



NEFA's Profit Fest'22 Conference
"How to Make Money in Drycleaning & Laundry"
October 29 & 30, 2022
The Sheraton 4-Points, Wakefield, MA 01880

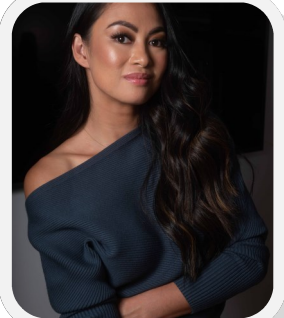
NEFA's Fall Fest program is a unique blend of education sessions and exhibits designed to help attendees prepare for the new opportunities facing our industry.





Dave Coyle has owned and operated In The Bag Cleaners in Wichita, Kansas since December, 2000. Starting with one location, I have grown the enterprise to 13 locations, city-wide pick-up and delivery, a state-of-the-art Production Workshop, over 29,000 active clients, 68 engaged team members with over 500 years of service, and almost 70% market share. In The Bag is in the top tenth of 1% of all dry cleaners in the United States. Dave coaches other dry cleaners to use emotional, direct response marketing to attract, acquire, appreciate, ascend, retain, and ask for referrals from the 20% of clients that provide 80% of revenue. Dave writes the weekly Monday Marketing email for DLI and hosts monthly DLI webinars.

Rechelle Balanzat is the CEO & Founder of Juliette Technologies; a category defining company aimed at bringing the laundry & dry cleaning industry into the 21st century. Rechelle launched Juliette with one goal - to create a completely frictionless experience for clients. She is an ambassador for Goldman Sachs 10,000 Small Businesses; a Tory Burch Foundation Fellow; and a VIP member of Rebecca Minkoff's Female Founder Collective. She was awarded Distinguished Filipino Woman by the Philippine Embassy for her contributions in business and technology. Rechelle has been featured in Inc. Magazine, BuiltIn, MarketWatch, and Disrupt amongst other publications. Rechelle graduated with honors from Fordham University and has a background in finance, marketing, and technology.



Cohen Wills is the founder of Cleaner Marketing, the first ever platform for built for dry cleaners to manage lead follow up, two-way texting, reputation management, and so much more. He has developed tools and modules fabricare specialists can use to help build their business, reputation, and excel at lead generation. In addition to his work with Cleaner Marketing, he is also the President of Sage Drycleaning which offers 100% eco-friendly dry cleaning with a professional team of hundreds of years experience combined to make sure you look perfect, no matter the occasion. They have an extensive pick-up and delivery service and 5 locations.

Jason Loeb: As the creator and visionary of Sudsies Dry Cleaners, Jason is also an extraordinary networker. In addition to revolutionizing the home pickup and delivery dry cleaning business in South Florida, Jason has also redefined the phrase "customer service." Jason's main role at Sudsies is to ensure that every customer receives a quality dry cleaning product and, just as important, receives the type of customer attention that goes above and beyond customer service. He does this by instilling these core values in his trusted team members. And from the looks of the smiles on his customer's and team member's faces, he's pretty darn good at it.



James Peuster: Know as "The Knockfather", James enters his 21st year in the industry. He has visited over 200 facilities as well as creating Route Pro University in Kansas City. Those that CAN DO-TEACH as he started Dry Cleaning To You in Kansas City and continues to grow 20-25%. James has been a writer for National Clothesline for over 15 years and has spoken at over 100 conferences as well. He provides training at Route Pro University where 90% of the graduates still are employed with their current cleaner.

Schedule of Events

Saturday Sessions:

- 8:30 - 9:00 Welcoming Remarks and Introduction of Sponsors & Exhibits**
- 9:00 - 10:30 Dave Coyle: “Proven Strategies to Make Money in Drycleaning & Laundry”**
- 10:45 - 11:15 Break for Exhibitor Showcase**
- 11:15 - 12:30 Panel Discussion featuring PuzzleHR and James Peuster: “Solving the Labor Market Dilemma and Building Benefits Packages that Attract Employees”**
- 12:30 - 2:00 Luncheon Roundtable: Industry Best Practices Roundtable Discussions**
- 2:00 - 3:00 Operator Spotlight: Industry Best Practice featuring
Rechelle Balanzat of Juliette: “The Art of the Soft Sell”**
- 3:00 - 3:20 Break for Exhibitor Showcase**
- 3:20 - 4:30 ”“Proven Strategies for Profit Generation” - Panel Discussion featuring
Cohen Wills, Cleaner Marketing and others exploring ways to increase profits.**
- 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 Jason Loeb, Sudsies Dry Cleaners: “Profits Start in the Call Office”**
- 10:15 - 10:30 Break**
- 10:30 - 12:00 Jason Loeb: “Customer Experience is Critical to Financial Success”**

Enjoy Your Stay at the Newly Renovated Sheraton 4-Points

Forget about travel limitations during an unforgettable stay at Four Points by Sheraton Wakefield Boston Hotel & Conference Center. Conveniently located on I-95 at exit 42, and a short distance from I-93, TD Garden, Tufts University, historic Salem, and downtown Boston.

Discover an elegant atmosphere at our hotel between the historic North Shore and Boston. Whether you are in Massachusetts for an event at our IACC-certified executive conference center or seeking a relaxing vacation, you'll have everything you need to maximize your experience.

NEFA has already locked in a special room rate of only \$189/night based on double occupancy and reservations can be made by calling the hotel ([\(781\) 245-9300](tel:7812459300)) and referring to the NEFA Rate. A reservation link can be found on www.nefabricare.com. There is no resort fee or parking fee for the facility.

Profit Fest '22:

“How to Make Money in Drycleaning & Laundry” October 29 & 30, 2022

*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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Number: _____ Expiration Date: _____

Name on Card used: _____

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

or e-mail to peter@nefabricare.com

☐ Full Conference Registration

(\$270/per person -- members/\$320 for non-members)

☐ Additional Full Conference Registrations

(\$225 per person -- members/\$290 for non-members)

☐ Saturday Sessions including breakfast, lunch and Cocktail Reception:

(\$220/Member & \$245/Non-member)

☐ Sunday Sessions including refreshments

(Members: \$50/person & Non-member:\$75/person)