

PURE Global President, to Keynote, Leading Direct Sales Conference at Walt Disney World

PULASKI, NEW YORK, USA, December 26, 2013 /EINPresswire.com/ -- Vinny Lobdell was invited by Direct Sales Industry ICON Richard Cappadona to be the keynote speaker on value based selling at his upcoming global conference taking place at Walt Disney World in Orlando Florida on January 2nd-5th.

PURE Global President Vinny Lobdell, was invited to be the keynote speaker for Carico, a leading direct sales organization at their New Years annual Global conference. Carico International is a Global leader in direct selling with distribution in over 20 countries. Carico, Founder and Chairman Richard Cappadona stated, "I have seen Vinny Lobdell grow his own organization through determination, hard work, and value based selling, it's truly an honor to have him teach my people his keys to success for growing a business."

Lobdell, currently serves as President of PURE Global the inventor of the patented PURE Allergy Friendly Room process. The patented PURE allergy friendly room program has become the leading hospitality amenity worldwide. The seven step process has been proven to create environments up to 90% cleaner by treating all the surfaces, including the heating and air conditioning system with a patented surface treatment and utilizing state of the art medical grade [air cleaners](#) manufactured by HealthWay. With one in three worldwide suffering from a [respiratory ailment](#), the offering has gained major traction globally. PURE is branching out by offering the patented service to leading medical institutions like the Cleveland Clinic, Major organizations like, Boston Consulting Group, DBS Banks, China Bank, Michael Kors, Texas Instruments and luxury cruise liners like Crystal Cruises. Lobdell also serves as President of PURE's parent company HealthWay and is founder of terafore, an award winning and innovative [commercial green cleaning products](#) company serving small business.



President of
PURE Global
Vinny Lobdell

PURE Global President Vinny Lobdell stated "I'm very grateful to be able to serve Carico and Richard Cappadona. Richard is an ICON in the Direct Selling Industry and has built an organization that is second to none. Carico International was founded in the late 70's and has become a leading provider of cutlery, cookware, fine china, water filtration, air cleaning, and mattresses.

The event will take place on January 3rd at Walt Disney World in Orlando Florida. For more information on Carico please visit, www.carico.com. For more information on PURE Global and HealthWay please visit www.healthway.com.

PURE Global is the licensor of the patented PURE Allergy Friendly Room program.

Press release courtesy of Online PR Media: <http://bit.ly/19jDR24>

Brittany Haverlock

Healthway

1-800-843-3860

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/182680255>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.