



A New Virtual Educational Conference Sponsored by:

Northeast Fabricare Association • Pennsylvania & Delaware Cleaners Association •

South Eastern Fabricare Association

A series of live 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

\$359/per DLI Member (unlimited attendees from member company) Non-member \$599 (includes a 3 month Silver DLI membership.) Participation Includes video recordings of sessions & added content for a minimum of 3 months.

Schedule of Events

Monday: Welcome to Fall Fest EXPO

- 2:00 – 2:30: ***Introduction of Participating Vendors and overview of the week***
- 2:30 – 3:45: ***“Technology Tips to Drive Personal Productivity”*** featuring Beth Z, Your Nerdy Best Friend. Beth is the week’s Keynote Speaker and is a nationally renowned productivity expert. This program reaches beyond the walls of your drycleaning shop and helps enhance your personal productivity.
- 3:45 – 5:00: ***“State of the industry Fire-side Chat”*** featuring Larry Fish from Pier Cleaners, Wash Respress from Southside Cleaners, and other key industry leaders and moderated by Peter Blake: Looking at Sales Trends, Diversification, and Employee Relations
- 5:00 – 6:00 Daily Recap and Open Discussion led by DAILY SPONSOR

Tuesday: Business Development Day

- 2:00 – 3:45: ***“Harnessing the Power of Your POS”*** featuring Spot POS, SMRT Systems and Fabricare Manager. The program features a unique panel discussion on ways to use your system to increase business, followed by Breakout Sessions for each participating Company to provide targeted instruction.
- 3:45 – 5:00: ***“Marketing & Promotion: Lessons Learned During a Pandemic”*** – A broad based discussion on making your Marketing work for you featuring guidance from David Coyle of Maverick Marketing, Lou D’Autorio of Sage Drycleaning, and Peter Blake of NEFA & SEFA.
- 5:00 – 6:00: Daily Recap and Open Discussion led by DAILY SPONSOR SMRT Computer System

Wednesday: Front of House & Team Building

- 2:00 – 3:30: Trudy Adams explores ***“Achieving Legendary Customer Service in a New Era”***: Scripting, Handling Customers, Empowerment, and diffusing difficult situations. Program will feature Small-group breakout sessions, role playing and script development.
- 3:30 – 5:00: ***“Creating a Sales Culture to Enhance Route Development in 2020 and Beyond”*** featuring James Peuster and Mark Albrecht. (One broad based overview for all attendees – then broken out into rooms for drivers exploring “2020 Success Stories & Best practices” and Owner/Managers discussing Getting the Most from Your Staff and Increasing Trends & Spends”.
- 5:00- 6:00: Daily Recap and Open Discussion with attendees broken out by region.

Thursday: Spotlight on Production

- 2:00-3:45 ***Tips on Finishing and Maintenance Best Practices*** - Presses, DC machines, Finishing Roundtable discussion featuring Sankosha USA, Forenta, LP, Unipress Corp., and other key manufacturers. Breakout rooms will include demonstrations and a combination of videos with live hosting and Q & A.
- 3:45-5:00 ***“Enhancing Cleaning Performance and Spotting Demonstrations”*** – features the nations leading chemical and detergent allied trades.
- 5:00 – 6:00 Daily Recap and Open Discussion featuring a Surprise Guest Speaker

Friday: Looking to the Future

- 2:00 – 3:00: ***“The Election is Over – Where do we go from Here?”*** Featuring Chris Kuehl, Economist with Armada Business Intelligence returning to the Fall Fest stage 4 years after forecasting the effect of Trump’s Presidency on the Economy. A can’t miss event!
- 3:00 – 4:30: ***“Fireside Chat: Where does the Industry Go from Here?”*** Featuring Mary Scalco, DLI CEO, Riaz Chathuani of Polo Cleaners, Frank Kollman, Labor Attorney, of Kollman & Saucier PA and a major drycleaning distributor moderated by Peter Blake & Leslie Schaeffer
- 4:30 – 5:00: ***“Fall Expo Recap and Closing Session – Using Your Fall Expo Resources”*** with Kathy Benzinger, Benzinger’s Cleaners; Mark Pollock, Signature Cleaners, Don Holecek, Crown Cleaners; Rhonda Eysel, MasterKleen; and Larry Fish, Pier Cleaners
- 5:00 – 6:00: Virtual Cocktail reception