

A large, stylized green letter 'M' logo, centered at the top of the page. The background features a dark blue gradient with a faint image of a laptop and a bar chart, and is framed by a large green circle.

EXCHANGE

2025



Know Before You Go

What do you need to know before coming to Exchange 2025?

Please review the next few slides before heading out for Exchange 2025. This presentation will include information such as hotel and parking information, what to bring, what is happening and when, and more.





Conference Planning Team

If you have any questions regarding Exchange 2025, please reach out to the individuals listed below.



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Brand Leader

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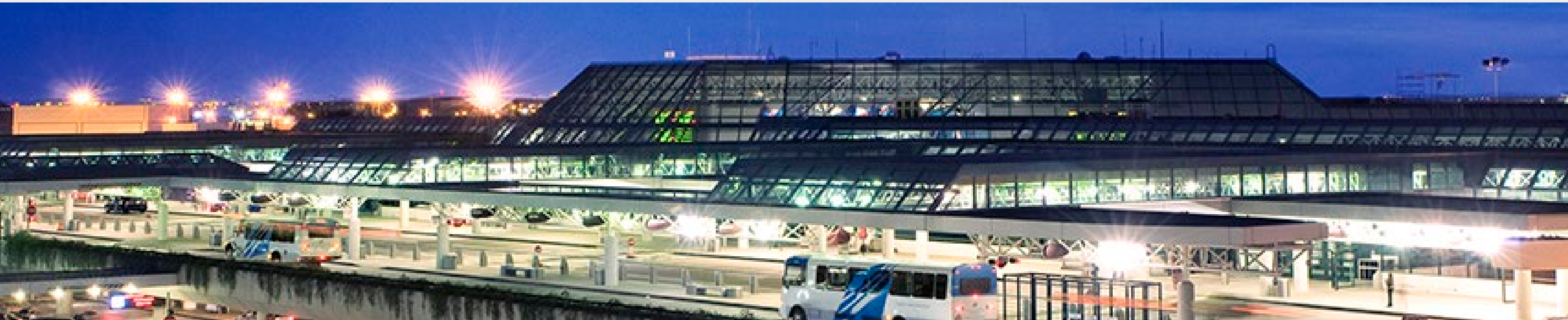
Tara Rohland -Crabb

Sales Support

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(301) 370-2497

Nearest Airport



Nashville International Airport (BNA)

Address: 1 Terminal Dr, Nashville, TN 37214

8.6 miles to The Westin Nashville



The Westin Nashville



Hotel Information

The Westin Nashville

Address: 807 Clark Pl, Nashville, TN 37203

Phone: (615) 248-2800

0.5 miles to Broadway in the city's downtown district

Check -In Information

Upon arrival, please check-in with the front desk. Be sure to bring the confirmation number that was given when completing your reservation.

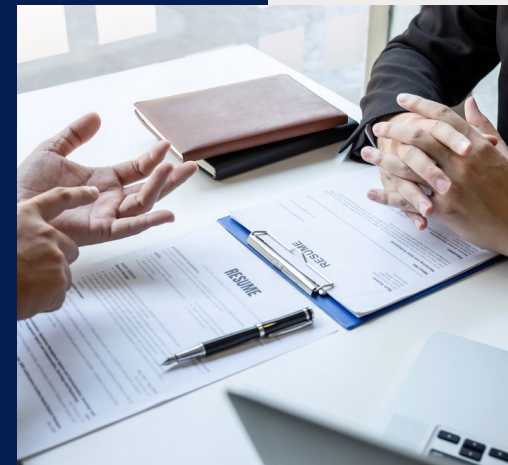
Check In: 4:00pm

Check Out: 11:00am

Hotel Parking Information

Valet Parking is available on-site. \$65/overnight or \$10/daily. Please provide the staff with the code "westin10" for special pricing.

If you're not comfortable valet parking, the hotel recommends [Music City Center](#) which has a parking garage that's an 8-minute walk from the hotel. \$35/overnight.



What to Bring

Attire

- **Operation-focused:** normal work attire / technician clothing
- **Presenters:** business casual
- **All other attendees:** casual

Stay Hydrated!

Beverages such as water, soda, and coffee will be available throughout the day on Monday and Tuesday. However, please feel free to bring a refillable bottle to demonstrate your commitment to sustainability.

Awards Gala Attire

Please come dressed in your best Mardis Gras gala attire. Don't forget to bring a mask to participate in the Mardis Gras Masquerade theme!

Prepare for Notes

Please make sure to pack phone and laptop chargers so you can stay connected. Also, please bring a notebook, iPad, or your preferred device for notetaking.



MilliCare Miles

Monday, February 24th @ 6:00 AM

Do you enjoy starting your day with an outdoor run and exploring a new city?

Join us on Monday, February 24, before the conference kicks off, for a guided run around Nashville at 6:00 AM! This is a great opportunity to stretch your legs, enjoy the city's vibrant atmosphere, and connect with others before diving into the conference.

If you're interested in participating, reach out to Tara Crabb at tara.crabb@millicare.com. This will be the perfect way to kick off a productive week!





Awards Gala Dinner

Exchange 2025 will conclude with the Mardi Gras Masquerade awards gala. This event is meant to be fun and celebratory of a successful 2023 and 2024 for franchise owners and their teams.

Dress for Success

Come dressed in your best MilliCare Mardi Gras masquerade attire and be ready to party!

Time & Place

6pm – Cocktail Hour in the Pre-Function Area

7pm – Awards Gala in the Main Room

Signage will be posted to direct all guests.



[Click here](#) to view a more detailed agenda.

[Click here](#) to learn more about your session speakers.



Agenda Overview

Sunday – February 23, 2025

Stop by the registration desk before entering our welcome reception. There will be signage in the hotel to direct you to the correct location.

6:00pm to 8:00pm – Welcome Reception – Rooftop Room

Monday – February 24, 2025

6:00am to finish – MilliCare Miles Run - Meet in Lobby

8:30am to 10:00am - Opening Session – Main Room

10:20am to 5:30pm – Breakout Sessions – Rooms 1 & 2

5:30pm to 7:30pm – Happy Hour – Pre-Function Area

Tuesday – February 25, 2025

9:00am to 12:00pm - General Session – Main Room

1:00pm to 5:00pm – Breakout Sessions – Rooms 1 & 2

6:00pm to 7:00pm – Cocktail Hour – Pre-Function Area

7:00pm to 9:30pm – MilliCare Masquerade Awards Gala – Main Room

Wednesday – February 26, 2026

Safe travels home!



Agenda – Monday February 24

6:00 AM – MilliCare Miles Run

7:30 – 8:30 AM – Breakfast

Main Stage

8:30 – 10:00 AM – Opening General Session

Room 1

10:20 - 11:05 AM — Selling and Executing at a Higher Value

11:05 - 11:15 AM — Break

11:15 - 12:00 PM — Best Practices: Safety, Disinfection, Odor

12:00 - 12:50 PM — Lunch

12:50 - 1:00 PM — Break

1:00 - 2:20 PM — New to the Toolkit! Everything You Need to Know About Spotting

2:20 - 2:00 PM — Break

2:30 - 4:00 PM — The New Cleaner on the Block - Foam Cleaning Process

4:00 - 4:10 PM — Break

4:10 - 4:50 PM — Partnering to Support Trends in Resilient Floor Care

Room 2

10:20 - 11:05 AM — Controlling the Variables: Preventing Facility Damage and Brain Damage with Expanded Service Offerings

11:05 - 11:15 AM — Break

11:15 - 12:00 PM — How Sales and Ops Work Together for Profitability

12:00 - 12:50 PM — Lunch

12:50 - 1:00 PM — Break

1:10 - 1:55 PM — Delayed Gratification in B2B Sales

1:55 - 2:05 PM — Break

2:05 - 2:50 PM — Pitch It Perfect - Sales Pitch Mastery

2:50 - 3:10 PM — Break

3:00 - 3:45 PM — How Emotional Intelligence Impacts Sales and Team Synergy

Main Stage

4:50 - 5:30 PM — Industry Trends for Resilient Flooring Round Table

5:30 - 7:30 PM — Happy Hour in Pre-Function Area



Agenda – Tuesday February 25

8:00 – 8:50 AM – Breakfast

Main Stage

9:00 – 9:40 AM – Strategic Business Planning for Franchisees

9:40 – 10:20 AM - Dr. Schutz: Growing Your Revenue with Resilient Floor Coating

10:20 – 10:35 AM – Break

10:35 – 11:10 AM – FAC 2025 Introductions and Expectation (*Franchise Owners Only*)

11:10 – 12:00 PM – Leadership Panel (*Franchise Owners Only*)

10:35 – 12:00 PM – Sales and Operations Collaborative Session (*Franchise Employees Only*)

Room 1

12:00 - 1:10 PM — Lunch

1:10 - 1:55 PM — Local Marketing and Sales Strategies that are Winning Deals

1:55 - 2:05 PM — Break

2:05 - 2:50 PM — Effective Team Leadership Strategies – How to Find and Keep Your Team

2:50 - 3:00 PM — Break

3:00 - 3:45 PM — FranConnect (MPulse) Franchise Engagement

3:45 - 4:10 PM — Break

4:10 - 5:00 PM — Regional Meeting w/ Designated FAC (*West, Central, South*)

Room 2

12:00 - 1:00 PM — Lunch

1:00 - 2:20 PM — Polymer Power – Effectively use the MilliCare Dry Compound Cleaning Process

2:20 - 2:30 PM — Break

2:30 - 4:00 PM — Effective Rinse Water Extraction Standards of Care

4:00 - 4:10 PM — Break

4:10 - 5:00 PM — Regional Meeting w/ Designated FAC (*Northeast, Southeast*)

Evening Activities

6:00 - 7:00 PM – Cocktail Hour in Pre-Function Area

7:00 - 9:30 PM – MilliCare Mardi Gras Masquerade Awards Gala in Main Room

Suggested Learning Tracks

OWNERS

Our breakouts are based on sales and operations. Please choose the breakouts that most fit your current learning needs. We encourage you to split your team appropriately to obtain all the learning opportunities the event will have to offer. The below sessions on Day 2 are specifically designed with only our owners in mind.

- FAC 2025 Introductions and Expectations
- Leadership Panel
- Effective Team Leadership Strategies – How to Find and Keep Your Team

SALES

- Selling and Executing at a Higher Value
- How Sales and Ops Work Together for Profitability
- Delayed Gratification in B2B Sales
- Pitch It Perfect – Sales Pitch Mastery
- How Emotional Intelligence Impacts Sales and Team Synergy
- Sales and Operations Collaborative Session
- Local Marketing and Sales Strategies that are Winning Deals (panel discussion)

OPERATIONS

- Controlling the Variables: Preventing Facility Damage and Brain Damage with Expanded Service Offerings
- Best Practices: Safety, Disinfection, Odor
- New to the Toolkit! Everything You Need to Know about Spotting
- The New Cleaner on the Block – Foam Cleaning Process
- Sales and Operations Collaborative Session
- Polymer Power – Effectively Use the MilliCare Dry Compound Cleaning Process
- Effective Rinse Water Extraction

Claim your seat in each breakout session by [clicking here](#).

Exchange 2025

SEE YOU SOON

We're excited you're joining us!

Please reach out to the conference planning team with any questions.