



For Immediate Release

Penton Media Announces the Launch of the Waste Training Institute

NEW YORK, NY (February 5, 2009) - Penton Media, Inc., the organizer of WasteExpo, announces the launch of the Waste Training Institute to be held at WasteExpo 2009 in Las Vegas. The Waste Training Institute will be introduced during a free session, open to all badged attendees and exhibitors, on Tuesday, June 9th at 1:45 p.m. Interested participants can also register for two 90-minute workshops. "Costing and Pricing of Services – Part 1" – will be held on Wednesday, June 10th at 9 a.m. "Costing and Pricing of Services – Part 2" – will be held on Wednesday, June 10th at 3:15 p.m. Pre-registration for these Workshops and for other WasteExpo offerings is available at www.wasteexpo.com.

The Waste Training Institute is a new educational initiative designed to help employees in small, medium, and large waste services companies, and other interested individuals, run their businesses better, smarter, more effectively. The Waste Training Institute will provide industry-specific, business training designed to raise the overall level of effectiveness and professionalism in the industry. Curriculum development will be handled by Eddie Dick, of Eddie Dick and Associates, a 25 year veteran of the industry and formerly the President/COO of Texas Disposal and Executive VP of Waste Industries.

"We are excited to be working with Eddie Dick, an industry expert, and look forward to providing waste service companies with this much needed training," said Rita Ugianskis-Fishman, group show director. "Industry feedback will be fundamental in guiding the development of this new initiative. We invite anyone wishing to provide feedback to attend the free, introductory session at WasteExpo 2009."

Future Workshop Offerings Will Include:

- How to Price and Cost your Services
- Financing Alternatives and What your Bank Wants to See
- Measuring your Effectiveness and Productivity
- Do your Financial Statements Help you Manage your Company
- Improving Productivity
- What Do I Do if I Want to Sell my Business?

- Sales, Sales Management, Sales Compensation
- Incentive Pay Plans for Managers and Supervisors
- Insurance, What Coverage Do You Need and How Do You Buy It?
- Accounts Receivable, How to Manage and How to Collect
- Equipment – Purchasing & Maintenance
- Safety
- Regulatory Compliance

After the initial launch of the Waste Training Institute at WasteExpo 2009 in Las Vegas, workshops will eventually be rolled out as one and two day regional events, online curriculum, etc., and in time will result in the development of an industry recognized certification program.

Thoughts and suggestions on this new initiative are welcome. For more information as it becomes available, please visit the event's website at www.wastetraininginstitute.com or contact Rita Ugianskis at (813) 994-4654 or rita.ugianskis@penton.com.

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