

# FALL *fest* EXPO

WITNESS THE FUTURE  
November 9-13, 2020

A New Virtual Conference Sponsored by:



The North East Fabricare Association (NEFA), Pennsylvania and Delaware Cleaners Association (PDCA), and the South Eastern Fabricare Association (SEFA) have partnered up to create Fall Fest Expo Week, a deep dive into the future of the fabricare industry. Save the Date of November 9 – 13, 2020 for the inaugural Fall Fest Expo Week--Witness the Future!

The program is a unique series of 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 personnel team.

“We are really excited about this new program,” offered Peter Blake, NEFA & SEFA Executive Director. “We have developed a comprehensive schedule that will encompass training for each facet of your business. Each day we will focus on a different segment of the plant including: Owner/Manager topics, customer service, route development, production staff, and more.”

The Fall Fest Expo Development Committee has already announced a partial slate of presenters for the week that include noted names from within the industry as well as from other sources. Participants include: Beth Z (Your Nerdy Best Friend), Economist Chris Kuehl (Armada Corporate Intelligence), Trudy Adams (Blue Egg Consulting), James Peuster and Mark Albrecht (The Route Pros), and more. The program will also feature equipment demonstrations, production tips and advice, and business development advice from some of the most proactive companies in the industry.

The per plant registration fee of only \$359/members and for non-members, \$599 (which includes a 3-month Silver Membership with DLI) includes access to the week-long schedule of events and access to any and all session recordings for three months following the event.

“This is an incredible opportunity”, observed Larry Fish, NEFA President, “and I can’t wait. I always attended NEFA’s Fall Fest, and would bring 3 or 4 employees. By the time I was done I had invested close to \$1,500. Now, for less than a third of that, I can provide vital training for my entire staff! This is amazing. Even if they can’t attend live, I can still have employees watch the recorded sessions. In light of all we are going through, I know this will better prepare me for the future, and better prepare my staff for the challenges and opportunities that lie ahead.”

“We are taking all the best parts of the trade show experience,” commented Leslie Schaeffer of PDCA, “and brought them into a virtual platform. We are taking great care to provide as much interaction within the forum as possible. We know how valuable that peer-to-peer discussion can have. We are also bringing in the popular demonstrations and equipment showcases that live exhibits have featured. This is your opportunity to make meaningful contacts with other drycleaners, consultants, equipment manufacturers, and service providers.”

For more information, contact Peter Blake at [Peter@SEFA.org](mailto:Peter@SEFA.org), 617-791-0128 or Leslie Schaeffer at [Leslie@pdclean.org](mailto:Leslie@pdclean.org), 215-830-8495. Keep watch on the sponsors webpages: [nefabricare.com](http://nefabricare.com), [pdclean.org](http://pdclean.org), and [SEFA.org](http://SEFA.org) for updates and new additions.