

North Carolina Association of Launderers and Cleaners

2023 Annual Convention

Doubletree by Hilton, Atlantic Beach, NC

May 26-29, 2023

Join your colleagues, friends, and families for the Annual Convention of the North Carolina Association of Launderers and Cleaners (NCALC) being held this year at the Doubletree by Hilton at Atlantic Beach, NC.

Who: NCALC members, friends, and families are all invited and encouraged to register and participate for the convention. Professional program content is designed primarily for owners, managers, and other key employees of the Fabricare Industry. Our evening social activities will cater to families and children.

What: This annual event will feature professional networking, educational sessions, vendor displays, group social events, the annual NCALC membership meeting, meetings of key committees, and opportunities for everyone to have fellowship with other participants. In addition to the planned NCALC activities, participants may wish to take advantage of some of the many year-round activities and attractions of Atlantic Beach and the surrounding area.



Atlantic Beach, North Carolina



Chris Edwards

Annual Membership Meeting: On Saturday morning, NCALC President Chris Edwards will preside over the 117th 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.

Professional Program: In addition to the joint meeting of the general membership and the board of directors and meetings of the standing committees, the professional program will include lots of networking opportunities and educational sessions to help launderers and cleaners learn best practices for managing and operating their businesses more effectively and profitably.

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

Social Activities: In addition to the professional opportunities throughout the convention, time on the beach, and exploring the local sites of interest, several group social activities promise added entertainment and fun for participants. Our Friday evening activities provide opportunities for networking and fellowship with all convention participants. Our welcome reception will encourage professional networking among the exhibitors. Everyone will be invited to an informal family-friendly welcome dinner on the hotel courtyard. Family participation is invited for games around the dinner tables. Table-top games will be available to keep the children occupied during the pre-dinner social time. On Saturday evening, convention participants are on their own for dinner with their families and friends at the hotel or nearby restaurants. On Sunday evening, the kids are invited to a "Young Cleaners" party while the adults don their dressy casual attire for the nearby President's Reception followed by dinner with music for dancing.

Convention Registration: **Advance registration for the convention is strongly recommended.** Discounts are available for NCALC members and for early registrations received by May 5. Cancellations will be accepted up until May 5, with refunds provided. There will be no refunds for registrations cancelled at later times. On-site convention registration will begin at 5pm on Friday, May 26, 2023.

Hotel Accommodations: We have a block of rooms for our group with special pricing of \$329 (Oceanview), \$379 (Oceanfront) and \$429 (Oceanfront Suite) per night, plus local and state tax (currently 12.75%.) **Don't wait to reserve your room. Our room block and pricing are available until May 5, 2023.** 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 252-240-1155** and tell them you are with the NCALC Convention group.



North Carolina Association of Launderers and Cleaners

2023 Annual Convention – Professional Program

Saturday Morning

Networking Breakfast with Exhibitors

Come and check out the latest information about products and services for your business and network with our exhibitors. A light breakfast will be served in the exhibit area. For those interested in a full breakfast, the hotel's Prime 1079 restaurant opens at 6am.

NCALC Standing Committee Meetings

The Education and Training, Government Affairs, and Membership Committees will meet to review progress and discuss plans for upcoming activities.

NCALC Annual Membership Meeting

NCALC 2022-2024 President Chris Edwards will preside over the 117th annual membership meeting being held concurrently with a meeting of the Board of Directors. This joint session will feature key NCALC leaders (including Treasurer Jimmy Lee, Education & Training VP Larry Hill, Government Affairs VP Rita Foley, and Membership VP Ron Troy) providing short updates on how NCALC is working to promote and support the Fabricare Industry in North Carolina. Drycleaning and Laundry Institute International (DLI) CEO Mary Scalco will provide an update on DLI and industry activities.



Chris Edwards



Jimmy Lee



Larry Hill

Education Sessions

NCALC Education and Training Committee Chair Larry Hill will moderate our educational program, beginning on Saturday morning and continuing Saturday morning.

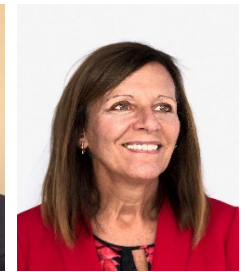
About **Larry Hill** – Larry is President of American Dry Cleaners in Charlotte and has served NCALC in several leadership roles, including President.



Rita Foley



Ron Troy



Mary Scalco

What is DSCA and Why is It Important to You? – Delonda Alexander, NCDEQ-DSCA Program

This session will cover:

- What types of sites might be subject to a cleanup.
- Liability of the owners of the site.
- Typical costs of cleanups.
- Overview of eligibility and steps to enter the DSCA remediation program.
- Updates on compliance issues including petroleum self-inspection checklist.
- Case studies of remediation sites and actions taken.



Delonda Alexander

About our speaker:

Delonda Alexander is the Special Remediation Branch Head (includes the Dry-Cleaning Solvent Cleanup Act Program and Pre-Regulatory Landfill Program) in the Superfund Section of the Division of Waste Management, NC Department of Environmental Quality (NCDEQ). Ms. Alexander has a B.S. in Civil Engineering and a M.S. in Natural Resources from the University of Texas at San Antonio. Ms. Alexander has been with NCDEQ for 23 years. Ms. Alexander has 38 years of environmental management experience serving in both the public and private sector covering various fields including site assessment, remediation, risk assessment, vapor intrusion, wastewater, stormwater, hydrogeology and permitting.

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2023 Annual Convention – Professional Program

Sunday Morning

Networking Breakfast with Exhibitors

Come and check out the latest information about products and services for your business and network with our exhibitors. A light breakfast will be served in the exhibit area. For those interested in a full breakfast, the hotel's Prime 1079 restaurant opens at 6am.

Education Sessions *(continued)*

Proven Tactics for Profit Generation – During this session, learn about top strategies to grow route sales, increase upsells, and retain customers all while making sure your profit is maximized.

About our speaker:

Cohen Wills – Wills is owner of Cleaner Marketing, a POS-neutral marketing solution developed by marketing experts who know the dry-cleaning industry. After starting his career as a CPA, Wills went on to own The UPS Store franchises in a partnership with his father and brother-in-law. From 2014-2019, they grew that business to 21 locations, making it the largest franchisee in the country. They currently still own and operate that business, but Wills wanted to find something that he could grow and expand outside of TUPSS, so he purchased Majik Touch Cleaners in 2019 and rebranded it as Sage Cleaners, where they have grown from \$2.2M in revenue before COVID to being on track to make \$4M this year with six less locations (8 now). During the pandemic, they realized how critical marketing was to growing the business and what a need there was for other dry cleaners. So, they took the tools and strategies built for Sage and offer them through their marketing agency (Cleaner Marketing) that offers Marketing exclusively for Dry Cleaners, by dry cleaners. Wills holds bachelor's and master's degrees from University of Georgia where his studies focused on business administration, accounting, and taxation. Wills is happily married and a girl Dad.



Cohen Wills

Automated Systems for the Handling and Storing of Garments

Session will explore implementation of automated systems and the benefits for launderers and cleaners and their customers.

About our speakers:

Frank Dubasik – Director of US Operations, Metalprogetti

Nathaniel Dubasik – Sales and Support Manager, Metalprogetti

Metalprogetti is a leader in the design and manufacture of automated systems for the handling and storing of garments — hanging or folded — and various light-weight products.



Nathaniel Dubasik

Things to Do on your Own While in Atlantic Beach Area

Among the many options, you could hit the beach, stroll the boardwalk, visit North Carolina's most visited state park (Fort Macon State Park), enjoy panoramic ocean views from the Oceanana Fishing Pier, go on a sportfishing adventure, explore the coastal waterways by boat or jet ski, eat like a local, see what's on tap at a local brewery or taproom, venture through the maritime forest, and more.

For more info on these and other options, check out:

https://www.tripadvisor.com/Attractions-g29877-Activities-Atlantic_Beach_North_Carolina.html

<https://www.emeraldslerealty.com/blog/out-and-about-in-atlantic-beach>

Suggested Attire: Resort 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 Sunday evening reception/dinner event.

Childcare: Our professional program has been planned for adult participants. The Friday evening dinner will cater to families. The Sunday evening "Young Cleaners" party will provide adult supervised activities and dinner for kids aged 4-12 years old. If you need other childcare during the convention, please contact NCALC no later than May 1 and we will assist you with identifying reputable local providers so that you can make your own arrangements in advance.

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Thanks to our Early
Convention Sponsors

[EzProducts International, Inc.](#)

[UNXChristeys](#)

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

Friday (5/26/23)

- Early arrivals for fun activities on your own
- 300 pm – Exhibitor Setup
- 500 pm – On-Site Convention Registration and Exhibits Open
- 530 pm – Welcome Reception with Exhibitors
- 630 pm – Informal welcome dinner for all attendees at hotel (family friendly, outside if weather permits)

Saturday (5/27/23)

- 730 am - Networking Breakfast with Exhibitors
- 815 am – Standing Committee Meetings
- 900 am – Break with Exhibitors
- 915 am – Joint General Membership and Board of Directors Meetings with reports from key NCALC leaders and DLI CEO Mary Scalco
- 1030 am – Break with Exhibitors
- 1100 am – Education Session – What is DSCA and Why is it Important to You?
- Noon – Networking with Exhibitors
- 1230pm - Flexible afternoon outings or other fun activities (e.g., beach, exploring, shopping, etc.) on your own
- 630 pm – Dinner and other informal local activities on your own

Sunday (5/28/23)

- 730 am - Networking Breakfast with Exhibitors
- 815 am – Education Session -- Proven Tactics for Profit Generation
- 915 am – Break with Exhibitors
- 945 am – Education Sessions -- Automated Systems for the Handling and Storing of Garments
- 1045 am – Break with Exhibitors
- 1100 am – Education Sessions -- Automated Systems for the Handling and Storing of Garments
- Noon – Networking with Exhibitors
- 1230pm - Flexible afternoon outings or other fun activities (e.g., beach, exploring, shopping, etc.) on your own
- 630 pm - Young Cleaner's Party for children at hotel
- 630 pm – President's Reception and dinner for adults at hotel
- 930 pm – Informal local activities on your own

Monday (5/29/23)

- No planned group activities
- Late departures for fun activities on your own
- Attendees depart on their own schedule



Registration Form

NCAALC 2023 Annual Convention

May 26-29, 2023 • Doubletree by Hilton, Atlantic Beach, NC

See website at NCAALC.org/events for additional details 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 Doubletree, Atlantic Beach Staying Elsewhere in the Atlantic Beach Area Traveling daily from other locations

PACKAGE REGISTRATION(S)

Full Registration: All Ed Sessions & Evening Functions -- Social Package Registrations: Evening Functions Only

Name for Badge (List ages for children)	BEST VALUE Full Registration <small>(Includes networking, meetings, education, and dinner functions)</small> \$749	Fri & Sun Evenings-Only Adult Companion /Teen Social Pkg \$299	Fri & Sun Evenings-Only Kids (Ages 4-12) Social Pkg \$70	Total Due

A. Package Subtotal Due \$ _____

A LA CARTE EVENT REGISTRATIONS

Name for Badge	Friday Evening Welcome Reception/Dinner \$159	Saturday am Member & BoD Meetings Only <small>(No Registration Fee)</small>	Sat & Sun am Education & Networking \$459	Sunday Evening Reception /Dinner \$189	Total Due

**** These package rates available to adult, teen, and kid companions of a full registration participant.**

B. Ala Carte Subtotal Due \$ _____

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

Less Discount (20% of Subtotal C above) for NCAALC/DLI Members \$ _____

Less Discount (10% of Subtotal C above) for Early Bird Registrations Paid by May 5 \$ _____

(Total C less applicable discounts above) **GRAND TOTAL DUE \$ _____**

Payment

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

Don't miss these discounts →