



FALL EXPO *fest*

TODAY'S PLANS BUILD
TOMORROW'S PROFITS
December 1-3, 2021

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, December 1

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: SPOT Business Systems on how the industry is rebounding, Brian Fish on KPI's (Pier Cleaners), James Peuster on how industry leaders have adapted (21DC), Mike Ross on managing supply chain disruptions (AristoCraft/Minda Supply)



Chris Kuehl

Thursday, December 2

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, December 3

2:00 - 3:15pm *"The Best Culture Wins"*
featuring Sean Abbas (Threads, Inc.)

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

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

5:00pm *Cocktail Reception*



Sean Abbas



Cost: **Member:** \$199/per Member (unlimited attendees from member plant) **Non-Member:** \$249 until November 19, after 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.