



HYDRAMASTER SMARTSHARE VIRTUAL EXPO

Celebrating Fifty Years of Industry Progress, Innovation, and Dependability

An unprecedented 5 days of FREE Online Training, Celebrations, and Demonstrations

Join us February 8th through 12th, 2021

10AM-2PM PST

11AM-3PM MST
12PM-4PM CST
1PM-5PM EST

All agenda times are in Pacific Time Zone



To Register Visit [Bit.ly/2JT9M7Y](https://bit.ly/2JT9M7Y)

For More Information Visit HydraMaster.com/SmartShare

REGISTRATION IS FREE AND ONCE YOU REGISTER, YOU CAN PICK AND CHOOSE TO ATTEND THE PRESENTATIONS, DRAWINGS, AND DEMONSTRATIONS THAT MOST INTEREST YOU!

Monday, February 8th, 2021

10:00am - 2:00pm (PST)

A celebration of the history and accomplishments of the cleaning and restoration industry – A look back while projecting forward

10:00am – 10:10am

The First 50 Years. Welcome and what to expect over the next few days.
Troubleshooting the technology if you are having issues tuning in online

10:10am – 10:45am



Mike Palmer – Founder of HydraMaster

The Introduction of the Truckmount and the birth of Rotary Extraction
The founder of HydraMaster and the first person to sell truckmounts across the United States talks about the beginning of the truckmount, rotary extraction cleaning, and the professional carpet cleaning industry

Prize drawing @ 10:45AM

Yeti Cooler packed with samples of FREE HydraMaster Chemicals – a \$500 Value – Must be online to be eligible

YETI



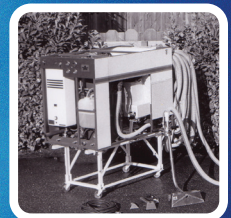
10:50am – 11:15am



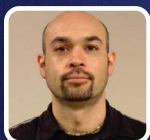
Jon Simmons – From the beginning

How truckmounts changed the way products were delivered in our industry.

Jon went from cleaner to distributor to leading the development and service departments for the two leading truckmount manufacturers. Here his perspective on how the industry developed



11:15am-11:40am



Chris Ryan – Product Manager, HydraMaster

50 years of Truckmounts

A review of the technology development from propane burners to heat exchangers to direct drive technology



11:40am – 11:50am

Break Time

11:50am – 12:30pm



Doyle Bloss - Vice President of Marketing, HydraMaster

The History of On-Location Professional Carpet Cleaning

See pictures of the earliest on-location cart mounted carper dusters to portable extractors, rotary extractors, and truckmounts



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Notice:
Due to the fluidity and nature of technology for an online event, speakers and/or subject matter are subject to change without notice.

Agenda Page 1

Prize Drawing @ 12:30pm

EVOLUTION STAIR WAND

All registrants are eligible for this drawing



12:40pm – 1:15pm



Josh Howard - President and CEO, HydraMaster

He liked it so much he bought the company!

Why would a successful businessperson invest their future into the growth of a manufacturer for our industry?

1:15pm – 2:00pm



Joe Kowalski - CEO, ServiceMonster/Principle Focus

The Numbers Do Not Lie – What are the actual averages of revenue and expenses of a cleaning or restoration business and how have they changed over the years.

Plus, a personal perspective on his connection to the beginning of the industry and HydraMaster

Tuesday, February 9th, 2021

10:00am - 2:00pm (PST)

Live cleaning demonstrations day – commercial and residential carpet, CRB, upholstery, mattresses, partitions, and rug cleaning

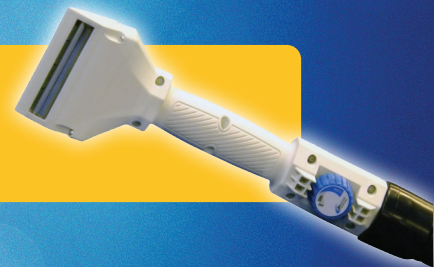
10:00am – 10:10am

Day 1 Recap and prize drawing.

Prize Drawing @ 10:00am

DriMaster3 Upholstery Tool

All registrants are eligible for this drawing



10:10am – 11:45am



Shawn Bisailon – The Carpet Cleaner's Coach

Insider secrets of high performance on-location cleaning that will wow your customers

See actual demonstrations of commercial and residential carpet cleaning, rotary extraction cleaning CRB cleaning, upholstery cleaning, mattress cleaning, partition cleaning, and rug cleaning, Rotary Extraction Cleaning

Presented live from the Denver based hands-on training center

Live FREE chemical giveaways every 15 minutes!

Must be online to be eligible



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11:45am – 12:00pm



Mike Lombardozi - Sales Manager, HydraMaster

Expanding your deep cleaning offering to grow your commercial floor cleaning business

Presented live from Shawn Bisailon's hands-on training center

12:00pm - 12:10pm

Break Time



12:10pm – 12:55pm



Scott Warrington - Training and Consulting by Scott

Are you walking over profits to get to a dirty floor?

Hardwood Floors and how to clean maintain, and re-invigorate them including hardwoods, solids, engineered floors and the new wood veneers on solid core.

Prize Drawing @ 12:55pm

HydraMaster \$500 chemical package



1:00pm – 1:40pm



Dane Gregory – DaneGregory.com & Carpet Cleaner America

Best ways to expand your hard surface cleaning opportunities

Stone tile, finished concrete and a quick look at all of the applications of using a counter rotating brush machine for carpet agitation, low moisture carpet cleaning, hard surface floors and vinyl plank

1:40pm – 2:00pm



Shawn Bisailon and Mike Lombardozi – It's groovy baby!

Growth opportunities in deep cleaning luxury vinyl tile and plank floors

Presented live from Shawn Bisailon's hands-on training center

Wednesday, February 10th, 2021

10:00am - 2:00pm (PST)

Restoration Day – Water Damage Restoration Demonstrations, Safely and Legally Applying Disinfectants, Air Scrubbing and Treatment, The latest on the attack on the pandemic

10:00am – 10:05am

Day 2 Recap, and prize drawing



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Agenda Page 3

Prize Drawing @ 10:00am
Must be online to be eligible



10:05am – 10:20am



Darren Watts – Sales Manager, HydraMaster

Air Scrubbers - they are not just for water and smoke restoration anymore.
Ways to make money with your air scrubbers when you do not have any restoration jobs scheduled

10:20am – 10:50am



Tony Velez - Sales, VONOS

Better ways to approach the application of disinfectants
Presenting VONOS, approved by the EPA for use against SARS-COV-2, the virus that causes Coronavirus.

Prize Drawing @ 10:50am

EVOLUTION WAND – Choice of 1.5", 2", or Flood Extraction
Must be on-line to be eligible



11:00am – 11:10am

Break Time

11:10am – 12:10pm



Jeremy Reets - Reets Drying Academy

Pet Peeves in Water Damage Restoration

The industry's leading restoration training company and facility will show and discuss to the industry his biggest Pet Peeves in Water Damage Restoration, the points he would most like to get across



12:10pm – 12:35pm



Mike Pailliotet – Mikey's Fest

Cleaning the Ronald McDonald Houses for the Kids

How the industry comes together for this great cause and how you can contribute – even if you cannot be there in person

12:35pm – 1:15pm



Javier Del Angel - ACR Companies

How to Expand Your Restoration Business

ACR Companies is one of the industry's largest referrers for restoration business. Find out what the trends are for growing your business and how you can compete with Preferred Provider Programs and the potential profits and pitfalls that come with storm-chasing yourself.



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1:15pm – 1:35pm



Mason Tomaino - Call-To-Action Consulting

Networking Your Business and Building Lucrative Partnerships

Mason Tomaino has become the networking king of the industry, building relationships across the country that help companies grow. He will share his strategies you can implement to network for the purpose of growing your cleaning and restoration sales.

1:35pm – 2:00pm

Panel Discussion – The latest on how the cleaning and restoration industry is responding to COVID-19

Thursday, February 11th, 2021

10:00am - 2:00pm (PST)

Service and Maintenance Day – spend the day with our Tech Support Team at HydraMaster experiencing live demonstrations of service and maintenance tips for your truckmount



**Brought to you by
Louie Patayon and Dennis Russell –
HydraMaster Tech Support Team**



10:00am – 10:15am

Day 3 Recap

10:15am – 11:50am

How to do daily and weekly maintenance checks: Taking care of your investment

Engine oil - Checking daily with dipstick, Types of oils used, Oil change frequency – 50 hrs. with filter

Pump oil - Checking daily with dipstick or window, Types of oil used, Oil change frequency

Blower oil - Checking levels with sight glasses, Types of oil

Recovery tank daily maintenance - Cleaning basket filter, Cleaning recovery tank filter, Benefits of clean filters , odor control

Checking orifices in slide in machines and direct drives - locations on slide in machines,

Removing orifice and filter – explain purpose of each orifice and filter cleanliness.

Chemical pump repair - Diaphragm damage – why and how, Check valve in SS pump – show and tell, Pressure check valve ... why and repair of check valve

Prize Drawing @ 11:00am

Must be online to be eligible



11:50am – 12:00pm

Break Time



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Agenda Page 5

12:00pm – 12:10pm

Greasing of CDS Direct Drive Driveshaft

12:10 – 12:40pm

Troubleshooting Basics

Pressure loss, overheating, no heating, pressure loss

12:40pm – 1:00pm

Review: Freeze guarding your slide-in or direct drive truckmount

1:00pm – 1:30pm

Review: Descaling truck mounts and cleaning out heat exchangers

1:30pm – 2:00pm

Machine Service Updates



Friday, February 12th, 2021

10:00am - 2:00pm (PST)

The NEXT 50 Years day – the future of the cleaning and restoration industry – equipment, chemical solutions, on-line training, marketing, and managing your business into the future

10:00am -10:10am

Day 4 Recap

10:10am – 10:50am



Larry Cooper - Experience Events

Trends in the cleaning and restoration industry, The Value of Trade Shows in Growing Your Business.

No one is more in touch with a broad spectrum of people and companies in our industry than Larry Cooper, who puts on the industry's largest trade show. Larry will share his insight on trends, challenges, and opportunities that will be shaping the future of our industry. Also, he will do a quick look at what we can expect as in-person trade shows and conventions return to the industry in 2021

10:50am – 11:30am



Greg Allen – Allen Media

Using video to persuade and sell in social media

Learn how a carpet cleaner is growing his own business way off in the world of Alaska and how he is helping hundreds of other companies due the same through the development of videos for social media



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Prize Drawing @ 11:30am
Special Surprise Drawing!
Must be on-line to be eligible

11:35am – 12:15pm



Barry Costa – Costa Group Education

The good, the bad, and the ugly in disinfectant application in our industry.

Pesticide Application Requirements in Your State

12:15pm – 12:50pm



John Braun - Hitman Advertising

The effective use of Google Ads and SEO for your cleaning and restoration business.

Learn to separate what works for which kind of company how to separate truth from the MUS (Made-up-Stuff) you here in Social Media about these two most important subjects



12:50pm – 1:35pm



Jeremy Reets - Reets Drying Academy

The future of industry training and how your company should be looking at it.

Jeremy recently share his insights in how technology will shape the future of training for the IICRC instructors. Now he will share with cleaning and restoration companies what the choices in training will be in the future and which is right for your business

1:35pm – 1:50pm

The Future of Truckmounts and the Next 50 Years for HydraMaster

Prize Drawing @ 1:50pm
Grand Prize Drawing - To be announced!
All registrants are eligible for this drawing



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