



# Building Service Contractors Association International

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For Immediate Release

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## Building Service Contractors Association International Breaks Attendance Record

CHICAGO – Building Service Contractors Association International (BSCAI), the trade association of the building service industry, has reached a milestone in the organization, as of early March, attendee registration is 40% higher than in years past. More than 700 BSC are currently registered to attend the 2007 BSCAI Annual Convention & Trade Show.

The 2007 BSCAI Annual Convention & Trade Show, the premier trade show for the janitorial and building services industry, will be held April 13-17 at McCormick Place, Lakeside Center in Chicago, Ill. The event will offer effective sessions focusing on leadership, bidding and estimating, budgets and marketing to teach attendees the skills needed to increase profits; unique roundtable discussions to network with top BSC CEOs and share ideas for success; and, enticing social events, including the Saturday evening Trade Show Reception.

New this year to BSCAI's Annual Convention & Trade Show is the CEO Summit -- Leading Change: Tools and Perspectives for Transformation, facilitated by Shannon Waller, a coach and designer with The Strategic Coach®. The Strategic Coach Program provides the concepts and tools necessary for entrepreneurs to increase their income, do only what they love, and gain balance in all areas of their lives.

Chris Gardner, president and CEO of Gardner Rich & Company, a multi-million-dollar brokerage firm, will serve as the opening keynote speaker for the 2007 Annual Convention & Trade Show. The amazing story of Gardner's life was published as an autobiography, *The Pursuit of Happyness*, and is the inspiration for a movie of the same title released by Columbia Pictures in December 2006.

To register or to learn more about the annual convention and trade show, visit [www.bscai.org](http://www.bscai.org).

### About BSCAI

Founded in 1965, BSCAI has become the trade association of the building service industry, representing a worldwide network of more than 2,000 member companies from across the U.S. and 30 other countries who provide cleaning, facility maintenance, and other related services to building owners and managers. The association provides educational programs, publications, video training programs, seminars, and networking opportunities, all developed specifically for the building service contracting industry.

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