



CLEANING RENAISSANCE

A NEW BEGINNING

2021 CFA CONFERENCE

19TH – 21ST NOVEMBER 2021
CROWNE PLAZA TORONTO AIRPORT HOTEL

SPONSORED BY





**CLEANING
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Conference Program

19TH – 21ST NOVEMBER 2021 • CROWNE PLAZA TORONTO AIRPORT HOTEL

Friday, November 19, 2021

5:30 p.m. - 7:00 p.m. **Get together dinner for early arrivals in hotel dining room**

7:00 p.m. **Friday night cocktail party** *Sponsored by Desjardin Insurance & Bruce Boivin*

Saturday, November 20, 2021

7:30 a.m. **Buffet breakfast** *Co-sponsor Green Clean Restoration & SMRT Systems Inc., Dalex*

8:30 a.m. **Business session**

9:00 a.m. **Karen Maxwell** *Opening speaker on building sales, social media, etc.*

9:45 a.m. **BeCreative 360** *Dave Troemel*

10:15 a.m. **Coffee Break** *Sponsored by GreenEarth Canada*

10:45 a.m. **Social Media Committee** *Michael Gosio*

11:15 a.m. **Route monitoring** *Grant Cleland, Fleet Complete*

12:00 p.m. **Lunch** *Sponsored by Clark McDaniel of Fabricare Cleaning Services*

1:00 p.m. **Dave Coyle** *Maverick Cleaners*

1:45 p.m. **Jeremy Straley** *SMRT Systems Inc*

2:30 p.m. **Jaqueline Stevens** *Willms & Shier Environmental Lawyers LLP*

3:00 p.m. **Coffee Break** *Sponsored by GreenEarth Canada*

3:30 p.m. **Presentation to Mayor John Tory and address by Mayor** *(To be confirmed)*

3:45 p.m. **New technology** *Tim Maxwell, GreenEarth*

4:30 p.m. **Closing Remarks** *by President Dino Kantzavelos*

5:30 p.m. **Cocktail Reception** *Co-sponsor Harco, Willms & Shier (Wine provided by Gibson's, Rivard, and Newtex) Entertainment provided by SMRT Systems Inc. Piano player*

7:30 p.m. **Gala Dinner** *Sponsored by SPOT, Dinner wine co-sponsored by Gibson's Cleaners, Newtex Cleaners, RMBCL Investments, (Recognize your outstanding employee(s) and invite them and their spouse(s) to dinner (also a good way to celebrate the upcoming holiday season)*

Sunday, November 21, 2021

9:00 a.m. - 10:30 a.m. **Be Creative 360 Workshop** *Sponsored by BeCreative 360*

10:30 a.m. - 12:00 p.m. **Maverick Cleaners Workshop** *Sponsored by BeCreative 360*



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Registration Form

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Name: _____

Company: _____

Address: _____

City: _____ Province / State: _____ Postal Code: _____

Phone: _____ Email Address: _____

CONFERENCE OPTIONS:

Full Conference Package *Sat. Mtg. bkfst, lunch, Dinner* \$300.00 + \$39.00 HST = **\$339.00** x _____ = \$ _____

Saturday Conference Only *Mtg, bkfst, lunch* \$200.00 + \$26.00 HST = **\$226.00** x _____ = \$ _____

Saturday Dinner Only \$125.00 + \$26.25 HST = **\$141.25** x _____ = \$ _____

Sunday Morning Workshops \$30.00 + \$3.90 HST = **\$33.90** x _____ = \$ _____

Total remitted = \$ _____

Make cheque payable to **Canadian Fabricare Association.**

If paying by credit card (Visa, MasterCard or AMEX)

Card #: _____ Exp.: _____ Security: _____

Name on card: _____ Signature: _____

I would like to attend the following workshop on Sunday morning November 21st:

9:00 a.m. _____ **BeCreative 360 Workshop**

NAME

10:30 a.m. _____ **Dave Coyle**

NAME



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Registration Form CONT...

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LIST OF SATURDAY DINNER ATTENDEES FROM YOUR COMPANY:

Check dinner choice. (If you have additional names, copy this form.)

_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian

Any dietary restrictions or instructions?

ACCOMMODATIONS:

The Crowne Plaza Toronto Airport Hotel – 33 Carlson Court, Toronto.

Rates start at \$128.00 plus taxes, single or double.; \$148.00 triple; \$168.00 Quad.

MAKE HOTEL RESERVATIONS: 1-877-859-5899 or Online Booking:

<https://www.crowneplaza.com/redirect?path=asearch&brandCode=CP&localeCode=en®ionCode=1&hotelCode=YYZ-CA&checkInDate=19&checkInMonthYear=102021&checkOutDate=21&checkOutMonthYear=102021&rateCode=6C-BARC& PMID=99801505&GPC=CFC&cn=no&viewfullsite=true>

_____ Rooms booked for Friday, November 19th

_____ Rooms booked for Saturday, November 20th

Please return registration forms to:

Mail: 120 Promenade Circle, #910, Thornhill, ON L4J 7W9

Email: sidchelsky@fabricare.org

Fax: 905-881-5453



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Speakers

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KAREN MAXWELL

Presentation: Meeting the service demands of today's consumer

Karen is Customer Service Director for GreenEarth Cleaning in Kansas City, MO. With more than 25 years of experience in customer service and sales management working for Danier Leather, Suedemaster and GreenEarth Cleaning, Karen has helped retailers and dry cleaners to address the expectations of today's consumer through training, conflict resolution, CRM and sales initiatives



TIM MAXWELL

Tim is a second-generation dry cleaner. His introduction to dry cleaning came through his family's ownership of Suedemaster Leather Cleaners in Toronto, Canada, which services the specialty cleaning needs of approximately 1,200 retail dry cleaners in the provinces of Ontario and Quebec as well as Upstate New York.

Tim has been actively involved within the Global drycleaning community starting with his role as a Stakeholder Representative by Environment Canada in their Strategic Options Process for the Reduction of Perchloroethylene in the Drycleaning Sector In 1994. Through relationships built with members of Industry management and environmental advocacy groups, he has been fortunate to take advantage of opportunities to visit with top-tier garment care operators on almost every continent.

He has been with GreenEarth Cleaning for over 20 years, starting as a field representative for Canada and the Midwestern U.S. in 2000. He was later promoted to Vice President of Operations, and assumed his current position, as President, in 2003.



JACQUELYN STEVENS

Jacquelyn Stevens, LL.B., M.S.E.L., M.Sc., B.Sc. (Hons.), is an environmental lawyer at Willms & Shier Environmental Lawyers LLP. Jacquelyn's practice focuses on civil and regulatory litigation, environmental compliance and environmental issues connected with Aboriginal law.

Jacquelyn advises clients – including drycleaners and others in the fabricare sector – on environmental aspects of transactions and on contaminated land remediation during litigation and real estate matters.

Jacquelyn appears before administrative tribunals and the courts on regulatory and litigation matters. Prior to her career in law, Jacquelyn was a field and research geologist, a remedial action plan technician for the Ontario Ministry of the Environment and an environmental consulting technician.

Jacquelyn is a member of the Canadian Fabricare Association, Canadian Bar.



DAVE COYLE

Dave Coyle owns and manages In The Bag Cleaners and Maverick Drycleaners. His enthusiasm for investing in and developing the dry cleaning industry is contagious. Dave has built In The Bag Cleaners over the past 20 years, and has developed a team of 62 engaged sales advisors, technicians, and support staff that have a combined 500+ years of service with him.

Dave loves to help other entrepreneurs set goals based on their vision, create a business that serves the owner and family, create boundaries that contribute positively to time management, and encourage life-long learning and investments in one's self.

Dave is always looking for the next opportunity to build a more profitable and stronger dry cleaning company. Business valuation, EXIT options, contract and lease reviews, mergers / acquisitions, along with new store and route analysis all fall squarely in Dave's area of expertise.



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Speakers CONT...

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MICHAEL GOSIO

As a first generation Canadian and second generation owner operator, Michael has strong ties within the Fabric Care Industry. Upon graduating York University with a major in Communications, he made the choice to step into the fashion industry by completing an internship within the clothing sector. This equipped him with valuable knowledge of branding and marketing as well as a general understanding of consumers' wants and needs. This led Michael to make the transition into his family's business at Park Lane Cleaners Inc.

By adding Michael's knowledge of the fashion industry to the Park Lane team, the company took the required steps to adapt into the modern and quickly changing world. For the past 8 years Park Lane Cleaners has been managed by both father and son. This has led the company to become one Toronto's most luxe and couture cleaners. They currently service companies like Chanel, Judith and Charles and are growing at an immense pace.



GRANT CLELAND

Grant Cleland joined Fleet Complete through its acquisition of BigRoad. Now serving as Vice President of North American Direct Sales, Grant is responsible for leading and overseeing all of Fleet Complete's North American direct sales efforts and numerous growth objectives.

Throughout his career, Grant's natural inclination toward, and skill in, marketing, sales, and finance - as well as managing a team of successful customer advocates - gave him a quick rise to the top. At Fleet Complete, his strong work ethic and background in managing customer relations, sales principles, and strategic negotiation, enable Grant to find mutually beneficial opportunities for Fleet Complete and its customers.



DAVE TROEMEL

Dave Troemel is marketing director of BeCreative360, a first-of-its-kind marketing and branding agency started by dry cleaners for the dry cleaning industry. Dave has been in the dry-cleaning business for over 45 years. Dave worked his way up to owning and operating a package plant to building a central cleaning plant with over 45 stores. It's his 45 years of firsthand dry-cleaning experience that became the catalyst for the formation of BeCreative360. Now in its 9th year. Dave uses his dry-cleaning experience and unique business perspectives to create effective marketing strategies, branding, reputation and social media management for BeCreative360 clients.



JEREMY STRALEY

Although Jeremy Straley has only been with SMRT Systems since 2018, his family has been in the dry-cleaning business since he was a kid. Jeremy worked in his uncle's cleaning business out of Knoxville TN off and on through college and after graduating. He found himself back the world of dry cleaning after a career in sales, spending the last decade in the payments industry. With a background in merchant sales, business development, partner management and risk and underwriting, Jeremy leverages his experience to help our customers run a more efficient business.