



A New Virtual Educational Conference Sponsored by:

*Northeast Fabricare Association • Pennsylvania & Delaware Cleaners Association •
South Eastern Fabricare Association*

A series of live virtual workshops, demonstrations, and presentations designed to focus on a different aspect of your business each day, and to provide vital training for your entire team

\$359/per Member (unlimited attendees from member plant) Non-member \$599 (includes a 3 month Silver DLI membership.) Participation Includes recordings & added content for a minimum of 3 months.

Schedule of Events

Monday: Welcome to Fall Fest EXPO

- 2:00: ***Introduction of Participating Vendors and overview of the week***
- 2:30: ***“Powered Productivity: Super Tech Tools to Get Stuff Done”*** featuring Beth Z, Your Nerdy Best Friend. Beth is the week’s Keynote Speaker and is a nationally renowned productivity expert. Exasperated by email? Peeved about passwords? Tired of tedious tasks? You're not alone. Join Your Nerdy Best Friend, aka Author Beth Ziesenis, for a research-based look of common productivity problems, followed by the technology to solve them. Discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, get organized and finally get stuff done. This program reaches beyond the walls of your drycleaning shop and helps enhance your personal productivity.
- 4:00: ***“State of the industry Fire-side Chat”*** featuring Larry Fish from Pier Cleaners, Wash Respass from Southside Cleaners, and Jonathan Boehmer Vice President of PuzzleHR and facilitated by Peter Blake: Looking at Sales Trends, Diversification, and Employee Relations
Session Sponsor: Enviroforensics
- 5:00 Daily Recap and Open Discussion

Tuesday: Business Development Day: Sponsor of the Day – “SMRT Computers”

- 2:00: ***“Harnessing the Power of Your POS”*** featuring Spot POS, SMRT Systems, Fabricare Manager, and Starchup. The program features a unique panel discussion on ways to use your system to increase business, followed by Breakout Sessions for each participating Company to provide targeted instruction.
- 4:00: ***“Marketing & Promotion: Lessons Learned During a Pandemic”*** – A broad based discussion on making your Marketing work for you featuring guidance from David Coyle of Maverick Marketing, Lou D’Autorio of Sage Drycleaning, Jennifer Marquardt of Arthur’s Executive Cleaners, and Peter Blake of (DLI: NEFA, SEFA, MAC, CCA).
Session Sponsor: PuzzleHR
- 5:00: Daily Recap and Open Discussion led by DAILY SPONSOR SMRT Computer System

Wednesday: Front of House & Team Building

- 2:00: Trudy Adams explores **“Achieving Legendary Customer Service in a New Era”**: Scripting, Handling Customers, Empowerment, and diffusing difficult situations. Program will feature Small-group breakout sessions, role playing and script development.
Session Sponsor: Cleaners Supply
- 3:30: **“Creating a Sales Culture to Enhance Route Development in 2020 and Beyond”** featuring James Peuster and Mark Albrecht. (One broad based overview for all attendees – then broken out into rooms for drivers exploring “2020 Success Stories & Best practices” and Owner/Managers discussing Getting the Most from Your Staff and Increasing Trends & Spends”.
Session Sponsor: The Route Pros
- 5:00: Daily Recap and Open Discussion

Thursday: Spotlight on Production : Sponsor of the Day – Sankosha USA

- 2:00 **“Tips on Finishing and Maintenance Best Practices”** - Presses, DC machines, Finishing Demonstrations featuring Sankosha USA, Forenta LP, Unipress Corp. Demonstrations will include a combination of videos with live hosting and Q & A.
Session Sponsor: EzProducts
- 3:45 **“Enhancing Cleaning Performance and Spotting Demonstration”** – Garment Quality Matters – stain removal discussion and demonstration by AL Wilson and a discussion of future solvent use and chemical performance with Union Drycleaning Machines, Seitz and SafeChem.
- 5:00 Daily Recap and Open Discussion featuring a Surprise Guest Speaker

Friday: Looking to the Future

- 2:00: **“The Election is Over – What Does the Future Hold?”** Featuring Chris Kuehl, Economist with Armada Business Intelligence returning to the Fall Fest stage 4 years after forecasting the effect of Trump’s Presidency on the Economy. A can’t miss event!
- 3:15: **“Fireside Chat: Where Does the Industry Go from Here?”** Featuring Mary Scalco, DLI CEO, Riaz Chathuani of Polo Cleaners, Frank Kollman, Labor Attorney, of Kollman & Saucier PA, Mike Ross of EJ Thomas family of Distributors and a major drycleaning distributor moderated by Peter Blake & Leslie Schaeffer
- 4:30: **“Fall Expo Recap and Closing Session – Using Your Fall Expo Resources”** with Kathy Benzinger, Benzinger’s Cleaners; Mark Pollock, Signature Cleaners, Don Holecek, Crown Cleaners; Rhonda Eysel, MasterKleen; and Larry Fish, Pier Cleaners
- 5:00: Virtual Cocktail reception

Thank You to our Sponsors!

