

North Carolina Association of Launderers and Cleaners

2018 Annual Convention

The StateView, Autograph Collection Hotel, Raleigh, NC

October 19-21, 2018

Join your colleagues and friends for the Annual Convention of the North Carolina Association of Launderers and Cleaners (NCALC) being held this year at the newly opened StateView Hotel, a part of Marriott's Autograph Collection, and centrally located on North Carolina State University's Centennial Campus in Raleigh, NC.

Who: NCALC members and non-members alike are encouraged to register and participate for the convention and to invite their colleagues and friends of the Fabricare Industry, including spouses and significant others, to join us. Program content is designed primarily for owners, managers, and other key employees of the Fabricare Industry.

What: This annual event will feature educational sessions, professional networking, vendor displays, group social events, the annual NCALC membership meeting, and lots of opportunity for everyone to fellowship with other participants and to enjoy other activities in the Raleigh area. In addition to the planned NCALC activities at the StateView Hotel convention headquarters, convention participants may wish to plan for a visit to the State Fair which runs October 11-21, the Consolidated Laundry Equipment Company Open House which will be held October 19-20, or some of the many year-round attractions of Raleigh.

Annual Meeting: On Saturday morning, NCALC President Rita Foley will preside over the 112th annual membership meeting featuring key leaders of the association and providing short updates on how NCALC is working to promote and support the Fabricare Industry in North Carolina. Elections for NCALC Officers and Directors will be held during this meeting.



The StateView Hotel (entrance)

Professional Program: The Convention program will include educational sessions intended to help launderers and cleaners learn best practices for managing and operating their businesses more effectively and profitably. The Friday evening dinner will feature a keynote presentation: *Dealing with Change without going up in Flames* by professional speaker Denise Ryan.

Vendor Exhibits: The leading vendors serving the Fabricare Industry will have table-top exhibits on Friday afternoon and Saturday morning to display the latest information about their products and services.

Social Activities: In addition to the educational and professional networking opportunities throughout the convention, planned activities include two group reception/dinner functions. Friday evening, our keynote speaker, Denise Ryan, promises to be informational, motivating, entertaining, and fun for all attendees. On Saturday evening, we will hold our President's Reception and Banquet. At the banquet, we will recognize service over the last year and introduce the newly elected leadership for 2018-2020.



Denise Ryan



Rita Foley

Fundraising Raffle: NCALC members and friends are encouraged to participate in our annual fundraising raffle to benefit the association, including our Scholarship Program. Tickets may be ordered in advance with the Convention registration form or purchased at the convention. We will announce the winners of the raffle at the Saturday evening Banquet.

Convention Registration: **Advance registration for the convention is strongly recommended.** Discounts for NCALC members and for early registration are available until September 28. Cancellations will be accepted up until 5pm on October 12, with refunds provided. There will be no refunds for registrations cancelled at later times. On-site convention registration will begin at 3pm on Friday, October 19, 2018.

Hotel Accommodations: We have arranged a block of rooms for our group with special pricing of \$155 per night. Room rates are subject to local sales and occupancy tax. **Our room block and pricing are available until September 28.** After that date, rooms not reserved will be released from our block back to the hotel for general sales. **To make your reservations, call the State View Hotel directly at 1-888-312-8002** and tell them you are with the NCALC group.

Suggested Attire: Business casual attire is appropriate for the membership meeting, educational sessions, and vendor exhibit area. Convention participants are encouraged to "dress up" for the reception/dinner events on both Friday and Saturday evenings. Dressy casual attire is suggested for Friday evening and business formal attire is suggested for the Saturday evening President's Reception and Banquet. (See dress code cheat sheet inset two pages over.)

Childcare: The convention program has been planned for adult participants, and no group activities are planned for children. If you need childcare during the convention, please contact NCALC no later than September 28, and we can connect you to reputable local providers so that you can make your own arrangements in advance.

North Carolina Association of Launderers and Cleaners

2018 Annual Convention – Professional Program

Friday Evening Keynote Presentation

Dealing with Change without Going Up in Flames – Denise Ryan

The dry cleaning business is changing at an incredible rate – new technology, increased competition, changes in consumer preferences, and that’s just the beginning! This program will give you a process for dealing with change, and will examine all the different styles people use when reacting to change (fascinating and hilarious!). You’ll also get tips for rekindling your enthusiasm and passion for your work. Change is inevitable – this session will help you keep your sanity (and your sense of humor!). Professional speaker Denise Ryan is a motivational pyromaniac. Her infectious energy, humor, and enthusiasm sets a room ablaze!



About **Denise Ryan** -- Raleigh, North Carolina based professional speaker Denise Ryan is a motivational pyromaniac. Her infectious energy, humor, and enthusiasm will set a room ablaze. A magna cum laude graduate of the University of South Carolina with a master’s degree in business, she really specializes in lighting fires. After earning millions for clients in the corporate world, Denise realized she had a talent for firing people up. She parlayed this gift into FireStar, a company specializing in enthusiasm. Eighteen years later, Denise motivates and energizes large corporations and small businesses across North America at conferences, board retreats and annual meetings. Her no nonsense, direct delivery coupled with her business savvy and humor leave audiences not only laughing, but with actionable tips.

Not your typical “motivational speaker,” Denise is genuine and real, but also highly skilled. She holds the title of Certified Speaking Professional (CSP), a designation awarded to fewer than 10 percent of professional speakers. Denise is an author, keynote speaker and most notably, a fire starter extraordinaire.

Saturday Morning Educational Sessions

Budgeting – you know you should, but do you know how? – Nick Kolbensschlag and David Makepeace

Running a small business can be extremely rewarding, but it does come with its challenges. One of the most important aspects of your business planning is also one of the toughest, and most owners ignore it all together. I’m talking about budgeting. If you just cringed hearing that word, relax, this discussion is intended to give you some tips to get your budget set and keep your business’ cash flow on track.

About **Nick Kolbensschlag** -- As a Personal CFO, Nick is responsible for the coordination of all aspects of his client’s financial life and accountable for them achieving both their business and personal life goals. Prior to launching Crown Wealth Group, he joined GCG Wealth Management to build out their Personal CFO division and remains their Director of Personal CFO Services. He earned his Bachelor’s degree in Finance, with a minor in Accounting, from North Carolina State University.



Kolbensschlag



Makepeace

About **David Makepeace** – David graduated from Washington and Lee University in 1989.

He worked as a Commercial Lender for several banks from 1989-1999 in Charlotte, NC, Florence, S.C. and Raleigh, NC. In 2000, David started working for Medlin-Davis Cleaners in many different capacities and he purchased a portion of the company in 2010. David has been involved with NALC and several different cost management groups during that time.

All You Need to Know about the Drycleaning Solvent Cleanup Act (DSCA) – Pete Doorn and Chris Edwards

Topics include: DSCA History, Funding, How to Petition, 1% Assessment Money, Assessment and Remediation, No Further Action, and Re-Authorization.

About the Speakers --

Pete Doorn -- Pete Doorn is currently the head of the Special Remediation Branch in Superfund Section. The Special Remediation Branch administers the state’s dry-cleaning cleanup program. Pete has been with the North Carolina Department of Environmental Quality for almost 29 years, working with the Hazardous Waste Section and the Superfund Section. He has a Master’s degree in geology from Arizona State University in Tempe, Arizona, and a Bachelor’s degree in geology from Hope College in Holland, Michigan.



Doorn



Edwards

Chris Edwards -- Chris is a 36-year dry cleaning industry veteran who currently serves as President and CEO of A Cleaner World Dry Cleaners, a 31 store operation based in High Point, NC. He also serves as Vice-President for Governmental Affairs of the North Carolina Association of Launderers and Cleaners. Chris received the Diamond Achievement Award in 2005 from the Drycleaning and Laundry Institute (it’s highest honor) for outstanding service to the industry and community. He also holds the prestigious Certified Garment Care Professional (CGCP) designation from the DLI as well. Chris is a 1989 graduate of the University of North Carolina at Greensboro and completed his MBA in 1993 from the Wake Forest University Babcock Graduate School of Management.

North Carolina Association of Launderers and Cleaners

2018 Annual Convention – Professional Program

Saturday Morning Educational Sessions (continued)

Best Practices Panel

Three veteran cleaners will share best practices for several specialty aspects of their businesses.

Enhance your bottom line by offering Fluff and Fold – Rita Foley

Learn how to boost your bottom line by offering the fastest growing service in the drycleaning industry. Learn how to utilize your current equipment and staff to accommodate this revenue stream. Best of all you will receive tips on minimizing your expenses, personal packaging, training and much more.

About **Rita Foley** -- Rita is a first generation owner of Regency Cleaners in Durham, NC, which is a 6-store operation including laundromats and valet routes. Regency Cleaners was established in 1984. She serves as the current President of the North Carolina Association of Launderers and Cleaners. Rita is also a member of CLA (Coin Laundry Association) and MfM (Methods for Management). Rita is a 1980 graduate of the University of Georgia, with a degree in Poultry Science. She was the first female in the history of the University to be presented the Outstanding Senior of the College of Agriculture. Her ambition to become a veterinarian evolved into a lifetime of working in the dry cleaning industry that has allowed her to utilize her creativity and entrepreneurship to grow the company.

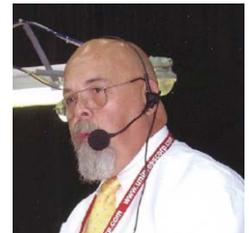


Foley

Gowns- “for real” -- Martin Young

The technical challenges of cleaning wedding and other gowns may seem daunting. However, you have the equipment and the personnel, so use them. The monetary and sentimental value of a single gown can command a return equal to 10 two-piece suits. Learn to tap that income.

About **Martin Young** -- Martin tried to escape the cleaning industry after college, but after eight years in the corporate world he grew tired of working for others. He returned to the family cleaning business in 1981. Martin was soon being asked to travel and train other cleaners on the methods used by him and his father. In 1989; FabriCounsel Consulting was founded out of necessity. He has crisscrossed the country speaking to cleaners and more recently into the retail sector, with subjects on customer service, management, and motivation. He earned a degree in Sociology from UNC-Charlotte, working a construction job to pay his way. He later returned to academia for advanced studies in business and counseling and was a charter member of the American Association of Christian Counselors. Martin is a past president of NCALC and he served on the stakeholders group which developed the North Carolina Drycleaning Solvent Clean-up Act of 1997. He also served in the study of the predominant solvents in the industry; a study that went on to earn an award from the EPA. Martin recently served as the DLI Director for District 2 and for the past ten years has written a monthly column for American Drycleaner Magazine. Martin was one of the first cleaners to earn the Award of Excellence, having earned it ten consecutive years.



Young



Lee

Route / Delivery Service at the Next Level -- Jimmy Lee

Ideas and suggestions that may work for your business to increase revenue and profit. The dry cleaning market is only getting smaller. What are you going to do?

About **Jimmy Lee** -- Jimmy grew up in Charlotte working at his father's dry cleaning business until he went away for college. After graduating from college, he decided to go into the dry cleaning business. In 1989 he purchased three dry cleaning stores in the Charlotte market. Currently he operates one main production site, six drop store and four daily routes. Over the last 29 years he has always been willing to invest in new ideas and innovations to implement into making a better business which includes technology in computers, sorting conveyors, 24/7 Kiosk, alternative cleaning solvents, auto baggers, new pressing finishing technology, route delivery technology and more.

How Well Do You Know Dress Codes? Emily Post Offers These Guidelines

Business Casual: Women: Skirt, khakis, or pants; open-collar shirt, knit shirt, or sweater (no spaghetti straps or décolleté); dress. Men: Seasonal sport coat or blazer with slacks or khakis; dress shirt, casual button-down shirt, open-collar or polo shirt; optional tie, loafer style shoes and socks.

Dressy Casual: Women: Skirt and dressy top; dressy pants outfit; nice jeans and dressy top. Men: Same as Business Casual.

Business Formal: Women: Business-style suit; dress with jacket; heels, high or low. Men: Dark business suit, dress shirt, conservative tie, leather dress shoes and dark dress socks.



The StateView Hotel (Rear Lawn)



Registration Form
 NCALC's 2018 Annual Convention
 October 19-21, 2018 • The StateView Hotel, Raleigh, NC

Company Name _____ Contact Name _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____ Fax _____

NCALC/DLI Member Non-Member 1st Time Attendee _____

Staying at the StateView Hotel Staying Elsewhere in the Raleigh Area Traveling daily from other locations

PACKAGE REGISTRATIONS(S)

FULL REGISTRATION: ALL ED SESSIONS & EVENING FUNCTIONS -- SOCIAL REGISTRATION: EVENING FUNCTIONS ONLY

Name as it should appear on badge **Full Registration \$445** Social Registration \$195 ★ Saturday Only \$305 ★ Total Due

Name as it should appear on badge	Full Registration \$445	Social Registration \$195 ★	Saturday Only \$305 ★	Total Due

★ Available only if your company has at least one Full Registration A. Package Subtotal Due \$ _____

ADDITIONAL A LA CARTE ADMISSIONS WITH AT LEAST ONE FULL REGISTRATION PACKAGE

	Friday Evening Reception/Dinner Keynote Speaker	Saturday General Meeting	Saturday Education Sessions	Saturday Evening Reception & Banquet	Total
Name as it should appear on badge	\$140	No Charge	\$230	\$100	Due

B. Additional Subtotal Due \$ _____

A LA CARTE EVENT REGISTRATION (If your company does not have a Full Registration)

	Friday Evening Reception/Dinner Keynote Speaker	Saturday General Meeting	Saturday Education Sessions	Saturday Evening Reception & Banquet	Total
Name as it should appear on badge	\$150	No Charge	\$240	\$105	Due

C. Ala Carte Subtotal Due \$ _____

D. Less \$50 team discount for each additional Full Registration after the first Full Registration from same company \$ _____

(Total A+B+C+D above) **Grand Subtotal Due \$ _____**

Less Discount (20% of Grand Subtotal) for NCALC/DLI Members \$ _____

Less Discount (10% of Grand Subtotal) for Earlybird Registrations Paid by September 28 \$ _____

Plus _____ raffle tickets to be picked up at Convention Check-in @ \$100 Each \$ _____

Payment

TOTAL DUE \$ _____

Check Enclosed. (Make checks payable to NCALC.)

Charge my VISA/MasterCard # _____ Exp. Date: _____ CV2: _____

Name on Card: _____ Signature: _____ Date: _____

Send completed form with credit card info by fax to (704) 461-0531, or mail form with check or credit card info to NCALC, 4819 Emperor Blvd, Ste 400, Durham, NC 27703 to arrive no later than 7 days prior to event date.

Should unforeseen conditions require cancellation of the event, all registrants will be contacted regarding rescheduling the event or refund of registration fees.

NO VERBAL OR PHONE REGISTRATIONS WILL BE ACCEPTED