

# North East Fabricare Association Presents : Fall Fest '17

NEFA's 11th Annual  
Fall Fest Conference  
November 11 & 12, 2017

CAPTURING THE FUTURE  
OF FABRICARE



NEFA's Fall Fest program is a  
unique blend of educational  
sessions and exhibits de-  
signed to help attendees pre-  
pare for the new opportuni-  
ties facing our industry

- Highlights
- Top-Industry Speakers
  - Table Top Exhibits
  - Management Experts
  - Peer-To-Peer Interaction
  - Great Food
  - Great Hotel just south of Boston

Hotel 1620, Plymouth Harbor \* 180 Water St \* Plymouth, MA 02360  
508-747-4900

# Schedule of Events

## Saturday Sessions:

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

**9:00 - 10:00 Jennifer O’Keefe, Glikstorm: “Reputation Management & Power of Positive Promotion**

**10:00 - 10:30 Break -- Visiting Exhibits & Looping Slide Show**

**10:30 - 12:00 Krista Clive-Smith: “Get Noticed. Be Remembered: Creating a Personal Brand Strategy for Success**

**12:00 - 1:30 Luncheon Roundtable: Industry Best Practices, One-on-One Consultations**

**1:45 - 2:45 Operator Spotlight: Industry Best Practices featuring Norman Way, Puritan Cleaners**

**2:45 -3:00 Break**

**3:00 - 4:30 “Creating a Bigger Pie: Becoming Fabric Care Specialist — The Need to Diversify” — featuring a panel of experts discussing Wash-Dry-Fold, Laundry Lockers, On-Demand Apps, and featured services.**

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



## Sunday Sessions:

**8:00 - 9:00 Registration & Buffet Breakfast**

**9:00 - 10:00 Jim Groshans, FabriCoach: “Creating a Team Approach to Customer Service”**

**10:00 - 10:15 Break**

**10:15 - 12:00 Krista Clive-Smith: “The Role CSR’s Play in Your Branding Strategy”**

## NEFA’s 11th Annual Silent Auction & Cocktail Reception!

One of the weekend’s highlight is NEFA’s Silent Auction and Cocktail Reception. The event will feature entertainment, hors d’oeuvre, and of course the silent auction. Come relax and enjoy some appetizers, a little entertainment, and a whole lot of fun with your peers.

Come on down and take a look at some of the valuable items available to bid on. Everything from sports memorabilia to sports tickets to products and services.



# Fall Fest '17:

## Capturing the Future of Fabricare

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](mailto: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

(\$220 per person -- members/\$270 for non-members)

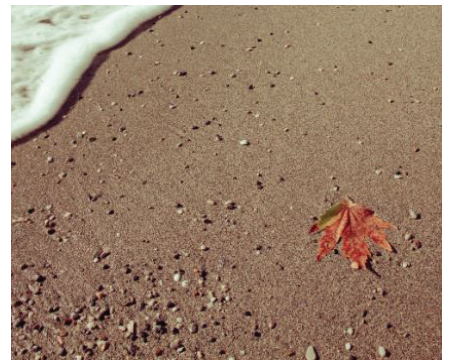
### ☐ Saturday Sessions including breakfast & lunch:

(\$175/Member & \$200/Non-member)

### ☐ Sunday Sessions including refreshments

(Members: \$75/person for the first 4 people & \$30/additional)

(Non-Members: \$100/person for first 4 people & \$50/additional)





# Fall Fest '17 Host Hotel

**Hotel 1620, Plymouth Harbor**

**The hotel is located at 180 Water Street, Plymouth, MA 02360**

**Call 508-747-4900 for reservations and don't forget to mention**

**North East Fabricare Association.**



**Hotel 1620 Plymouth Harbor honors and commemorates the historical significance of our Plymouth Waterfront District location. Now approaching the 400th anniversary of the Mayflower Voyage and the founding of the Plymouth Colony, we are committed to the highest level of service and eager to open our doors and hearts to people who will travel from near and far to enjoy our region's great heritage. Hotel 1620 Plymouth Harbor features a contemporary coastal ambiance with new lobby, guest rooms and banquet facilities. Hotel guests enjoy a higher service standard and many modern conveniences.**

