

WINTER *fest* EXPO

TODAY'S PLANS BUILD
TOMORROW'S PROFITS

January 19-21, 2022

A Virtual Educational Conference Sponsored by Northeast 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

Wednesday, January 19

2:00 - 3:30pm **Looking at the Economic Landscape of Today and Forecasting Tomorrow**
featuring Chris Kuehl (Armada Business Intelligence)

3:45 - 5:00pm **The industry's Response to "Once in a Generation" Challenges**
Panel Discussion featuring: Toran Brown (SPOT Business Systems) on how the industry is rebounding, Brian Fish (Pier Cleaners) on KPI's, James Peuster (21DC) on how industry leaders have adapted, Mike Ross (AristoCraft/Minda Supply) on managing supply chain disruptions



Chris Kuehl

Thursday, January 20

2:00 - 3:15pm **"Attracting & Managing the New Generation of Workforce"**
(What are they looking for? What do they Value?)
featuring Jennifer Whitmarsh (The Route Pros)

3:30 - 5:00pm **Taking Advantage of High Yield Marketing Approaches**
featuring Peter Blake & Kelby Sankey (Morellis Cleaners)

5:00 - 7:00pm **Vendor breakout Rooms**
Meet the Vendors - attendees will choose the rooms they want to visit



Jennifer Whitmarsh

Friday, January 21

2:00 - 3:15pm **How to Analyze Your Pricing Strategy**

3:30 - 4:30pm **Understanding the Opportunities the Future Holds**

4:30 - 5:00pm **Winter Expo Recap and Closing Session - Using Your Winter Expo Resources**

5:00pm **Cocktail Reception**

• Topics subject to change. •

Cost: **Member:** \$199/per Member (unlimited attendees from member plant) **Non-Member:** \$249 until January 7. After January 7, registration fee is \$249 for Members and \$299 for Non-Members.
Participation includes video recordings of sessions & added content for a minimum of 3 months.

Registration is open: <https://my.conexsys.com/EventRegistration/Website?regId=1141&eCode=FALLFEST21>

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

Sponsorships Available

Watch Association webpages: nefabricare.com, pdclean.org, and SEFA.org for updates and new additions.