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SPRING EXPO *fest*

APRIL 28-30, 2021

A Virtual Educational Conference Sponsored by North East Fabricare Association, Pennsylvania & Delaware Cleaners Association, and South Eastern Fabricare Association in cooperation with DLI



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



Schedule of Events - 2:00 - 5:00pm EST Daily

Wednesday: Cultivating Your Team

- 2:00 - 2:30 Opening Session & Welcome from Sponsors featuring a state of the industry discussion: Peter Blake, Leslie Schaeffer
- 2:30 - 3:45 "Leading through the CHAOS" Steve Wischmann, Captain, US Coast Guard retired, President, Horizon Performance Solution
- 4:00 - 5:00 "Consistency Leads to Customer Service Excellence" featuring Jennifer Marquardt, a member of The Route Pro team
- 5:00 Daily Recap & Breakout Rooms

Thursday: Forming a Culture of Success

- 2:00 - 2:45 "Your Branding & Reputation Management Strategies Will Shape Your Future" David Coyle, Maverick Marketing
- 3:00 - 3:45 "What to Do When YOU Can't Do it All" – Effective Management Strategies Training Specialist, Liz Davies
- 4:00 - 5:00 "Finding, Hiring and Retaining A Great Team" Panel discussion featuring Jeff Jordan, Sanitone by Fabritec; Brian Fish, Pier Cleaners; PuzzleHR
- 5:00 Daily Recap & Breakout Rooms

Friday: The Future of Fabricare - Sponsor of the Day - Sankosha USA

- 2:00 - 3:30 "How to Stay Up in a Down Market?" – Industry leaders Share their Successes & Best practices with Monica Manter, Balfurd Cleaners; Christa Hagearty, Dependable Cleaners; Dan Miller, Mulberrys Garment Care, Mike Ross, Aristocraft, EJ Thomas
- 3:45 - 5:15 "S.W.O.T. Analysis of the Drycleaning Industry" Panel of Industry Leaders Mary Scalco, DLI CEO; Bill Odorizzi, Sankosha USA; Kermit Engh, Methods for Management; James Peuster, The Route Pro will share their perspectives
- 5:15 Cocktail Reception & Wrap-up



Cost: **Member:** \$199/per Member (unlimited attendees from member plant) **Non-Member:** \$275.
Participation includes video recordings of sessions & added content for a minimum of 3 months.

For more information, contact Peter Blake at Peter@SEFA.org, 617-791-0128
or Leslie Schaeffer at Leslie@pdcclean.org, 215-830-8495



Sponsorships Available