

North Carolina Association of Launderers and Cleaners 2022 Annual Convention

Cambria Hotel Downtown Asheville, Asheville, NC
October 14-16, 2002

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 Cambria Hotel Downtown Asheville, 15 Page Avenue, Asheville, 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, a local plant visit, the annual NCALC membership meeting, and opportunities for everyone to have fellowship with other participants. In addition to the planned NCALC activities, participants may wish to plan to take advantage of some of the many year-round activities and attractions of the Asheville area. (See list of suggested activities on subsequent page.)



Asheville, North Carolina



Allan Cheatham

Annual Membership Meeting: On Saturday morning, NCALC President Allan Cheatham will preside over the 116th 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 presentation: *Why is HR So Important?* by Susan Boardman, Puzzle HR to kick off our educational program on hiring and retaining employees. Saturday educational sessions, continuing this theme, will feature Boardman and a panel of our members sharing their experiences. The optional Swannanoa Cleaners visit on Saturday afternoon will give participants an opportunity to see the plant of one of their experienced peers. On Saturday evening, President Cheatham will reflect briefly on activities over the past year, and DLI CEO Mary Scalco will install our new NCALC officers and board members.

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, our welcome reception among the exhibitors and the informal dinner gives an opportunity for networking and fellowship with all convention participants. The optional ghosted bus tour after dinner on Friday evening and pub tour on Saturday afternoon will provide additional opportunities for the fellowship and fun among our group.

Convention Registration: **Advance registration for the convention is strongly recommended.** Discounts are available for NCALC members and for early registrations received by September 18. Cancellations will be accepted up until 5pm on October 6, 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 14, 2022.

Hotel Accommodations: We have a block of rooms for our group with special pricing of \$369 per night, plus local and state tax (currently 13%.) Our room rate includes overnight valet parking. **Don't wait to reserve your room. Our room block and pricing are available until September 18.** After that date, room reservation requests may be accepted at Hotel's discretion based on space and rate availability. **To make your reservations, contact the hotel sales office directly at 1-828-412-8203** and tell them you are with the NCALC Convention group.



North Carolina Association of Launderers and Cleaners

2022 Annual Convention

Thanks to our Early
Convention Sponsors

[EzProducts International, Inc.](#)

[FabriClean Supply](#)

[Fabritec International](#)

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

Friday (10/14/22)

3-5pm NCALC Board and Committee Meetings
3-5pm Exhibitor Setup
5pm Exhibits open
6-7 pm Welcome reception with exhibitors
7-9 pm Dinner with speaker
9pm – Optional Group Outing - Ghosted Bus Tour
Informal local outings on your own

Saturday (10/15/22)

7-8 am Continental breakfast with exhibitors
8-9 am Joint Annual Meeting of NCALC Membership
9-Noon Educational sessions
Noon-1pm Visit with the exhibitors
1pm Exhibits close
1-5 pm Optional group outings for Swannanoa Plant visit and/or downtown pub tour
Or sight-seeing on your own
6-10 pm Reception and Recognition Dinner
9pm – Informal local outings on your own

Sunday (10/16/22)

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

Suggested Attire: Business casual attire is appropriate for the board and membership meetings, educational sessions, vendor exhibit area and the Friday evening reception/dinner. Dressy casual attire is suggested for the Saturday evening reception/dinner event.

Childcare: The entire convention program has been planned for adult participants, and no group activities are planned specifically for children. If you need childcare during the convention, please contact NCALC no later than September 14, and we will assist you with identifying reputable local providers so that you can make your own arrangements in advance.

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Optional NCALC Group Outings

Guided Ghost Tour – following our Friday evening reception/dinner event, interested participants will walk to the nearby LaZoom Room (76 Biltmore Ave.) to meet for a private group outing on an hour long hilarious Ghosted Comedy Bus Tour of haunted Asheville. Participants are allowed to bring food and beverage (including beer and wine) purchased at the LaZoom Room on the tour bus. **Advance registration and a \$30 fee are required.**



Swannanoa Cleaners Plant Visit – Saturday afternoon, Marvin Thomas will host interested participants for a tour of his nearby plant. Participants will walk from Cambria Hotel to the plant (165 Coxe Ave.), arriving by 1:15 pm. **Advance registration and a \$20 fee are required** to cover sandwich lunch to be provided at the plant by Lenny's.

Pub Tour – Following the Saturday morning meetings, our group will meet at 1:00 pm in hotel lobby for a guided walking tour of several nearby pubs to sample the available food and beverages. Each participant will be responsible for paying for their own food and beverage during the outing. There is no fee, but **advance registration is required** to ensure adequate planning for our group. Time will be allowed on the first stop for participants to have lunch. The itinerary will be arranged such that participants of the Swannanoa Plant tour may join after lunch for the remainder of the tour.

Things to Do on your Own While in Asheville

Asheville and the surrounding area in the NC mountains offer many opportunities for fellowship, relaxation, recreation, or sightseeing.

Our hotel is in the heart of downtown Asheville within easy walking distance of many interesting shops and activities.

While we are in Asheville, the Craft Fair of the Southern Highlands - 75th Fall edition will be at the Harrah's Cherokee Center at 87 Haywood Street in downtown Asheville. Also, a short drive away, the Biltmore Estate is hosting a special exhibit: Leonardo da Vinci: 500 Years of Genius.

For more about these and other possible activities visit the Explore Asheville website at <https://exploreasheville.com/>.



*Craft Fair of the Southern Highlands
Harrah's Cherokee Center*

North Carolina Association of Launderers and Cleaners

2022 Annual Convention – Professional Program

Friday Evening

Keynote Presentation: – Why is HR so Important? -- Susan Boardman, PuzzleHR

With this presentation, Susan Boardman will kick off our weekend education program Employee Onboarding, Retention, and Benefits. To get everyone thinking, she will begin by addressing the question: Why is HR so Important?

Employers have a bigger job now with human resources (HR) than ever before. You would take your car to a certified mechanic! Or better yet, your silk blouse to a great dry cleaner!! However, a big mistake is made repeatedly in selecting who in the business will handle HR. HR responsibilities include everything from recruiting to exit interviews, payroll, benefits, training, employee relations, and tax credits and grants. Boardman will share a little on each of these topics and give an overview of the employee landscape. She will discuss trends and best practices as well as encourage adaption of some policies and procedures.



Susan Boardman

About **Susan Boardman** -- Sue Boardman grew up in a family business. Her education is in Accounting and Business, and she has 32 years in HR consulting. She spent most of her career with Paychex and was on the first sales team of a newly formed HR services. Following Paychex, she spent 4 years with a small HR and Payroll company. Boardman started their HR services and built out a sales team of 20 producers. In October 2019, she was one of 14 to start PuzzleHR. They currently have 280 employees servicing over 60k work site employees. Sue believes a well-run HR department can deliver a strong ROI, ask her how.

Saturday Morning

NCALC Annual Membership Meeting

NCALC 2020-2022 President Allan Cheatham will preside over the 116th annual meeting of the membership. This 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. DLI CEO Mary Scalco will provide an update on DLI activities. Member representatives will elect new officers and directors. Incoming NCALC 2022-2024 President Chris Edwards will announce his committee appointments.



Allan Cheatham



Chris Edwards



Mary Scalco

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.

Employee Onboarding, Retention, and Benefits – Susan Boardman, PuzzleHR

During this session, Boardman will continue to build on our human resources theme, discussing best practices for onboarding and retaining good employees. She will also cover some great employee benefit ideas. There is a race for good talent, and we must learn to be better than the rest. Boardman will share what is working best in onboarding and how to implement the best practices. Retaining great employees is multifaceted. Boardman will discuss what is working best. She will discuss some ideas around cost containment for employee benefits and some benefits that employees like and appreciate that do not break the bank. Finally, Boardman will discuss how to maintain compliance with the many employment-related rules and regulations.

North Carolina Association of Launderers and Cleaners

2022 Annual Convention – Professional Program

Saturday Morning (continued)

Panel Discussion - Employee Onboarding, Retention, and Benefits

Our member panel will share their experiences with the challenges of obtaining and retaining good employees. Each panel members will spend a few minutes answering some of the following questions relating to their own expertise and company practices, and then all panelists will return to answer additional questions from participants.

- Do you use an outside service to assist you with your hiring process i.e. Indeed, ZipRecruiter etc.?
- Does your POS system provide any tools to assist with employee hiring, onboarding, and retention?
- During the job interview process should the job description be overviewed or detailed?
- Do you have an onboarding process for each of your position?
- What benefits, if any, are you offering to you employees to help with retention?
- Is paying a bonus use as a tool to help hire and retain employees?
- What are some perks other than salary can be used to retain current employees?
- Are you tracking employee retention and how?
- When onboarding a new employee do you tie pay increases with training?

About our Panel:

Allan Cheatham – Cheatham is owner and operator of Shallotte Cleaners in Shallotte, North Carolina. He has worked in the dry cleaning industry for over 40 years, as a student and graduate of UNC Wilmington and then early in his career, in Raleigh, NC as a young married man and father, and finally settling back to his coastal roots in 1997 as an owner and operator of Shallotte/Southport Cleaners. He and his wife Cindy have been married since 1987 and she still says not having to iron is one of her favorite benefits of being married to a dry cleaner. He is the current President of NCALC.



Allan Cheatham

Rita Foley –Foley 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 is a past President of the North Carolina Association of Launderers and Cleaners and currently serves as the Vice President, Government Affairs. Foley is also a member of CLA (Coin Laundry Association) and MfM (Methods for Management). Foley 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. Rita has three children: Mike (her partner in the Company), Sarah and Mark.



Rita Foley

Brian Harrell -- Harrell has been employed with ACW Management since 1996 and currently serves as Vice President of A Cleaner World. In this role, he strives daily to add value to A Cleaner World and its customers. He earned his bachelor's degree from Wake Forest University and his MBA from UNC-Greensboro. Grateful for the opportunities to lead, Brian enjoys working with his mentor, Chris Edwards (President of A Cleaner World), and a talented leadership team that aims to improve the customer and employee experience at A Cleaner World while developing quality representatives of the company. Brian has three children: Daniel, Maddox, and Skylar. All four are die-hard Wake Forest fans, sore losers, and love any opportunity to tailgate and attend Demon Deacon sporting events.



Brian Harrell

Saturday Afternoon

Optional Swannanoa Plant Visit

NCALC Past President Marvin Thomas will host interested participants for a visit to his nearby plant. Participants will walk from Cambria Hotel to the plant, arriving by 1:15 pm. **Advance registration and a \$20 fee are required** to cover sandwich lunch to be provided at the plant by Lenny's Grill and Subs.



Marvin Thomas



Registration Form



NCAALC's 2022 Annual Convention

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See website at NCAALC.org/events for additional details, discounts, and online registration for the Annual Convention.

Company Name _____ Contact Name _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____ Fax _____

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

Staying at the Cambria Downtown Staying Elsewhere in the Asheville Area Traveling daily from other locations

PACKAGE REGISTRATION(S)

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

Name for Badge	BEST VALUE Full Registration <small>(Includes networking, meetings, education, and dinner functions)</small> \$549	Fri & Sat Evenings-Only Social Registration \$335	Saturday Only <small>(full day including networking, meeting, education, and dinner)</small> \$395	Total Due

A. Package Subtotal Due \$ _____

A LA CARTE EVENT REGISTRATIONS

Name for Badge	Friday Evening Reception/Dinner Keynote Speaker \$210	Saturday a.m. Member Meeting Only <small>(No Registration Fee)</small>	Saturday Education Sessions \$240	Saturday Evening Reception/Dinner \$210	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 NCAALC/DLI Members \$ _____

Less Discount (10% of Subtotal C above) for Earlybird Registrations Paid by September 18 \$ _____

D. (Discounted) Subtotal \$ _____

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

Name for Badge	Friday Evening Ghosted Bus Tour <small>(Following Dinner at Hotel) (Participants responsible for their own F&B on bus.)</small> \$30★	Saturday Afternoon Swannanoa Cleaners Plant Visit with Lunch \$20★	Saturday Afternoon Walking Downtown Pub Tour <small>(Participants responsible for their own F&B) (No Registration Fee)★</small>	Total Due

★ Optional outings are not included in the convention packages. Separate preregistration is required.

E. Optional Outings Subtotal Due \$ _____

Payment

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

Check Enclosed. (Make checks payable to NCAALC.)

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 NCAALC, 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