1 hour with a 10-minute break in between*

Groups	12:45 pm - 1:45 pm	1:55 pm - 2:55 pm
Group #1	Ratio Hall Room 1	Ratio Hall Room 2
Group #2	Ratio Hall Room 2	Ratio Hall Room 1

Ratio Hall Room 1 Breakout Session	Ratio Hall Room 2 Breakout Session
Understanding & Growing with Digital Marketing Activities <u>Unconverted & Acquisition Lead Journey</u> 📌 Site Navigation 📌 What happens for you 📌 What you can do 📌 Future enhancements <u>New & Active Customer Journey</u> 📌 What happens for you 📌 What you can do 📌 Emails & Value-added content 📌 Surveys <u>Online Engagement</u> 📌 Retargeting 📌 Reviews/Local Listings 📌 Community Engagement/Sharing 📌 Dr. Lisa	Targeted Marketing Options <u>Direct Mail</u> 📌 Seasonal Opportunities 📌 Targeted Lists 📌 2018 Performance Review <u>The Importance of a Database</u> 📌 Beyond Direct Mail 📌 Ordering Databases <u>2019 Marketing Planning/Playbook</u> 📌 Getting Started 📌 Recommendations 📌 Understand in the Marketing Playbook

3:05 - 4:30 pm **Getting to Your Data** (WSC 104)
 Jack Peng, Sr. Director of Technology
 Brian Kish, Vice President of Business Intelligence
4:30 - 5:15 pm **Understanding Your Data** (WSC 104)
 Brian Kish, Vice President of Business Intelligence





We hope you had a
great conference!



Overview of Events

Please remember that the dress code is business casual at the corporate offices and at North Central College in Naperville, IL.

Friday - August 3, 2018

- 10:00 - 11:25 am **Registration** at Hotel Indigo Lobby
- 11:30 - 11:35 am Shuttle Departs to Plainfield Office (Hotel Indigo Lobby)
- 12:00 - 1:00 pm **Lunch** at Plainfield office
- 1:00 - 1:30 pm **Welcome Address** (Training Room #1)
- 1:45 - 5:05 pm **Breakout Sessions**
- 5:30 pm **BBQ Dinner** (Tented area)
- 7:00 pm Shuttle Departs for hotel

Saturday – August 4, 2018

Please wear your Pet Butler shirt today!

- 7:15 - 7:55 am **Breakfast** (Ratio Hall)
- 8:00 - 8:15 am **Opening Address** (Ratio Hall)
- 8:15 - 9:45 am **Keynote Speaker** (Ratio Hall)
- 10:00 - 10:45 am **Building a Recurring Revenue Business** (Ratio Hall)
- 11:00 - 12:00 pm **Understanding the Lead Journey & System Performance** (WSC 104)
- 12:00 - 12:40 pm **Lunch** (Ratio Hall)
- 12:45 - 2:55 pm **Break-out Sessions** (Ratio Hall)
- 3:05 - 4:30 pm **Getting to Your Data** (WSC 104)
- 4:30 - 5:15 pm **Understanding Your Data** (WSC 104)
- 6:15 pm Shuttle Departs from Hotel Indigo Lobby
- 6:30 pm **Dinner** at Meson Sabika

Sunday – August 5, 2018

- 7:30 - 9:00 am Breakfast at Hotel Indigo



1. 225 N. Loomis House [1725]
2. Kimmel Residence Hall [R1] 224 N. Loomis St.
3. Laramie Academic Center [IAC] 300 E. School St.
4. Kleibohler Hall and Koster Chapel [KH] 329 E. School St.
5. Seybert Residence Hall [S1] 208 N. Loomis St.
6. Oestlin Library [ILB] 120 E. School St.
7. Goldbach Hall [G] 31 N. Loomis St.
8. Kroehler Science Center [SC] 40 N. Brainerd St.
9. Rolland Center Ballroom/Cafe [RC] 29 N. Loomis St.
10. Old Main [OM] 30 N. Brainerd St.
11. Peter & Paul Hall [PPH] 5 N. Brainerd St.
12. Carnegie Hall [C] 10 N. Brainerd St.
13. Harold and Eva White Activities Center [HWAC] 325 E. Benton Ave.
14. Hedley-Swallow Hall [MS] 35 S. Edward St.
15. Pfeiffer Hall [PH] 310 E. Benton Ave.
16. A.J. Smith House [PSH] 28 S. Loomis St.
17. 116 S. Brainerd House [116H]
18. Hammersmith House [H122] 122 S. Brainerd St.
19. **New Science Center [NSC] 133 S. Loomis St.**
20. Abe House [AH] 40 E. Jefferson Ave.
21. Bookstore [B100] 100 E. Jefferson Ave.
22. Wentz Concert Hall/Fine Arts Center [WAC] 171 E. Chicago Ave.
23. Geiger Residence Hall [GR] 221 E. Chicago Ave.
24. Kaufman Dining Hall [KH] 221 S. Brainerd St.
25. Rall Residence Hall [RH] 211 S. Brainerd St.
26. Seager Residence Hall [SR] 311 E. Chicago Ave.
27. Schneller Residence Hall [SRH] 147 S. Loomis St.
28. President's House 409 E. Chicago Ave.
29. Patterson Residence Hall [PRH] 180 E. Chicago Ave.
30. Ward Residence Hall [WRH] 182 E. Chicago Ave.
31. New Hall 451 S. Brainerd St.
32. 224 E. Chicago House [C24H]
33. Oliver Hall [WOHC] 232 E. Chicago Ave.
34. Edward Everett Hall House 129 S. Brainerd St.
35. Benedetti-Welch Stadium [STAD] 455 S. Brainerd St.
36. Werner Field House [WFH] 450 S. Brainerd St.
37. Residence Hall/Recreation Center [RHC] 440 S. Brainerd St.
38. Zimmerman Stadium 467 S. Brainerd St.
39. Shanover Family Field 435 S. Loomis St.
40. Business Operations & Maintenance [M099] 999 E. Chicago Ave.
41. Riverview Property



Day 1: Friday, August 3

Theme for the Day: Introduction to Operational Efficiency

- 10:00 - 11:25 am **Registration** at Hotel Indigo Lobby
- 11:30 - 11:35 am Board shuttle at Hotel Indigo Lobby
- 12:00 - 1:00 pm **Lunch** at Plainfield offices
- 1:00 - 1:30 pm **Welcome Address**
Ted Hofer, CEO and James Young, President
(Training Room #1)
- 1:45 - 5:05 pm **Breakout Sessions**

**Each session is 1 hour with a 10-minute break in between*

Groups	1:45 pm – 2:45 pm	2:55 pm – 3:55 pm	4:05 pm – 5:05 pm
Group A	Training Room #1	Training Room #2	Company-Owned
Group B	Company-Owned	Training Room #1	Training Room #2
Group C	Training Room #2	Company-Owned	Training Room #1

Training Room #1	Training Room #2	Company Owned
The Value of Business Planning <ul style="list-style-type: none"> 🏠 Mission, Vision, Core Values 🏠 Strengths, Weaknesses, Opportunities and Threats 🏠 Goal Setting 🏠 Chart of Accounts 🏠 Business Plan Review 🏠 Review Model for 1, 3 and 6 truck operation 	Operational Efficiency in ARF <ul style="list-style-type: none"> 🏠 Optimizing Routes 🏠 Commercial Sign Up 🏠 New Customer Sign Up 🏠 Hot Prospects 🏠 Cancel Save Process 🏠 Credit/Refunds 	Understanding a Multi Truck Operation <ul style="list-style-type: none"> 🏠 Office Setup 🏠 Production Meetings 🏠 Scoreboard, Metrics & Customer Service 🏠 Truck Inspections: Vehicle Graphics 🏠 Uniforms, Apparel 🏠 Inventory Management 🏠 Tradeshow and Local Marketing Materials 🏠 Working w/Rescue Groups; Facebook Live <p><i>*Franchise Owner pictures will be taken for the website.</i></p>

5:30 pm **BBQ Dinner** – Tented area at Plainfield Office



General Information

Cell Phones

As a courtesy to all speakers and fellow attendees, please turn off or place your cell phones on silent. Please do not answer calls or texts while sessions are in progress.

Photos/Videos

Please note that by attending the 2018 National Training Conference, you are granting Spring-Green Enterprises (SGE) permission to use photographs and videos taken by the official show photographer or Support Center staff for promotional purposes.

Badges

Please wear your badge during all event activities. Your badge will provide valuable information regarding the group(s) that you will be participating in during the conference. If an additional badge is needed, please see a Support Center staff member before or after the day's activities.

Building for Profit
2018 NATIONAL TRAINING CONFERENCE

Bill Ahring
Canyon, TX

Franchise owner information

Friday
Time: 1:00 – 1:30pm
Room: Corporate Training Rooms

Time: 1:45-5:05
• Group C

Saturday
Time: 8:00-12:00pm
Room: Ratio Hall

Time: 12:45-2:55pm
• Group #2

Time: 3:05-5:15pm
Room: WSC 104

Group Types

- Group A (Purple)
- Group B (Green)
- Group C (Blue)
- Group #1 (Yellow)
- Group #2 (Red)

Day 1 (Blue)
Day 2 (Red)

information on day's group and locations

