



NEFA's Annual Fall Fest Conference 2019

“Capitalizing on Opportunity”

November 15 - 17, 2019

The AC Hotel , 125 Front St, Worcester MA 01608

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.





Rita Foley is a first generation owner of Regency Cleaners in Durham, NC, which is a 6 store operation including laundromats and valet routes. Regency Cleaners was established in 1984. She serves as the Past President of the North Carolina Association of Launderers and Cleaners. Rita is also a member of CLA (Coin Laundry Association) and MfM (Methods for Management).

Sean Abbas is President of Threads, Inc. (a software company he co-founded to help organizations review employees on culture. He has over 25 years of real world experience managing people and leading companies. Sean is passionate about authentic communication and challenging the status quo. He enjoys using stories from his management experience to help leaders understand and improve culture in their own organizations.



Peter Blake has been with NEFA for over 32 years. He has become an expert in numerous facets of the industry including marketing, promotion, and business development. He has been asked to speak at association meetings throughout the country. As the leader of three additional fabricare associations, he can bring a national perspective and focus on the industry.

Chris Allsbrooks holds a Bachelor's degree in fashion merchandising and textile marketing for the University of Maryland, College Park as well as her Certified Garment Care Professional (CGCP).

Ms. Allsbrooks worked in the Textile Analysis Laboratory of the Dry Cleaning & Laundry Institute (DLI), formerly the International Fabricare Institute (IFI) for 16 years. As a textile analyst, her primary role was to determine the cause and responsibility for damage on garments. She is now the Director of Store Operations for ZIPS and has been with them since 2009.



James Peuster is a nationally renowned training expert and of the industry's foremost experts on management, team building, and staff development. He is the founder of The Route Pros Consulting Group and is a featured columnist for National Clothesline. His diverse background as the Training Expert for a national restaurant chain, coupled with his 15+ years experience within the fabricare industry, positions him as one of the key spokespeople in the industry.

Schedule of Events

Saturday Sessions:

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

9:00 - 10:30 Sean Abbas: “The Best Culture Wins”

10:30 - 11:00 Break for Exhibitor Showcase

11:00 - 12:30 Rita Foley: “Capitalizing on Opportunity”

12:30 - 2:00 Luncheon Roundtable: Industry Best Practices Roundtable Discussions

2:00 - 3:00 Operator Spotlight: Industry Best Practice featuring:

“NEFA’s 2019 Spotlight Drycleaner-- Bobby Patel, Kona Cleaners”

3:00 - 3:20 Break for Exhibitor Showcase

3:20 - 4:30 “Using All the Tools in your Toolbox” - Peter Blake, NEFA Executive Director

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

Sunday Sessions:

8:00 - 9:00 Registration & Buffet Breakfast

9:00 - 10:30 James Peuster: “Turning Potential into Performance: Investing in your staff”

10:30 - 10:45 Break

10:45 - 12:00 Chris Allsbrooks: “Capitalizing on Opportunities: The Importance of Valuing Your Customers”

Enjoy Your Stay at the Brand New AC Hotel

Located at 125 Front St, Worcester MA 01608. This is a brand new, European designed hotel built in 2018. The facilities are well designed, the event space is perfect for our needs, and the location is in the heart of NEFA. Easily accessible for everyone.

The entire downtown area has been renovated. There are some chic nightspots and unique dining opportunities. Everything from craft brew pubs to comedy clubs to high-end steak houses.

NEFA has already locked in a special room rate of only \$149/night based on double occupancy and reservations should be open by the end of the month.

Call (774) 420- 7555 and mention NEFA when you call.

Fall Fest '19:

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*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: _____

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

(\$250/per person -- members/\$300 for non-members)

(Premier members: Register One, Get a second person free!)

Additional Full Conference Registrations

(\$230 per person -- members/\$280 for non-members)

Saturday Sessions including breakfast, lunch and Cocktail Reception:

(\$199/Member & \$225/Non-member)

Sunday Sessions including refreshments

(Members: \$80/person for the first 4 people & \$35/additional)

(Non-Members: \$100/person for first 4 people & \$60/additional)