

# PROFIT FEST '23

INSPIRATION, INNOVATION, AND  
INTUITION DRIVES GROWTH



*The Artisan Hotel at Tuscan Village, Salem, NH*  
**November 4 & 5, 2023**

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





# Schedule of Events

## Saturday Sessions:

- 8:30 - 9:30 Welcoming Remarks and Introduction of Sponsors & Exhibits: Mary Scalco**  
**State of the industry Address**
- 9:30 - 11:00 Nathaniel Dubasik of Metalprogetti leads discussion of: “Proven Strategies for Automation & Diversification”**
- 11:00 - 11:30 Break for Exhibitor Showcase**
- 11:30 - 12:30 “Driving Profits Through New Revenue Streams” — Trudy Adams, Laundrylux**
- 12:30—2:00: Brainstorming Lunch Roundtable**
- 2:00 - 3:00 Operator Spotlight: “Fired! With Enthusiasm” — Glen Gould, Drycleaning Connection discusses Enthusiasm based Leadership**
- 3:00 - 3:20 Break for Exhibitor Showcase**
- 3:20 - 4:30 “Diversify or Die!” former DLI President Mike Nesbit explores new revenue streams and opportunities.**
- 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 “Developing Effective Communications Strategies” — Dennis Zaia, Management & Training Expert, FOCUS Associates**
- 10:15 - 10:30 Break**
- 10:30 - 12:00 The Dynamics of Fashion and Fabricare: Treating Everyone like a VIP — Zahra Sahebzada, Global Flagship Manager, Dolce & Gabbana**

## Enjoy your Stay at the Brand New Artisan Hotel at Tuscan Village

A BRAND NEW BOUTIQUE HOTEL IN SALEM, NH IN THE HEART OF TUSCAN VILLAGE

Welcome to Salem's newest luxury destination, an upscale boutique hotel located in the heart of Tuscan Village. Our hotel features elegant and spacious accommodations with upscale amenities and exceptional service to ensure your stay is unforgettable. Walkable amenities include village restaurants, shopping, interactive hands-on classes, various events, and live entertainment. With easy access to local attractions and scenic landscapes, our hotel is the ideal choice for your next New England getaway.

**NEFA has already locked in a special room rate of only \$189/night based on double occupancy and reservations can be made by calling Marriott Central Reservations 1-888-236-2427, if calling Central Reservations they need to specify the hotel name – The Artisan Hotel at Tuscan Village and the room block name – NE Fabriccare. There is also a registration link on [www.nefabricare.com](http://www.nefabricare.com).**

# Profit Fest '23:

***“Innovation, Inspiration, and Intuition Drives Growth”***  
**November 4 & 5, 2023**

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

**Name(s):** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Check amount enclosed:** \_\_\_\_\_

**Credit Card Payment:** \_\_\_\_\_

**Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_

**Name on Card used:** \_\_\_\_\_

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

**or e-mail to [peter@nefabricare.com](mailto: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:**

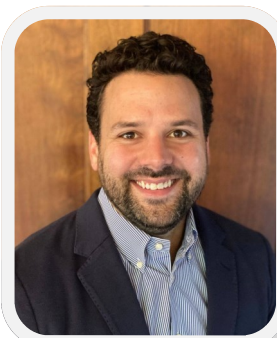
**(\$240/Member & \$265/Non-member)**

**[ ] Sunday Sessions including refreshments**

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

**Visit [www.nefabricare.com](http://www.nefabricare.com) to reserve your hotel rooms  
at The Artisan Hotel at Tuscan Village**

# Meet the Experts of NEFA's ProfitFest '23



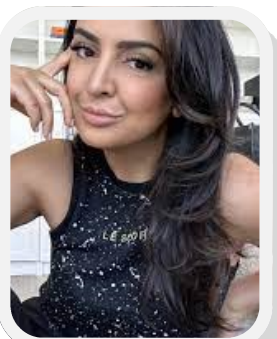
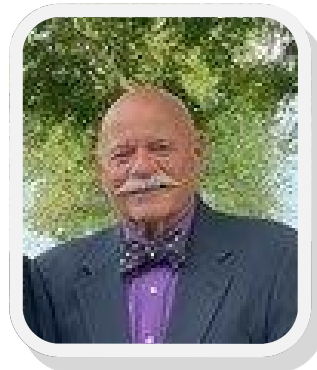
**Nathaniel Dubasik** is the Project Director at Metalprogetti. He graduated from the University of Colorado, Boulder with dual degrees in finance and accounting and a certificate in entrepreneurial business. Since joining Metalprogetti in 2007, he has spearheaded the development of the US division of customer support, parts warehousing, and project management departments. More recently his role as Project Director have lead him to creating innovative solutions for specialty projects such as automated cruise-ship uniform dispensing, showroom product display, and home-division wardrobe automation. His goal in working with Metalprogetti is to help modernize the dry cleaning industry through continual analysis and cross-pollination across industry solutions.

**Trudy Adams**, Laundrylux regional sales manager, has extensive management and consulting experience in the laundry and drycleaning industry. She spent most of her professional career with a leading distributor of dry cleaning, laundry, and tailoring supplies as a customer service and sales executive management team member. During that period, she also spoke to industry trade groups and conventions on best practices in customer service and authored a column for the National Clothesline trade journal. She went on to work in management consulting with laundry businesses, developing sales, customer service processes, and training programs. For the past five years, she has been managing machinery sales in the vended and on-premise laundry markets in the Gulf Coast region of the U.S.



**Glen Gould** is an in-demand professional speaker and nationally recognized leadership expert. He's the author of five books on leading and connecting for success including, *Meet Me At Starbucks* and *Million Dollar Meetings*. He has started five multimillion-dollar enterprises from the ground up and taught hundreds of entrepreneurs to do the same. Glen identifies opportunities for leaders to be more successful and he makes the complex simple. Glen, his wife Tammy, and their sons Grant and Carson own [DryCleaningConnecton.com](https://www.drycleaningconnecton.com), a concierge dry cleaning, laundry, and linen service in suburban Atlanta, Ga. Glen will show you how to find enthusiasm in any situation, and to convert everyday employees into enthusiastic leaders.

**Dennis Azaia:** He and his firm, **FOCUS ASSOCIATES**, specialize in developing human resources systems to improve performance for growing companies. With more than 20 years of human resources and business background, he has successfully facilitated the development of innovative training and development programs, interviewing systems, team building workshops, performance improvement systems, employee relations-communication processes, creative compensation strategies and highly efficient recruiting system. His clients include small family owned businesses, local municipalities and nonprofit organizations, mid-sized companies and organizations, all who benefit from the personalized coaching and support offered by Dennis and FOCUS ASSOCIATES.



**Zahra Sahebzada** is the Global Flagship Manager, Dolce & Gabbana. She ipreviously ran VIP Service and Public Relations for Tory Burch's flagship store, is an influencer and considered a celebrity ion her home country. She will be teaming un with Rechelle Balanzat of Juliette's in Manhattan to explore the dynamic between fashion and fabricare. They will be discussing the importance of delivering a VIP experience to