

# North Carolina Association of Launderers and Cleaners

## 2021 Annual Convention

Kimpton Cardinal Hotel, Winston-Salem, NC  
November 5-7, 2021

**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 Kimpton Cardinal Hotel, 401 North Main Street, Winston-Salem, NC 27101.

**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.



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**What:** This annual event will feature educational sessions, professional networking, vendor displays, group social events, the annual NCALC membership meeting, and opportunities for everyone to have fellowship with other participants and to enjoy other activities in the Winston-Salem area. In addition to the planned NCALC activities at the Kimpton Cardinal Hotel convention headquarters, convention participants may wish to plan to take advantage of some of the many year-round attractions of the Winston-Salem area. (See list of suggested activities on subsequent page.)



Allan Cheatham

**Annual Membership Meeting:** On Saturday morning, NCALC President Allan Cheatham will preside over the 115<sup>th</sup> 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. Reports will include updates on DLI activities and status of the DSCA program.

**Professional Program:** The Convention program will include educational sessions to help launderers and cleaners learn best practices for managing and operating their businesses more effectively and profitably. The Friday evening dinner will feature an informative and entertaining keynote presentation: *Customer Service Stories -- Things seen from the Road* by past NCALC President Martin Young.

**Vendor Exhibits:** 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, and the local sites of interest, several planned group activities promise added entertainment and fun for participants. On Friday evening, Martin Young, promises a presentation that will be informational, entertaining, and fun for all attendees. A Saturday morning outing to The Board Babe for anyone (e.g., spouses, companions, others) not attending the professional program, will provide a private class to *Learn How to Make your own Charcuterie Board*. On Saturday afternoon, a group outing is planned to a local winery. On Saturday evening, President Cheatham will reflect briefly on activities over the past year and then we will liven up the mood with DJ Darrell Gaither and Shag dance instruction.

**Convention Registration:** **Advance registration for the convention is strongly recommended.** Discounts for NCALC members and for early registration are available until **October 14**. Cancellations will be accepted up until 5pm on October 21, with refunds provided. There will be no refunds for registrations cancelled at later times. On-site convention registration will begin at 3pm on Friday, November 5, 2021.

**Hotel Accommodations:** We have arranged a block of rooms for our group with special pricing of \$199 per night, plus local sales and occupancy tax. Our rate includes a complimentary evening wine hour, morning coffee, and overnight valet parking. **Our room block and pricing are available until October 14.** 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 Kimpton Cardinal Hotel at 1-855-KIMPTON (546-7866)** and tell them you are with the NCALC Convention group or [click here for their website](#).

**Suggested Attire:** Business casual attire is appropriate for the membership meeting, educational sessions, and vendor exhibit area. Dressy casual attire is suggested for the reception/dinner events on both Friday and Saturday evenings.

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Thanks to our Convention Sponsors

**Consolidated Laundry Equipment, Inc.**  
**EnviroForensics**  
**EZProducts International, Inc.**  
**FabriClean Supply**  
**Forenta, LP**  
**Gurtler Industries, Inc.**  
**Kleerwite Chemical**  
**N.S. Farrington LLC**  
**Pariser Industries, Inc.**  
**Sanitone by Fabritec**  
**SMRT Systems**  
**SPOT Business Systems**  
**Tri-State Laundry Equipment Co**  
**UNX Industries, Inc.**

### Tentative Convention Schedule-at-a-Glance (Subject to changes)

#### Friday (11/5/21)

3-5pm Exhibitor Setup  
5:30 pm Exhibits open  
6-7 pm Welcome reception with exhibitors  
7-9 pm Dinner with speaker  
9pm – Informal local outings on your own

#### Saturday (11/6/21)

7-8 am Continental breakfast with exhibitors  
8-9 am Joint Annual Meeting of NCALC Membership & Board of Directors  
9-Noon Educational sessions  
10-Noon Spouse/guest outing to The Board Babe Charcuterie Cafe  
Noon-1pm Visit with the exhibitors  
1pm Exhibits close  
1-5 pm Group outing to Medaloni Cellars or sight-seeing on your own  
6-10 pm Informal reception, dinner, & entertainment (DJ & Dancing)  
9pm – Informal local outings on your own

#### Sunday (11/7/21)

No planned group activities  
Informal local outings on your own  
Attendees depart on their own schedule

**Childcare:** The entire 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 October 14, and we will assist you with identifying reputable local providers so that you can make your own arrangements in advance.

#### COVID-19 Protocols

The Kimpton Cardinal Hotel is working to comply with all the current mandates to ensure the safety and health of their guests. Their staff and all guests are currently required to wear masks when in group gatherings except while dining. Each of us must be diligent as well. We encourage everyone who is eligible and able to get vaccinated.

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### Optional NCALC Group Outings

**The Board Babe Charcuterie Café & Lounge** – On Saturday morning, members of our group (spouses, guests, and others) who are not involved with the laundering and cleaning educational sessions at the Convention Hotel, may choose an optional outing to The Board Babe Charcuterie Café & Lounge. Participants will have a private class to *Learn How to Make your own Charcuterie Board* and be permitted to take home their own board and food to enjoy! Our group will meet at 9:30 am in the hotel lobby for carpooling ~5 minutes to the venue. Advance registration and a fee of \$125 pp is required. This fee covers the class, materials for your board, and morning Mimosa. (This venue requires our group to have at least 3 participants to hold the class.) For more info on this venue, see <https://theboardbabe.net/>



**Medaloni Cellars** – Following the Saturday morning meetings, our group will meet at 1:00 pm in hotel lobby, prepared to leave at 1:15 sharp, to be picked up at the hotel by First Class Tours and Travel and whisked away to the wonderful Medaloni Cellars Winery for what we anticipate to be a beautiful fall wine experience. Medaloni is 10 minutes outside of Winston-Salem on 22 acres in the beautiful Yadkin Valley. Wine tastings will be available Dutch treat. Feel free to bring your own lunch or enjoy the "Uptown Pizza Food Truck". With our private transportation, no one needs to worry about directions, parking, or driving after drinking. Advance registration and \$14 pp fee required to cover bus. Wine tastings and other beverage options are offered by the Cellars. Individuals responsible for paying for their own food and beverage during the outing. For more info on this venue, see <https://www.medalonicellars.com/>.



### Things to Do on your Own While in Winston Salem

The Cardinal Hotel is a beautiful, unique hotel located in the historic R.J. Reynolds building. It is the perfect setting for a memorable event and located in the heart of downtown walkable to restaurants and entertainment. So, plan to come early or stay after the Convention to maximize your visit.

The Cardinal is located between two popular entertainment areas – Innovation Quarter to the east just down the hill and the Trade Street Arts District just to the west. Innovation Quarter is a must see to check out the former RJR factory buildings that have been converted to a mixed-use area including a beautiful park space, brewery, restaurants, retail, and chocolate factory. Popular attractions in the Trade Street Arts District are the Mast General Store and Activity on the Green park.

Create your own walkable “Craft Draft Crawl” in downtown Winston-Salem. Choose from nine craft breweries all within a 1.5-mile radius of each other. For more info, see <https://visitwinstonsalem.com/2021/02/08/drink-in-our-history-with-a-craft-draft-crawl/#/>.

Old Salem Museums and Gardens is around 6 blocks south of the Cardinal. They have a limited number of buildings open Wednesday-Saturday currently, but it is still nice to walk around and see the town.

Winston-Salem is easily walkable so you can get out and wander and stop when you see something of interest. As a note, some of the restaurants and shops are closed on Sunday and Monday. You will experience a much livelier downtown on Friday and Saturday.

For more info about the area, see <https://visitwinstonsalem.com/>.

# North Carolina Association of Launderers and Cleaners

## 2021 Annual Convention – Professional Program

*Friday Evening*

### **Keynote Presentation: Customer Service Stories -- Things Seen from the Road – Martin Young**



*Martin Young*

Martin Young has traveled for over thirty years, with the quest of making cleaners more knowledgeable, efficient, and profitable. Along the way he has seen many varied approaches (and business models) to professional garment care. He will share some experiences on the road as an industry consultant. Some of which had him thinking; “Say What?” Sometimes it has been a very bumpy ride. Hopefully, you will not see yourself.

About **Martin Young** -- Young 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. Young 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. Young has served the cleaning industry in many capacities and remains a student of his craft. Young is a past president of NCALC and he served on the stakeholder’s 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. Young served as District Committee Member to the DLI Board of Directors from 2010 until 2012 and was elected as Director for District 2, (North Carolina, Virginia, West Virginia, District of Columbia, Pennsylvania, and Delaware), from 2014 until 2018. Young was recruited to write the “Tech Tips” column for American Drycleaner Magazine in 2008, taking over from his mentor, Norman Oelke.

*Saturday Morning*

### **NCALC Annual Membership Meeting**

NCALC President Allan Cheatham will preside over the 115th annual meeting of the membership. This concurrent meeting of the membership and the Board of Directors will feature key leaders of the association and providing short updates on how NCALC is working to promote and support the Fabricare Industry in North Carolina. Reports will include updates on DLI activities and status of the DSCA extension legislation.



*Allan Cheatham*

### **Education Sessions**



*Ron Troy*

NCALC Education and Training Committee Chair Ron Troy will moderate our educational program, introducing speakers and facilitating the panel discussion.

About **Ron Troy** – Ron Troy has been the owner of Prestige Green Cleaners in Durham, N.C. for 10 years. Prior to entering the dry-cleaning industry, Troy was a senior officer for Fidelity Investments for 5 years and Putnam Investments for 13 years in Raleigh, N.C. and Boston, MA.

**Personal Touch Vs Personal Time** – Jennifer Marquardt Whitmarsh  
This session will cover the battle dry cleaning customers have balancing personalized services over their personal time. How to ensure we don't sacrifice personal touch (face to face) while giving your delivery customers more personal time. Attendees would learn how not to sacrifice personal touch for route/delivery customers.

About **Jennifer Marquardt Whitmarsh** -- Whitmarsh has over 17 years’ experience in the dry-cleaning industry. From working the front counter and developing delivery routes, to Chief Experience Officer and co-owning a dry cleaner in the Buffalo, NY area... her expertise spans throughout all departments. She specializes in developing team members that create a culture full of dedicated employees. She has brought her skills of developing people to the industry known Route Pro team!



*Jennifer Marquardt  
Whitmarsh*

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*Saturday Morning (continued)*

### **Panel Discussion - Transitioning Business to Areas other than Traditional Dry Cleaning**

This panel discussion features several ways that members are responding to the trend of lower customer demand for traditional dry cleaning by transitioning their business to focus in other potential growth areas. Three members will discuss to specific strategies they have pursued and then all of the speakers will field questions from attendees.

#### **Wash/Dry/Fold – Patrick Collins**

This session will cover marketing the Wash/Dry/Fold service, how to set up the production, the processing, quality control and the packaging. Attendees should learn what is involved in starting this service in terms of equipment, marketing, and labor costs, why they should consider providing this service and what they should expect for a time commitment.

About **Patrick Collins** – Collins started his dry-cleaning business in 1992 to pay for schoolbooks while waiting to join his class in the Navy. For the first 15 years of his business, he contracted his work and learned all he could from some of the best dry cleaners in Charlotte. Through these years he and his wife Shelby raised two girls and made countless friends in the business. In 2007 he expanded his business from routes to a plant and dry stores. Collins serves on the NCALC Board of Directors as the Secretary



*Patrick Collins*

#### **Restoration – Kyle Panther**

This session will cover the restoration process from pickup to delivery. Included in this discussion will be the process for pickup, cleaning, billing, and storage and how these processes change if the customer is paying or if insurance is paying. Panther will also cover what can and cannot be cleaned and how to identify and capture items that are not restorable. He will also cover the marketing, equipment and space needs for all sizes of restoration jobs.

About **Kyle Panther** – Panther has been the owner of Martinizing Dry Cleaning in Charlotte for 5 years and CRDN of Greater Charlotte for 2 years. CRDN of Greater Charlotte cleans over 200 restoration jobs annually and covers the 11 counties around Mecklenburg County. CRDN is a franchise covering the United States, Canada and United Kingdom.



*Kyle Panther*

#### **Wet Cleaning – Martin Young**

Wet cleaning started out as a dream. To clean dry-clean-only items by water immersion seemed impossible. But research into shrinkage and dye migration began to show promise and led to the development of improved chemical tools. In the last ten years, equipment has raced to catch-up with the chemistry. Wetcleaning is no longer a novelty, but a necessity and an avenue to greater diversity and an additional revenue stream. Attendees will learn what is wetcleaning and how to utilize this process with traditional dry cleaning.

About **Martin Young** – Our keynote speaker Martin Young returns to share from his own operations experience. When not on the road aiding cleaners or speaking to groups as varied as customer service representatives to corporate decision makers; Young can be found in his own plant, cleaning and restoring “the hard stuff.” His passion is doing any task well. As an owner/operator his employees know that “good enough” never is good enough and as a consultant his goal is to maximize quality, while maintaining productivity, with the resources currently available. Young was one of the first cleaners to earn the Award of Excellence, and subsequently earned it ten consecutive years.



*Martin Young*



### Registration Form



## NCALC's 2021 Annual Convention

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Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Fax \_\_\_\_\_

NCALC/DLI Member     Non-Member     1<sup>st</sup> Time Attendee \_\_\_\_\_

Staying at the Kimpton Cardinal     Staying Elsewhere in the Winston-Salem Area     Traveling daily from other locations

### PACKAGE REGISTRATIONS(S)

FULL REGISTRATION: All ED SESSIONS & EVENING FUNCTIONS -- SOCIAL REGISTRATION: EVENING FUNCTIONS ONLY – SAT. ONLY

Name for Badge	<b>BEST VALUE</b> Full Registration \$499	Fri & Sat Evenings-Only Social Registration \$275	Saturday Only (Morning + Evening) \$360	Total Due

**A. Package Subtotal Due** \$ \_\_\_\_\_

### A LA CARTE EVENT REGISTRATIONS

Name for Badge	Friday Evening Reception/Dinner Keynote Speaker \$160	Saturday a.m. Member/Board Meeting Only (No Charge)	Saturday Education Sessions \$240	Saturday Evening Reception/Dinner & Entertainment \$160	Total Due

**B. Ala Carte Subtotal Due** \$ \_\_\_\_\_

(Total A+B above) **C. Subtotal Due** \$ \_\_\_\_\_

**Don't miss these discounts →**

**Less Discount (20% of Subtotal C above) for NCALC/DLI Members** \$ \_\_\_\_\_

**Less Discount (10% of Subtotal C above) for Earlybird Registrations Paid by October 14** \$ \_\_\_\_\_

**D. (Discounted) Subtotal** \$ \_\_\_\_\_

### OPTIONAL NCALC GROUP OUTINGS (for individuals registered for other Convention activities.)

Name for Badge	Saturday Morning Board Babe Charcuterie Class \$125★	Saturday Afternoon Bus Outing to Medaloni Cellars \$14★	Total Due

**E. Optional Outings Subtotal Due** \$ \_\_\_\_\_

### Payment

(Total D+E above) **GRAND TOTAL DUE** \$ \_\_\_\_\_

Check Enclosed. (Make checks payable to NCALC.)

Charge my AmEx/MasterCard/Visa # \_\_\_\_\_ 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