

2024

NEFA PROFIT FEST

“PROFESSIONALISM IN EVERY FIBER”

Elevate your business, discover new strategies, and connect with industry peers at our exceptional combination of educational sessions, exhibits, and social events!

➤➤➤➤➤➤➤ **Saturday & Sunday**
Nov 2 & 3, 2024



Courtyard By Marriott
Marlborough, MA



CHECK [NEFABRICARE.COM](https://www.nefabricare.com) FOR UPDATES

The Courtyard by Marriott Marlborough, MA

November 1—3, 2024

For 15 years, NEFA’s ProfitFest hallmark has been new speakers exploring the most important topics in the industry and 2024 won’t disappoint. Blending education sessions, networking, and allied trade exhibits together for a weekend-long educational event, ProfitFest will help attendees prepare for the new opportunities facing our industry.

ProfitFest will provide you the tools and knowledge needed to succeed and prosper through the new challenges lie ahead. Join us and prepare for a more PROFITABLE future.



Meet the Experts of NEFA's ProfitFest '24



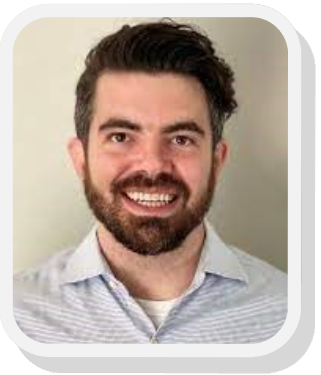
Dr. Alex Ellis is transforming lives, one redefined image at a time. An award-winning author, international speaker, activist and connoisseur of style, Dr. Ellis is turning heads across the nation through his inspirational message of building a positive image from the inside out. He has been featured on CNN, Good Morning America, BET, Black Enterprise's Our World Television Show, The 700 Club, and the Steve Harvey Morning Show. Dr. Ellis passionately delivers a fresh perspective that empowers people to reach their maximum potential. He has taken this message to global audiences including Disney Dreamer's Academy, Bill & Melinda Gates Foundation, and notable colleges and universities. Dr. Ellis received a Bachelor of Science Degree at North Carolina A & T State University. He graduated Cum Laude from New Brunswick Theological Seminary with a Master of Arts Degree and went on to earn his Doctor of Ministry Degree from there as well.

Mark Albrecht, President of The Route Pro's, will return to his roots and speak for the very first time at a NEFA function at ProfitFest '24! Mark is a self-starter that has built his brand from the pavement on up, starting as a route developer for Best Cleaners where he was voted Route Pro Manager of the Year in 2012! At BEST Cleaners, he successfully increased the routes and strengthened their route team before bringing his expertise to The Route Pros. In October 2020, Mark was privileged to surpass 1000 Ride-Along training sessions with many of our industry's finest Route Professionals. While known for increasing route sales by providing continuous positive reinforcement, retention strategies and consistent face-to-face selling — Mark's true expertise is in developing people. He is will explore how to keep Winners Engaged and how to maximize the professionalism of YOUR team.



Jeff Alexander is the President of Orlando Cleaners in Orlando, FL. He is one of the most progressive companies in the industry and he will be on-hand to explore some of his most recent changes as he leads his company into the future. Orlando Cleaners is inventing heavily in automation and 24-hour unattended locations. A self-described "numbers-guy", Jeff looks at the overall business with a fresh perspective. He believes in top-down vision and management and he relies heavily on Key Performance indicators to know how his business is performing and developing. How do you know how your business is doing? He will share those thoughts as he reveals his unique perspective on the industry and his vision of the future.

Cohen Wills is the founder and President of Cleaner Marketing, a marketing firm that specializes in the unique needs of the drycleaning industry. It is an agency focused on providing small businesses a bundled solution under one account to make marketing a core part of their business's routine. As owner of Sage Cleaners in Tampa, and with a proven track record of developing other small businesses he know what it takes to be successful. Cohen will lead the discussion of AI in Marketing and will demonstrate ways to weaponize it for positive use. He will also explore the common pitfalls of when not to rely on AI and when it can lead to issues. AI is quickly becoming one of the most used tools in everyone's marketing toolbox — but it still remains one of the most mis-used and often misunderstood applications. Join and find out how to enhance your professionalism safely.



With a distinguished career spanning over 17 years at Puritan Cleaners in Richmond, Virginia, **Sara Moncrieff** has focused on growing the business through the art of building relationships. Starting as a Customer Service Representative in 2007, she advanced through key roles like Trainer and Retail Division Mentor. Now, as Marketing and Community Relations Specialist, Sara leads the team in Puritan Cleaners' impactful initiatives such as Coats for Kids and 100K Meals, as well as customer engagement. In 2024, she is proud to share that the team reached 8,000 5 Star reviews and collected over 125,000 meals for local families - and the year isn't over! Her work in community engagement has earned international recognition, featured in industry publications and additional media outlets. In 2023, she was honored by the First Lady of Virginia as part of the Sisterhood, celebrating women in business. She wants to see YOU make an impact with your clients and in your community too!

Schedule of Events

Friday Bonus Sessions:

2:00 PM–4:00 PM: XplorSpot User Group Meeting Open to all ProfitFest Attendees

(Watch for More Bonus Sessions)

Saturday Sessions:

8:30 - 9:00 Welcoming Remarks Introduction of Sponsors & Exhibits:

Peter Blake & Larry Fish

9:00 - 10:30 Dr. Alex Ellis leads discussion of: “Workplace Culture Re-imagined”

10:30 - 11:00 Break for Exhibitor Showcase

11:00 - 12:30 “Keeping Winners Engaged” — Mark Albrecht, The Route Pro

12:30–2:00: Brainstorming Lunch Roundtable

2:00 - 3:00 Operator Spotlight: “Changing Business Models to Meet Consumer Attitudes”

Jeff Alexander, Orlando Cleaners

3:00 - 3:20 Break for Exhibitor Showcase

3:20 - 4:30 “Weaponizing AI for Small Business Marketing”:

Cohen Wills, Cleaner Marketing

4:30–4:45 Wrap-up with Profit Fest Committee

5:00 - 7:00 NEFA’s Saturday Night Cocktail Reception and Silent Auction

Sunday Sessions:

8:00 - 9:00 Registration & Buffet Breakfast

9:00 - 10:15 “Relationships, Culture and Customer Service: Pillars of Success” —

Sara Moncrieff, Puritan Cleaners

10:15 - 10:30 Break

10:30 - 12:30 “Understanding Your Customer and Effective Communication Strategies” -

Carlyn Parker, Dependable Cleaners”

Discover Newly Renovated Modern Comfort at the Courtyard by Marriott Marlborough

With an unparalleled location, and a range of fantastic amenities, the newly renovated Courtyard by Marriott Boston Marlborough offers the best in service for business and leisure travelers. Settle in to your modern room or suite, which boasts newly renovated interiors and is fully furnished for your comfort. Enjoy the latest in entertainment with large new smart screen TVs, along with perks like free Wi-Fi access and plush pillowtop bedding. We're moments away from great attractions like the Apex Center, the New England Sports Center, and Solomon Pond Mall. Whatever your reason for visiting, we look forward to making you feel at home at the Courtyard Boston Marlborough .

NEFA has already locked in a special room rate of only \$179/night based on double occupancy and reservations can be made online by visiting www.nefabricare.com and using the link provided. You can also make reservations directly with the hotel by calling 508-480-0015 and asking for the North East Fabricare Rate (NEFA).

NEFA presents Profit Fest '24:

“Professionalism in Every Fiber”

November 2 & 3, 2024

*A unique blend of Educational Sessions and Exhibits
designed to improve your business.*

Name(s): _____

Company: _____

Street Address: _____

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Check amount enclosed: _____

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Mail back to NEFA, P.O. Box 920 Pelham, NH 03076

or e-mail to peter@nefabricare.com

Full Conference Registration

(\$290/per person -- members/\$340 for non-members)

Additional Full Conference Registrations

(\$240 per person -- members/\$290 for non-members)

Saturday Sessions including breakfast, lunch and Cocktail Reception:

(\$240/Member & \$265/Non-member)

Sunday Sessions including refreshments

(Members: \$60/person & Non-member:\$75/person)

**Visit www.nefabricare.com to reserve your hotel rooms
at Courtyard by Marriott Marlborough**