

# BOOTS ON THE GROUND

VENDOR NEWS



Customer Service = Resolution®

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## Vendor Conference Focuses on Building a Better Business

Safeguard hosted nearly 1,000 vendors and Safeguard staff at the annual Vendor Conference, held June 14-16 at Cleveland Convention Center in downtown Cleveland, Ohio.

This year's event included a special Safeguard 25th anniversary session where Safeguard CEO Alan Jaffa and Founder and Chairman Robert Klein took the audience through the many milestones and events from the past 25 years. The conference also focused on smaller, more intimate sessions on timely topics.



"We appreciate the attendance and participation of our vendors at this year's Vendor Conference. Working together, we shared best practices and advice to ensure world-class service for our clients," said Joe Iafigliola, Safeguard's vice president of vendor management.

The conference kicked off Sunday morning with the third annual Safeguard Service Project with the Greater Cleveland Habitat for Humanity. More than 150 vendors and Safeguard staff volunteered to spruce up 21 homes in the Stockyards neighborhood in Cleveland by rebuilding and painting porches and railings, planting flowers, landscaping and other projects. Additionally, volunteers and residents enjoyed a neighborhood celebration of Flag Day with kids' crafts, face painting, balloon animals, a cookout and a DJ. The day was topped off with a special visit from the ice cream truck.

Safeguard staff and vendors networked as they enjoyed drinks and appetizers during an evening welcome reception on June 14 at the convention center.

On Monday, June 15, Cleveland Mayor Frank Jackson welcomed everyone to the city. Alan Jaffa, Safeguard's CEO, delivered the opening remarks for the conference and introduced Linda Erkkila, Safeguard's general counsel, as the keynote speaker. Linda discussed the evolution of the property preservation industry and the resulting growth opportunities vendors can take advantage of.

Sessions covered a wide range of topics, from quality control and technologies to the current state of the network. The general session focused on the state of the network and provided vendors with an overview of building a better business. Safeguard panelists included executives from vendor management, operations and quality assurance. They discussed such topics as on-time performance, SQA results and quality initiatives.

The breakout sessions took a closer look at technology, inspections, maintenance, grass and snow removal and estimates and repairs. Session PowerPoint presentations, as well as photos from the conference, will be available on [Safeguard's website](#) in the coming weeks.

Since 2004, the vendor conference has been taking place each year in Cleveland, OH. The conference was established to create the opportunity for an open forum between our vendor network, clients, staff, and the industry investors. In addition, the conference enables us to equip our vendor network with the necessary knowledge and learning tools required to perform quality field services on a day-to-day basis.

Thank you for helping to make this conference a success. See below for more photos of the event.